



# PULASKI COUNTY MEDICAL SOCIETY News

March 2025

## 2025 BOARD OF DIRECTORS

### Pulaski County Medical Society

- Ken Singleton, MD – *President*
- Leticia Jones, MD – *Vice President*
- Kelly Burks, MD – *Immediate Past President*
- Courtney Bundrick, MD
- Bobby Kakati, MD
- Yara Robertson, MD
- Sarika Savajiyani, MD
- Brandon Walser, MD
- Diane Wilder, MD
- Richard Wirges, MD
- Jordan Marsh – *UAMS Student Representative*

## 2025 COMMITTEES

### Pulaski County Medical Society

- Kelly Burks, MD  
*Nominating & Credentialing Chair*

## 2025 BOARD OF DIRECTORS

### Pulaski County Medical Exchange

- Marvin Ashford, MD
- Inge Carter, MD
- Jeffery Hartsell, MHSA
- Will Henson
- Renee Ross, MD
- Naveen Yarlagadda, MD

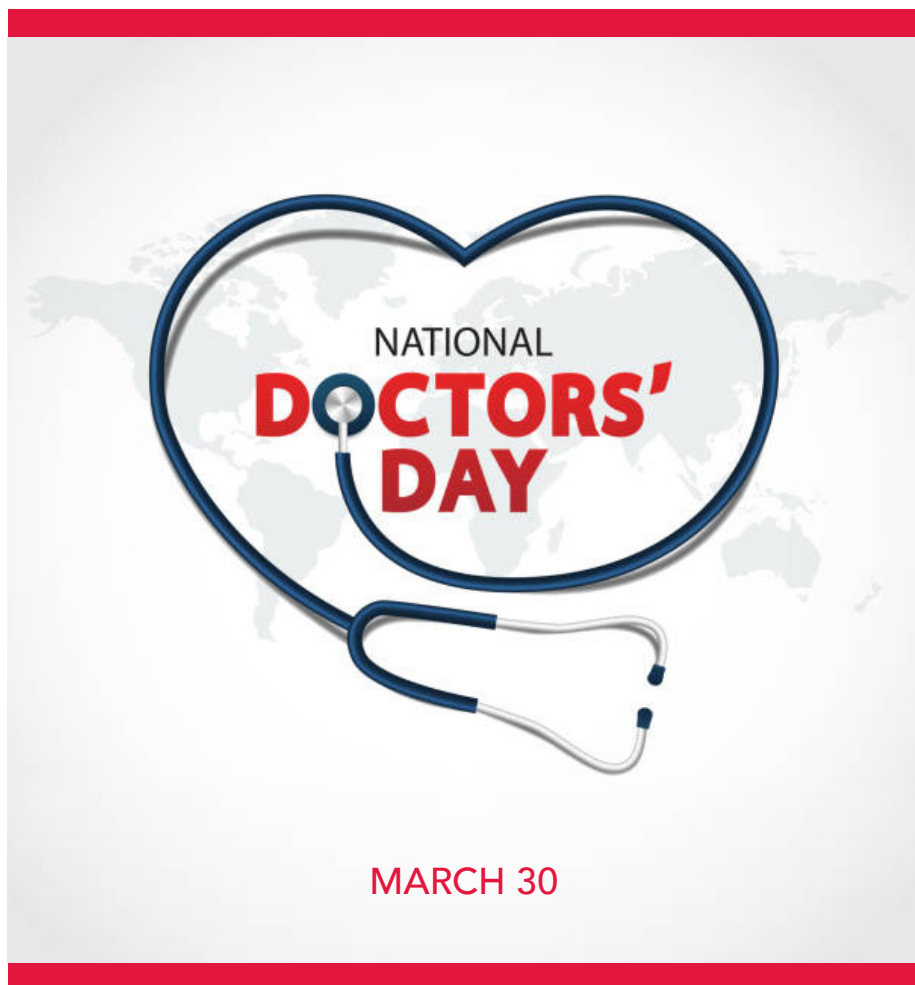
Pulaski County Medical Society  
500 S. University Avenue, Suite A14  
Little Rock, AR 72205  
Phone: 501.687.0039  
Email: [derek@pulaskicms.org](mailto:derek@pulaskicms.org)  
Website: [www.pulaskicms.org](http://www.pulaskicms.org)

*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.

