



PULASKI COUNTY MEDICAL SOCIETY News

November 2024

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When you think professional, ethical, quality healthcare,
think physicians of Pulaski County Medical Society.

2024 Annual Membership Meeting and Dinner held November 7th

The 2024 Annual Pulaski County Medical Society and Pulaski County Medical Exchange had their annual membership meetings on Thursday, November 7, 2024 at the Robinson Center Ballroom. The over 140 attendees met to take care of society and medical exchange business and to honor fellow doctors.



*Society President Dr. Kelly Burks presents
the 2024 Presidents Award for Outstanding
Contributions to Medicine to Dr. John C. Jones, Sr.*

During dinner M2 Student Jordan Marsh, PCMS Board Student Representative, presented the Outstanding Student Award to M2 student Reagan Dodd. This award is voted on by the medical students at UAMS.

Dr. Kelly Burks, PCMS President, presented the 2024 Presidents Award for Outstanding Contributions to Medicine to Dr. John C. Jones, Sr. Dr. Jones joins the ranks of former honorees like Dr. Lawrence Mendelsohn, Dr. Joseph Bates and Dr. William "Bill" Jones.

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NOTICE FROM THE PULASKI COUNTY MEDICAL EXCHANGE

ALL TEXT MESSAGING FROM THE PHONE NUMBERS 501-663-6900 AND 501-663-1450, AND MESSAGES THROUGH PINGMD, WILL END AT 7AM NOVEMBER 21, 2024. CUSTOMERS WHO WISH TO CONTINUE RECEIVING TEXT MESSAGES MUST DOWNLOAD THE OUTPAGE™ APP BEFORE NOVEMBER 20TH.

Scheduling Techniques for Success

ELIZABETH A. WOODCOCK, DRPH, MBA, FACMPE, CPC; REPRINTED FROM THE SVMIC SENTINEL

As I was chatting with a busy pediatrician about her priorities for managing her successful practice, I realized how often she mentioned the word, "schedule." Perhaps it's not a surprise, as the schedule defines the delivery of the practice's most important asset – in this case, her time, and that of her colleagues. Without an appointment slot, there is no encounter, no CPT code, no bill, no payment. Most importantly, there is no delivery of care to the patient who needs it. The schedule is truly the backbone of the practice, as it is the means to deliver the precious, perishable inventory of a physician's time.

Let's explore opportunities to effectively construct a schedule:

Be intentional. Because the schedule represents your inventory, it serves as the basis for achieving the goals for your practice. For example, if your overhead represents \$300,000 per year and you want to bring home \$200,000 per year, you need to come up with a bit more than \$500,000 to be sure to cover your variable costs, such as medical supplies. If you clear an average of \$150 per patient encounter, you need to bill for 3,333 visits annually. If your identified "no show" rate is 10%, you'll need to build slots for (at least) 3,704 appointments into your template for the year.

In addition to the volume that you need to run your practice, the percentage of new patient appointments is important. How many new patient appointments do you need in the clinic to optimize your surgery schedule (or any subsequent or adjacent service)? Every specialty will have a different lens on this topic of "new" patients– for example, my pediatrician friend embeds newborn appointments into her schedule. It's an opportune time to consider your schedule as a vital tool in managing practice growth.

Recognize the importance of every appointment slot. Even if the schedule looks really busy, patients may cancel in the days or hours prior to their appointment. Cancellations may be due to scheduling conflicts, cured illnesses, or any host of reasons. Redeploy the slot by implementing an automated waitlist that offers availability through the afternoon before that appointment. Supplement these efforts by assigning a "gap management specialist" or (my favorite!) "chaos scheduler" to review the next day's schedule each late afternoon as the waitlist stops throttling. Actively work the schedule by calling patients who are scheduled in the days or weeks ahead to determine if they wish to be seen earlier. (Be intentional about the process – for example, provide guidance to your team so that a new patient doesn't get scheduled into a 10-minute slot.) For many practices, unfortunately, an empty slot is celebrated – *start changing the culture today.*

Identify the duality of no-shows. Missed appointments have a significant impact – the patient misses their care, but the nonarrival also represents an opportunity cost for the practice. Therefore, missed appointments need to be addressed from the patient's perspective – and the practice's perspective. From the patient's perspective, institute a robust confirmation process to urge the patient to present. Consideration may be given to financial penalties, which may be invoked for frequent offenders. On your end, consider leveraging predictive analytics. At the patient level, you could analyze their likelihood-to-show, and determine whether to overbook the appointment slot. Alternatively, you could build in an extra slot(s) based on your overall nonarrival rate. In sum, address the issue from both perspectives – the patient's and yours.

