



# PULASKI COUNTY MEDICAL SOCIETY News

May 2023

## 2023 BOARD OF DIRECTORS

### Pulaski County Medical Society

Nicholas Brucker, MD – *President*

Kelly Burks, MD – *Vice President*

Krishnappa Prasad – *Immediate Past President*

Leticia Jones, MD

Bobby Kakati, MD

Yara Robertson, MD

Ken Singleton, MD

Diane Wilder, MD

Richard Wirges, MD

Jordan Marsh – *UAMS Student Representative*

## 2023 COMMITTEES

### Pulaski County Medical Society

Krishnappa Prasad, MD

*Nominating & Credentialing Chair*

Anna-Clair Pilkington

*Social Media Committee*

## 2023 BOARD OF DIRECTORS

### Pulaski County Medical Exchange

Angela Lovett, MD – *President*

Marvin Ashford, MD

Jeffery Hartsell, MHSA

Misti Harvey

Will Henson

Renee Montgomery, MD

Priyantha Wijewardane, MD

### Pulaski County Medical Society

500 S. University Ave., Suite A14

Little Rock, AR 72205

Phone: 501.687.0039

Email: [derek@pulaskicms.org](mailto:derek@pulaskicms.org)

Website: [www.pulaskicms.org](http://www.pulaskicms.org)

*Articles represent the opinions of the authors and do not necessarily reflect the official policy of the PCMS or the institution with which the author is affiliated. Advertisements do not imply sponsorship by or endorsement of PCMS.*

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

## Five Urgent Care Centers Transition to Baptist Health Urgent Care

Five Sherwood Urgent Care Centers are now a part of Baptist Health Urgent Care. The urgent care centers in Maumelle, Russellville, Hot Springs, and the two centers in Conway made the transition today, May 1.



Both brands are part of the Urgent Team Family of Urgent Care & Walk-in Centers. Baptist Health Urgent Care was formed in 2015 to expand and operate urgent care centers, furthering Baptist Health's reach to communities with quality health care.

These five centers will continue with the same quality teams and with greater integration and access to Baptist Health specialists, when needed:

- Conway (South), 222 Dave Ward Drive, across from Acxiom
- Conway (North, 1065 Skyline Drive, next to Starbucks
- Maumelle, 123 Audubon Drive, Suite 600, beside U.S. Bank
- Russellville, 106 Weir Road, Suite 4, in front of Walmart
- Hot Springs, 201 Airport Road, next to Big Lots

When an illness or injury can't wait, Baptist Health Urgent Care's 18 locations offer urgent care, family care and occupational health services seven days a week with extended hours. For added convenience, walk-ins are welcome, or patients can plan a same or next day visit online with Hold My Spot®, or reserve a Telemedicine visit.

The centers are open seven days a week: Monday through Friday, 8 a.m. to 8 p.m.; Saturday 8 a.m. to 4 p.m. and Sunday 1 p.m. to 6 p.m. Most insurance plans, including TRICARE and VA, Medicare and Medicaid, as well as cash and credit cards are accepted. ARKids requires a physician referral in advance of the visit.

# Key Performance Indicators: Spotlight on Revenue Cycle Management

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

The tumultuous environment of the past couple of years has certainly introduced vulnerability into your practice's revenue cycle. Reimbursement success emanates from a myriad of factors, but it can be tracked by a handful of standard indicators. Take the opportunity to measure three key performance indicators to keep your practice on track:

## Days in receivables outstanding (DRO).

$$\text{AVERAGE DAILY CHARGE} = \frac{\text{TOTAL CALENDAR YEAR CHARGES}}{365}$$

$$\text{DAYS RECEIVABLES OUTSTANDING} = \frac{\text{TOTAL CURRENT ACCOUNTS RECEIVABLE (A/R)} - \text{CREDITS}}{\text{AVERAGE DAILY CHARGE}}$$

The result (DRO) should be in the range of 30 to 40. A practice with quick-processing payers like traditional Medicare may enjoy a lower number, while practices contending with Worker's Compensation may have to tolerate a higher number. Although nothing is perfect, DRO is arguably the single best indicator of revenue cycle management (RCM) performance.

