



PULASKI COUNTY MEDICAL SOCIETY *News*

November 2025

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2025 BOARD OF DIRECTORS

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Pulaski County Medical Society
500 S. University Avenue, Suite A14
Little Rock, AR 72205
Phone: 501.687.0039
Email: derek@pulaskicms.org
Website: www.pulaskicms.org

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

2025 Annual Membership Meeting and Dinner held November 6th

The 2025 Annual Pulaski County Medical Society and Pulaski County Medical Exchange had their annual membership meetings on Thursday, November 6, 2025 at the Robinson Center Ballroom. The over 90 attendees met to take care of society and medical exchange business and to honor fellow doctors.

During dinner PCMS Executive Director Derek Rudkin, presented the Outstanding Student Award to Darrin McFall. This award is voted on by the medical students at UAMS.

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Dr. Debra Morrison, 2025 Presidents Award for a Lifetime of Outstanding Contributions to Medicine recipient

We Are All Patients

Elizabeth Woodcock, MBA, FACMPE, CPC

REPRINTED FROM THE SVMIC SENTINEL

A recent injury gave me the opportunity to experience and evaluate navigating the healthcare system as a patient. While these observations aren't meant to be a reflection on your practice, they are provided to offer a lens into our collective continual opportunity for improvement. The lesson? Look around. Be observant. Put yourself in your patient's shoes and remember, we are all patients ourselves.

No easy button.

Getting an appointment remains a friction-filled process. Locating the phone number, getting a scheduler on the line, and seemingly having to convince them to book an appointment feels wildly wrong. I walked out of several care settings, thinking, "Geez. I am paying for this service..." Self-scheduling was available, but only on a limited basis and seemed nearly as clunky as calling the practice. Focus on your scheduling process; in essence, it is your practice's sales department, so make it easy for the patient.

Enough with the forms.

We have long obsessed with our forms, and I was hoping that we had loosened the grip. However, I was handed forms in all colors (true story - pink, yellow, and green), but most annoying were the questions on repeat. Asking the patient via two forms, then by the medical assistant, and finally the physician - it left me wondering if anyone was communicating with one another? If you ask the patient once, don't request it again unless you have to by law.

Cost of care.

Revenue cycle management is a vital function of your practice, yet engagement with the patient may not match your after-visit efforts. In my case, I was given several important options during my care. Perhaps I needed additional imaging? Another referral might be required? Maybe a good brace [for the injury] would help me? Etc. When I probed gently about the cost - an important decision-making factor in all other aspects of my life - I was greeted with a puzzled look. I recognize that the reimbursement system is very complex, but it's crucial to honor the patient for this consideration even if just to acknowledge cost as a determinant.

Thin walls.

At one front office, I arrived five minutes late for my appointment. The appointment was for 11:45 am, and I was checking in at 11:50 am. Because I had been a dutiful patient in completing my registration on a pre-visit basis, my time to check-in was a matter of seconds. As I was sitting down, the phone rang at the front desk. I could hear the receptionist saying: "Well, y'all are the ones who scheduled her so close to lunch. I can't help it that she's here. Someone's got to come get her..." [and so forth]. Whether your team is frustrated with each other, the system, or whatever it may be, it's not appropriate to take it out on the patient. The walls are thin; recognize that patients are always listening.



2025 Annual Dinner attendees

2025 Annual Membership Meeting

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Dr. Ken Singleton, PCMS President, presented the 2025 Presidents Award for Outstanding Contributions to Medicine to Dr. Debra Morrison. Dr. Morrison joins the ranks of former honorees like Dr. John Jones, Sr., Dr. Lawrence Mendelsohn, Dr. Joseph Bates and Dr. William "Bill" Jones.

The members heard reports from UAMS Medical students Katherine Marquardt, Madison McClanahan, and Jade Dorman who spoke about the 12th Street Pop-Up Clinic project, as well as Sara Jong speaking about the Vision without Limits Project. These projects were funded by the society.

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2025 Outstanding Student Award recipient Darrin McFall



12th Street Pop-up Clinic project presenters, L-R, Katherine Marquardt, Madison McClanahan, and Jade Dorman



Vision Without Limits project presenter Sara Jong

2025 Annual Membership Meeting

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The keynote speaker was Dr. Salvatore Mangione who spoke about the Art of Observation and the Observation of Art. If you attended and would like a copy of the presentation please contact the society office.