## National Doctor's Day is March 30<sup>th</sup>

In celebration of National Doctors Day, the society is mailing you, our members, a small gift of appreciation for all that you do in our communities. Be watching for your gift in your home mail.



# Patient Payment Plans: Seven Tips for Success

Elizabeth Woodcock, MBA, FACMPE, CPC

## REPRINTED FROM THE SVMIC SENTINEL

A payment plan offers patients the ability to pay a service charge over time through scheduled, pre-determined payments. This option may ease bad debt challenges faced by practices today, as patients bear a greater financial responsibility than ever before. Consider each of the following Seven Tips for Success when implementing payment plans at your practice.

1

If a patient is unable to pay the full service charge, start by asking how much time they need.

2

Taking the patient's response to #1 into consideration, determine the minimum payment and plan duration (e.g.: \$25 per month, over a maximum duration of 12 months).

3

Keep it simple. If \$231.53 is owed, collect \$31.53 first, followed by eight \$25 payments.

4

Always collect the initial installment upfront.

5

Automate compliance (e.g.: set the system to push accounts with missed payments to a work queue with rigorous audits).

6

Following federal and state laws, integrate the payment plan with a text-to-pay option or collect credit card information upfront.

7

Establish an Insurance category for Accounts Receivable, separate from Patient Receivables.

SVMIC's Medical Practice Services group offers complimentary consulting to SVMIC members designed to assist in the business of medicine, including accounts receivable. Contact us for more information.

## UAMS College of Public Health Announces New Doctoral Program

The University of Arkansas for Medical Sciences (UAMS) Fay W. Boozman College of Public Health will offer an Environmental Health Sciences (EHS) doctoral program beginning in the fall 2025 semester. Students in the multidisciplinary program will learn how the environment impacts human health.

According to Gunnar Boysen, Ph.D., associate professor in the college’s Department of Environmental Health Sciences, students will receive in-depth training in a spectrum of disciplines such as:

- Environmental Toxicology
- Environmental Origins of Cancer Exposure Science
- Exposure Assessment
- Nutrition and Dietary Supplements
- Public Health Microbiology
- Geographical Information Systems
- Biomarkers of Exposure
- Climate Change and Public Health

“Environmental Health Sciences is an interdisciplinary field that bridges studies of the environment with human health — specifically population health and behavior,” Boysen said.

The department conducted surveys among academic institutions, government agencies and public health

industries, which confirmed the need for more environmental health specialists in Arkansas. Currently, no comparable doctoral program exists in the state, forcing employers to self-train or recruit out-of-state personnel for specialized positions.

Undergraduate and master’s level Environmental Health Science programs have seen a steady increase in enrollment in recent semesters. “Those developments demonstrate a demand for this doctoral program,” Boysen said.

The program will position students for a career in the environmental health sciences while also training them on how to conduct original research, analyze their findings and contribute to the advancing environmental health sciences knowledge.

“Our doctoral program will be targeted to the field of environmental health sciences’ needs, thereby complementing other Ph.D. program at UAMS and in the state,” Boysen said.

“The EHS program will give young Arkansans an additional educational opportunity in-state that can lead to a high paying job that itself will have a positive impact in the state for generations to come,” he added.

For more information about the program visit [publichealth.uams.edu/future-students/academics/doctoral/phd-in-environmental-health-sciences/](https://publichealth.uams.edu/future-students/academics/doctoral/phd-in-environmental-health-sciences/).

**STAY UPDATED**

**LIKE US ON FACEBOOK**

**SHARE WITH FRIENDS AND COLLEAGUES**

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

## Baptist Health UAMS Ear, Nose and Throat Clinic Offering Latest Inspire® Therapy for Obstructive Sleep Apnea

Baptist Health UAMS Ear, Nose and Throat Clinic in Little Rock is now offering Inspire therapy, a breakthrough obstructive sleep apnea (OSA) treatment option for those who cannot use Continuous Positive Airway Pressure (CPAP) therapy.

