Physician Relations & Strategic Development
Physician Recruitment & Provider Placement

UAMS
University of Arkansas for Medical Sciences

ANNUAL REPORT
2018
2018 STATISTICS

382,764 Epic patient notes faxed
31,201 Epic Failed Faxes
Epic patient notes mailed to providers (vs. 34,562 in 2017)

5,079 Referring Physician Quick References mailed to referring providers

3,166 Provider on the Fly - referring physician updates (vs. 3,142 in 2017)

778 Users enrolled in EpicCare Link (1,194 clinic staff enrolled; 1,972 total users)

1,900+ Referring physicians & providers visited (1,300+ in 2017)

2,418 Online appointments scheduled (vs. 3,396 in 2017)

681 Letters and Quick References sent to new Arkansas licensees

145 Little Rock Family Practice online referrals scheduled (vs. 213 in 2017)

PHYSICIAN RECRUITMENT

39,417 Opportunity emails to potential candidates

9,838 Contacts with potential candidates

268 Candidates referred for consideration

16 Contracts with outside facilities

8 Job Fairs/Meetings attended

7 Resident Presentations (Placement & Professional Development)
191
Providers visited by faculty for introduction

112
Outreach CME and LearnOnDemand lectures scheduled (vs. 94 in 2017)

97
Referring provider contacts (phone, email & web feedback vs. 82 in 2017)

22
Medical meetings attended representing UAMS (vs. 20 in 2017)

Rural Student Summit • Winthrop Rockefeller Institute
Dr. Mark Jansen leads panel discussion with Dr. Amanda Deel (NYIT) and Dr. Tony Little (ARCOM).

American Association of Physician Liaisons Board of Directors
Carla Alexander serves as Historian and Communications Committee Chair.

Arkansas Democrat-Gazette Senior Expo Statehouse Convention Center
Brian Mann represents UAMS and shares resources with a visitor.
NEW IN 2018

Gut Club
Gastroenterology, Colon & Rectal Surgery and Physician Relations re-launched quarterly Gut Club meetings hosting community physicians, featuring case presentations and lectures presented by national leaders in their field.

Speakers included: Dr. Adam Steinlauf, Mt. Sinai School of Medicine and Dr. Harry Aslanian, Yale University School of Medicine.

Regional Programs Intern Dinner & Mixer
UAMS Regional Interns attended a two day orientation in Little Rock. UAMS Physician Recruitment & Provider Placement hosted dinner at Fassler Hall followed by bowling and karaoke at Dust Bowl. Interns provided an overview of the recruitment program. 44 attended.

Rural Health Summit
The Winthrop Rockefeller Institute hosted the second Rural Health Summit in partnership with Dr. Mark Jansen, (AR BC/BS, George K. Mitchell, M.D., Endowed Chair in Primary Care). Participants created a smaller COMMITtee to carry work forward. COMMITtee initiatives:

• GME and Workforce Development: Collaborative agreements between Arkansas GME programs
• Community Health Workers Certificate program
• Non-emergent transport and care
• Rural physician recruitment and retention
• Early education outreach for health care professions

2018 meeting developed two, five & ten year goals.
COMMIttee leader, Melanie Meyer’s group goals: Double rural providers; Increase residency slots & board certified physicians; Form Rural Health Association.

Rural Health Student Field Trip
11 UAMS students participated
Lake Village
Chicot Memorial Medical Center Tour (Dr. Brad Mayfield)
• Lunch at Country Club with three, young local business professionals
• Brief driving tour of Lake Village

Dumas
Delta Memorial Hospital Tour (CEO Ashley Anthony)
• Social Mixer at the Community Center - Attended by Mayor Scott McCormick and local business leaders

UAMS Liver Transplant Clinic – Northwest
Dr. Lyle Burdine was assisted with the initiation of the Fayetteville satellite clinic.

LearnOnDemand Telecourses:
Added quarterly Pharmacy lecture to the series.

Referring Physician Quick Reference: Now available online!
Physician Visitation Program
Physician Relations & Strategic Development annually visits 1,900+ Arkansas referring providers. Staff delivers UAMS resources and assists with referral issues. A monthly report is emailed to leadership and faculty.

American Association of Physician Liaisons
The AAPL is a professional association of liaisons representing healthcare systems. Carla Alexander served on the Board of Directors from 2013-2018 and was the Communications Committee Chair. Melanie Meyer is a founding board member, Past-President. 600+ liaisons from 48 states

Automated fax notifications to referring providers
It Development helped Physician Relations create an automated fax to referring providers when appointments are scheduled or when UAMS is unable to contact the patient to schedule.

