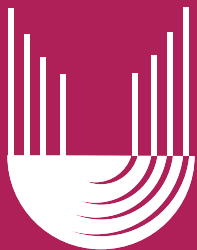


THE GOLD STANDARD

A PUBLICATION OF ARKANSAS UROLOGY JANUARY 2022



IT'S TIME TO CELEBRATE!

ARKANSAS UROLOGY'S 25TH ANNIVERSARY
SILVER BALL MARKS A QUARTER CENTURY OF
CHANGING THE FACE OF HEALTH CARE



MEET OUR PHYSICIANS

IMPROVE SOMEONE'S LIFE TODAY!



I am honored and proud to introduce our first edition of the "Arkansas Urology Magazine" where we will share information about our practice, new innovations in urology treatments and activities in our foundation supporting the communities we serve.

Throughout our 25-year history, Arkansas Urology has been the leader in providing cutting-edge advancements in medicine. Arkansas Urology was at the forefront of robotic surgeries in the state of Arkansas with Dr. Ron Kuhn performing one of the first surgeries over 20 years ago. As our group came together in 2001 to build our flagship campus on Centerview Drive, the patients needing urological services were welcomed with coordinated and comprehensive care in one location. In 2009, Arkansas Urology opened the Arkansas Prostate Cancer Center welcoming in Dr. Jack Wang, who today has performed nearly 100,000 radiation treatments and brought Xofigo therapy to Central Arkansas, an advanced prostate cancer therapy for men with metastatic disease. No one in the region has focused more on prostate cancer and has the experience and expertise that Dr. Wang possesses.

Just two years later, Arkansas Urology opened our North Little Rock campus on Stockton Drive, and Drs. Ron Kuhn and Ed Diaz are continuing to provide high-quality and seamless care to our patients. In 2018, Arkansas Urology opened the Centerview Surgery Center and brought convenient, lower cost, and efficient surgical and procedure services to our patients. Today, many new urological procedures, including HIFU, Urolift for enlarged prostates, Axonics for overactive bladder, and outpatient lithotripsy, are all provided the Centerview Surgery Center. More recently, Arkansas Urology launched our new Pet/CT Center offering advanced imaging for our prostate cancer patients. Rest assured, Arkansas Urology will always be on the forefront of providing the latest and greatest procedures, therapies or surgeries to improve the quality of lives of our patients.

I encourage you to take the time to read the articles in our first edition, to visit our website for more information about the services we provide or even volunteer in our foundation. As the CEO and leader of this organization, I hold the responsibility of caring for our staff and patients as an honor and privilege. Our purpose statement is simple: Working as one, we will do our best to improve someone's life today!

E. Scot Davis
Chief Executive Officer
Arkansas Urology



Caleb Bozeman, MD



Adam Childs, MD



Kevin Claybrook, MD



Adam Cole, MD



David Coussens, MD



Richard D'Anna, MD



Edwin Diaz, MD, MBA



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Matthew C. Kincade, MD, MHA, FACS



Ronald Kuhn, MD



Jeff Marotte, MD



Keith Mooney, MD



Taylor Moore, MD



Jack Wang, MD



BEARDS ABOUT

IN SECOND ANNUAL NO-SHAVE NOVEMBER

For the second year in a row, Arkansas Urology's No-Shave November Beard Bracket has turned out to be a big, hairy deal. Men (and women) submitted photos of their beards in one of three categories — best and worst men's beard and best women's fake beard — for a chance of walking away with a big-screen television and a year's worth of bragging rights.

Winning the Best Beard category was John Fontenot, who topped a crowded field for top honors. Fontenot took home a big screen television for his first-place finish.

"As the reigning winner of the Employee Division, I can tell you this is a really big deal," said Chris Shenep, Arkansas Urology marketing director and the director of the Arkansas Urology Foundation.

"The response we received this year both in entries and votes bears that out. We got so many submissions, so many guys voting and so many comments, likes and shares, it really did achieve our goal of bringing that much more attention to men's health as we closed out the year."

As in 2020, candidates sent in photos, and public voting chose the winner. Last year, 45 entries drew

more than 3,000 votes in Arkansas Urology's inaugural event; this year's contest saw dozens of entries in the annual competition.

