



# 2019 ANNUAL REPORT





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# MESSAGE FROM PRESIDENT & CEO

I am Matt Troup and it is my sincere pleasure to serve as president and CEO of Conway Regional Health System. This report is designed to showcase our contributions to the community in 2019.

For nearly 100 years, Conway Regional has been a cornerstone of North Central Arkansas and the River Valley. It is our honor to provide high-quality, compassionate care to the communities we serve.

As I reflect on 2019, I am immensely proud of the growth, innovation, and advancements made by our health system. We launched three new services lines in Pulmonology, Oncology, and Rheumatology, expanded our Gastroenterology Center, and experienced a 20% volume increase in Primary Care. In September, we broke ground on our new Medical Office Building, marking the next step forward in our capital investment to expand and enhance services throughout the health system.

At Conway Regional, we are privileged to serve a thriving community with pride in its people, commitment to continued betterment, and excitement for innovation. A growing community deserves a growing health system, and we look forward to increasing health care access across our region. We're not just growing—we're growing together.

**While it is exciting to reflect on growth and innovation, none of this would be possible without our Conway Regional family.**

We are blessed to have a Medical Staff who are engaged in our community, celebrate in our victories, and work in unity to ensure the highest quality care. **In fact, Conway Regional ranked in the 92nd percentile for physician engagement among hospitals nationally in 2019.**

At the heart of all we do is partnership, and this sentiment extends to the exceptional team we have here at Conway Regional. We place a high degree of importance upon our values of integrity, compassion, accountability, respect, and excellence, and this is exemplified by each member of our staff. **We were honored to be named to Modern Healthcare's National Best Places to Work in 2019 for the second consecutive year, and we celebrated being named an Arkansas Business Best Place to Work for the third year in a row.**

With each passing day, we make better health care a reality for the communities we serve. Every member of our team embodies our promise to be **bold**, to be **exceptional**, and to **answer the call**. It is an honor to serve with those who are truly engaged in the sacred calling of caring for those in need.

As we turn the page on another year, I am filled with excitement for all that is to come.



Matt Troup, CEO





## SERVICE STATISTICS

### ADMISSIONS



Admissions to the hospital increased over the past year.

**2018:** 7,829

**2019:** 8,261

### PRIMARY CARE



Primary care clinic visits increased over the past year.

**2018:** 72,209

**2019:** 86,420

### ER VISITS



Emergency room visits decreased over the past year.

**2018:** 32,030

**2019:** 31,853

### ATHLETICS



Athletic training referrals increased over the past year.

**2018:** 301

**2019:** 342

### CALL CENTER



Physician referrals through the call center increased over the past year.

**2018:** 7,293

**2019:** 13,887

# ABOUT CONWAY REGIONAL

Conway Regional Health System is a not-for-profit community-based organization in Conway, Arkansas. We are proud to provide complete health care services to a seven-county service area of North Central Arkansas including Cleburne, Conway, Faulkner, Perry, Pope, Van Buren, and Yell Counties—a population of 250,000. Centered on a 150-bed, acute care medical center, the health system offers patients a variety of services including heart health, orthopedic care, neuro-spine surgery, vascular surgery, gastroenterology services, women's health, surgery, and rehabilitation.

We operate an expansive physician enterprise, including ten primary care clinics and more than a dozen specialty clinics. Additionally, the health system operates a Rehabilitation Hospital and a 70,000-square-foot Health and Fitness Center. In June of 2019, Conway Regional announced a management agreement with the Dardanelle Hospital, since renamed the Dardanelle Regional Medical Center.

With more than 200 physicians on the medical staff—including over 50 employed providers, more than 1,700 employees, and nearly 100 volunteers—Conway Regional is committed to making better health care a reality for the communities we serve.



## MISSION

Conway Regional Health System is accountable to the community to provide high-quality, compassionate health care services.



## VISION

The vision of Conway Regional Health System is to be recognized as the regional leader in health care excellence.



## VALUES

Employees of Conway Regional Health System are committed to the iCare values of integrity, compassion, accountability, respect, and excellence.

# OUR FAMILY

At Conway Regional,  
we are more than  
coworkers, we are family.



# ONE TEAM. ONE PROMISE.

Conway Regional recognizes the role of employee satisfaction and engagement in quality patient care. We are proud of the inclusive, rewarding culture that we promote within our workplace. A good example of this is our Exceptional Performer Awards, of whom 91% were retained in 2019.

In 2019, the voluntary turnover rate reduced from 12.1% to 9%. Our employee engagement score from 2019 is in the 88th percentile, while our physician engagement scores at the 92nd percentile. Our physician alignment is at the 95th percentile for 2019.

ETHNICITY	AGE	GENDER
<b>White:</b> 87.61% <b>African American:</b> 9.61% <b>Hispanic or Latino:</b> 1.13% <b>Two or More Races:</b> 0.93% <b>Asian:</b> 0.66% <b>Pacific Islander:</b> 0.07%	<b>18-25:</b> 17.16% <b>26-35:</b> 29.89% <b>36-45:</b> 21.80% <b>46-55:</b> 17.30% <b>56-64:</b> 11.07% <b>65+:</b> 2.78%	<b>Female:</b> 80.25% <b>Male:</b> 19.75%

## BEST PLACE TO WORK CELEBRATION

This event was organized by the Recruitment and Retention Committee, a group of employee volunteers who promote engagement and satisfaction throughout the health system, to celebrate Conway Regional being named a Best Place to Work by both *Arkansas Business* and *Modern Healthcare* in 2019. Included in the celebration were games, a pumpkin decorating contest, music, and lunch for all employees.