UAMS Medical Student attendees with SVMIC sponsors



Keynote Speaker Dr. Salvatore Mangione speaks on the topic The Art of Observation and the Observation of Art



Pulaski County Medical Society President Dr. Ken Singleton welcomes attendees



L-R_SVMIC Sponsors Melody Hilton, Sharon Theriot, and Christy Reeves

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

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36th Annual Bolo Bash Golf Tournament Secures Nearly \$573,000 for Baptist Health College Little Rock Renovation Project

The 36th Annual Bolo Bash Golf Tournament was a huge success, securing nearly \$573,000 through sponsorships, donations and gift-in-kind support. Baptist Health Foundation hosted its annual tournament, presented by Simmons Bank, on September 15-16 at the beautiful Chenal Country Club in Little Rock.

Proceeds will benefit the Baptist Health College Little Rock renovation project, a major initiative that will expand and remodel facilities and add state-of-the-art equipment. These enhancements will enrich the education of nursing and healthcare students, so that upon graduation, they are highly trained, well-educated and ready to serve communities across Arkansas.

The sponsorships sold 147 teams for the two-day, four-person scramble, which featured both men's and women's competitions on Chenal's two courses. Golfers traveled from across the state — including Arkadelphia, Bentonville, Fort Smith, Jonesboro and Monticello, as well as out of state — Florida, Georgia, Tennessee and Texas, showcasing the wide-reaching support for Baptist Health's mission.

Beyond the impressive turnout and the funds raised, the highlight of the event was a hole-in-one by Hunter Hickingbotham on the 17th hole of the Founder's Course.

Additional fun and excitement came from contests and games held throughout the event, including first, second and third place team prizes in two flights, on-course competitions, and indoor challenges.

"The success of this year's Bolo Bash Golf Tournament reflects the generosity of our community and the commitment to preparing the next generation of healthcare professionals," said Janet Marshall, chief development officer of Baptist Health Foundation. "We are deeply grateful to our presenting sponsor, Simmons Bank, and all our sponsors and participants who made this year's event truly special and memorable."

The 2026 Bolo Bash Golf Tournament is scheduled for Sept. 14-15, 2026, again at Chenal Country Club. For more information about participation or sponsorship opportunities, please contact the Baptist Health Foundation at **(501) 202-1839**.

Healthgrades Awards UAMS Five-Star Ratings for Heart Failure, Pneumonia and Sepsis

The University of Arkansas for Medical Sciences (UAMS) has received five-star ratings for its treatment of heart failure, pneumonia and sepsis from Healthgrades, the leading resource used by consumers to find a health care provider.

The 2026 specialty ratings, released today, place UAMS among the top 10% of hospitals nationwide recognized for exceptional clinical performance in cardiac, pulmonary and critical care areas.



This marks the third year in a row that UAMS has received a five-star rating for its treatment of heart failure and the second consecutive year that it has received a five-star ranking for its treatment of sepsis.

"These achievements reflect UAMS' commitment to consistently delivering the best care possible and place the organization in the upper echelon of hospitals for specialty care nationwide," according to Healthgrades.

Michelle Krause, M.D., senior vice chancellor of UAMS Health and CEO of UAMS Medical Center, said UAMS is grateful for the recognition, which provides important guidance for people needing specialized care.

"As the only academic medical center in Arkansas, we provide a unique blend of expertise that combines the knowledge of many disciplines in one place," she said. "Our clinicians regularly reach out to one another to ensure that our patients' needs are considered from every angle. At the same time, as a research institution, we have access to emerging technologies that boost our ability to provide the very best care available. This unique combination of skill and cutting-edge resources offers advantages for our patients that aren't available anywhere else."

The Healthgrades ratings are based on data collected from about 4,500 hospitals nationwide on all Medicare

patients who used hospital in-patient services in 2022, 2023 and 2024.

They are based solely on what matters most — patient outcomes.

Emphasizing that performance gaps persist between the nation's highest- and lowest-achieving facilities, Healthgrades said it is increasingly important to seek care at top-rated programs.

"Our 2026 analysis revealed that if all hospitals as a group performed similarly to five-star hospitals during the 2022-2024 study period, on average, 230,466 lives could potentially have been saved, and 156,797 complications could potentially have been avoided," Healthgrades said.

For its 2026 Specialty Excellence awards, Healthgrades compared hospitals with statistically better-than-expected performance (those with five-star ratings), as a group, to those with statistically worse-than-expected performance (those with just one star), as a group, and found that:

1. Patients treated for heart failure in five-star hospitals had, on average, a 61% lower risk of dying than if they were treated in a one-star hospital.
2. Patients treated for sepsis in five-star hospitals had, on average, a 39% lower risk of dying than if they were treated in a one-star hospital.

"Healthgrades' specialty awards identify the nation's top-performing hospitals in key service areas, helping consumers find high quality care tailored to their specific needs," said Alana Biggers, M.D., MPH, medical advisor at Healthgrades. "We're proud to recognize UAMS for its consistently superior outcomes in these key service areas."