**Aged trial balance (ATB).** Measure your receivables outstanding based on time. Most practice management systems report an ATB based on 30-day windows – the percent of your receivables that are 0 to 30, 31 to 60, 61 to 90 days old, etc. Aging is so critical to revenue cycle management because it predicts the probability of collection. Like the DRO, an ATB is dependent on your payers' processing times. However, overall, you should expect that less than 15% of your receivables be over 120 days. Keep in mind a few factors: time is based on the age of the receivables with a payer; once it reverts to another payer – like when you learn that BCBS has applied the balance to your patient's deductible – the receivable moves back to zero days. That means that the ATB does not reflect when services were rendered, but rather the movement of the receivable between responsible parties. Credits – monies you owe to another party – must be excluded from the ATB to get an accurate picture of your receivables.

**Accuracy.** Your practice can measure accuracy based on transactions that pass through all systems and end with payment (first pass (or "clean") claims resolution rate) or focus on those that don't (denial rate). The former is the inverse of the latter, so either gauge of accuracy is helpful. Select a time period and measure the claims that are resolved (or denied) and divide by the total number of claims submitted. There are some nuances in the reporting of this data – like that fact that moving the responsibility for the deductible to your patient is a "resolution" even though it did not get paid. In general, however, your resolution rate should be approximately 95%, and your denial rate should be about 5%. There are valid exceptions that may cause these rates to hover at 90% and 10%, respectively – payers like Medicaid managed care organizations are more challenging from a claims processing perspective. Some payers change the rules seemingly daily, making accuracy elusive. The key is to monitor the rates, while digging into the details to discover opportunities to improve accuracy under your control.

Other revenue cycle management metrics like those in Exhibit 1 can complete the picture but start with these three to ensure that your practice is staying within the guardrails of expected performance. Monitoring these key performance indicators helps avoid surprises that can harm a practice's revenue stream.

### Exhibit 1: RCM Metrics

- Days in receivables outstanding
- Aged trial balance
- First-pass resolution rate; denial rate
- Charges and collections
- Credit balance
- Net collection rate
- Collections per relative value unit (RVU)
- Payer mix
- Bad debt percentage
- Credit balance

For more information about SVMIC, please contact our Arkansas representative, Sharon Theriot.





## UAMS Health Opens New Urology Center

The University of Arkansas for Medical Sciences (UAMS) has opened a new Urology Center in Premier Medical Plaza at 10915 Rodney Parham Road in west Little Rock.

“Expanding into this west Little Rock location helps UAMS fulfill our mission to improve the health and well-being of all Arkansans by making services more readily available,” said Cam Patterson, M.D., MBA, UAMS chancellor and CEO of UAMS Health. “One of the attractions of this site is its ample parking, easy access to public transportation and convenient location right off Interstate 430. We are committed to making health care more accessible in all forms.”

The new Urology Center will offer specialized treatment for complex kidney stones, reconstruction of the urinary system and men’s health, specifically erectile dysfunction, along with top-quality routine urology services. UAMS urologists at the Urology Center will provide comprehensive state-of-the-art urologic care with endoscopic, robotic, laparoscopic and open surgery techniques.

“Our team offers treatments not available anywhere else in Arkansas, and we are pleased these services are now more convenient for our patients,” said Timothy Langford, M.D.,

chair of the Department of Urology in the UAMS College of Medicine. “This facility was designed with patients in mind. They can now receive care from our innovative team of expert urologists with a full suite of services available in a single location.”

In addition to the Urology Clinic opening today, the 32,000-square-foot UAMS Health Urology Center includes an Imaging Center and a Surgery & Interventional Radiology Suite scheduled to open in the coming months. The Urology Clinic includes four procedure rooms and 15 exam rooms, and the surgical suite has two operating rooms along with pre-op and recovery areas.

“The new Urology Center is just one component of our expanding UAMS Health system,” said Michelle W. Krause, M.D., MPH, senior vice chancellor for UAMS Health and chief executive officer for UAMS Medical Center. “We are also opening a new orthopedic and surgical hospital, a new, expanded Radiation Oncology Center with Arkansas’ first Proton Center, and a regional campus in El Dorado. It’s an exciting time to be part of the growing Team UAMS as we bring the latest in medical technology and techniques to Arkansas.”

## Baptist Health Medical Center-Arkadelphia Implements Enhanced MRI Technology

Baptist Health Medical Center-Arkadelphia recently implemented an enhanced, state-of-the-art MRI technology for patients called Philips Ambition 1.5T Helium Free Operations MRI.

"This MRI is able to provide precise and quicker imaging results, all for the benefit of our patients in Clark County," said Jay Quebedeaux, president of Baptist Health Medical Center-Arkadelphia. "With its enhanced features, the Philips Ambition 1.5T is also improving patient outcomes through a higher level of safety and reliability."