OSA affects 22 million Americans. When left untreated, OSA can cause vehicle and workplace accidents, worsening mood and memory, stroke, heart attack, and even death. It occurs when the airway collapses during sleep and blocks the flow of oxygen to the brain. The brain senses a lack of oxygen and wakes the body up just long enough to take a breath, then falls back asleep. This cycle repeats throughout the night and causes poor, disruptive sleep.

Inspire therapy is a mask-free solution for people with obstructive sleep apnea (OSA) who have tried and struggled with CPAP. Through a simple-to-use system including the Inspire® implant, remote and app, Inspire therapy enables patients to control their OSA treatment from the palm of their hand.

Inspire works inside the body with a patient’s natural breathing process to treat sleep apnea. Mild stimulation opens the airway during sleep, allowing oxygen to flow naturally. The patient uses a small handheld remote to turn Inspire on before bed and off when they wake up.

The safety and efficacy of Inspire was evaluated during a clinical trial. Five-year trial outcomes show patients using Inspire experience significant reductions in sleep apnea events and significant improvements in quality-of-life measures.

There have been over 150 peer-reviewed publications on Inspire. These publications show results consistent with those seen in the trial.

The first step is to schedule a consultation with the team at Baptist Health UAMS Ear, Nose and Throat Clinic. Providers will discuss a patient’s current therapy, provide details on Inspire and answer their questions.

Baptist Health UAMS Ear, Nose and Throat Clinic offers trusted, multidisciplinary care for a wide range of ear, nose and throat conditions. The clinic’s board-certified specialists strive to provide every patient with knowledgeable and comprehensive care.



## CARTI Salute Set for April 17 Proceeds to Benefit Patient Assistance Program

[CARTI Salute](#) is set to return this spring. The public can now purchase tickets to the third annual progressive wine and food event on Thursday, April 17 at 6 p.m. Proceeds will benefit CARTI’s Patient Assistance Program, which provides comprehensive support services, such as transportation, lodging assistance and financial, emotional and nutritional counseling to help reduce potential barriers to treatment.

“CARTI Salute blends a beautiful setting and delicious food and wine with an incredible cause—uplifting cancer patients and their families,” said Jennifer Selig, executive director of the CARTI Foundation. “Hosted at our flagship

*continued on page 5*

## UAMS Health Career Program Accepting Applications for High School Seniors in Delta, South Arkansas

The University of Arkansas for Medical Sciences (UAMS) is now accepting applications for the 2025 session of the Arkansas Delta Health Careers Opportunity Program (HCOP) Academy, an initiative that supports students in the Delta and South Arkansas as they pursue careers in health care.

Open to rising high school seniors, HCOP Academy equips students with the skills they need to gain admission to and succeed in health professional programs. The academy focuses on expanding the workforce in a variety of health care disciplines, including sonography, dietetics, health administration, medical lab technology, mental and behavioral health, occupational and physical therapy, physician assistant studies, public health, radiography and respiratory therapy.

Students who are new to the program will meet for a six-week residential summer academy that runs from June 9-July 18 on the Southern Arkansas University campus in Magnolia. Participants will receive a stipend, academic enrichment, ACT preparation, tips for writing essays and college applications, community-based primary care experiences, leadership development and instruction in areas such as behavioral health.

Throughout the summer academy, students will receive opportunities to meet with representatives from colleges and universities in the Delta region to discuss health-career programs and admission requirements.

HCOP Academy plans to stay engaged with its members during the 2025-26 school year by offering virtual workshops and meetings with student mentors from UAMS and its academic partner institutions. Participants' experience in the program will culminate in summer 2026 with a four-week academy that prepares them for their postsecondary education.

Applicants must demonstrate an interest in pursuing a health career and must be enrolled at a school in the program's 20-county service area. Those counties are Arkansas, Ashley, Bradley, Calhoun, Chicot, Cleveland, Columbia, Crittenden, Dallas, Desha, Drew, Jefferson, Lee, Lincoln, Monroe, Ouachita, Phillips, Sevier, St. Francis and Union.

The deadline to submit applications is March 14. Parents and students who would like to learn more about the program are invited to attend one of HCOP Academy's three virtual informational sessions, which will be held at 5:30 p.m. Feb. 25 and March 4 and 11.

To sign up for an informational session or to apply for the academy, visit [partnerships.uams.edu](https://partnerships.uams.edu).