Template construction is vital. There are several key methods to build a template. Some opt for an open template where any patient can be put in any slot; others have a very rigid grid with designated attributes (e.g., new patients, post-surgery). The best method is one that works for you – and your patients, but likely falls between these two extremes. One of my favorites is a modified wave schedule. Let's say you're an obstetrician. You have a new Ob patient scheduled at 8 a.m. – and she's likely to spend at least 15 minutes with the pre-visit tasks of urine samples, undressing, vitals etc. Schedule an established patient sick visit at the same time (8 a.m.) and see that patient in those initial 15 minutes.

In addition to the daily construction of the office schedule, be thoughtful about the week and the year. For example, consider holding more sick- and new-visit slots on Mondays (instead of return visits). December is always a high-volume month for elective surgeries as patients scramble to use their post-deductible insurance coverage.

For many practices, the schedule remains an administrative task that is nearly an afterthought. Being intentional about your schedule can create value for your practice – and your patients.



2024 Annual Membership Meeting and Dinner held November 7th

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The members heard a report from UAMS M4 Student Melanie Beehler, and her team, who spoke about the 12th Street Pop-Up Clinic project. This project was funded by the society.

The keynote speaker was Dr. Sam Taggart. He gave the membership a short history of medicine in the state of Arkansas over the past 200+ years.



Keynote Speaker Dr. Sam Taggart



PCMS Board Student Representative Jordan Marsh presents 2024 Outstanding Student award to Reagan Dodd.



SVMIC Sponsor Sharon Theriot and the UAMS medical students they sponsored to attend.



12th Street Pop up clinic student presentation

PCMS wishes to extend a special thank you to our event Sponsors:



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Baptist Health, City of North Little Rock Open New Clinic in Rose City Neighborhood

Officials on Wednesday, Sept. 4, held a ribbon cutting to celebrate the opening of Baptist Health Family Clinic-Rose City, which serves residents of North Little Rock and surrounding communities.

A partnership between the City of North Little Rock and Baptist Health, Baptist Health Family Clinic-Rose City is the first full-service medical clinic in the east part of North Little Rock since a medical office burned in 2013.

"In addition to advancing Baptist Health's mission of providing quality services with Christian compassion, we believe this will help improve health care access for residents in the Rose City neighborhood so they can get the care they need closer to home," said Troy Wells, president and CEO of Baptist Health.

North Little Rock Mayor Terry Hartwick is from Rose City and personally knows the importance of a health clinic. He suffered a head injury as a child and, if he had not had immediate medical attention in Rose City, he may not be here today.

"Baptist Health continues to provide quality health care and we are pleased they have partnered with our city in creating this health clinic for our residents, Hartwick said. "The east part of North Little Rock is the fastest growing part of our city. We have three new factories, new homes, and are excited for this clinic to support our growth. The location of this clinic is vital for North Little Rock."

Jessica Udeogu, MD, will see patients at Baptist Health Family Clinic-Rose City. Dr. Udeogu is a native of Carrollton, Texas and residency graduate of the Baptist Health-University of Arkansas for Medical Sciences Medical Education Program.

Dr. Udeogu earned a master's degree in Healthcare Administration from Walden University in Minneapolis, Minnesota, and a Doctor of Medicine from St. James School of Medicine in Arnos Vale, St. Vincent and the Grenadines. She is board certified by the American Board of Family Medicine.

Gia Williams, APRN, also practices at the clinic. Williams, a native of Marked Tree, Arkansas, received her Master of Science in Nursing from Arkansas State University and her Doctor of Nursing Practice from Chatham University in Pittsburgh, Pennsylvania. She is board certified by the American Academy of Nurse Practitioners.

The nearly 6,500-square-foot clinic is located at 4200 E. Washington Ave. in North Little Rock. Representatives from Baptist Health and the City of North Little Rock broke ground on the Rose City neighborhood project in August 2022.