Communication Program
Physician Relations manages referring provider demographics for various IT systems; maintains the centralized point for accurate, accessible referring physician data; and provides auditing.

The Consult
The quarterly clinical newsletter mails to Arkansas providers containing new services, CME, technology and faculty updates with a medical case study. It is emailed internally, distributed at meetings or during visits and posted on Physician Relations website.

EpicCare Link
EpicCare Link is the secure, web-based portal for referring physicians to track UAMS patient treatment. Enrolled: 778 physicians & 1,194 clinic staff

Epic Failed Fax Mailing Process
Epic has no process for mailing patient care failed faxes. IT Development, Creative Service and Mail Processing recreated the program used prior to Epic. It is submitted to BioVentures for copyright and patent protection. Next step is a beta testing partner. Failed faxes mailed: 31,201

Faculty Visits to Community Providers
UAMS faculty visits were coordinated with statewide providers to discuss referrals and provide a fast-track to services. Scheduled: 69 visits with 191 external providers.

HIPAA Fax Error Notification & Auditing
Physician Relations developed a Physician Fax Correction system for the HIPAA office to notify associated areas regarding patient care communication fax errors and to audit fax errors. Last year, there were 31,201 errors out of 382,764 faxes (> 1%).

LearnOnDemand - Tuesday Noon Telecourse
The Center for Distance Health CME Outreach Program now offers Tuesday telecourses with LOD functionality. Topics are multi-disciplinary including Trauma/ER, Pharmacy and Professional Development. Lectures scheduled in 2018: 45

Little Rock Family Practice Concierge Appointment Scheduling
LRFP has an online fast-track to Appointment Center nurses to expedite request. The Appointment Center and IT Development assisted with this initiative. Online referrals: 145

Online Appointment Request
The Appointment Center and IT Development assisted in upgrading online appointment request functionality that is marketed to providers. Online appointments scheduled: 2,418
Outreach Program
The CME Outreach Program coordinates continuing medical education speakers to community healthcare professionals and offers CE credits to providers who attend. Outreach Program speakers scheduled: 67

Physician Recruitment & Provider Placement
The Physician Recruitment & Provider Placement Program serves the recruitment needs of UAMS, UAMS Regional Programs and partner communities by:

- Developing profiles of available opportunities
- Promoting opportunities to residents and physicians
- Utilizing national & local internet job boards
- Referring candidates to partnering providers
- Providing professional development training
- Promoting candidates at regional recruitment meetings (Kansas City, LR, Memphis, Nashville)

The program is contracted with PracticeMatch, PracticeLink, CareerMD and Doximity for recruitment services. Follow on LinkedIn, Facebook Twitter, & Instagram. Physician candidates identified: 268

Referring provider contacts (phone, email & web feedback)
Contacts are triaged, resolved and documented. They are reported to campus leadership in the monthly travel report. Issues resolved in 2018: 97

Systems Updates
Provider on the Fly is the process to update Epic provider demographics. Updates made based upon clinical staff requests, bi-monthly state licensees and returned marketing mailings. Updates in 2018: 3,166

UAMS Referring Physician Quick Reference
The Quick Reference is annually updated and mailed to community providers. It includes: Physician Call Center, Appointment Quick Reference, online appointment scheduling, clinic fax numbers, Physician Relations services and web-site, EpicCare Link & SHARE, LearnOnDemand UAMS Library information and a UAMS campus map.

UAMS Physician Call Center
1-866-UAMS-DOC or 501-686-6080
The Physician Call Center facilitates transfers and consults with UAMS faculty. Physician Relations manages its marketing and assists staff with physician complaints. PCC’s direct number promoted this year.

Welcome Letter to New Arkansas Physicians
Bi-monthly, a welcome letter and a UAMS Referring Physician Quick Reference are mailed to new Arkansas Medical licensees. Number sent in 2018: 681

www.medjobarkasas.com
This website houses the Job Board database for the Physician Recruitment & Provider Placement Program.

www.uamshealth.com/md
This website includes: a feedback function, EpicCare Link, online appointment request, The Consult, CME information with schedules, Find-a-Doc, UAMS Library, LearnOnDemand the Referring Physician Quick Reference and UAMS Physician Recruitment & Provider Placement.
FACULTY VISITS TO PROVIDERS
*multiple visits

Lyle Burdine, M.D., Ph.D.*
Rohit Dhall, M.D.*
Blakely Edmund, APRN*
Paul Edwards, M.D.*
Carolyn Greene, Ph.D.
Laura Huffman, M.D.*
Mitesh Lotia, M.D.
Sanjay Maraboyina, M.D.*
Victoras Palys, M.D.
Looverd Peacock, M.D.*
Larry O’Malley, M.D.
Samuel Overley, M.D.
Analog Rodriguez, M.D., Ph.D.*
John Savage, M.D.*
Brendan Stack, M.D.*
Kristin Zorn, M.D.*

