

2020 Annual Report







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About Conway Regional

Since 1921, Conway Regional Health System has provided high-quality, compassionate healthcare services to the communities we serve. What started in 1921 as a movement by local businessmen to provide healthcare in the local community grew into a thriving health system centered on a 150-bed medical center.

Today, Conway Regional Health System provides healthcare services to the growing communities of north central Arkansas including Faulkner, Conway, Perry, Pope, Yell, Van Buren, and Cleburne counties. Conway Regional proudly offers comprehensive healthcare services, such as cardiac care, orthopedics, cancer care, women's health, gastroenterology, pain management, and surgical services.

Conway Regional is an economic force in our community, with more than 225 physicians on our medical staff, over 1,700 employees, and 100 community volunteers. These team members and their families make Conway Regional one of Conway's largest employers. Our dedicated team members uphold our mission by providing high-quality, compassionate care to those in our community, and they also work tirelessly to support their community outside of the hospital walls.

As our community continues to grow, so does Conway Regional Health System. We're not just growing—we're growing together.



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.



PROMISE

At Conway Regional, we are one team with one promise: to be bold, to be exceptional, and to answer the call.

Letter from Matt Troup, President and CEO

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 2020. For nearly 100 years, Conway Regional has been a cornerstone of North Central Arkansas and the River Valley, and it is our honor to provide high-quality, compassionate care to the communities we serve.

During our lengthy history, we have overcome many great challenges such as responding to the care needed after tornadoes, floods, and man-made disasters. In March 2020, our team faced another challenge: an unprecedented, global pandemic. Through innovation, collaboration, and resilience, our team ran into the new challenges presented by COVID-19. From drive-thru testing, to telemedicine appointments, to caring for patients with COVID-19, our team expanded and adapted operations to care for our community's needs every step of the way.

The past year also offered opportunities for innovation and growth, including construction of a new 14,300 square-foot facility for Greenbrier Family Medicine, welcoming more than one dozen new physicians to our medical staff, and the opening of a new, three-story medical office building that marked the next step forward in our capital investment initiative to expand and enhance services to the community.

Additionally, 2020 marks the 200th anniversary of Florence Nightingale's birth. Known as the founder of modern nursing, Nightingale's efforts to improve public sanitation increased the average life expectancy by 20 years from 1870 to 1930. She is so highly regarded that the World Health Organization declared 2020 to be the "Year of the Nurse."

With her remarkable achievements in mind, it is fitting that in September 2020, Conway Regional joined an esteemed group of hospitals known for nursing excellence by achieving Magnet® recognition from the American Nurses Credentialing Center. To achieve this designation in the Year of Nurse is incredibly special for our team members who provide the comprehensive care our patients deserve. We are blessed to have a medical staff who is engaged in our community and works in unity to ensure the highest quality care for our patients and their families.

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 2020 National Best Places to Work in Healthcare for the third consecutive year, and we celebrated being named an Arkansas Business 2020 Best Place to Work for the fourth consecutive year.

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.



A handwritten signature in black ink that reads "Matt Troup". The signature is written in a cursive, flowing style.

Board of Directors



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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 Team



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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



Richard Tyler
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SPECIALTY CARE DIRECTOR



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Jessica Hake, MHA, RHIA
HEALTH INFORMATION MANAGEMENT DIRECTOR



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MED/SURG, SPECIALTY SERVICES DIRECTOR



Andrea Harrison, RN
QUALITY RESOURCES DIRECTOR



Laken Hartness, BSN, RN
WOUND HEALING CENTER DIRECTOR



Billy Henry
OPERATIONS CORPORATE DIRECTOR



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HEALTH & FITNESS CENTER DIRECTOR



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EMERGENCY, CCU, CVICU, & OIU DIRECTOR



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INFORMATION SYSTEMS DIRECTOR



Eric Kindsfater
SAFETY, SECURITY, AND COMMUNICATIONS DIRECTOR

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**RESPIRATORY THERAPY
DIRECTOR**



Roger Lawrence, BA, RT
IMAGING SERVICES DIRECTOR



Scott Love, MS, OTR/L
HOMECARE DIRECTOR



Amy Manion
CONTROLLER



Kyle Marks
**CLINICAL ENGINEERING
DIRECTOR**



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SURGICAL SERVICES DIRECTOR



Rae Rhodes
EDUCATION DIRECTOR



Bobby Riggs
**PHYSICIAN HOSPITAL
ORGANIZATION
EXECUTIVE DIRECTOR**



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PHARMACY DIRECTOR



Mary Salazar, MNsc,
RN, RNC-MNN,
WHNP-BC, NEA-BC
WOMEN'S & INFANTS DIRECTOR



Alicia Taylor, BSN, RN
**HOMECARE
NURSING DIRECTOR**



Joshua Tennant
**ORTHOPEDICS SERVICE
LINE DIRECTOR**



Paula Weatherley
**CARDIOVASCULAR
SERVICES DIRECTOR**



Dot Welch
**HEALTH FOUNDATION
DIRECTOR**

Not Pictured:

Todd Ferrand, BSN, RN
**BEHAVIORAL HEALTH
DIRECTOR**

Lori Dather
**NUTRITIONAL SERVICES
DIRECTOR**



ACM Committees

With more than 225 physicians providing health care 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

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

INFORMATION TECHNOLOGY

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

MEDICINE

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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



Service Statistics

ADMISSIONS



Admissions to the hospital increased over the past year.

7,894

PRIMARY CARE



Primary care clinic visits increased over the past year.

88,808

ER VISITS



Emergency room visits decreased over the past year.