## NATIONAL HOSPITAL WEEK

Occurring every May, National Hospital Week celebrates health systems and the people who support the community through their dedication to healthcare. With a theme of "Stars of Conway Regional," National Hospital Week in 2019 centered around highlighting exceptional employees. Activities included the Exceptional Performer Awards Ceremony, the Fitness Center Grand Opening Celebration, an outdoor movie night, a cookout, massages, and the selection of the "Stars of Conway Regional."

- Best Director – Paula Weatherley
- Best Actress – Danielle Washington
- Best Actor – Bob Lawrence
- Best Supporting Actor – Corey Rose
- Best Supporting Actress – Sheree Gladney
- Best Live Action Performance – Rapid Response Team (*pictured, left*)
- Best Motion Picture – Cath Lab (*pictured, right*)



## TOWN HALLS

As Conway Regional has continued to evolve, employee engagement and culture have been areas of focus and growth for the organization. Through quarterly Town Halls, employees and volunteers receive information about upcoming plans and policy changes directly from leadership. Employees are given the opportunity to ask questions and give feedback in an open-forum format.

Town Halls are well attended, with an average of more than 1,000 attendees each quarter.





# ACM COMMITTEES

**With more than 200 physicians providing services at Conway Regional, the organization partners with the medical staff in an Accountable Clinical Management Model (ACM).**

This one-of-a-kind partnership creates a model of shared governance to promote meaningful engagement of physician leaders with hospital administrative leadership—all in an effort to improve patient experience and enhance care.

## LEADERSHIP

**CHAIR: CAROL ANGEL, MD**

Wade Gregory, MD, Thad Hardin, MD, Jay Howell, MD, Greg Kendrick, MD, Brandie Martin, MD, Martin Moix, MD, and Michael Stanton, MD

## PERFORMANCE IMPROVEMENT

**CHAIR: LEW MCCOLGAN, MD**

Robbie Hurt, MD, David Pope, MD, Bill Roberts, MD, Brandy Utter, MD, and Josh Ward, MD

## INFORMATION TECHNOLOGY

**CHAIR: JEFFREY HALL, MD**

Justin Charton, MD, Jimmy Head, MD, Alex Freeman, MD, and Debra Lawrence, MD

## MEDICINE

**CHAIR: DARREN FREEMAN, MD**

Mike Fahr, MD, Tim Freyaldenhoven, MD, Don Steely, MD, Alok Surana, MD, and Brad Tilley, MD

## WOMEN AND INFANTS

**CHAIR: AMY JOHNSON, MD**

Terence Champlin, MD, Jonathan Lee, MD, Lauren Nolen, MD, and Courtney Sick, MD

## SURGICAL SERVICES

**CHAIR: JENNIFER BISHOP, MD**

Grant Bennett, MD, Andrew Cole, MD, Brock King, MD, Jeff Marotte, MD, and Collie Shaw, MD

# BOARD OF DIRECTORS



Andrea Woods, JD  
Chair



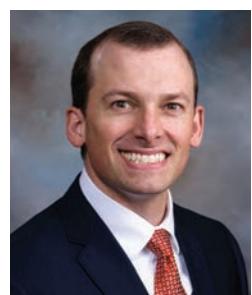
Jim Rankin, Jr., JD  
Vice-Chair



Andrew Cole, MD



Wayne Cox



Thad Hardin, MD



Rev. Cornell Maltbia  
Immediate Past Chair



Tom Poe



Jeff Standridge, Ed D



Barbara Williams, Ph D, RN

# EXECUTIVE LEADERSHIP



Matt Troup  
President & CEO



Alan Finley  
Chief Operating Officer



Angie Longing  
Chief Nursing Officer



Troy Brooks  
Chief Financial Officer



Rebekah Fincher  
Chief Administrative Officer



Bryan Gibbs  
Chief Support Officer



James Reed  
Chief Information Officer



Lori Ross  
Chief Development Officer



Richard Tyler  
Chief Human Resources Officer

# NURSING LEADERSHIP



**Suzanne Harris, MS, BA,  
BSN, RN, NE-BC**  
Director of Medical/Surgical  
and Specialty Services



**Amanda Irby, BSN, RN,  
NE-BC, CEN**  
Director of Critical Care and  
Emergency Services



**Scott Love**  
Director of  
HomeCare Services



**Tyler McDonald, MHA,  
BSN, RN**  
Director of Surgical Services



**Andrea Moore**  
Nursing Operations  
Coordinator



**CJ Newton, MSN, RN,  
NE-BC**  
Director of Education &  
Magnet Program



**Mary Salazar, MNSc, APRN,  
NEA-BC, RNC-MNN,  
WHNP-BC**  
Director of Womens' and  
Infant Services

# NURSING

Caring is our calling.



# JOURNEY TO MAGNET

Conway Regional is on the exciting journey of Magnet designation. The Magnet Recognition Program® is a designation from the American Nurses Credentialing Center (ANCC) that recognizes nursing excellence. Hospitals achieve Magnet Recognition status for quality patient care and innovations in professional nursing practice, and it is considered the highest recognition for a hospital nursing department. If awarded Magnet designation, Conway Regional would be only the third hospital in Arkansas—and the first outside of Little Rock—to receive the honor.

On September 24, 2019, Angie Longing, Chief Nursing Officer, signed the Magnet Document as the final step before submitting for review. Longing was surrounded by clinical nurses, nursing leaders, and Magnet Writing Team members, as well as the Executive Leadership Team.





## NURSE FOR A DAY

In November of 2019, Matt Troup, President and CEO shadowed nurse Candace McArthur, RN, for a day. The experience gave Troup additional insight into the work being done by our nursing team, as well as areas in which our organization can make adjustments to better support our nurses. The day was filmed and shared at a Town Hall meeting for all employees.