Baptist Health Medical Center-North Little Rock Earns Advanced Certification in Spine Surgery From The Joint Commission

Baptist Health Medical Center-North Little Rock has earned The Joint Commission's Gold Seal of Approval® for Advanced Certification in Spine Surgery (ACSS) by demonstrating continuous compliance with its performance standards.

The Gold Seal is a symbol of quality that reflects a health care organization's commitment to providing safe and quality patient care.

"Achieving Advanced Certification in Spine Surgery reflects the collective dedication of our surgical teams, nurses, and rehabilitation specialists to deliver the safest, most effective spine care possible, said Dr. Blake Phillips, medical director of Baptist Health's spine program for Little Rock and North Little Rock. "This recognition underscores our commitment to evidence-based practice, data-driven outcomes, and continuous improvement — ensuring every patient receives the highest standard of spine care from consultation through recovery."

Offered in collaboration with the American Academy of Orthopaedic Surgeons, the certification helps organizations provide consistent communication and collaboration among all health care providers involved in the care of the patient – from the pre-surgical consultation with the spine surgeon to the intraoperative, hospitalization or ambulatory surgery center admission, rehabilitation activities, and then the follow-up visit with the surgeon.

To be eligible for ACSS, organizations must implement evidence-based care and clinical practice guidelines and participate in the American Spine Registry, a national quality improvement registry for spine care. These requirements include at least 200 spine surgery procedures, data collection on standardized performance measures for a minimum of four months prior to certification review, standardized order sets for spine surgery patients, utilization of clinical practice guidelines to provide evidence-based care and active participation with the American Spine Registry (ASR).

Additionally, organizations need to collect performance measurement data on surgical site infection rates, new neurological deficits, unplanned return visits to the operating room, and pre-operative and post-operative patient reported outcomes.

Baptist Health Medical Center-North Little Rock underwent a rigorous onsite review. During the visit, a Joint Commission reviewer evaluated compliance with related certification standards including: clinical information management, program management, supporting self-management and delivering or facilitating clinical care.

Additionally, performance measurements were reviewed including surgical site infection rates, new neurological deficit, unplanned return visit to the operating room and patient reported outcomes.

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Baptist Health Medical Center...

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"Advanced Certification in Spine Surgery recognizes healthcare organizations committed to striving for excellence and fostering continuous improvement in patient safety and quality of care," says Ken Grubbs, DNP, MBA, RN, executive vice president of Accreditation and Certification Operations and chief nursing officer,

The Joint Commission. "We commend Baptist Health Neurosurgery Arkansas for using The Joint Commission certification process to reduce variation in clinical processes and to strengthen its clinical program to drive safer, higher quality and more compassionate care for individuals served."

Kidney Care Center Announces a New Location

In addition to their primary office in Little Rock, Kidney Care Center is excited to announce a new location in North Little Rock AR.

"Recently, we closed our limited Sherwood location and moved operations to North Little Rock. This Clinic opened September 22, 2025, and offers convenient accessible parking, city bus services, covered patient access, with nearby outpatient radiology and other medical services" states Muhammad G. Alam MD. "We are confident this new space will allow us to enhance the care we provide our patients and referring Physicians throughout our State."

Both offices are now open Monday through Friday and accepting new patients with convenient hours for patient care.



Little Rock Location:

Doctors Building
Suite 505
500 S. University Ave.
Little Rock, AR 72205-5307
Ph: 501-588-1100
Fax: 501-588-1750

North Little Rock Location:

Springhill Medical Plaza
Suite 360
3401 Springhill Drive
North Little Rock, AR 72117
Ph: 501-615-8808
Fax: 501-615-8828

Baptist Health Women's Clinic-North Little Rock Welcomes Dr. Mollie Newbern



Dr. Mollie Newbern

Obstetrician-gynecologist Mollie Newbern, DO, recently joined the team at Baptist Health Women's Clinic-North Little Rock.

Dr. Newbern, a native of Little Rock, received a Doctor of Osteopathic Medicine from the Lincoln Memorial University-DeBusk College of Osteopathic Medicine

(LMU-DCOM) in Harrogate, Tennessee. She completed a residency in Obstetrics and Gynecology at OhioHealth Doctors Hospital in Columbus, Ohio.

"I am dedicated to providing personalized and evidence-based treatments for patients at every stage of life," Dr. Newbern said. "I strive to empower my patients with knowledge of their own bodies and support them throughout their health care journey."

Baptist Health Women's Clinic-North Little Rock, at 3201 Springhill Drive, Suite 130, is conveniently located on the campus of Baptist Health Medical Center-North Little Rock. The clinic is open Monday through Friday from 7:30 a.m. to 4:30 p.m.

To learn more about Dr. Newbern and the services she provides at Baptist Health Women's Clinic-North Little Rock, call (501) 955-2741 or visit [Baptist-Health.com](https://www.baptist-health.com).