27,834

DELIVERIES



New babies delivered in our medical center

1,646

CALL CENTER



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

12,243



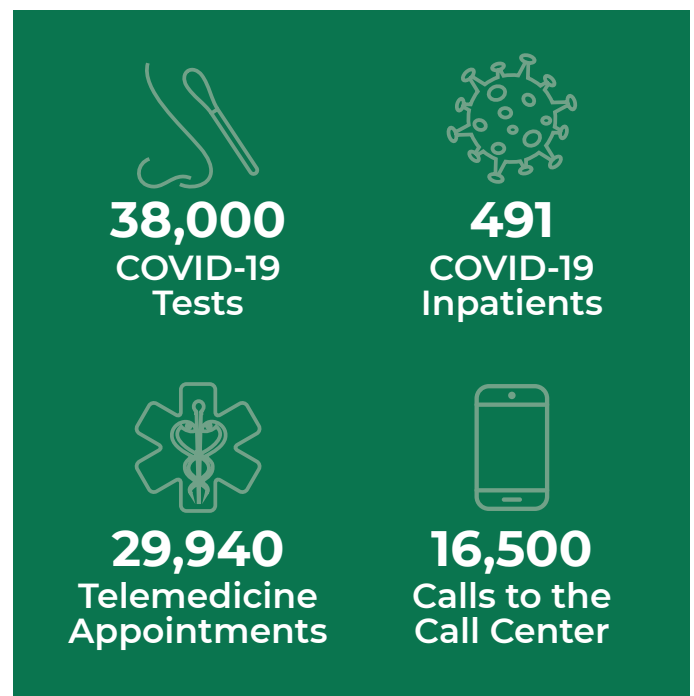
Our COVID-19 Response

When COVID-19 reached Arkansas on March 11, 2020, our team answered the call to provide high-quality, compassionate care to the communities we serve in the midst of an unprecedented global pandemic. Through innovation, collaboration, and resilience, our team ran into the challenges presented by COVID-19 to meet the health care needs of our community.

We remained mission-focused throughout the COVID-19 pandemic. Our team has continued to provide services to meet the ever-changing health care needs of our community. From COVID-19 testing, to telemedicine appointments, to caring for patients with COVID-19, our team expanded and adapted operations to meet the community's needs every step of the way.



Employees of our COVID-19 testing drive thru collaborate with Julie Chambers, APRN, who assisted with drive-thru clinical operations.



★ HEROES WORK HERE ★

Here are some of the ways our team responded to COVID-19 in 2020:

On March 13, approximately 48 hours after the first reported case in Arkansas, we opened one of the first drive-thru testing sites in the state.

On March 18, we began offering expansive telemedicine services to ensure patients had safe access to a health care provider.

On March 29, we opened a call center to answer questions about COVID-19, screening, testing, and access to care.

We expanded inpatient operations to accommodate the surge in COVID-19 inpatient hospitalizations by:

- Shifting units to expand from 14 critical care beds to 44
- Utilizing the Conway Regional Rehabilitation Hospital for the first time in our history for low acuity, non-critical, non-COVID patients



At the peak, Conway Regional had three COVID-19 units totaling 44 critical care beds. Construction was involved to meet proper COVID-19 isolation protocols.



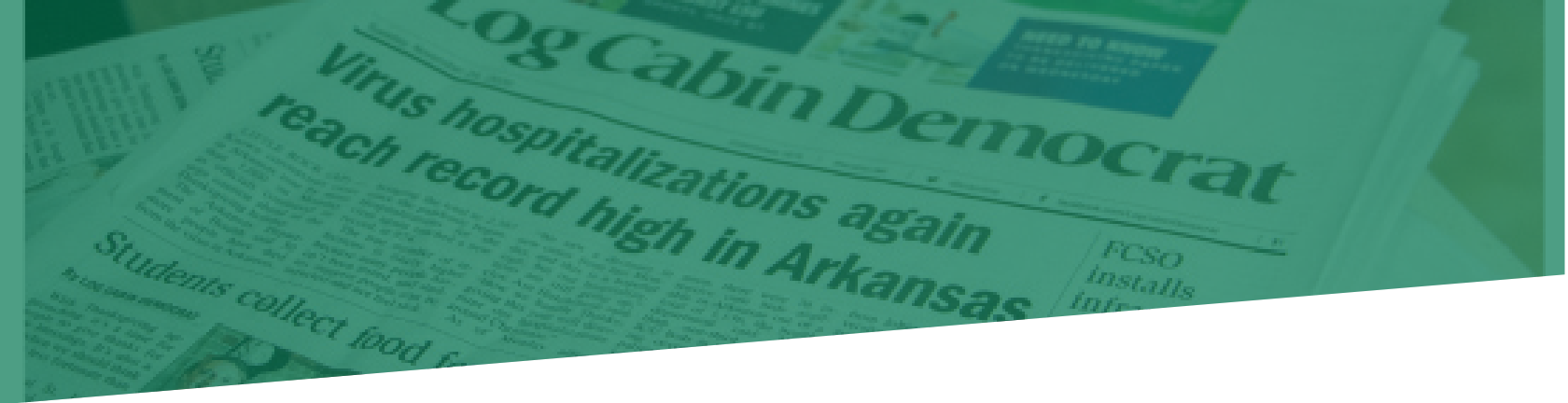
Kim Moseley, medical lab technician, checks to see if results have returned for a COVID-19 test sent out that morning.

We created content to provide information to our community across our social media platforms – including multiple educational campaigns (Stay Home AR, Don't Put Your Healthcare on Hold, COVID Safe, and more) and interviews with trusted providers.

We partnered with our community for contact tracing, testing, and education through the COVID Testing Consortia, Education Partnership with Hendrix College, Central Baptist College, and University of Central Arkansas and the Conway COVID-19 Vaccine Taskforce.

On December 16, we received an initial allotment of vaccine from the Arkansas Department of Health to distribute to frontline healthcare workers – Suzanne Harris, RN, received the first dose at Conway Regional.

On December 17, we began distributing vaccines in our community to eligible groups following the state's phase vaccine distribution plan.



One Team. One Promise.