## SHARED GOVERNANCE

In October of 2019, Conway Regional celebrated 4 years of Shared Governance. Led by the Conway Regional Professional Clinical Governing Congress, Shared Governance provides clinical professionals the opportunity to establish standards of clinical practice and to promote professional development and research.

# GROWING TOGETHER

At Conway Regional,  
we're not just growing —  
we're growing together.



A Growing Health System for a Growing Community

# WE'RE GROWING TOGETHER



Medical Office Building.  
Completion in 2020

More Specialists

New Medical Offices

Expanded Access

Innovative Services

For nearly 100 years, it's been our honor to provide you with high-quality, compassionate health care. Now, we're building new clinics, expanding access, and bringing innovative services to our thriving community.

**We're not just growing—we're growing together.**

#conwayregional

  
**CONWAY REGIONAL  
HEALTH SYSTEM**





## WE'RE GROWING TOGETHER

For nearly 100 years, Conway Regional has been committed to providing high-quality, compassionate health care to our community. During that time, the surrounding communities have grown and changed to meet the needs of their residents. To reflect the partnership of the health system and the surrounding community, Conway Regional launched the "We're Growing Together" campaign in 2019 which emphasizes the expansion of the health system's facilities, service lines, medical staff, and employees.

In conjunction with the "Growing Together" campaign, the health system expanded the Marketing and Communications team. The team, comprised of experts in the field, created an opportunity to tell the story in a fresh, new way and grow together alongside the community.

### BREAKING GROUND ON A NEW OFFICE BUILDING

In September of 2019, Conway Regional Health System broke ground on the construction of a \$13 million, three-story medical office building located at the northeast corner of the Conway Regional Medical Center's campus in September. The facility will provide additional clinic and physician office space.

The 42,530 square-foot building will house the Conway Obstetrics and Gynecology Clinic on the third floor, combining their two current locations into one.

To celebrate the groundbreaking for the new office building, the health system invited the community to a ceremony featuring members of the Conway

Area Chamber of Commerce, the Health System Board, the Conway Obstetrics and Gynecology Clinic, and members of the Conway Regional team.



# GROWING SERVICE LINES

As Conway Regional's service area continues to expand, the implementation and growth of new service lines creates the opportunity to serve patients in new ways close to home. In 2019, the health system launched three new services lines: pulmonology, oncology, and rheumatology. The addition of these service lines included the hiring of Dr. Rachana Yendala, Dr. Alok Surana, and Dr. Swetha Boddeda to the Conway Regional team.

In addition to the implementation of new service lines in the community, the health system continued to focus on the growth of existing service lines. In March of 2019, Dr. Owen Maat joined Dr. Martin Moix and Dr. O.T. Gordon at the Conway Regional Gastroenterology Center. The addition of Dr. Maat, coupled with coverage by APRNs on the team, increased gastrointestinal procedures within the Health System by 50% and contributed to the overall financial success of the organization in 2019.

Dr. Heath McCarver joined the Conway Regional Advanced Pain Management Center in September of 2019 and contributed to growth of the overall service line. Recognizing a need in the community for advanced pain management services, Conway Regional intends to continue focus on growth of the service line.

Throughout the Primary Care Network, many of the clinics experienced higher volumes in 2019 due to a combination of focused efforts on improved operations, increased APRN support, and targeted marketing efforts. Primary care clinic volumes increased by 20%, from 72,200 visits in 2018 to 86,900 visits in 2019 in addition to a 3% increase in volume with our established providers across the enterprise.

## NEW MEDICAL STAFF IN 2019:

- Owen Maat, MD, Gastroenterology
- Aaron Winterstern, MD, Internal Medicine
- Rachana Yendala, MD, Hematology/Oncology
- Heath McCarver, MD, Anesthesiology & Pain Management
- Priya Yadav, MD, Pediatrics
- Alok Surana, MD, Pulmonary Disease
- Biagio Vultaggio, MD, Hospitalist - Internal Medicine
- Fuad Habash, MD, Hospitalist - Internal Medicine
- Gary Jones, DDS, General Dentistry
- Wassim Abdelwahab, MD, Internal Medicine
- Iqtidar Khan, MD, Internal Medicine
- Gerald Heulitt, MD, Urology
- Samy Heshmat, MD, Urology
- John Moore, MD, Urology
- Kevin Claybrook, MD, Urology
- David Coussens, MD, Urology
- Timothy Goodson, MD, Urology
- Gail Jones, MD, Urology
- Ronald Kuhn, MD, Urology
- Timothy D. Langford, MD, Urology
- Donald Mooney, MD, Urology
- Angel Cestero-Ruiz, MD, Internal Medicine

# ACM & PHYSICIAN ENGAGEMENT

The Accountable Clinical Management (ACM) is a model of shared governance to promote meaningful engagement of physician leaders in partnership with hospital administrative leadership. The ACM creates an environment for community physicians to come together and make decisions, providing input in the areas of clinical care, operations, finance, new program development, and strategy—all in an effort to improve patient service and quality. Ultimately, the program is based upon certain quality and efficiency goals, with the physicians financially aligned to achieve these goals.

There is no requirement that any physician practicing at Conway Regional Health System participate in the ACM. Physicians who participate in the ACM are compensated to embrace the model collaboratively to achieve the “triple aim” of true healthcare reform: better experience of care for patients, better health for populations, and lower cost of care.

Conway Regional ranked in the 92nd percentile for Physician Engagement among hospitals nationally in 2019, according to a survey conducted by Press Ganey. These results are attributed in part to the continuation of the ACM.