Jessica Udeogu, MD

Baptist Health, City of North Little Rock Open New Clinic in Rose City Neighborhood

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Taggart Architects of North Little Rock designed the clinic and Alessi Keyes Construction of North Little Rock led construction on the approximately \$5 million project.

"Difficulties in accessing care contributes to the disparities in health care outcomes," said Dr. Stan Kellar, chief medical officer at Baptist Health Medical Center-North Little Rock. "Through this new clinic, we aim to improve the health of residents in Rose City."

Bank of America provided philanthropic support to help cover the inaugural cost of opening the Rose City clinic, including medical and dental pharmacy supplies, x-ray machines and other equipment. In addition, Bank of America's philanthropic support of other services helps provide essential resources for Baptist Health's Pregnancy Wellness Centers, including informational packets for new moms, newborn car seats, preventive health screenings,

immunizations, baby monitors, as well as free health screenings and services to thousands of rural Arkansans through Baptist Health's Mobile Health Unit.

"Bank of America is committed to strengthening the community by addressing issues fundamental to social and economic opportunity," said Heather Jones, president of Bank of America Arkansas. "The new Baptist Health clinic in Rose City will be instrumental to ensuring residents have access to quality healthcare in their community."

When it opens, Baptist Health Family Clinic-Rose City will serve patients Monday through Friday from 8 a.m. to 5 p.m. The clinic provides unwavering support during life's most challenging times and serves as a reliable partner for all the happy moments. Baptist Health is committed to being your trusted partner for life.



Angie Longing

Angie Longing Named President of CHI St. Vincent Morrilton

[CHI St. Vincent](#), a leading regional health network serving Central and Southwest Arkansas, has appointed Chief Nurse Executive [Angie Longing](#) President of [CHI St. Vincent Morrilton](#).

In her new position, Longing will continue to serve as Chief Nurse Executive for the CHI St. Vincent Arkansas market. Longing moves into the role after former CHI St. Vincent Morrilton President Bubba Arnold retired in late September.

"Angie's unwavering dedication as a leader, nurse, mentor and advocate is truly exceptional," CHI St. Vincent Market President Chad Aduddell said. "She embodies the spirit of our ministry, and we are thrilled as she moves into this new role, serving our patients and their families with the highest level of compassion and quality of care."

Longing has championed nursing and patient care for more than 30 years. She began working with CHI St.

Vincent in 1994, beginning her career as a Labor and Delivery nurse at CHI St. Vincent Morrilton. She has also held various leadership roles, including Executive Director for Hospital-Based Physician Practices; Executive Director of Nursing for CHI St. Vincent Infirmary, CHI St. Vincent North and CHI St. Vincent Morrilton; and Chief Nursing Officer at CHI St. Vincent Morrilton.

Longing also served as Chief Nursing Officer and Vice President of Patient Care Services through a partnership with Conway Regional Health System. In 2022, she was appointed Senior Vice President and Chief Nurse Executive for the CHI St. Vincent Arkansas market.

Longing holds a bachelor's degree in nursing from the University of Central Arkansas and a master's in health services management from Webster University in Little Rock. She also holds a Board Certificate as a Nurse Executive, and was honored with the [DAISY Lifetime Achievement Award](#) in 2024, a prestigious honor recognizing extraordinary nurses who have devoted their life to the compassionate care of others and have significantly contributed to the nursing profession.

Autumn Road Family Practice Nationally Recognized for its Commitment to Improve Cardiovascular Health

Autumn Road Family Practice is a recipient of the 2024 **Target: BP** Gold+ award in recognition of its commitment to reducing the risk of heart disease and stroke by improving blood pressure management. ARFP was one of six clinics recognized in Arkansas and one of 1,812 in the nation.

Autumn Road Family Practice submitted data reporting 85% of their patients with hypertension had controlled blood pressure in 2023. In addition, the practice had to meet specific standards of care, quality measures, operational process guidelines as well as demonstrating commitment to the latest evidence and science-based care guidelines.

Target: BP is a national collaboration between the American Heart Association and American Medical Association to reduce the number of Americans who suffer from heart attacks and strokes each year by urging physician practices, health systems and patients



to prioritize hypertension control. The initiative aims to help health care organizations improve blood pressure control rates using evidence-based protocols, tools and resources and recognizes organizations that treat patients with hypertension for achieving blood pressure control rates within the populations they serve.