When it comes to MRI technology, the Philips Ambition 1.5T is one of the best available options on the market.



Using this machine, radiologists can achieve better image clarity and resolution. Not only that, but this system provides superior patient comfort and safety compared to other models.

The MRI utilizes a helium-free, permanent magnet system for improved accuracy and performance. This is achieved by providing an ultra-low field level that produces clearer images with less noise than traditional magnets.

This Philips Ambition 1.5T also features an advanced design, which makes it much easier to operate. Its lightweight and slim profile provide

superior maneuverability around the patient, while its ergonomic shape is designed for maximum comfort.

## UAMS Opens Orthopaedic & Spine Clinic in North Little Rock

The University of Arkansas for Medical Sciences (UAMS) has opened the UAMS Health Orthopaedic & Spine Clinic at 4261 Stockton Drive, Suite 100, in North Little Rock, to treat a wide variety of musculoskeletal aches and pains.

Among the specialties treated at the clinic are foot and ankle orthopaedics, hand and upper extremity orthopaedics, hip and knee orthopaedics, shoulder and elbow orthopaedics, sports medicine, spine care and interventional pain management.

Physicians, nurses and therapists work as a team at the clinic to provide expert care to improve mobility, reduce pain and get patients back to living their normal lives.

"UAMS Orthopaedics and Sports Medicine is so excited to bring our subspecialty patient-centered approach

to North Little Rock," said C. Lowry Barnes, M.D., chair of the UAMS College of Medicine Department of Orthopaedic Surgery.

"Our goal," Barnes said, "is always to provide the best care by a doctor specializing in the area of orthopaedics most needed by the patient. We also know that location of care matters and believe that the opening of this clinic in North Little Rock, combined with the scheduled June 1 opening of the The Orthopaedic and Spine Hospital at UAMS' main campus in Little Rock, is a huge win for patients."

The clinic is open from 7:30 a.m. to 4:30 p.m. Monday through Friday. Appointments for new patients are available by calling 501-526-1046, and the direct number to the clinic is 501-526-5451.



## UAMS Fay W. Boozman College of Public Health Launches Maternal Child Health Certificate Program

Starting in the fall 2023 semester, the University of Arkansas for Medical Sciences (UAMS) Fay W. Boozman College of Public Health will offer a Maternal and Child Health Certificate Program.

Registration for the program is currently open.

Alex Marshall, Ph.D., MPH, associate professor in the Department of Health Behavior & Health Education, said there's extensive research showing that maternal and child health is far from satisfactory, making now an ideal time for a certificate program that will examine and provide solutions to the issues.

"There are a number of health disparities in maternal and child health," Marshall said. "The main goal of our program is to learn about and improve maternal and child health in Arkansas. We're going to do that by growing, educating and equipping future public health practitioners and health care providers with the knowledge they need to address maternal and child health outcomes."

According to the Arkansas Department of Health, maternal and child health consists of maternal, infant, child and adolescent health including children with special health care needs.

Students will receive education and assignments that focus on the aforementioned areas along with studying the cultural, historical and political factors that influence



health and a family's ability to provide a healthy environment for children.

"The coursework will emphasize basic fundamental concepts," Marshall said. "Students will learn how to interact with underserved, marginalized communities. They'll also receive practical experience on educating women and children on different health outcomes. Students must also complete a maternal and child health practicum to earn the program certificate." The program is a total of 13 credit hours and can be finished in two semesters.

In addition to Marshall, students will also receive instruction from Brooke EE Montgomery, Ph.D., MPH, assistant professor for the Department of Health Behavior & Health Education, and Wendy Nembhard Ph.D., MPH, director of the Arkansas Center for Excellence in Birth Defects Research and Prevention. Aside from being instructors, they'll also provide students with mentorship, access to MCH research opportunities and connections to professional organizations.

Funding for the program is from a \$350,000 Health Resources Services Administration (Maternal Child Health Bureau) grant, which continues through May 2025.

According to Marshall, putting this certificate program together was about helping to solve a statewide problem and capitalizing on the college's faculty who can provide elite training.

"We have wonderful faculty who have knowledge of the situation and can properly prepare students to help address the problem," Marshall said. "It helps that we already have well-established partnerships with great community organizations that are in the field doing the work to help improve a variety of maternal and child health outcomes."

"Through this certificate program, we'll increase the number of public health professionals who can address the various issues in maternal and child health."