OUTREACH SPEAKERS
*presented more than one lecture

Merideth Addicott, Ph.D.
Shahryar Ahmadi, M.D.
J. Camilo Barreto, M.D.
Robert Brader Jr, M.D.
Lyle J. Burdine, M.D., Ph.D.*
Dale M. Carter, M.D.*
Steven Cherney, M.D.*
Heeeung Choi, M.D.
Rachel Clingenpeel, M.D.
William C. Culp, M.D.
Megan Davis, M.D.
Lindsey Dayer, Pharm.D., BCACP
Rohit Dhall, M.D.*
Tiffany Dickey, Pharm.D.
Paul Edwards, M.D.
Ehab Eltahawy, M.D., MRCS, FACS
Karen Farst, M.D.
Caris Fitzgerald, M.D.
Thomas Frazier, M.D.
Shashank Garg, M.D.
Kristen Garner, M.D.
Kimberly Gartner, M.D., MPH,
FAAFP, CHCOM
Masil George, M.D.*
Johnathan Goree, M.D.*
Carolyn Greene, Ph.D.
Mark A. Hagemeier, J.D.
Nicholas Hargett, PT, DPT
Antonio Howard, M.D.
Laura Huffmann, M.D.
Christopher Johnson, Pharm.D., MEd
Mohammed Kamal, M.D.
Katherine Kimbrough, M.D.
Stephen King, M.D.
Jonathan A. Laryea, M.D., FACS,
FASCRS, FWACS*
Christopher Lee, M.D.
Mitesh Lotia, M.D.*
Sanjay Maraboyina, M.D.*
Rachael McCaleb, Pharm.D.*
Nikhil Meena, M.D., FCCP
Erick Messias, M.D., MPH, Ph.D.*
Jason S. Mizell MD, FACS, FASCRS
T. Whitt Morris, M.D.
Mohammed Mourisi, M.D.
Jason Muesse, M.D.
W. C. Mustain, M.D.
Krishna Nalleballe, M.D.
Lawrence O’Malley, M.D.*
Sanjeeva Onteddu, M.D.
Samuel Overley, M.D.*
Jacob Painter, Pharm.D., MBA, Ph.D.
Christopher Paul, M.D.
Martin G. Radiaty, M.D., FSIR
Gloria Richard-Davis, M.D., FACOG
Analog Rodriguez, M.D., Ph.D.*
John Savage, M.D.
Manisha Singh, M.D.
Jessica Snowden, M.D.
Brendan Stack, M.D.*
Jeffrey Stambough, M.D.*
Pamela Simmons, M.D.
Mark Tait, M.D.
Sara G. Tariq, M.D., FACP
Esther Teo, M.D.
Benjamin Tharian, M.D., MRCP,
FACP, FRACP
Kaci Thiessen, Pharm.D., BCACP
Keyur Vyas, M.D.
Chelsea Wakefield, Ph.D., LCSW
Jeanne Wei, M.D.
Ann Wilson, LCSW
Kristin K. Zorn, M.D.*

WHAT’S NEW IN 2019?

• Gut Club: Add social media
• Referring Physician Assessment Team: Readjourn
• Referring Physician Quick Reference: Create a phone application
• Arkansas Rural Health Association: Physician Relations managing startup marketing
Physician Relations & Strategic Development

Mark T. Jansen, M.D.
Associate Professor, College of Medicine,
Department of Family and Preventive Medicine
Medical Director, Physician Relations
& Strategic Development
Medical Director, Regional Programs
(501) 686-8206
mtjansen@uams.edu

Michael Manley, R.N., MNSC
UAMS Strategy Office
Director of Clinical Integration and Development
(501) 526-7453
mmanley@uams.edu

Melanie Meyer, M.Ed.
Director, Physician Relations
& Strategic Development
(501) 686-8206
melanie@uams.edu

Carla Alexander, M.Ed.
Manager, Physician Relations
& Strategic Development
(501) 686-7934
carla@uams.edu

Byron Jarrett
Liaison, Physician Relations
& Strategic Development
(501) 603-1440
byron@uams.edu

Brian Mann
Liaison, Physician Relations
& Strategic Development
(501) 686-6051
bmann@uams.edu

Physician Call Center:
866-UAMS DOC (826-7362) or
501-686-6080.
www.uamshealth.com/md