In 2019, ACM physicians focused on 15 individual metrics centered around improved quality, safety, efficiency, and satisfaction. By year’s end, one or more targets were achieved on 93% of metrics (14/15). This is an increase from 2018 in which physicians achieved one or more targets on 89% of metrics.

## FITNESS CENTER RENOVATIONS

A critical aspect of health care is preventative care, and Conway Regional is committed to offering services and facilities that empower community members to improve their health and wellness through fitness and well-being.

Because Conway Regional believes in the importance of fitness as preventative care, the Health System Board approved a remodel of the facility that was completed in the summer 2019 and led to a 12% increase in visits for 2019 overall. The \$1.2 million renovation project included re-designed front desk and main lobby area, installation of revolving doors, a new check-in desk, and improved men’s and women’s locker rooms and shower areas. The renovation also included upgrades to the exterior of the building, purchase and installation of new fitness equipment, and additional retail space.





## DARDANELLE REGIONAL

Conway Regional was honored to assume management operations of the local hospital in Dardanelle in 2019, which effective June 1, 2019, transitioned to its new name of Dardanelle Regional Medical Center.

In March of 2019, the Yell County Board of Governors of Dardanelle Hospital reached a preliminary settlement agreement with Allegiance Health Management (AHM) of Shreveport, Louisiana. This preliminary settlement agreement addressed AHM's lease termination of the county facility. Months prior to this settlement agreement, the Board of Governors contacted Conway Regional to gauge potential interest should a settlement agreement be reached. AHM previously leased the hospital facilities in an agreement that was to expire in 2022, prior to the Yell County Board and Allegiance Health Management mutually agreeing to terminate their lease relationship.

Founded on March 21, 1965 as Dardanelle Hospital, the 35-bed medical center employs a medical team and staff of more than 100 medical professionals, who continue to provide high-quality care to the community. The Dardanelle Regional Outpatient Clinic and Dardanelle Regional Family Clinic have combined to form the Dardanelle Regional Medical Clinic and are managed by Conway Regional Health System. As part of the transition, Conway Regional Chief Operating Officer Alan Finley oversees operations as the site administrator at Dardanelle Regional Medical Center.



## DARDANELLE CLEAN-UP DAY

As this transition occurred, it was important to the leadership of Conway Regional that the medical team at Dardanelle Regional Medical Center not only feel supported by the organization, but that they truly integrate into the culture and family of the Health System. To this end, leaders throughout Conway Regional Health System, as well as the medical team from Dardanelle, spent a day sprucing up both the interior and exterior of Dardanelle Regional Medical Center and Dardanelle Regional Medical Clinic. From scrubbing bathrooms to landscaping, the team came together to improve the facility and create lasting connections.



# CORPORATE WELLNESS

As the community continues to grow and change and the number of employers in the area increases, Conway Regional has placed an emphasis on providing healthcare services at workplaces throughout the region. By providing these services on-site, it allows employees to participate in health care services without having to leave the office, increasing productivity and convenience.

In 2019, the health system performed on-site flu shot clinics for Cromwell Architects, Acxiom, the University of Central Arkansas, Tokusen, and the employees of Faulkner County. In total, 1154 flu shots were provided. Additionally, Conway Regional provided Health and Heart Wellness Checks to 256 employees of the University of Central Arkansas. These checks included hundreds of dollars of services for a fee of \$85.

In addition to the partnership with UCA, the health system offered Health and Heart Wellness Checks to the community on a monthly basis at the Imaging Center.

# VILONIA'S GREATEST SHOW

As the Health System continues to focus on growth outside of the city of Conway, the Conway Regional Medical Clinic - Vilonia received a considerable remodel that combined two existing primary care clinics into one.

After completion of the renovations, the clinic held "Vilonia's Greatest Show," an open house for the community wherein attendees toured the newly renovated facility and met with the providers. Additionally, the event included nutritional food demonstrations, blood pressure tests, sun damage screenings, and more.



# LAUNCHING A RESIDENCY PROGRAM

Conway Regional Health System was recognized as an Institutional Sponsor of residency programs with no citations by the Accreditation Council for Graduate Medical Education (ACGME) in early 2019. The Graduate Medical Education Committee approved the hiring of Dr. Sarah Robertson as Program Director and began the application process for the Family Medicine program. With the additions of Dr. Darren Freeman and Dr. Jeremiah Keng as Core Faculty, as well as Megan Stelting as Residency Coordinator, the application was submitted in June with a complete roster of faculty and staff. The ACGME extended the Family Medicine program a site visit in September and is awaiting the decision of the Review Committee in January, 2020. The program hopes to welcome its inaugural class of four residents in July.

The residents that make up this inaugural program will pave the way for excellent medical education for years to come. As the “City of Colleges,” education is a core value for Conway and the surrounding area. The Conway Regional Family Medicine Residency program encourages innovation while incorporating traditional family medicine, minor surgeries, obstetrical/gynecological care, and pediatrics into a dynamic educational process. In addition to their training, the residents will be ingrained into the community through community medicine and service projects.



Sarah Robertson, MD  
*Program Director*



Darren Freeman, MD  
*Core Faculty*



Jeremiah Keng, MD  
*Core Faculty*



Megan Stelting  
*Residency Coordinator*

## EMPLOYEE WELLNESS

Throughout 2019, the health system continued to grow its employee wellness program. This growth led to significant improvements in the overall health and wellness of Conway Regional employees. During the 2018-2019 coaching year, 110 employees improved their health significantly enough to reduce the amount of required coaching or to no longer require it based on health metrics. A large portion of this change is

attributed to the health coaching provided by certified lifestyle coaches, employed by the Conway Regional Wellness & Diabetes Education department.