Maintaining employee engagement and well-being is a pillar of our work culture at Conway Regional, and our cultural values were foundational to our COVID-19 response efforts. While we worked as a team to care for our community, we also identified ways we could care for one another. Early in the pandemic, a new Staff Wellness Committee was formed and worked together to identify ways our organization could alleviate burdens, provide assistance, and support fellow team members.

Here are some of the ways we were able to care for our teammates:

- Complimentary meals from the cafeteria
- Take home meals for families at a discounted rate
- Relaxation room with massage chairs, dimmed lighting, and snacks
- Established a daycare at our Health and Fitness Center for employees to use for childcare at no cost

At the beginning of the pandemic, there was little known about the disease and how it was spread, which led the Arkansas Department of Health to temporarily suspend elective surgeries. The decision impacted many team members who were temporarily displaced and unable to work as a result of the directive. Executive leadership made it a priority to “redeploy” instead of “un-employ” team members affected by public health guidance.



Maintaining staff well-being is a pillar of our culture, and those values were central to our COVID-19 response such as our staff relaxation lounge.

Conway Regional created a resource pool for employees who wanted or needed to work. These team members were able to help with other tasks throughout the health system – such as screening employees, patients and visitors at our entrances, delivering meals, or assisting our environmental services team.

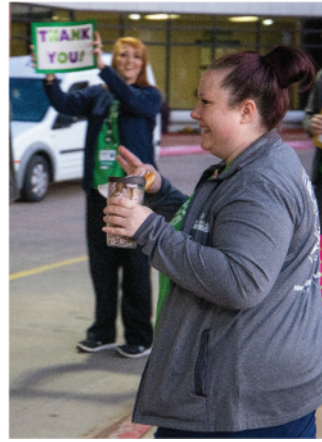
Conway Regional also implemented a remote work policy. Following Arkansas’ first case, many Conway Regional employees who could work without being onsite began working remotely. Information Systems utilized a secure login platform to allow employees to access the hospital’s systems and applications. Additionally, Microsoft’s 365 platform, including Microsoft Teams, and Zoom video conferencing, became staple tools used to keep the organization connected. The implementation and utilization of a telecommuting policy allowed Conway Regional to continue to operate and provide



All employees and visitors were screened for temperature, travel, and symptoms before entering the building. Screener positions were one way our staff were redeployed when certain services were eliminated during the pandemic.

healthcare services during the pandemic, simultaneously providing work options for employees that protected their health and safety.

The Staff Wellness Committee continues to meet to identify ways we can support one another as we continue to provide care to our community throughout this pandemic.



Christina Simkins, RN, arrives for her shift on a day when leadership lined the entrance, cheered for staff, and offered donuts.



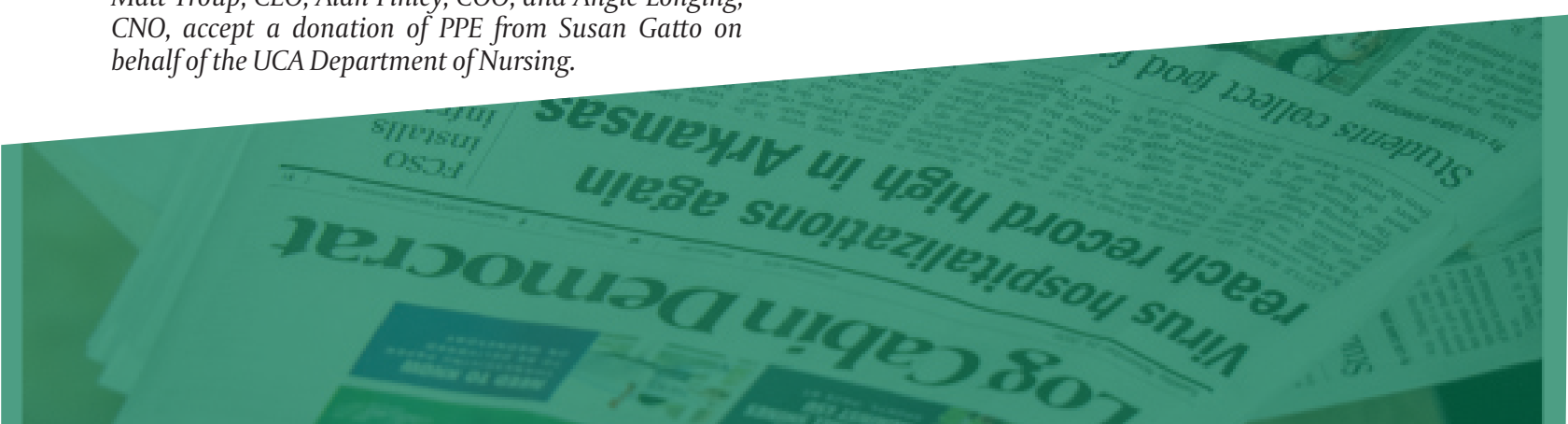
The pandemic paved the way for the introduction of telemedicine across the health system as well as a remote work policy.



Matt Troup, CEO, Alan Finley, COO, and Angie Longing, CNO, accept a donation of PPE from Susan Gatto on behalf of the UCA Department of Nursing.



During the pandemic, the community hosted Park & Pray events outside of our patient tower where COVID-19 patients were being isolated.



Our Family

ETHNICITY

White: 85.58%
African American: 10.79%
Hispanic/Latino: 1.82%
2+ Races: 0.94%
Asian: 0.82%
Pacific Islander: 0.06%

AGE

18-25: 18.05%
26-35: 31.01%
36-45: 20.5%
46-55: 17.00%
56-64: 10.73%
65+: 2.40%

GENDER

Female: 79.84%
Male: 20.16%

TOWN HALLS

As Conway Regional continues to grow and expand, employee engagement and culture remain areas of focus and strength for the organization. Through quarterly Town Halls, employees and volunteers receive information about upcoming plans and policy changes directly from hospital leadership. Employees are given the opportunity to ask questions and give feedback directly to leadership in an open forum format.