HCOP Academy is operated by the UAMS Division for Academic Pathways and Workforce Partnerships with the assistance of UAMS and community collaborators.

---

## CARTI Salute Set for April 17

*continued from page 4*

campus, this event is a unique opportunity for attendees to witness the CARTI experience and contribute to our mission to make trusted cancer care accessible."

During the event, attendees will enjoy a curated selection of wines from around the world by Colonial Wine & Spirits and authentic small plates prepared by local celebrity chefs at 8901 CARTI Way in Little Rock.

Participating restaurants include 42 Bar and Table, BCW, Cache, Cheers, Dizzy's Gypsy Bistro, George's Little Rock, Oyster Bar, Park Grill at AMFA, Petit & Keet, Raduno Brick Oven & Barroom, Red Oak Steakhouse at Saracen Casino Resort, Samantha's Tap Room & Wood Grill, Scallions and The Hope Bistro. Tickets to CARTI Salute! and details about additional giving opportunities are available at [CARTI.com](https://CARTI.com).

## Bolo Bash Reception & Luncheon Returns To Spring With Fashion Designer Patricia Nash

Designer of vintage-inspired leather handbags and accessories, Patricia Nash, will headline Baptist Health Foundation's 35th annual Bolo Bash Reception and Luncheon in April. This year's event marks a return to spring for Baptist Health's premier event with purpose.

This year's Reception will be Wednesday, April 22, at 6 p.m. at the Clinton Presidential Center, 1200 President Clinton Ave. The Luncheon, presented by Dillard's, will be Thursday, April 23, from 11:30 a.m. to 1 p.m. at the DoubleTree by Hilton Hotel, 424 W Markham St.

Reception sponsorships range from \$500- \$5,000, individual tickets are \$85. Luncheon sponsorships range from \$3,000- \$10,000, individual tickets are \$300.

Tickets can be purchased online at [baptisthealthfoundation.org](https://baptisthealthfoundation.org). For more info, including sponsorship opportunities, call Baptist Health Foundation at (501) 202-1839.

The event is set to present this year's Power of Purpose Award to Baptist Health's System Chief Nursing Officer Kelley Hamby. The Power of Purpose Award celebrates individuals or groups who embody the spirit of service and demonstrate a deep commitment to living their lives with purpose.

Co-chairs for the 2025 Bolo Bash Reception and Luncheon are Kelly Imhoff, Marketing Director at Harrison Energy Partners, and Kim Pruitt, Sr. Vice President at Centennial Bank.

Patricia Nash Designs was inspired by founder Patricia Nash's mother's handbag. After a successful career in retail and business, Patricia launched her brand in 2010, focusing on vintage-inspired leather bags with exceptional quality. She collaborated with Italian



artisans to develop her signature craftsmanship, drawing inspiration from her travels and family memories.

Today, Patricia Nash Designs offers a wide range of products, including handbags, wallets, travel accessories, jewelry, scarves and a men's collection. The brand is available at major retailers and online. In 2025, the brand celebrates its 15th anniversary with exclusive releases and new additions like footwear and beach cover-ups.

Patricia Nash Designs also gives back to the community through partnerships and initiatives. The brand values heritage, craftsmanship and family, with each bag crafted to become a cherished possession.

This year's Bolo Bash Reception and Luncheon will support Baptist Health College Little Rock, which has a strong history of preparing the next generation of nurses and health care professionals to improve the health of Arkansans. All proceeds will support facility expansion and improvements to increase student enrollment and enrich learning in all programs.

## UAMS Study Finds Mothers Living in Rural Areas or Covered by Medicaid Less Likely to Receive Prenatal Care

Arkansas mothers who live in rural areas and/or who have a Medicaid-covered birth are less likely to receive early prenatal care or receive an adequate number of prenatal care visits, according to a study published recently by researchers at the University of Arkansas for Medical Sciences (UAMS) Institute for Community Health Innovation.

The study, "[Disparities in prenatal care utilization among racial/ethnic and nativity subgroups in the United States](#)," analyzed prenatal care utilization among women in Arkansas. Researchers found that mothers with a Medicaid-covered birth were more likely to have fewer than the recommended number of prenatal care visits, more likely to initiate prenatal care late, and more likely to have no prenatal visits at all.