UAMS College of Public Health Researcher Awarded \$3.6 Million to Study Antibiotic Resistance

A University of Arkansas for Medical Sciences (UAMS) research team is examining the critical knowledge gap in cefiderocol resistance.

En Huang, Ph.D., associate professor in the UAMS Fay W. Boozman College of Public Health Department of Environmental Health Sciences is leading an interdisciplinary research team that will conduct the project, "Mechanisms of Cefiderocol Nonsusceptibility and Resistance Evolution in Carbapenem Resistant Pathogens."

The research involves a collaborative effort with microbiologists Sun Hee Moon, Ph.D., and Lu Huang, Ph.D., bioinformatician Se-Ran Jun, Ph.D., along with clinicians Mitchell Jenkins, M.D., and Ryan Dare, M.D.

Cefiderocol is an antibiotic designed to treat complicated urinary tract infections, hospital-acquired bacterial pneumonia and ventilator-associated bacterial pneumonia as well as other infections caused by multidrug-resistant Gram-negative bacteria. It is administered intravenously.

The National Institute of Allergy and Infectious Diseases (NIAID)/National Institute of Health (NIH) is funding

the research for \$3.6 million. The study launched in September and continues until August 2029.

"The goal of this study is to understand if some bacteria are already resistant to cefiderocol, even if they haven't been treated with it before. We'll also look at how bacteria develop resistance after being exposed to the antibiotic," Huang said. "We'll investigate how bacteria become resistant to cefiderocol by studying them in the lab, looking at their DNA, and examining their genetic makeup."

"Without a deeper understanding of how resistance develops, we cannot create effective strategies to combat these resistant bacteria. Resistance to the antibiotic limits doctors' options to effectively treat the various infections."

The Centers for Disease Control and Prevention (CDC) reports that nearly 3 million antibiotic-resistant infections occur in the United States annually, resulting in more than 35,000 deaths. Huang noted that properly addressing the knowledge gap in antibiotic resistance requires a multifaceted, interdisciplinary approach.

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Baptist Health Named to Newsweek's America's Most Admired Workplaces 2025

Baptist Health announced today, Oct. 10, that it is recognized as one of America's Most Admired Workplaces 2025 by Newsweek and Plant-A Insights Group.

Newsweek and Plant-A Insights Group recognized America's Most Admired Workplaces in the United States, by conducting a large-scale employer study based on over 250,000 company reviews.

"We don't strive to win awards, but when we do, it's another reminder that the environment we create for our employees is seen positively and is well-loved," said Cathy Dickinson, chief human resources officer at Baptist Health. "Our healing ministry is honored to be just one of five Arkansas-based companies named to this list, which is based on a survey of more than 250,000 U.S. employees and more than 1.5 million collected company reviews."

Newsweek and Plant-A Insights partnered to rate America's Most Admired Workplaces 2025. This list highlights companies that employees respect and job searchers want to work for. From fostering innovation and professional growth to championing work-life balance, these organizations set the standard for what it means to be an admired employer.



"From fostering innovation and professional growth to championing work-life balance, these organizations set the standard for what it means to be an admired employer," said Nancy Cooper, global editor in chief of Newsweek. "Newsweek and market-data research firm Plant-A Insights are proud to introduce 'America's Most Admired Workplaces 2025,' highlighting companies that employees want to work for."

Baptist Health maintains a number of benefits to help parents and families, including onsite child care, tuition assistance, loan forgiveness, credit union, an employee food pantry and an abundance of company-provided benefits and discounts. Baptist Health also offers many community programs such as immunizations, cooking events and classes for new and expecting parents. Also, our Baptist Health Mobile Health Unit reaches families throughout the state.

Baptist Health has a number of ongoing initiatives that are dedicated to celebrating the health care organization's diverse workforce. We survey our employees annually for valuable feedback. Leadership is trained in unconscious bias, creating an inclusive work environment.

UAMS College of Public Health Researcher Awarded \$3.6 Million to Study Antibiotic Resistance

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A higher volume of in-depth studies will help researchers and medical professionals fully understand the underlying mechanisms of cefiderocol resistance. Additionally, gaining insights into how resistance develops will also help health care providers make better informed decisions about when to prescribe certain antibiotics.

