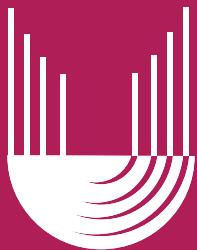


# THE GOLD STANDARD

A PUBLICATION OF ARKANSAS UROLOGY APRIL 2022



## **ALWAYS PLEASING PATIENTS**

ARKANSAS UROLOGY'S APPs ENHANCE CARE, BOOST OUTCOMES AND PROVIDE AN OUTSTANDING PATIENT EXPERIENCE





## INSPIRING STORIES, UNSUNG HEROES

We hope you enjoyed the first edition of the Arkansas

Urology Magazine. Our intent is to create informative content while sharing information about our new and innovative therapies and surgeries to address all of your urological needs. We will also continue to focus on our purpose of "... working as one, we will do our best to improve someone's life today!"

In our second edition, we turn our attention to honoring one of the many unsung heroes in the delivery of your urology care here at Arkansas Urology. Our practice is blessed to have a team of Advanced Practice Providers taking care of our patients each and every day. An Advanced Practice Provider is either an Advanced Practice Nurse (APN) or a Physician Assistant (PA) who has specialized training and is certified by a governing board. For our APNs, the Arkansas Nursing Board provides oversight; for our PAs, the Arkansas Medical Board is their governing entity.

Each of these clinical team members acts very much in the capacity of a physician. They are highly trained and work collaboratively with our physicians. In many cases, your initial visit will be with a doctor who will establish a plan of care for you. You might have a follow up visit with one of our APPs who will ensure that your established plan of care is followed meticulously.

In 2013, Arkansas Urology had five APPs, and today we have over 19 APPs delivering the highest levels of care. This growth is primarily due to the expanding need of urological services in the state of Arkansas. Rest assured, all of our physicians and APPs follow the AUA and NCCN and guidelines to ensure we are delivering established protocols expected in our specialty.

Also in this issue, we share two very special individual stories. Russell Bearden, a patient, and Dr. Jonathan Henderson, one of our newest providers, each came to Arkansas Urology under very different circumstances, and their perspectives on our quality of care and organizational values provide an interesting glimpse into what we're all about.

Enjoy the magazine, and thank you for helping to make Arkansas Urology the standard bearer for urological care in Arkansas.

E. Scot Davis, MPA, MBA, CMPE  
Chief Executive Officer  
Arkansas Urology



## MEET OUR PHYSICIANS



Caleb Bozeman, MD



Adam Childs, MD



Kevin Claybrook, MD



Adam Cole, MD



David Coussens, MD



Richard D'Anna, MD



Edwin Diaz, MD, MBA



Scott Ferguson, MD



Tim Goodson, MD



Jonathan Henderson, MD



Lauren Hendrix, MD



Gerald "Jay" Heulitt, MD



Robbie Hurtt, MD



Gail Reede Jones, MD



Matthew C. Kincade, MD, MHA, FACS



Ronald Kuhn, MD



Jeff Marotte, MD



Keith Mooney, MD



Taylor Moore, MD



Jack Wang, MD

# DOC 'COMES HOME' TO ARKANSAS UROLOGY

Even before joining Arkansas Urology, Dr. Jonathan Henderson felt a kinship with the practice's award-winning team of medical providers. So, when looking for a change in where he practiced medicine, landing in Little Rock became a professional priority.

"I'm president of our national association, and by virtue of that, I've been to visit most of the urology practices of any size around the country," he said. "I've been privileged to look behind the doors and see how people do things. Arkansas Urology does things really, really well. It's one of the best-run groups, and it has the best physicians in the country."

Henderson, who was educated at LSU in Baton Rouge and practiced the past 20 years in Shreveport, was looking for a change after his previous practice changed hands.

"Based on what I had already seen, I knew exactly where I wanted to go," he said. "That, plus Arkansas has been my backyard my whole life. I knew the state, and it has exactly what I want for my spare time, being outside, hunting, fishing, hiking. It's been a real natural transition as far as that goes."

For its part, Arkansas Urology gains a seasoned medical professional who specializes in cutting-edge technologies, such as surgical robots.

"The advancements are exciting," he said. "When I started, we were learning to manipulate prostate cancer with hormonal therapies, which was a big game changer. Then we got PSA, we had lithotripsy, we could noninvasively crush kidney stones. March that forward to the first-ever chemotherapies effective against kidney cancer. We've recently had new advents in bladder cancer treatment and prostate cancer with the robotics."

