



PULASKI COUNTY MEDICAL SOCIETY

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



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The Time for Tort Reform is Now

Ok Arkansas physicians, here is your chance to have *real* tort reform. The Arkansas Medical Society has joined with a diverse group of organizations to help pass SJR 8, a constitutional amendment referred to the voters by the Arkansas General Assembly. SJR 8 will appear on the November 2018 general election ballot.

In 2003, AMS was a leading supporter of the Civil Justice Reform Act, a tort reform measure passed by the General Assembly. Since 2003, the courts in Arkansas have stripped away most of the provisions of that statute. The only way to have real tort reform in Arkansas is to pass a constitutional amendment. SJR 8, sponsored by Sen. Missy Irvin and Rep. Bob Ballinger, was adopted in the 2017 legislative session with 66 co-sponsors.

The amendment has four (4) primary components.

- 33 1/3% cap on attorney contingency fees
- \$500,000 cap on non-economic damages
- Cap on punitive damages equal to the greater of \$500,000 or 3 times compensatory damages
- Provisions designed to authorize the General Assembly to adopt other tort reform measures

That last provision may be the most important. As stated above, previous tort reform statutes have been overturned by the courts on the grounds that those provisions amounted to "rules of the court" and were the sole purview of the court. If SJR 8 passes,

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the General Assembly will be constitutionally authorized to adopt these “rules of the court”. That would enable the legislature to consider legislation replacing the 2003 tort reform measures and more.

The ballot question committee created to support SJR 8 is **Arkansans for Jobs and Justice**. Paperwork creating the committee was filed early last week. The AMS is joined by the Arkansas State Chamber of Commerce, The Poultry Federation, Arkansas Trucking Association, and the Arkansas Health Care Association as the initial members of the committee. The AMS Board of Trustees has pledged \$500,000 from AMS reserves to support the effort. We will be reaching out to AMS membership and other physician organizations to help fund what is expected to be a multi-million-dollar campaign.

Make no mistake, this will be a difficult and expensive battle. Arkansas trial attorneys have been stock-piling money since the 2003 statute in anticipation that sooner or

later the supporters of that law would seek a constitutional amendment.

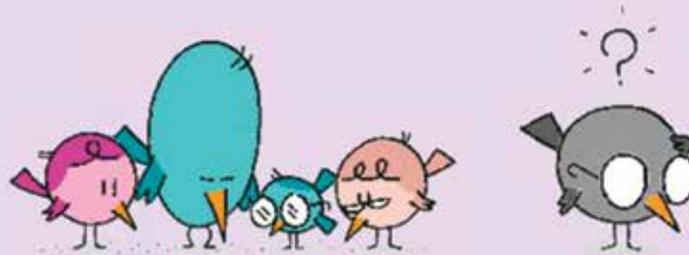
Carl Vogelpohl has been selected to manage the campaign. Carl has a strong background in campaign strategy and has most recently been serving as Chief of Staff to Attorney General Leslie Rutledge and was her campaign manager leading up to her election.

AMS is already receiving strong support from state specialty societies representing urology and ophthalmology as well as our sponsored insurance carrier, State Volunteer Mutual Insurance Company.

In the coming weeks and months, expect to hear a lot about the campaign to pass SJR 8 and how you can help make the campaign successful.

(Reprinted with permission from the Arkansas Medical Society, article written by Casey Penn)

Alzheimer's disease?



We're looking for people who have memory or thinking problems that may be early symptoms of Alzheimer's disease.

CREAD 2 is a clinical research study for people aged 50 to 85 with early Alzheimer's. Contact the study team to learn more.



501-227-6179

info@clinicaltrialsinc.com

Creadstudy.com



PCMS NEWS

calendar of events

MARCH 28, 2018

Communicating With Physicians & Employees

Tom Stearnes, State Volunteer Mutual Insurance Company



One of the most important and often most difficult parts of a manager's job is to be able to effectively communicate with the physicians and employees with whom they work. The manager serves physicians that are performing many roles in our organizations – doctor, owner, manager, and employee. This

session will teach the best ways to prepare reports, hold formal meetings and have discussions in a variety of settings. Employees present a different set of challenges and the program discusses how to deal with problem employees and difficult situations such as conflicts and termination.