Huang encouraged practical measures such as people practicing proper hand hygiene and enhancing antibiotic use to significantly reduce the risk of resistance development and transmission. "Antibiotic resistance is a growing problem and poses a direct threat to public health in Arkansas, making it crucial to understand and

address resistance to protect our communities and improve treatment options."

Huang acknowledged the significant support from UAMS, which enabled him to gather the preliminary data needed to secure the NIH grant. His research was funded by the UAMS VCRI Pioneer Award and the UAMS Center for Microbial Pathogenesis and Host Inflammatory Responses, a center supported by an NIH Centers of Biomedical Research Excellence (COBRE) grant that helps early-career researchers achieve independent funding.

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Baptist Health First In Arkansas To Utilize Cutting-Edge icometrix AI Technology for Neuroradiology

Baptist Health is the first health care organization in Arkansas to utilize icometrix's cutting-edge AI technology to improve neuroradiology services.

Through this collaboration, icobrain, icometrix's advanced AI software, will be introduced at all Baptist Health imaging locations across Arkansas, starting in North Little Rock.

The icobrain software uses state-of-the-art artificial intelligence to analyze brain MRI scans with exceptional precision. This helps radiologists and neurologists detect and monitor neurological conditions such as multiple sclerosis, dementia and traumatic brain injury more quickly and accurately.

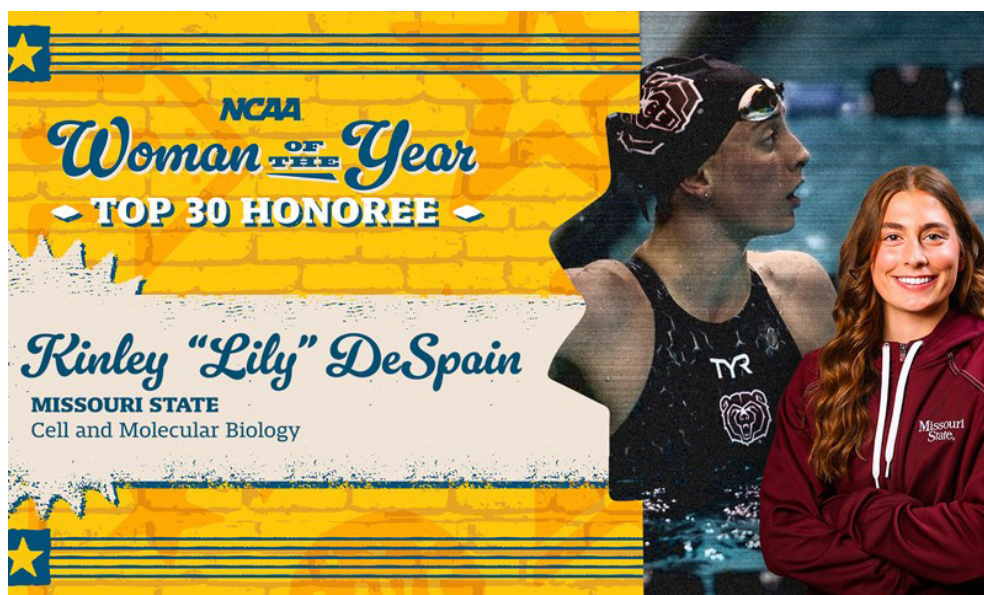
icobrain uses artificial intelligence to assess brain volumes, abnormalities and subtle brain volume changes over time. icobrain aligns your brain scan with a reference atlas, and segments multiple brain structures to measure volumes, abnormalities, and subtle changes over time. Tailored to your condition, brain volumes are measured and normalized for age, sex and head size before comparing it to a normal reference database.

The technology offers more personalized treatment plans and quicker diagnoses, allowing for earlier interventions when they matter most.



"By adopting icobrain, Baptist Health is committed to ensuring patients receive the highest level of quality, compassionate care," said Jessica Rivera, FACHE, vice president of operations at Baptist Health Medical Center-North Little Rock. "The healing ministry remains committed to embracing innovation in health care while maintaining the trust and comfort of our patients."

icometrix is internationally active and integrated with more than 300 hospitals and imaging networks worldwide. Alongside their clinical services, icometrix collaborates with some of the largest health care providers and pharmaceutical companies on the evaluation of new treatments for neurological diseases.



Congratulations to Kinley "Lily" DeSpain, an M1 Student at UAMS, for being chosen as an NCAA Woman of the Year Honoree.