Arkansas Urology's event, co-sponsored by Little Rock radio station 103.7 The Buzz, models a charitable program started in Chicago in 2009. The concept calls for men to ditch their razors, shaving products and even salon visits for a month, donating what they saved on such goods and services to charity.

"The point of No-Shave November is to raise awareness in kind of a fun, creative way," Shenep said. "It stresses the importance of men's health at a time of the year when a lot of guys are out hunting, going to football games and gearing up for a cold winter season. It just makes sense to put your razors down and put your facial skills to the test." ■



BEST BEARD 2021

John Fontenot



Little Rock location launches 24/7 Kidney Stone Center



Arkansas Urology launched a comprehensive kidney stone center in October 2021. The center is housed at 1300 Centerview Drive in Little Rock and offers same-day access for kidney stone patients. Access for the clinic is available 24/7 via a toll-free hotline: 844-NOSTONE.

Treating patients in an outpatient environment is cost-effective for patients, more convenient than navigating a large campus and reduces the burden on local emergency departments. **Arkansas Urology's Little Rock location features CT scanners, X-ray, ultrasound and**

an ambulatory surgery center to diagnose and treat most kidney stone cases; we are excited to offer this enhancement to our patient's experience.

Advanced Imaging Center construction underway in Little Rock

Arkansas Urology has added a state-of-the-art Positron Emission Tomography (PET) — Computer Tomography scanner to its Little Rock campus within the Arkansas Prostate Cancer Center (APCC). **This is an important addition to APCC, as PET scans are a vital diagnostic tool for the detection and evaluation of cancers.** Furthermore, the technology will permit new, advanced techniques to detect the presence or absence of prostate cancer through targeted radioactive tracers such as Pylarify and Axumin.

A second phase is slated for completion in 2022 and will feature construction of additional space at 1300 Centerview Drive. This space will permit the installation of a 3 Tesla Magnetic Resonance Imaging (MRI) scanner. MRI scanners are an important tool for urology practices, assisting in advanced imaging of the kidneys and cancerous areas. The addition will also house a nuclear medicine lab, as well as areas for future expansion.



Advanced Practice Providers Lead Arkansas Urology to Record Number of Patient Encounters

2021 patient volumes are at record highs throughout all locations of Arkansas Urology. Integral to this growth and access is our dedicated and experienced team of Advanced Practice Registered Nurses and Physician Assistants.

This team, currently comprised of 21 members, has more than 125 years of experience in urology and more than 220 years of combined health care experience.

Among areas of expertise are general urology, urodynamics, men's health, prostate cancer, Peyronie's disease, urinary tract infections, renal stones, incontinence and overactive bladder.

In response to this increased demand for services, AU is excited to announce new additions to this distinguished team of providers. Jami Howell, PA, and Natalie Byars, APRN, are onboarding, and will begin seeing patients in 2022.



New Research Trial Seeks Candidates

Arkansas Urology Research Center, with locations in Sherwood and Little Rock, is seeking participants for a minimally invasive urethral stricture treatment. If approved for the trial, candidates could receive this innovative therapy that combines balloon dilation with localized drug delivery. Interim two-year results showed significant improvements from baseline with minimal adverse outcomes. Please contact AU at (501) 219-8900 x 2002 to learn more about this or other research studies.





PATIENT FEATURE

SUPER STARR

Jimmy Starr is what you'd call a hometown boy. The native of Camden has spent most of his life in this part of Ouachita County, where he helps run the family trucking business.

Camden is the kind of place where neighbors know each other, and strangers get a warm welcome. And it's a place Starr has never taken for granted, especially after being diagnosed with prostate cancer a few years back.

"I was given some options as to what my treatment could be," said Starr, 66. "Of course, one was to remove it. The other was to do radiation for, I remember it being 40 weeks or something like that, a pretty extended period of time."

"And the third option was to do the HIFU procedure. My wife and I talked about it for a good while, and we chose to do the HIFU procedure."

HIFU stands for high-intensity focused ultrasound, which is an advanced procedure done only in select urology clinics. Arkansas Urology, which is known for its cutting-edge treatments, is one of those practices having added HIFU as a service line in 2018.

However, at the time of Starr's procedure AU was just getting up and running with the technology. So, the Arkansan was scheduled at another clinic, and physician Dr. Tim Goodson

went along as part of his training on HIFU. Goodson also serves as Starr's follow-up urologist.