APRIL 18, 2018

Top 10 Things You Need To Know About Your Practice (For Physicians)

Rana McSpadden, State Volunteer Mutual Insurance Company



This fast-paced program covers 10 key areas that physician owners of medical practices should understand and monitor in their practices.

MAY 30, 2018

Coding/Billing Compliance & Self Audits

Laura Watkins, State Volunteer Mutual Insurance Company



CMS has stepped up the number and types of audits plaguing medical practices over the past few years. This presentation discusses these audits as well as how performing routine self-audits may help in staying in compliance.

JUNE 20, 2018

Lunch & Learn **Delivering Exceptional Patient Experience** (Physicians, Managers, Staff & Others)

Steve Dickens, SVMIC



As healthcare trends away from patient satisfaction toward the patient experience, it is important for physicians, practice executives and staff to understand how this shift in ideology will affect their practice. At the conclusion of this session, participants should be able to identify the components to patient engagement; recognize the need to transition from measuring patient satisfaction to patient experience; and understand the importance of patient experience to the practice's financial wellbeing.

Day at the Races March 29 to Benefit UAMS Winthrop P. Rockefeller Cancer Institute

An upcoming event will offer guests the chance to enjoy a day at Arkansas' only thoroughbred race track while supporting cancer patients at the Winthrop P. Rockefeller Cancer Institute at the University of Arkansas for Medical Sciences (UAMS).

Day at the Races is set for 11:30 a.m. March 29 at Oaklawn Jockey Club in Hot Springs. For the ticket price of \$50 per person, guests will enjoy lunch and an afternoon of thoroughbred racing. Tickets can be purchased at giving.uams.edu/dayattheraces or by calling (501) 526-2277. Seating is limited, and parking is available in the north parking lot near the north entrance.



Honorary chairs for the event are Mary Beth Bridges and Andrea Bridges in memory of their husband and father, Don Bridges.

Baptist Health Hospital Leader Named North Metro Administrator of The Year

Baptist Health Medical Center-Conway Vice President and Chief Nursing Officer Stephana Loyd was recently named Administrator of the Year at the North Metro Healthcare Awards luncheon. Underwritten by the University of Central Arkansas, the event was held Tuesday, Feb. 20, at the Centennial Valley Country Club in Conway.



The UCA North Metro Healthcare Awards honor individuals and companies that are making an impact on the overall health of the community they serve or their company employees. A panel of healthcare executives from across

the country selects each year's recipients.

Dr. Deanna Ruddell announces the new Pinnacle Allergy Clinic

Dr. Deanna Ruddell would like to welcome everyone to the new Pinnacle Allergy Clinic at 16101 Cantrell Rd, Ste 104 in West Little Rock. Dr. Ruddell has been in practice in the central Arkansas area for over 21 years and she has maintained her board certification in Allergy, Asthma, and Immunology. Contact the office at (501) 673-3030. University of Arkansas for Medical Sciences.





INTERVIEW WITH DR. RHYS BRANMAN

What motivated you to choose medicine as a career?

I initially was interested in the biological sciences in college and always loved how the human body worked. I subsequently started in Dentistry but wanted to continue my education in Medicine pursuing studies first in Maxillofacial reconstruction then Cosmetic Surgery.

Why did you choose your specialty?

I wanted a challenging profession that also had an artistic side to it.

Cosmetic Surgery is the ultimate combination of art and Science. Science guides us to the limitation of a procedure while the artistic side truly adds the finishing touches. Without both you cannot have successful results.

Who are the people who influenced you the most in your professional life and why?

First my mother who saw my potential as a child and pushed me to complete my education. Actually my patients inspire me every day. The trust they place in my hands is very humbling which continuously inspires me to do the best I possibly can.



What advice would you give a medical student in school right now?

Don't make a decision on your specialty until you have completed most of your rotations.

Pick the specialty that peaks your interest, is challenging and gives personal self-satisfaction which allows you to grow.

Then choose the hardest most rigorous residency you can find which will give you the tools you need to be a great physician.

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Represent your colleagues and your profession as a member of the House of Delegates



If you would like to be involved in shaping how medicine is represented in both Little Rock and Washington, DC, call and submit your name to represent Pulaski County as a member of the Arkansas Medical Society House of Delegates. You can influence how medicine is represented by your state-wide trade association. If you are a member of the Arkansas Medical Society you can call Derek Rudkin at 687-0039, or email him at derek@pulaskicms.org, to submit your name. The deadline is the end of March.



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