In 2020, our Town Halls were affected by COVID-19. After the January Town Hall, we changed to a virtual format in order to adhere to state guidance on social distancing. In October, we also held two virtual Q&A meetings to give employees the opportunity to interact with leadership, ask questions, and share feedback.



EMPLOYEE WELLNESS

Despite the challenges of 2020, the health system continued to grow the employee wellness program and extended coaching benefits to spouses of employees on the health plan. The addition of spouses created the opportunity to increase the impact of the Wellness Team on the health and well-being of the health system's most valuable resources – our employees.

During the 2019 – 2020 coaching year, 50% of the employees that qualified for coaching improved their health significantly enough to reduce the amount of required coaching or to no longer require coaching 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 and Diabetes Education department.



Growing Together

For nearly 100 years, Conway Regional has provided high-quality, compassionate health care to the communities we serve. During that time, the communities have grown in population and changed to meet the needs of their residents. To reflect the partnership and interconnection of the health system and the local communities, 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, mirroring the growth of our seven-county service area.

As part of Growing Together, a \$60 million capital investment project is currently underway, expanding and enhancing services throughout Conway Regional Health System, impacting 19 distinct areas of the health system.

In 2020, we completed several projects as part of this capital investment, including our new medical office building on the medical center campus and the expansion of the Conway Regional Greenbrier Family Medicine and Greenbrier Therapy clinics. Other notable elements of the capital investment project include a new pharmacy and expanded lab space, along with a new and expanded critical care unit. The first step of the project featured the renovation of the Conway Regional Health and Fitness Center which was completed in the winter of 2018.

MEDICAL OFFICE BUILDING

On September 9, 2020, Conway Regional celebrated the grand opening of our new, three-story medical office building just one year after the official groundbreaking located at the northeast corner of the hospital campus. It is the first new building on the campus in 18 years.

The 42,530 square-foot building houses the Conway OB-GYN Clinic on the third floor. This move combined their two previous locations into one, bringing together Andrew Cole, MD, Carole Jackson, MD, Phillip Gullic, MD, Keitha Holland, MD, Lauren Nolen, MD, and Katie Boyd, APRN, in one facility.

We are grateful to Cromwell Architects Engineers for designing the building, and Conway-based Nabholz Construction for serving as the general contractor.





Greenbrier Family Medicine Facility Expansion

Conway Regional Health System began building a new facility for the Conway Regional Greenbrier Family Medicine and Greenbrier Therapy clinics in February of 2020 to accommodate the need for an expansion of services in the growing Greenbrier area. Conway Regional Greenbrier Family Medicine welcomed the first patients to the new location on November 23, 2020.



Established in 1995, Greenbrier Family Medicine's medical staff includes James Fulmer, MD, Kristy Roberts, DO, Jarrod Jerry, APRN, Lauren Blansett, APRN, and Misty Birdwell, APRN. The clinic also provides care to patients outside Greenbrier's city limits, with many patients living in Clinton, Heber Springs, and Quitman.

The new building accommodates existing services, allowing providers to streamline care, while also allowing for the addition of new services. There is a dedicated area for specialists that includes a physician's office, nurses' desk, three exam rooms, and an extra procedure room. Currently,

orthopedic surgeons from Conway Orthopedics and Sports Medicine Center visit the clinic to see patients.

The new space allows for the relocation of Conway Regional Therapy Services - Greenbrier as well. The therapy team specializes in physical and occupational therapy for pre- and post-surgical conditions, such as rotator cuff, knee arthroplasty, and hip replacement.





Hendrix Medical Clinic

As a community-based hospital, partnerships make our community successful and our organization stronger. In partnership with Hendrix College, Conway Regional Health System opened a family medical clinic with expanded hours on July 6, 2020. Conway Regional Hendrix Medical Clinic is available to meet the primary care needs of Conway residents as well as the Hendrix community. The clinic's medical staff includes Allison Wilson, APRN, Necie Reed, APRN, Katie Deacon, APRN, and Samantha Primm, PA. The new clinic has four exam rooms, x-ray and laboratory services, and a procedure room.



New and Expanding Service Lines

NEW MEDICAL STAFF IN 2020:

- Reena Bansal, MD, Pulmonology
- Dylan Cruz, DO, Family Medicine Resident
- Josh Dickinson, DO, General Surgery
- Rimsha Hasan, MD, Cardiology
- Olufadejimi "Jimmy" Kareem, MD, Family Medicine Resident
- Brian Kennedy, MD, Hospitalist
- Ross Lenzen, DO, Family Medicine Resident
- Mohammed Malik, MD, Hospitalist
- Chris Maranto, MD, Pain Management
- Kuna Okong, MD, Hospitalist
- Clayton Preston, DO, Family Medicine Resident
- Mikio Ranahan, MD, Pain Management
- Arthur Slaton, MD, Hospitalist
- Kala Slaton, MD, OB/GYN

ADULT PSYCHIATRIC

Conway Regional was proud to expand access to mental health care in our community with the addition of our Adult Psychiatric unit. Adult Psychiatric services focus on providing a holistic approach to adult behavioral health treatment while providing expert psychiatric care in a safe environment that allows for the healing of the mind, body, and spirit.

The Adult Psychiatric team includes psychiatrists, licensed mental health counselors, and psychiatric nurses. Working collaboratively, the team views patient involvement as a vital part of the treatment plan, taking time to listen, earn trust, and build confidence to help patients be prepared for long term success.

CORPORATE WELLNESS

As the community continues to grow 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 onsite, it allows employees to participate in health care services without having to leave the office, increasing productivity and convenience.

In 2020, the health system performed flu shot clinics for Cromwell Architects, Acxiom, the University of Central Arkansas, Tokusen, and the employees of Faulkner County. In total, over 1,000 flu shots were provided. Additionally, Conway Regional provided Health and Heart Wellness Checks to corporate partners and for members of the community.