"We ended up going to Las Vegas to have the procedure done just because that's where the machine was," Starr recalls. "It was a four- or five-hour procedure; we flew to Las Vegas and stayed a day in advance. We had that done one afternoon, and we flew back home the next day.

"To be honest with you, it's been a very good experience for me because I have had no issues with what the procedure was, and it was successful."

Prior to his departure for Las Vegas, AU physicians went the extra mile for Starr in a way that minimized his apprehension going into the treatment. They connected him with other prostate cancer survivors who'd had the procedure to answer any questions he had about what to expect.

Today Starr, who was up and about in no time and today gets a clean bill of health at his regular checkups, has volunteered to help other patients in this same meaningful way.

"I told Dr. Goodson one time if they ran across someone who's uneasy about this or trying to decide or they're just not sure and want to talk to somebody, I'll be glad to talk to anybody," he said. "I know how that feels, and it was comforting for me to talk to someone who had been through it." ■

Ellon Cockrill opens new chapter as AU Foundation Chair

An attitude of service and belief in the mission led Ellon Cockrill to become the first chairperson of the Arkansas Urology Foundation board. But the most compelling reason to get involved was intensely personal.

"Three generations of my family have been treated at Arkansas Urology, so I've personally experienced the treatment and care given by them here," she said. "Arkansas Urology is respected by patients and other health care professionals all over the state, as well as regionally and nationally."

Cockrill said as a new entity, the foundation's most immediate challenge is getting the word out about its purpose and function. The good news, she added, is Arkansas Urology's sterling reputation has already done much of that legwork.

"Arkansas Urology treats over 120,000 patients a year from El Dorado to Bentonville, and patients are very aware of the quality work and the services they provide," she said. "The AU Foundation is an extension of that. We support Arkansas Urology's mission through awareness, advocacy and sponsoring free events that encourage men to take charge of their health through screenings."

Born in Memphis, Cockrill grew up in Hampton, Arkansas. She holds two degrees in nutrition from the University of Arkansas in Fayetteville.





IT'S TIME TO CELEBRATE!

AU TO MARK ANNIVERSARY WITH SPECIAL GALA

The New Year's balloons and confetti may be long gone, but the real party kicking off 2022 is yet to be enjoyed. The 25th Anniversary Silver Ball, a gala a quarter-century in the making, is slated for Jan. 29 at the Statehouse Convention Center in downtown Little Rock marking a quarter century of the medical practice changing the face of men's health care.

"Arkansas Urology has always been on the forefront of where medicine is going," said Judith Goodson, a member of the event's organizing committee. "AU was the first group to come together and merge more than one practice to create a large specialty practice. That's very common now, but this was the first practice to do that in Arkansas. That spirit of innovation has set the tone for everything we've done since, and the Silver Ball is a celebration of that."

The black-tie event will feature food, libations, live and silent auctions and entertainment by the Rodney Block Collective. Cocktail hour will be held from 6 to 7 p.m., followed by dinner and entertainment until 10 p.m.

The evening will also feature a presentation honoring the lifetime



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— Judith Goodson



contribution of pioneering Arkansas physician Dr. Mack Moore, one of Arkansas Urology's founding partners.

"You've heard of a Renaissance man? Well, Mack is a Renaissance man and a Renaissance physician," Goodson said. "He has a very broad and very deep reach across the state of Arkansas in terms of his patient population. Mack's friends became his patients, and his patients became his friends. The physicians at Arkansas Urology have picked up that torch and carried it forward. We're happy to honor him in this way."

In conjunction with the recognition will be the launch of the Mack Moore Fund of the Arkansas Urology Foundation. In addition to other activities, this fund will help the foundation continue to support AU's efforts to bring health screenings and other services to men across Arkansas regardless of where they live or their ability to pay.

"Each year, Arkansas Urology gives hundreds of thousands of dollars to local nonprofits across the state," said



The evening will also feature a presentation honoring the lifetime contribution of pioneering Arkansas physician **Dr. Mack Moore**, one of Arkansas Urology's founding partners.



From left to right: Jesse Mason, Judith Goodson, Ellon Cockrill and Dr. Mack Moore.

Arkansas Urology

25 YEARS

1996

■ Arkansas Urology is formed.