## PINE STREET COMMUNITY BACKPACK PROGRAM

Members of the Conway Regional team volunteer annually for the Pine Street Community Backpack Program—an initiative that focuses on providing school supplies for students in the community. During the event, volunteers stuff backpacks with supplies and distribute them. In 2019, the health system was recognized with the Joe White Sponsorship Award for our funding of 1,000 backpacks in the program.

## WALK TO REMEMBER

Each year, Conway Regional hosts a Walk to Remember in honor of families who have lost children through pregnancy loss, still birth, or neonatal death in the first few months of life. The event is held at Conway High School, and members of the community who have been affected by this type of loss are invited to attend a balloon release in honor and memory of the children. In 2019, more than 50 families attended the event which included special music performed, a guest speaker, and the releasing of butterflies by supporters of the Perinatal Bereavement Program.

The event is hosted by Conway Regional's Perinatal Bereavement program, which is dedicated to supporting families through the tragedy of perinatal loss.

*In 2019, Conway Regional launched two podcasts.*



## ONE TEAM. ONE PROMISE. PODCAST

At Conway Regional, our team makes a promise each day to be bold, to be exceptional, and to answer the call. Hosted by President and CEO Matt Troup, "One Team, One Promise" takes an inside look at how we work together to fulfill this promise. Episodes feature staff, patients, and community members as we share our mission to provide high-quality, compassionate health care services.



## CHAT WITH MATT

The "Chat with Matt" podcast features Matt Troup, President and CEO of Conway Regional Health System, and is co-hosted by Paul Bradley, Director of Marketing at Conway Regional. In "Chat with Matt," Matt talks with friends in the community, sharing stories of inspiration, and giving an inside look into why healthcare is his calling.

# COMMUNITY

Conway Regional has been  
the community's health system  
for nearly 100 years.



# HEALTH FOUNDATION

## EMPLOYEE GIVING CAMPAIGN

In 2019, 846 employees, staff, volunteers, and physicians pledged over \$84,541 to support Conway Regional's programs and services benefiting our patients, co-workers, and community.

## CONWAY REGIONAL WOMEN'S COUNCIL

The Conway Regional Women's Council is an advocacy group of the Conway Regional Health Foundation. Established in May 2001, the group promotes women's health education and provides support for fundraising and volunteer services benefiting Conway Regional Health System. The Council is open to women of all ages who would like the opportunity to learn more about women's health issues while contributing their talents toward the improvement of women's health in their communities.

## ARKANSAS DUCK DERBY

The Conway Regional Health Foundation held the premiere annual Arkansas Duck Derby in January of 2019. With a focus on raising money for the Men's Health Initiative, the event consisted of a banquet with dinner, silent and live auctions, raffles, and live entertainment, as well as a competitive hunt. Proceeds from the event totaled over \$161,000 and 650 people attended the banquet.



# HEALTH FOUNDATION

## GOLF

For the 24th year, the Conway Regional Health Foundation held their annual Golf Classic, a golf tournament with proceeds helping to fund nursing scholarships and related initiatives. \$71,000 were raised by the tournament in 2019 by 200 attendees

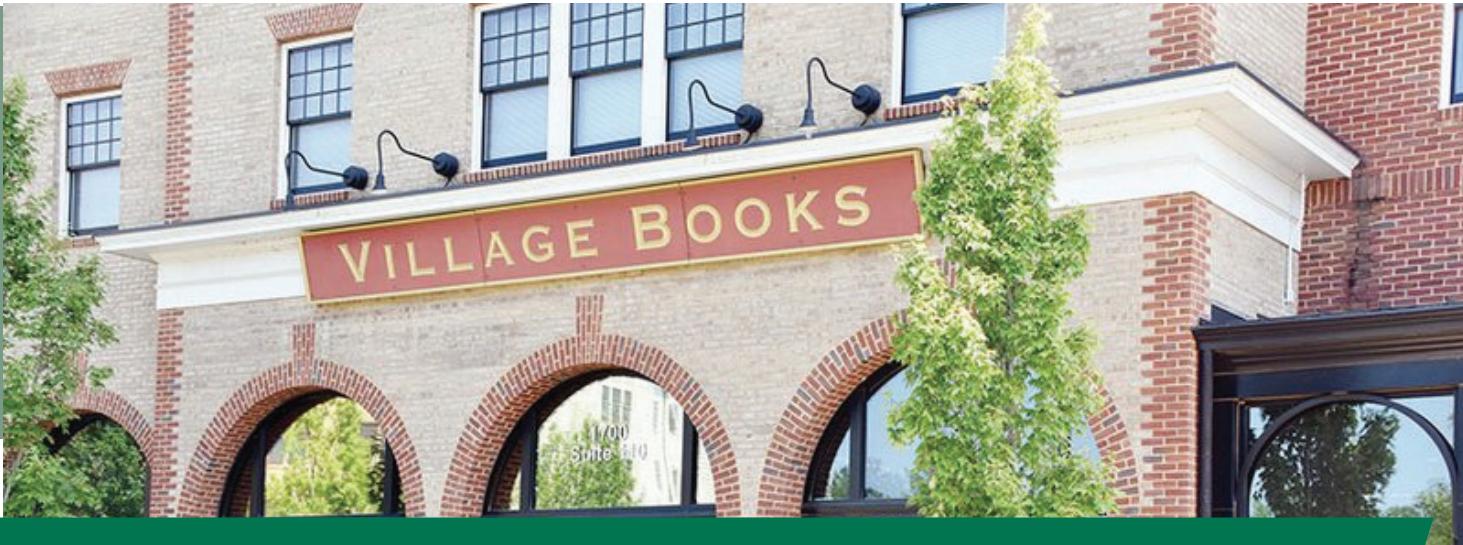


The Kitchen Store & More holds an annual shopping fundraiser wherein all proceeds go to the perinatal bereavement efforts of Conway Regional. Held in November, shoppers enjoy holiday music and snacks. In 2019, the event raised \$24,600.