Conway Regional welcomed Conway Orthopedic & Sports Medicine Center (COSMC) into the health system at the beginning of 2020. Since opening in 1998, COSMC's dedicated physicians and staff have built an extremely reputable practice.

Now, as part of the health system, Conway Regional manages and oversees all operations of the orthopedic center. At the time of acquisition, the center's physicians included Scott Smith, MD, Tod Ghormley, MD, Jay Howell, MD, Grant Bennett, MD, James Head, MD, Rick McCarron, MD, and Glenn McClendon, MD. The center remains within the existing facility located at 550 Club Lane in Conway.

The highly skilled providers at COSMC offer a wide range of services, including specialized care for the upper and lower extremities, minimally invasive surgeries of the knee and hand, total hip, knee, and shoulder replacements, sports medicine services.



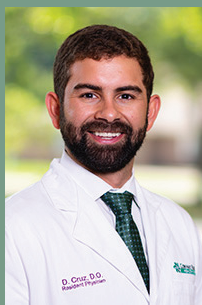
On August 3, 2020, Conway Regional welcomed Renaissance Women's Center to the health system, with Conway Regional managing and overseeing all operations. The acquisition brought together two organizations committed to providing comprehensive women's services to north central Arkansas and the River Valley. The clinic medical staff includes Michael Wood, MD, Courtney Sick, MD, and Megan Moix, APRN. Kala Slayton, MD, also joined the practice in August.

The 9,350-square-foot Renaissance Women's Center is located at 2300 Robinson Ave., next door to the Conway Regional Medical Center campus. The center offers obstetrics, gynecological, and in-office procedures. Physicians continue to deliver babies and perform outpatient and inpatient surgical services at Conway Regional Medical Center.

Inaugural Class of Family Medicine Residents

After receiving Institutional Sponsorship in 2019, Conway Regional was proud to receive accreditation from the Accreditation Council for Graduate Medical Education (ACGME) for our Family Medicine Residency program in January 2020.

The process of obtaining accreditation included evaluations of the health system as well as program personnel, faculty, institutional safety and quality metrics, curriculum, and the learning and working environment. After receiving accreditation, Conway Regional proudly inaugurated our first class of residents in July 2020.



Dylan Cruz, DO



Olufadejimi "Jimmy"
Kareem, MD



Ross Lenzen, DO



Clayton Preston, DO

Our program is training a generation of physicians who are critical thinkers, compassionate providers, skilled clinicians, and future leaders in medicine. The program offers additional opportunities for Arkansas medical students to complete their residency in state.

Residents are learning to practice as effective members of the health care system through multi-disciplinary team-based care in the inpatient and ambulatory settings. We are encouraging innovation while incorporating traditional family medicine, minor surgeries, obstetrical/gynecological care, and pediatrics into a dynamic educational process. Residents conduct their clinical rotation training at Conway Regional Medical Center, Conway Medical Group clinic, and Arkansas Children's Hospital.



Health Foundation

EMPLOYEE GIVING CAMPAIGN

2020 reflected our largest employee giving campaign to date with 807 employees, staff, volunteers, and physicians pledging over \$91,836 to support Conway Regional's programs and services that benefit our patients, co-workers, and community.

TRIBUTE TREE

For the first time in its history, the Conway Regional Tribute Tree was presented as a drive-thru event on the medical center campus, providing a fun and safe experience for families to enjoy. Proceeds from the event supported scholarships awarded by the Foundation to students pursuing a degree in a health-related field. Over 200 families participated and \$13,085 was raised.

SCHOLARSHIPS

The Conway Regional Health Foundation awards scholarships to students in health-related fields on an annual basis. In 2020, the Foundation awarded 14 scholarships, totaling \$27,000.

ARKANSAS DUCK DERBY

The Conway Regional Health Foundation held the second annual Arkansas Duck Derby in January of 2020. 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, live entertainment, as well as a competitive hunt. Proceeds from the event totaled over \$140,000 and more than 800 people attended the banquet.



WALK TO REMEMBER

Conway Regional hosted the 13th annual Walk to Remember as a park and pray event on October 3. The Conway Regional Perinatal Bereavement program sponsors the Walk to Remember to help families remember babies lost at any stage of pregnancy through the first year of life. The event is dedicated to the late Mike Smyers and his wife, Jeanne, who helped develop the bereavement program after their own family experienced loss. The event includes memorial balloon releases, testimonials, and reading the names of lost babies.



Sponsorships

BIKETOBERFEST

The city of Conway has many opportunities for cycling as one of only eight communities in Arkansas with a Bicycle Friendly Community designation from the League of American Cyclists. To celebrate our growing community of cyclists, we were excited to announce the Conway Regional Health System Biketoberfest hosted by the Conway Area Chamber of Commerce. This was a monthlong celebration to highlight local amenities and routes, provide education on cycling, and encourage riding with opportunities to win prizes.

Throughout the month, Conway Regional posted on social media and shared internal communication to encourage employee and community participation. Each week, we focused on a different theme with information on cycling, sharing cycling tips, introduction videos with our physicians, wellness and nutrition tips, and more.



TURKEY TROT AND GOBBLE WOBBLE

Conway Regional was proud to be the presenting sponsor for the 2020 Turkey Trot Virtual 5k and Gobble Wobble. The virtual event was held November 21-30 and was a great opportunity to be active with family around the holidays. Additionally, the Conway Regional Health and Fitness Center offered a free six-week virtual training program to help keep participants on track. This training group offered encouragement and educational tips for both beginners and experienced runners.

CITY OF COLLEGES HALF MARATHON



Conway Regional Health System was the presenting sponsor for the inaugural City of Colleges Half Marathon. The run went virtual for 2020 due to the COVID-19 pandemic, with event dates spanning from October 17 – December 14. The marathon is designed to offer a very unique opportunity in the running world, giving participants the ability to run through three college campuses—Hendrix College, University of Central Arkansas, and Central Baptist College. Conway Regional continues to serve as a resource for the community's health and wellness and is proud to support community events that provided a safe opportunity for participants to be physically active.