For more information about the program, contact Marshall via email at [smarshall@uams.edu](mailto:smarshall@uams.edu).

## UAMS Receives \$12 Million from State Legislature to Support South Arkansas Regional Hospital in El Dorado

Members of the Arkansas General Assembly committed \$12 million to the University of Arkansas for Medical Sciences (UAMS) to support the new South Arkansas Regional Hospital (SARH) in El Dorado.

SARH signed a definitive agreement April 3 to acquire Medical Center of South Arkansas (MCSA) and its related businesses, including physician clinic operations and outpatient services. In the 2023 regular session, the Arkansas General Assembly provided \$12 million from restricted reserves, or surplus, to SAHR through UAMS. Those funds will cover SAHR's operational expenses associated with the acquisition and extend specialty care services in the area.

"We are extremely grateful to the General Assembly for their generous commitment to improving the health of patients in south Arkansas," said UAMS Chancellor and UAMS Health CEO Cam Patterson, M.D., MBA. "We also want to thank House Speaker Matthew Shepherd for his efforts in guiding this important funding to fruition and Madison Murphy for his dedication and tireless work to improve health care for all Arkansans.

"Improving the quality of care in rural Arkansas is a priority for UAMS. Working together with our community partners, we will establish our ninth regional

campus in El Dorado that will support primary medical care for generations."

SARH is a new, nonprofit corporation created by a consortium of community stakeholders with a deep commitment to El Dorado — the SHARE Foundation, Murphy USA Charitable Foundation, Murphy Foundation and AR Health Ventures, a nonprofit entity affiliated with UAMS. The new hospital entity is dedicated to serving the medical needs of the region and expects to continue and build on a tradition of providing quality care and service.

Alignment with UAMS will support enhanced delivery of services at the hospital by various specialists.

In 2021, the Murphy Family Foundation and Murphy USA Charitable Foundation pledged \$1 million over three years to UAMS to support the creation of a new regional campus in El Dorado. In 2022, the SHARE Foundation pledged \$1.5 million to establish a family medicine residency program in El Dorado.

The El Dorado campus will be UAMS' ninth regional campus. Creating a regional campus in El Dorado will provide an influx of physicians and health care professionals in Union County and south Arkansas to create a sustainable educational and training pipeline and make it easier to maintain consistent levels of care.

## CHI St. Vincent Expands Access to Cardiovascular Care in Southwest Arkansas with new Heart Clinic in De Queen

[CHI St. Vincent Heart Institute](#), the state's largest and most diverse network of heart specialists with more than 25 community locations across Central and Southwest Arkansas, announced the creation of a new clinic to begin serving patients in and around De Queen, Arkansas. Cardiologists [Dr. Yuba Acharya](#) and [Dr. Srinivas Vengala](#) will begin seeing patients on the second and fourth Tuesday of each month at Heart Clinic Arkansas - De Queen located in the new Sevier County Medical Center at 960 US Hwy 71 beginning on April 11, 2023.

"Access to health care, or the lack thereof, can significantly influence both the quantity and quality of someone's life," said CHI St. Vincent Heart Institute President Marcia Atkinson. "We know that access to

quality heart care is limited in rural parts of Southwest Arkansas. That's why this step to ensure patients in De Queen and its surrounding communities have convenient access to our leading cardiologists is so important."

Drs. Acharya's and Vengala's consistent presence in De Queen will now make quality heart care more convenient than ever for nearby communities. That care goes beyond merely treatment as they work to develop a plan that's right for each unique patient so they can get back to the things that really matter in their lives. To learn more about the CHI St. Vincent Heart Institute and its network of clinics across Arkansas, visit: [chistvincent.com/heart](http://chistvincent.com/heart).

## Arkansas Farm Bureau Pledges \$500,000 to Support UAMS' Statewide Health Career Recruitment, Education Efforts

To mark the 35th anniversary of the Medical Applications of Science for Health (MASH) program, a summer enrichment camp that allows high school students to learn about health career opportunities, Arkansas Farm Bureau Foundation pledged a gift of \$500,000 to the University of Arkansas for Medical Sciences (UAMS) Regional Campuses, creating the Arkansas Farm Bureau Annual Fund for Excellence.

Continuing its commitment to invest in the future of Arkansas' health care system, Arkansas Farm Bureau established the fund to support health career recruitment and education camps such as MASH.