Researchers also found that some minority groups — specifically Black and Native Hawaiian/Pacific Islander populations — were more likely to experience late or less than the recommended number of prenatal care visits compared to white mothers.

"We know that early and regular prenatal care greatly increases a woman's opportunity to have a healthy pregnancy and to deliver a healthy baby," said Pearl McElfish, director of the UAMS Institute for Community Health Innovation. "Women in Arkansas often experience barriers to receiving that care, including access to transportation and doctors who won't see them until their Medicaid application is approved. If we're going to improve maternal health in Arkansas, we have to develop systems that meet women where they are and increase access to prenatal care."

Researchers analyzed data from the National Center for Health Statistics for live births in Arkansas from 2014-2022. The study suggests maternal health could be improved with changes to the state's Medicaid, such as the lack of presumptive eligibility for mothers and providers. Presumptive eligibility, if provided, would allow

mothers temporary eligibility for covered health services while their Medicaid application is being processed.

"By identifying and understanding these barriers, we can create innovative and sustainable solutions to address disparities in maternal health," McElfish said. "Our efforts include training more community health workers and doulas and enhancing telehealth options, especially in rural areas where regular access to transportation can be limited."

Arkansas for several years has ranked poorly among other states for maternal health outcomes. According to the March of Dimes, nearly 20% of Arkansas women receive inadequate prenatal care. In recognition of these maternal and infant health outcomes, Arkansas Gov. Sarah Huckabee-Sanders signed an executive order last March to support mothers, protect babies and improve maternal health (E.O. 24-03), with a specific call to better understand and improve utilization of prenatal care in Arkansas.

The UAMS Institute for Community Health Innovation is addressing the state's poor maternal health numbers through various initiatives, such as offering individual and group prenatal care in rural communities through mobile health services, studying the effects of digital health services for mothers, and training doulas and perinatal community health workers.

"We are proud to play a key role in addressing Arkansas' maternal health disparities by strengthening and expanding programs that promote prenatal care access for all women in Arkansas," McElfish said. "Together with our partners and community members, we are building a future where every woman in Arkansas has the support needed for healthy pregnancies and thriving families."

To learn more about the institute and its work, visit [communityhealth.uams.edu](https://communityhealth.uams.edu).

## Baptist Health Foundation Named Bank of America’s 2024 Neighborhood Champion, Awarded \$50,000

Baptist Health Foundation has been selected as Bank of America’s 2024 Neighborhood Champion, a prestigious honor recognizing organizations that drive positive social impact and economic opportunity in their communities. As part of this recognition, Baptist Health Foundation received a \$50,000 grant, with \$25,000 awarded in fall 2024 and the remaining \$25,000 to be provided in fall 2025.

For 20 years, Bank of America’s Neighborhood Builders and Neighborhood Champions programs have invested in nonprofit leadership development and capacity building to support organizations that strengthen communities. This highly competitive award includes core operating support, leadership training resources for the organization’s executive director, and peer networking opportunities with nonprofits across the country.

“Neighborhood Champions is an example of Bank of America’s commitment to responsible growth as we work to advance economic mobility and improve quality of life for Arkansans, with a particular focus on low- and moderate-income communities,” said Heather Jones, president of Bank of America Arkansas. “Last year, the Baptist Health Foundation was our Neighborhood Champion because of their work to remove barriers

and access to health care as well as training the next generation of Arkansas nurses.”

The \$50,000 grant will support Baptist Health College Little Rock (BHCLR) by launching a Student Academic Success and Tutoring Program, and expanding academic support services for nursing and allied health students. This initiative is designed to increase retention and graduation rates while ensuring students have the resources necessary to succeed.

As health care providers continue to struggle with workforce shortages, the investment will help future nurses and allied health professionals overcome educational barriers and complete their training, ensuring more skilled professionals enter Arkansas’ health care workforce.

“We are incredibly grateful to Bank of America for awarding Baptist Health College Little Rock with the Neighborhood Champions Award in support of academic success for nursing and allied health students,” said Janet Marshall, chief development officer of Baptist Health Foundation. “Thank you, Bank of America, for helping Baptist Health ensure our students will receive the best learning tools and educational opportunities available.”