Partnerships with Area Educators

WAMPUS CAT CARE CLINIC

Conway Regional was proud to partner with Conway Public Schools to provide health care services to students and faculty in our education community. The Wampus Cat Care Clinic is a school-based health center that offers in-person visits as well as telemedicine services. The school district partnered with Conway Regional Medical Center to staff the center with an APRN who works in conjunction with the patients' primary care physicians. Services offered at the clinic include vaccines and immunizations, basic laboratory tests, care of illness and injury, sports and job physicals, and pediatric and adult wellness exams.

ATHLETIC TRAINING

Conway Regional believes in building strong community partnerships and works together with local physicians as part of the Conway Regional Comprehensive Sports Outreach Program (CSOP). This program provides on-site athletic training, education, emergency care, diagnosis, therapy, and rehabilitation of injuries and medical conditions. The program focuses on the needs of patients and student-athletes. We have athletic trainers, physical therapists, primary care physicians, emergency medicine physicians, cardiologists, orthopedists, and neurologists working together to help improve the health of our local athletes.

UACCM PARTNERSHIP FOR NURSING SCHOLARSHIPS

Conway Regional Health System and the University of Arkansas Community College at Morrilton announced a partnership on November 18, 2020 to aid with nurse recruitment and retention. The new UACCM Nursing Scholarship Program provides financial aid opportunities to students pursuing education in nursing with the UACCM Practical Nursing Program, giving them valuable clinical experience at Conway Regional, while addressing the critical nursing shortage facing healthcare organizations across the country.

The partnership awards up to six scholarships to licensed practical nurses (LPN) students over the next three years, with each recipient receiving \$2,500 in financial aid per semester, for three semesters.

Students are given the opportunity to work in pool float medical assistant positions at Conway Regional while completing the LPN program. This work opportunity allows the nursing students to learn the mission, vision, and values of Conway Regional, the health system's electronic medical records (EMR) system, Conway Regional policies and procedures, and become accustomed to the work culture before they finish school.

UCA PARTNERSHIP FOR CLINICAL EXCELLENCE

Conway Regional Health System and the University of Central Arkansas are proud to work together on the Partnership for Clinical Excellence. This partnership works to address the national nursing shortage at the local level by offering scholarships to UCA School of Nursing students in their junior or senior year. This program is mutually beneficial to Conway Regional and the BSN nursing students at the University of Central Arkansas. Conway Regional Health System and the Conway Regional Health Foundation provide financial support to qualified students who enroll in and graduate from the UCA BSN program with the intention of hiring such graduates at Conway Regional. In 2020, eight recipients received a total of \$40,000 in scholarships.

Pastoral Alliance

Conway Regional's partnership with local pastors is essential to providing support and increasing comfort levels for clergy in the healthcare setting. This alliance creates the opportunity for the health system and local pastors to communicate regularly about policies, best practices, and provide avenues for general feedback. During the quarterly meetings, pastors are provided with education on new health system services and offerings that may be beneficial to their congregations, as well as logistical information such as parking, visiting hours, and cafeteria discounts. Conway Regional also used the alliance meetings as another opportunity to provide COVID-19 education and information that was shared among local congregations.

Magnet® Recognition

On September 15, 2020, Conway Regional Medical Center was thrilled to receive Magnet® designation from the American Nursing Credentialing Center (ANCC). Magnet recognition is the gold standard for nursing excellence and only 8% of hospitals nationwide achieve Magnet Recognition status. Conway Regional was the third hospital in Arkansas—and the first outside of Little Rock—to receive the recognition and honor.

The ANCC distinguishes organizations who meet rigorous standards for nursing excellence. Hospitals achieve Magnet Recognition for quality patient care and innovations in professional nursing practice, and it is considered the highest recognition for a hospital nursing department.

This designation was achieved through a rigorous application process which began in April 2018. The medical center was surveyed by the ANCC in a comprehensive two-day site visit in July of 2020. Conway Regional team members were observed and assessed, and patients, family members, and staff were encouraged to submit comments and feedback to the Magnet® Recognition Program office.

Research demonstrates that this recognition provides specific benefits to health care organizations and their communities, such as:

- Higher patient satisfaction with nurse communication, availability of help, and receipt of discharge information
- Lower risk of 30-day mortality and lower failure to rescue rates
- Higher job satisfaction among nurses
- Lower nurse reports of intentions to leave their positions

Congratulations to our team for earning this recognition that is a true testament to the quality of care provided to the communities we serve.



BEST PLACES TO WORK IN ARKANSAS

Conway Regional Health System was named one of the Best Places to Work in Arkansas in 2020 for the fourth 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 third consecutive year.



PINNACLE OF EXCELLENCE AWARD

The Pinnacle of Excellence Award recognizes organizations that achieve and maintain consistently high levels of excellence for at least three years in patient experience, employee or physician engagement, or clinical quality performance. Conway Regional is one of only four organizations throughout the country to receive this award for physician engagement.

GUARDIAN OF EXCELLENCE AWARD

The Guardian of Excellence Award honors organizations that have achieved the 95th percentile for patient experience, employee or physician engagement, or clinical quality performance during each reporting period of the award year. Conway Regional reached the 95th percentile in physician engagement for the 2020 award year, recognizing sustained performance in the top 5%.

DIAMOND AWARDS

We are honored to have received two Diamond Awards from the Arkansas Hospital Association. Conway Regional received awards for our "Growing Together" campaign and "Workplace Violence Poster."

MISSION: LIFELINE® SILVER PLUS RECEIVING QUALITY ACHIEVEMENT AWARD

Conway Regional Medical Center Cath Lab received the Mission: Lifeline® Silver Plus Receiving Quality Achievement Award for implementing specific quality improvement measures outlined by the American Heart Association for the treatment of patients who suffer severe heart attacks.