## DAZZLE DAZE

Dazzle Daze is an annual fundraiser for the Conway Regional Women's Council with proceeds going toward medical scholarships, technologically advanced equipment, and supporting patient and community programs. This fall event is a three-day shopping extravaganza featuring specialty shopping in one location. Merchants from around the country will offer gourmet food, holiday items, jewelry, children's items, women's clothing and accessories, art, men's items, home decor, and much more. In 2019, over 6000 people attended Dazzle Daze with \$76,000 raised to support the health system.





## PARTNERSHIPS WITH AREA EDUCATORS

### HENDRIX COLLEGE

In the spring of 2019, Hendrix College issued a request for proposal to local healthcare providers regarding student health services and athletic training. Hendrix accepted Conway Regional's proposal, entering into an agreement in which the hospital assumes management of the college's sports medicine program, in addition to the school's student health services.

Under the proposal, Conway Regional will operate and manage the college's student health clinic after relocating the clinic to the college bookstore in Hendrix Village, at the request of the college, to enhance and expand services. The expansion will include six to eight examination rooms to provide patients with both medical and mental health services.

Once relocated, Conway Regional will aid staff and fully manage the daily operations of the clinic, renamed the Hendrix Medical Clinic. The clinic will expand access to care by offering services to college faculty, staff and dependents, and eventually to the public. Services will include annual wellness exams and laboratory services, as well as three complimentary visits for students.

Patients treated at the new Hendrix Medical Clinic will be part of Conway Regional's broader patient portal, so their medical records will be accessible for review in the event they also receive care at the main hospital campus or any of Conway Regional's After-Hours/Urgent Care clinics across the region.

The partnership also entails changes for the college's sports medicine and athletic training programs, by transitioning the operation and daily management of the training program to Conway Regional. Athletic trainers currently employed by Hendrix would be phased in as employees of the hospital during a five-year period.

Athletes at Hendrix would have access to the hospital's Comprehensive Sports Outreach Program (CSOP), providing them with examinations from a multi-disciplinary medical team that includes physicians in primary care, orthopedics, cardiology, neurology, internal medicine, and general surgery. In addition to medical services, Conway Regional will supplement the athletic training program financially by returning profits from the health clinic into the sports medicine program.

## UNIVERSITY OF CENTRAL ARKANSAS

Both Conway Regional and the University of Central Arkansas have strong ties to the community, and a partnership between the two organizations has proven mutually beneficial. In 2019, UCA issued a request for proposal seeking to establish a healthcare partnership with a qualified medical healthcare provider that would bring capabilities, experience, and commitment to support the university's higher education mission. After submitting a thorough proposal, UCA and Conway Regional entered into a healthcare partnership contract which included the placement of a patient navigator on campus, assistance with cases above the level of acuity designated by UCA, and a higher level of negotiating power for pricing of supplies.

Additionally, Conway Regional Health System and the Conway Regional Health Foundation, in partnership with UCA, created the Partnership for Clinical Excellence. Through providing scholarships to students working toward a Bachelor of Science in Nursing, the health system supports students attending UCA as well as addresses the national deficit of nurses currently in the workforce.



## CONWAY PUBLIC SCHOOL DISTRICT

In an ongoing effort to increase access and improve overall health and wellness across the service area, Conway Regional was chosen as the medical partner for Conway Public School District's school-based health center, which will open in the spring of 2020. Located at Ida Burns Elementary, the clinic will provide medical and mental health services to students on campus, reducing the amount of time needed to receive services and decreasing the burden of transportation for parents. The clinic works in conjunction with each student's pediatrician or primary care physician to provide a full continuum of care.

Wampus Cat Wellness, an initiative sponsored by the health system and implemented at Conway Public Schools, provides employee wellness services. Employees of Conway Public Schools can participate in health activities throughout the year, and those that complete the program are entered to win prizes. Some of the activities include monthly speaking engagements, participation in walks or runs in the community, and attending community wellness events.

## **HEALTH FAIRS**

As part of Conway Regional's efforts to provide community benefit programs to the community, the health system participates in health fairs throughout the year. These events, sponsored by various organizations and non-profits, provide the opportunity to increase awareness about preventative care and create relationships with members of the community.

The Conway Regional Women's Council holds a Women's Health Fair annually that brings service providers from throughout the community to one location. Included in the services are blood draws, blood pressure checks, sun damage assessments, information about service lines throughout the health system, as well as external vendors that provide information and services.

## **FREE PROSTATE SCREENINGS**

In 2019, 64 men were screened for prostate cancer, many of them representing high-risk groups such as African American or Hispanic men. Under the leadership of oncology outreach nurse Lori Reynolds, the screening was made possible by physicians with Arkansas Urology who donated their time, as well as volunteers from within Conway Regional and the community.

## **SAFETY TOWN**

More than 70 children were taught valuable safety lessons prior to entering kindergarten thanks to Conway Regional's partnership with the Junior Auxiliary of Conway through the 23rd Annual Safety Town.

## **INTERFAITH DENTAL CLINIC**

Conway's Interfaith Dental Clinic was acquired by Conway Regional in 2019. Since it was opened, the clinic has provided dental services to members of the community, fulfilling the mission to provide low-cost dental care. Dental hygiene is a critical aspect of overall health and wellness, as gum disease can be linked to diabetes and other adverse health outcomes. The clinic has been renamed the Conway Regional Interfaith Dental Clinic.