2001

■ Practice opens in Little Rock 1300 Center View Drive.
■ Benton clinic also opens.

2008

■ El Dorado, Russellville and Heber Springs clinics open.

2009

■ Opened Arkansas Prostate Cancer Center with Dr. Jack Wang.

2011

■ North Little Rock clinic opens.

2013

■ Scot Davis is named CEO.

2018

■ Centerview Surgery Center opened.
■ Pine Bluff clinic acquired.

2019

■ Arkansas Urology Foundation forms.
■ Conway, Bentonville and Stuttgart clinics open.

2020

■ Men's Health in Little Rock and clinics in Harrison, Fayetteville and Monticello open.

2021

■ Arkansas Urology celebrates 25th anniversary.
■ Advanced Imaging Center planned opening.

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Presenting Sponsors



Media Sponsor



Jesse Mason, organizing committee member. “For the second year in a row, we’ll be holding AU Gives Back, for example. That’s the 12 Days of Christmas supporting a wide variety of local nonprofits during the most wonderful time of the year, including donations to places like the Arkansas Food Bank, Big Brothers Big Sisters, service projects for kids with developmental disabilities and handmade cards for Arkansans going through hospice. This illustrates the fun and worthwhile culture the practice has from the top down.”

All proceeds from the Silver Ball will go to the new fund as well as provide a compelling story to inspire additional contributors moving forward.

“People ask us, ‘How much are you looking to raise?’” said Megan Hall, AU marketing coordinator. “We always answer with, ‘As much as we possibly

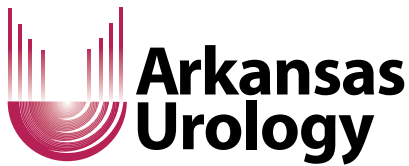


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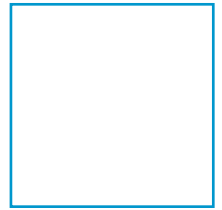
can.’ There’s so much work to be done in this state to support and promote men’s health, and the foundation is committed to doing that work.

“That’s why we’re so pleased Dr. Moore has agreed to lend his name to this fund because it immediately tells people that this is something that will go to worthwhile projects. We’re constantly hearing from people who’ll call us and say, ‘Oh my gosh! I heard you’re honoring Dr. Moore. I want to be part of that.’”

Tickets are \$250 per person/\$500 per couple, or patrons can buy an entire table of 10 for just \$2,500. Presenting sponsors for the event are Myovant Sciences and TruCore Pathology, the media sponsor is “Inviting Arkansas” magazine and the print sponsor is Precision Print Solutions. To purchase tickets or for more information, please visit ArkansasUrology.com and click on 25th Anniversary Silver Ball. ■



1300 Centerview Drive
Little Rock, AR 72211
(501) 219-8900



Support the AU Foundation!

To find out ways to support the AU Foundation, including fundraising events and remembering the organization in your will or other estate planning, please visit arkansasurology.com/foundation.



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Chris Shenep, director of the Arkansas Urology Foundation, is no rookie when it comes to raising funds for worthwhile causes. But even a longtime and experienced fundraiser such as Chris is dazzled by the potential good the Arkansas Urology Foundation has the capacity to achieve as it supports the work of Arkansas Urology.

“It’s a once-in-a-lifetime opportunity to be able to join Arkansas Urology, which is so well-known and has changed so many lives across Arkansas,” he said. “They wanted to build a foundation from the ground up to do things here that have never been done. I think it really shows the vision of our leadership and our physicians from a philanthropic standpoint.”

In addition to other programming, the nonprofit foundation focuses on providing free health screenings

to men across the state. Shenep said the potential impact of events, such as Kickoff to Men’s Health, has proven nothing short of lifesaving for a handful of men every year. With the support of the foundation, those efforts can expand alongside other events.

“Guys are so bad about going to the doctor generally, so the last thing we want is to have a guy prevented from coming to see us due to the cost of an exam,” Shenep said. “You look at the history of Kickoff to Men’s Health over the past 17 years, and the number of men we’ve screened for free is impressive.

“What’s most gratifying aren’t the hundreds who check out OK, but the one where we found something on one of their tests and started that treatment conversation. Sooner or later, that could be cancer. If it’s not caught early enough, that’s when it really gets serious.” ■