CARE CHEX AWARDS

- #1 Hospital in Arkansas for Hip Fracture Care
- #1 Hospital in the Market for Stroke Care
- #1 Hospital in the Market for Neurological Care
- Top 100 Hospital in the Nation for Neurological Care
- Top 10% in the Nation for Stroke Care
- Top 10% in the Nation for Hip Fracture Care



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 2020.

Lynn Braden, BSN, RN

Robert Darr, BSN, RN

**Brenda Garlington,
BSN, RN, VA-BC**

Gabe Gartman, RN

**Kelsey Harrell, BSN, RN,
RNC-OB**

**Courtney Kirkpatrick,
BSN, RN**

Ian Lynch, BSN, RN

**Suzette Marks, MSN, RN,
RN-BC**

**CJ Newton - MSN, RN,
NE-BC**

Amy Skelton - BSN, RN

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.

Jassica Branham Caitlin Castellani, MSN, RN-BC Kennady Langston, CEN

BEST OF FAULKNER COUNTY

- Best Hospital - Conway Regional Medical Center
- Best Home Health Care - Conway Regional HomeCare
- Best Urgent Care - Conway Regional After Hours Clinic
- Best Orthopedic Care - Conway Orthopedic & Sports Medicine Center
- Best ENT/Allergist - Dr. Collie Shaw
- Best Cosmetic Injectables/Fillers - Conway Women's Health Center
- Best General Practice Physician - Dr. David Naylor
- Best OB/GYN - Dr. Andrew Cole
- Best Pediatric Dentist - Groovy Smiles
- Best Pediatrician - Dr. Alan Lucas



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 2020.



Marilyn Dail
February 2020



Amanda Avery
August 2020

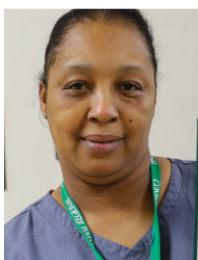


Katie Cox
October 2020



Suzanne Harris
December 2020

BEE Awards are presented quarterly in recognition of exceptional non-nursing caregivers and their contributions to the community. Congratulations to the recipients of the 2020 BEE Awards!



Christie Harris
February 2020



Beth Milligan
March 2020



Nas McCombs
July 2020



Tyrone Lee
September 2020

AY MAGAZINE'S 2020 INTRIGUING WOMEN

AY Magazine's list of 2020 Intriguing Women features some of Arkansas' brightest minds, boldest visionaries, and most passionate leaders from all across the state. We are proud to have three women from the Conway Regional family recognized in this category.

Rachana Yendala, MD
Hemology-Oncology

Carol Angel, MD
Anesthesiologist

Rebekah Fincher
Chief Administrative Officer



**Angie Longing, BSN,
MHSN, RN, NE-BC**
Chief Nursing Officer
VP of Patient Care Services

**Administrator
of the Year**

North Metro
Healthcare Awards



Matt Troup
President
Chief Executive Officer

**Men of Distinction
Honoree**

About You Magazine



Rebekah Fincher
Chief Administrative Officer

**Outstanding Woman
in Business**

Conway Area Chamber
of Commerce



**Suzette Marks, MSN,
RN, RN-BC**
Adult Psychiatric

Nurse of the Year

North Metro
Healthcare Awards



Paul Bradley
Director of Marketing

**Young Business
Leader of the Year**

Conway Area Chamber
of Commerce



Gabe Gartman, RN

**Compassionate Nurse
Award**

Publishing Concepts, Inc.

THANK YOU

FOR YOUR SUPPORT!

Thank you to the thousands of readers who chose Conway Regional as the best hospital in a field of worthy nominees. We are incredibly honored to be named the 2020 Best Hospital in Arkansas by readers of AY Magazine. Additionally, many others in the Conway Regional family were recognized as the best in their respective category.

- **Best Hospital:** Conway Regional Health System
- **Best Overall Company:** Conway Regional Health System
- **Person of the Year:** Matt Troup
- **Best Nurse Practitioner:** Meghan Mallett, APRN
- **Best Place to Have a Baby:** Conway Regional Health System
- **Best Sports Medicine Clinic:** Conway Orthopedic & Sports Medicine Center
- **Best Fitness Center/Gym:** Conway Regional Health & Fitness Center

Conway Regional is committed to bringing you innovative services, new clinics, more specialists, and expanded access to care. We're not just growing—we're growing together.





For nearly 100 years, Conway Regional has provided high-quality, compassionate health care to the communities we serve. We are proud of our team members who are being recognized as champions in health care. At Conway Regional, we are one team with one promise: to be bold, to be exceptional, and to answer the call. Thank you to our patients for continuing to trust Conway Regional for your health care needs.

HEALTH CARE ADMINISTRATOR



Matt Troup
President & CEO

SURGEON



Mike Stanton, MD
General Surgery

PHYSICIAN



Don Steely, MD
Cardiology

INNOVATION IN HEALTH CARE



Mako Robotic-Arm
Assisted Surgery

NURSE PRACTITIONER



Angela Foster, APRN
Mayflower Medical Group

PHYSICIAN ASSISTANT



Savannah Bradbury, PA
Neurology

REGISTERED NURSE



Valerie Lambe, RN
Labor and Delivery

ALLIED HEALTH CARE PROVIDER



Ashley Cornett, MS,
RDN, LD, CDCES



LARGE HOSPITAL

Conway Regional Health System

Conway Regional Health System has been recognized as a champion in health care. At Conway Regional, our world-class providers are here to take care of you and your health care needs. From primary care to specialty care, we offer a seamless referral process, ensuring you get the care you need. We are here for you, wherever you are, no matter the need.

www.ConwayRegional.org

AY's Best Healthcare Professionals

Allergy & Immunology

Collie Shaw, M.D., Central Arkansas ENT Clinic

Anesthesiology

Carol Angel, M.D., Conway Anesthesiology Consultants, P.A.