## MEN'S HEALTH KICK OFF

Men are considerably less likely than women to seek healthcare services, which often leads to negative outcomes that could have been avoided with preventative care. Because of this, Conway Regional implemented a Men's Health Initiative focused on increasing awareness, educating and empowering men to take control of their health and wellness, and decreasing barriers to access to care for men in the community.

To introduce the initiative to the community, the Health System hosted a Men's Health Kick Off Event in September. Men throughout the community attended a luncheon which included comments from Dr. Thad Hardin and Nathan Brown, Head Football Coach at University of Central Arkansas.



## PASTOR ALLIANCE

Conway Regional has formed a partnership with local pastors to provide support and increase comfort levels for the clergy in a healthcare setting. This alliance creates the opportunity for the health system and local pastors to communicate regularly about policies, best practices, and general feedback. During the quarterly meetings, pastors are given information about parking, visiting hours, cafeteria discounts, and other crucial information that eases the discomfort of coming to the hospital to visit parishioners.

# BEST TEAM. BEST CARE.

We are proud of our  
award-winning employees,  
physicians, and services.



# ORGANIZATION AWARDS

## BEST PLACES TO WORK IN ARKANSAS

Conway Regional Health System was named one of the Best Places to Work in Arkansas in 2019 for the third consecutive year. The seventh annual recognition program was created by *Arkansas Business* and Best Companies Group as a way of identifying, recognizing, and honoring the best employers in Arkansas as well as how they benefit the state's economy, workforce, and businesses.

## BEST PLACES TO WORK IN HEALTHCARE

*Modern Healthcare* recognized Conway Regional as a Best Place to Work in Healthcare for the second year in a row. The health system was one of two in the state to be recognized with this award.

## DR. BETTY LOWE AWARD

The Arkansas Children's Hospital Nursery Alliance and Conway Regional Medical Center Nursery were awarded the 2018 Dr. Betty Lowe Award. This award goes to an individual or group that has made significant contributions to the health and well-being of the children of Arkansas.

## FAULKNER COUNTY'S "BEST OF" AWARDS

Conway Regional received recognition as the community's choice in the following categories:

- Best Hospital
- Best Employee Recognition Program
- Best Overall Leadership
- Best MRI, Conway Regional Imaging Center
- Best Urgent Care, Conway Regional After Hours Clinic
- Best Physical Therapist, Conway Regional Rehabilitation Hospital
- Best Home Health Care, Conway Regional Homecare
- Best Personal Trainer, Mallory Lefler, Conway Regional Health & Fitness Center
- Best Diagnostic Center, Conway Regional Imaging Center

## PINNACLE OF EXCELLENCE AWARD

Conway Regional received two Pinnacle of Excellence Awards for achieving and maintaining extraordinarily high levels of physician engagement over the course of three years, as well as the Success Story Award based on the demonstrated innovation of our ACM program.

In November of 2019, Matt Troup, President and CEO, presented at the Press Ganey National Client Conference in Orlando, Florida on Conway Regional's successful efforts toward engaging employees and medical staff.

## DIAMOND AWARD

We are honored to have received two Diamond Awards at the 2019 Arkansas Hospital Association Awards ceremony! Conway Regional received awards for our "Get Back to Living" campaign, as well as our Spin Doctor Cycling jerseys.

# INDIVIDUAL AWARDS



**Marcus Elliott**, Director of Corporate Health Services



**James Reed**,  
Chief Information Officer



**Andrea Moore**, Nursing Operations Coordinator

## MINORITY BUSINESS EXECUTIVE OF THE YEAR

Presented by the **Conway Area Chamber of Commerce**, the Minority Executive of the Year is presented to the owner, executive, or leader of a business who has displayed outstanding performance in either an individual or collaborative endeavor.

## ADMINISTRATOR OF THE YEAR

Presented at the **North Metro Healthcare Awards**, Administrator of the Year recognizes a member of a healthcare company's leadership team in the North Metro area who is dedicated to exceptional organizational quality, empowers their team, and has a passion for improving the their community.

## OUTSTANDING ADMINISTRATIVE PROFESSIONAL

Presented by the **Conway Area Chamber of Commerce**, recipients of the Outstanding Administrative Professional Award exceed work expectations, collaborate with colleagues, community members, and businesses and manage resources efficiently while offering excellent customer service.



**Rebekah Fincher**, Chief Administrative Officer

## OUTSTANDING WOMAN IN BUSINESS

Presented by the **Conway Area Chamber of Commerce**, the award honors individuals who excel in leadership, community service, and inspire others. Individuals selected embody high standards of excellence, dedication, and accomplishment to their respective organizations and industries.

## YOUNG ADMINISTRATOR OF THE YEAR

Presented by the **Arkansas Hospital Association**, the C.E. Melville Young Administrator of the Year award is presented to an individual who exemplifies exceptional leadership skills and has significantly impacted their hospital or health system to which they are affiliated.