"Arkansas Farm Bureau Foundation's gift is proof of its steadfast commitment to health care in Arkansas, and we are truly grateful that we can count on them as partners," said Richard Turnage, M.D., vice chancellor for UAMS Regional Campuses. "I would also like to acknowledge Arkansas Farm Bureau's longtime support of programs like MASH, which are integral pieces in the Regional Campuses' pipeline-to-practice strategy in creating the state's next generation of health care professionals."

Arkansas Farm Bureau has a long history of supporting health career recruitment and education, helping to address the shortage of health care professionals throughout the state, particularly in rural areas. For more than 35 years, Arkansas Farm Bureau has given in support of programs like MASH, and the newly created fund will further its support of Arkansas students.

"There is no greater measure of the health and vitality of our state than the quality of health care available to our

residents," said Rich Hillman, president of Arkansas Farm Bureau and a sixth-generation farmer. "At Farm Bureau, we believe access to quality health care should not depend on whether a person lives in an urban area or a rural community. The need for high quality medical services is critical to the strength of our rural communities."

MASH was piloted in Pine Bluff in 1988 and has since expanded to 34 locations across Arkansas and been replicated in other states. Hosted by one of UAMS' Regional Campuses and/or a community partner, this



two-week summer camp introduces about 600 students entering grades 11 and 12 to health care careers through hands-on activities and exposure to physicians, nurses, physician assistants, medical and radiologic technologists, respiratory therapists, pharmacists and

dietitians. Students learn how professions function individually and as part of a team, and how the fundamentals of anatomy, biology, pharmacology and physiology apply to each discipline.

MASH's success inspired the creation of further camps such as Mini MASH, Community Health Applied in Medical Public Service (CHAMPS) and Find Your Future in Healthcare, which will also be supported by Arkansas Farm Bureau's gift.

"For 30 years, we have helped underwrite camps at locations throughout Arkansas, which are designed to expose students to health care professions," said Hillman. "This commitment will grow that mission further and improve rural health care, which means Arkansas' communities are strengthened."



## UAMS Cancer Researcher Hong-yu Li, Ph.D., Awarded \$3.19 Million NCI Grant for Drug Development



*Hong-yu Li, Ph.D.*

Hong-yu Li, Ph.D., a researcher with the Winthrop P. Rockefeller Cancer Institute at the University of Arkansas for Medical Sciences (UAMS), recently received a five-year, \$3.19 million grant from the National Cancer Institute (NCI) to work toward advancing therapeutic treatments for certain types of cancer.

Li is the Helen Adams and Arkansas Research Alliance Endowed Chair in Drug Discovery and a professor in the UAMS College of Pharmacy Department of Pharmaceutical Sciences. He leads the Cancer Therapeutics Research Program at the Cancer Institute.

Li's research focuses on treatment involving cancer of the brain, breast, stomach and intestines, head and neck, and skin as well as leukemia, lymphoma and myeloma. In his research, he designs and synthesizes small molecules through a variety of novel approaches to develop new agents for cancer treatments.

"As the head of our Cancer Therapeutics Research Program, Dr. Li is the Cancer Institute's leader in developing new effective therapeutic agents against cancer," said Michael Birrer, M.D., Ph.D., director of the Winthrop P. Rockefeller Cancer Institute and UAMS vice chancellor. "This great award is an example of his recognition as a world expert in this important area."

The R01 grant supports the study, "Drug Development of Skp2 PROTACs in Cancer," with Li as principal investigator. Li's work targets Skp2 SCF complex E3 ligase, which is a highly validated drug target for cancer. E3 ligases are dedicated to controlling cell development and targeting them helps provide more strategies for cancer treatment.

"Skp2 E3 ligase has a broad implication in cancer, especially for advanced human metastatic cancer," Li said. "With this new funding, we will be able to advance therapeutics to treat advanced cancer."

Li has been working to enhance molecular cancer treatment therapy by PROTAC technology, a rapidly evolving treatment in clinical trials. PROTACs (Proteolysis Targeting Chimeras) are genetically engineered molecular compounds that bridge cancer-causing proteins with E3-ligase that seek to destroy them.

Li's team discovered a potent PROTAC for Skp2 by improving its therapeutic window more than a hundredfold. Further evaluation and refinement is needed, but Li is optimistic that the resulting clinical candidates will be advanced into Phase 1 clinical trials for treating cancer.

**STAY UPDATED**

**LIKE US ON FACEBOOK**

**SHARE WITH FRIENDS AND COLLEAGUES**

<https://www.facebook.com/Pulaski-County-Medical-Society-100260252095789>