Jevin Smith, M.D., Conway Anesthesiology Consultants, P.A.

Cardiologist/Cardiovascular Disease

Donald Steely, M.D., Conway Regional Health System

Dennis Woodhall, M.D., Cardiovascular and Thoracic Surgery of Conway

Colon and Rectal

Otis Gordon, M.D., Conway Regional Gastroenterology Clinic

Kevin Heath, M.D.

Karl Landberg, M.D.

Emergency

Michael Fahr, M.D.

Jason Skinner, M.D.

Family Medicine

Bart Throneberry, M.D., Throneberry Family Clinic, P.A.

Gastroenterology

Martin Moix, M.D., Conway Regional Gastroenterology Clinic

Geriatric Medicine

Annette Anderson, M.D., Conway Regional Counseling Center

Blair H. Greenwood, M.D., Mayflower Medical Clinic

Hand Surgery

James L. Head, M.D., Conway Orthopedic & Sports Medicine Center

James T. Howell, M.D., Conway Orthopedic & Sports Medicine Center

Tom Roberts, M.D., Conway Regional Center for Orthopedics & Sports Medicine

Infectious Disease

Mallory Smith, M.D., Conway Regional Infectious Disease Clinic

Internal Medicine

Adam Cox, M.D., Conway Regional Medical Clinic – Prince St

Medical Oncology & Hematology

Sue Tsuda, M.D., Conway Hematology Oncology

Rachana Yendala, M.D., Conway Regional Multispecialty Clinic

Nephrology

Mary Jo Shaver, M.D.

Neurological Surgery

Regan Gallaher, M.D., Conway Regional Neuroscience Center

AY's Best Healthcare Professionals

Neurology

Tim Freyaldenhoven, M.D., Ph.D., Conway Regional Neuroscience Center
Keith Schluterman, M.D., Conway Regional Neuroscience Center

Nursing/Nurse Practitioner/Physician Assistant

Lauren Blansett, A.P.R.N., Conway Regional Greenbrier Family Medicine
Savannah Bradbury, P.A., Conway Regional Neuroscience Center
Rhonda Dixon, A.P.R.N., Conway Regional Medical Clinic – Prince St
Angela Foster, A.P.R.N., Conway Regional Mayflower Medical Clinic
Jarrod Jerry, A.P.R.N., Conway Regional Greenbrier Family Medicine
Meghan Mallett, A.P.R.N., Conway Regional Medical Clinic- Prince Street

Obstetrics and Gynecology

Andrew Cole, M.D., Conway OBGYN
Amy Johnson, M.D., Conway Women's Health Center
Brandie Martin, M.D., Conway Women's Health Center

Ophthalmology

Stephen Magie, M.D., Magie Smith Charton Eye Clinic, P.A.

Orthopedics/Orthopedic Surgery

Tom Roberts, M.D., Conway Regional Center for Orthopedic & Sports Medicine

Otolaryngology

Collie Shaw, M.D., Central Arkansas ENT Clinic

Pediatric Dentistry

Gerald Friend, D.D.S., Conway Pediatric Dental Group
Aaron Forrester, D.D.S., Groovy Smiles Pediatric Dentistry

Psychiatry

Jan Elizabeth Alexander, M.D.
Annette Anderson, M.D., Conway Regional Counseling Center

Radiology

Keith Bell, M.D., Conway Regional Health System

Surgeons

Michael Stanton, M.D., F.A.C.S., Conway Regional Surgical Associates

Urology

Robbie Hurtt, M.D., Arkansas Urology
Jeff Marotte, M.D., Arkansas Urology

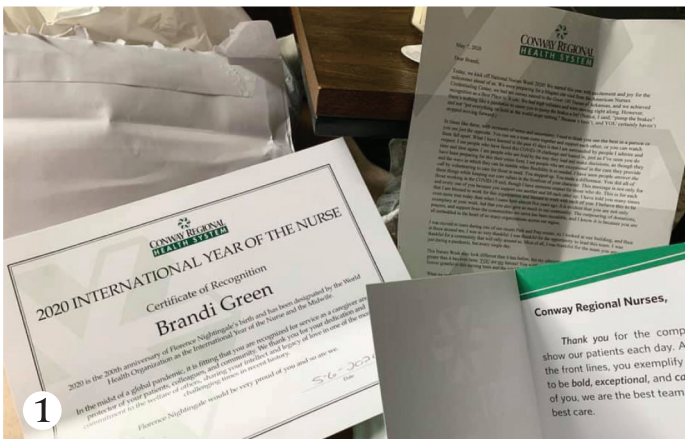
National Hospital Week

May 10-16

National Hospital Week celebrates hospitals, health systems, and the men and women who support the community through dedication to healthcare. In 2020, celebrating in conventional ways was not possible because of the pandemic. With COVID-19 requiring an intense focus and effort, and the stark reality that many hospitals, including Conway Regional, were under immense financial strain, it would have been easy to overlook Hospital Week and Nurses Week.

However, in place of the normal activities of Hospital Week, leadership elected to share the value of previously purchased bonds with all employees. The bonds are set to mature in 2023, and employees that continue to work at Conway Regional will receive their allocated amount at that time.

Other ways the health system showed appreciation for employees included gifts, meals, and prizes throughout the week.



1. All staff received a bond certificate and letter from Matt Troup, CEO in recognition of Hospital Week. Nursing staff also received a signed card from Angie Longing, CNO. **2.** Women's Center staff pose in their free Hospital Week t-shirts. **3.** Ashley Cornett Robb and Tony Starnes show off their Kona Ice donated by Kindred Hospice. **4.** The theme for Hospital Week was "Best Team. Best Care." **5.** The University of Central Arkansas Foundation donated Chick-fil-A lunch for Hospital Week.