# AWARD-WINNING PHYSICIANS

## AY'S BEST HEALTHCARE PROFESSIONALS

**Dr. Carol Angel**  
Anesthesiology

**Dr. Michael Spann**  
Breast Cancer & Plastic Surgery

**Dr. Don Steely**  
Cardiology

**Dr. Dennis Woodhall**  
Cardiovascular & Thoracic Surgery

**Dr. Jason Skinner**  
Emergency Medicine

**Dr. Mike Fahr**  
Emergency Medicine

**Dr. Bart Throneberry**  
Family Practice

**Dr. Otis Gordon**  
Gastroenterology

**Dr. Kevin Heath**  
Gastroenterology

**Dr. Karl Landberg**  
Gastroenterology

**Dr. Martin Moix**  
Gastroenterology

**Dr. Blair H. Greenwood**  
Geriatric/Internal Medicine

**Dr. James T. Howell**  
Orthopedic/Hand Surgery

**Dr. James L. Head**  
Orthopedic Surgery

**Dr. Tom Roberts**  
Orthopedic Surgery

**Dr. Mallory Smith**  
Infectious Disease

**Dr. Adam Cox**  
Internal Medicine

**Dr. Larry Mendelsohn**  
Medical Oncology & Hematology

**Dr. Sue Tsuda**  
Medical Oncology & Hematology

**Dr. Diane Wilder**  
Medical Oncology & Hematology

**Dr. Mary Jo Shaver**  
Nephrology

**Dr. Regan Gallaher**  
Neurological Surgery

**Dr. Tim Freyaldenhoven**  
Neurology

**Dr. Keith Schluterman**  
Neurology

**Angela Foster, APRN**  
Nursing/Nursing Practitioner

**Meghan Mallett, APRN**  
Nursing/Nursing Practitioner

**Jarrod Jerry, APRN**  
Nursing/Nursing Practitioner

**Lauren Blansett, DNP**  
Nursing/Nursing Practitioner

**Myra Grantham, APRN**  
Nursing/Nursing Practitioner

**Karen Martin, APRN**  
Nursing/Nursing Practitioner

**Dr. Amy Johnson**  
Obstetrics & Gynecology

**Dr. Brandie Martin**  
Obstetrics & Gynecology

**Dr. Andrew Cole**  
Obstetrics & Gynecology

**Dr. Stephen Magie**  
Ophthalmology

**Dr. Collie Shaw**  
Otolaryngology

**Dr. Jonathan Lee**  
Pain Management

**Dr. Brad Lindsey**  
Pain Management

**Dr. Gerald Friend, DDS**  
Pediatric Dentistry

**Dr. Aaron Forrester, DDS**  
Pediatric Dentistry

**Savannah Bradbury, PA**  
Physician Assistant

**Dr. Annette Anderson**  
Psychiatry & Geriatric Medicine

**Dr. Keith Bell**  
Radiology

**Dr. Janice W. Brooks**  
Radiology

**Dr. Johnathan F. Fravel**  
Radiology

**Dr. Aaron Janos**  
Radiology

**Dr. Jeff Marotte**  
Urology

**Dr. Robbie Hurt**  
Urology

## LOG CABIN'S BEST OF FAULKNER COUNTY

### BEST OBGYN

**Dr. Andrew Cole**  
Conway OBGYN Clinic

### BEST PEDIATRIC DENTIST

**Dr. Aaron Forrester**  
Groovy Smiles Pediatric Dentistry

### BEST DENTIST

**Dr. Aaron Forrester**  
Groovy Smiles Pediatric Dentistry

### PERSON OF THE YEAR - MAYFLOWER

**Dr. Blair Greenwood**  
Mayflower Medical Clinic

### BEST PEDIATRICIAN

**Dr. Alan Lucas**  
Arkansas Pediatrics of Conway

### BEST GENERAL PRACTICE PHYSICIAN

**Dr. David Naylor**  
Banister-Lieblong Clinic

### BEST ORTHOPEDIC CARE

**Dr. Tom Roberts**  
Conway Regional Center for Orthopedics

### BEST DERMATOLOGIST

**Dr. Shelley Russell**  
Russell Dermatology of Conway

### BEST ALLERGIST

**Dr. Collie Shaw**  
Central Arkansas ENT Clinic

# NURSING AWARDS

## GREAT 100 NURSES

Since its founding, the Great 100 Nurses Celebrations have honored thousands of exemplary nurses based on their concern for humanity, their contributions to the profession of Nursing, and their mentoring of others. Conway Regional is proud of the 10 nurses honored in 2019.

**Brandi Alred, RN - ER**

**Kayla Bond, RN - 3 South**

**Catherine Caffrey, RN -  
House Supervisor**

**Tamara Carroll, RN - 3 North**

**Katie Cox, RN - ER**

**Stephanie Ingraham, RN - 3rd Floor  
Amanda Irby, RN - Critical Care Services**

**Lou Oade, RN - L&D**

**Elisabeth Velte RN - Nursery**

**Heather Gray - 4 North**

## 40 NURSE LEADERS UNDER 40

40 Nurse Leaders Under 40 in the state are recognized due to their exemplary dedication to the nursing profession and a commitment to service excellence and leadership. They are acknowledged as community outreach servants.

**Matthew Austin, BSN, RN**

Critical Care Unit

**Meghan Mallett, APRN**

Conway Regional Medical  
Clinic - Prince St.

**Amelia Reed, BSN, RN, CNOR**

Surgical Services

## DAISY/BEE AWARDS

Conway Regional is honored to participate in the quarterly DAISY award program, which recognizes nurses for their skilled, compassionate, and exemplary care. Congratulations to the nurses who received the award in 2019.

**Anastasia Wilson, BSN, RN**

Quarter 1

**Gabe Gartman, BS, ADN, RN**

Quarter 3

**Barbara Burgener, RN, IBCLC**

Quarter 2

**Marilyn Dail, BSN, RN, CCRN**

Quarter 4

BEE Awards are presented quarterly in recognition of exceptional non-nursing caregivers and their contributions to the community. Congratulations to the recipients of the 2019 BEE Awards!

**Darren Freeman, MD and Tara Caudle**

Quarter 1

**Mike Fahr, MD**

Quarter 3

**Lori Dather, RDN, LD**

Quarter 2

**Christie Harris**

Quarter 4