"It's just been such a windfall time to be a urologist and feeling like I actually can do something to make a difference. And Arkansas Urology shares that forward-looking mentality, supporting me in my work. It's a wonderful partnership." ■



DR. JONATHAN HENDERSON



## NEWS & UPDATES



by JONATHAN RUSHING, COO  
Chief Operating Officer

### Second Phase of Advanced Imaging Center Underway in Little Rock

Recently, we announced that phase 1 of our Advanced Imaging Center was nearing completion, featuring a new Positron Emission Tomography (PET) scanner. **In the short time since its implementation, we have scanned over 70 patients** — and that number is sure to have grown by the time this publication reaches print. However, we are very excited to announce that we have officially begun phase 2 of this project. This phase features a 3 Tesla Magnetic Resonance Imaging Scanner (3T MRI). The state-of-the-art

scanner will be housed in a new addition, which is comprised of over 4,500 square feet and includes a designated entrance, waiting room, multiple changing rooms, procedure rooms and shell space for future growth (stay tuned for future service offerings). MRIs are a vital tool in the detection and treatment of cancers and aid in more efficacious, targeted biopsies. Additionally, MRI can be used for focal therapies that are designed to destroy cancer while preserving healthy tissue. We are incredibly excited to offer this level of comprehensive care in an outpatient setting, maximizing cost efficiency and convenience for our patients. The project is slated for completion in December 2022.



### Northwest Arkansas Locations Experience Growth, Add Location

As you may know, Arkansas Urology's newest clinic locations are Bentonville and Fayetteville, which were launched in 2019.

**Anchored by Adam Childs, MD, Matthew Kincade, MD, and Diana Braziel, PA, these clinics have realized greater than 50% growth over the past 12 months.**

Consequently, we have outgrown our space. In March 2022, we relocated to an adjacent space (still accessible through the same entrance). This space permits higher patient volumes and has given us the necessary space to launch urodynamic testing — a procedure used to diagnose disorders of the lower urinary tract. Additionally, demand in the area has afforded growth into the neighboring town of Gravette. Beginning in February 2022, this clinic became our 15th location (excluding Centerview Surgery Center and Arkansas Prostate Cancer Center), increasing access to urological care for the residents of Benton County. The clinic is located at Ozark Community Hospital.



**Kidney Stone Center Updates** The launch of a 24/7 hotline and same-day access at our 1300 Centerview location has proven successful for patients seeking urgent care for kidney stones. In fact, **over 1,100 patients have received care in the first five months of operation.** Due to demand, we are currently working to open a second location within the Little Rock metropolitan area.

**CALL 844-NOSTONE IF WE CAN BE OF SERVICE TO YOU OR A LOVED ONE.**



PATIENT FEATURE

# THIRD TIME'S A CHARM

**THANKS TO AU, FORMER TEACHER FINALLY GETS PROPER DIAGNOSIS, TREATMENT**



Russell Bearden is not your typical guy when it comes to checkups. Unlike many of his peers, the longtime high school teacher and adjunct professor was diligent about getting his various exams, including that for prostate.

By itself, however, merely doing the right thing was almost not enough to avoid tragedy. Bearden was misdiagnosed not once but twice, each time being told his prostate was normal, costing him a measure of his health, years of treatment and endangering his life.

"In 2006, I was having some trouble with prostatitis, inflammation of the prostate gland," he said. "The place I was going at the time did a prostate biopsy on me, where they take core samples from your prostate. I was 58 years old at that time. They took 12 samples, and they all came back negative.

"However, my PSA scores were fluctuating above four. Anything above four they are very concerned about, and it was fluctuating from four to 10. The urologist said, 'There's something wrong. Let's do it again.' So, in 2007, I had another prostate

biopsy, they took 12 core samples and they came back negative."

A few years went by, at which time Bearden moved to Little Rock and made an appointment to see Dr. Kevin Claybrook, who joined Arkansas Urology in 2005.

"It's not like I was trying to avoid something. I'm not one of those guys who's afraid of biopsies or a digital rectal exam," he said. "My PSA score that time came back, and Dr. Claybrook told me straight up, 'Man, I hate to tell you this, but I'm going to be perfectly candid with you. You probably have prostate cancer.'"

AU's processes succeeded where others had failed thanks to advanced technology, including CT scans and advanced tomography, that helped medical personnel pinpoint the problem. And in Bearden's case, not a moment too soon.

"I was diagnosed with stage 4 prostate cancer, and there is no stage 5," he said. "I was diagnosed in 2018 with metastasized prostate cancer. It's in my spine right now. I've been very fortunate. I should be dead, except for Arkansas Urology. I'm very, very pleased with them."

AU follows such diagnoses up with cutting-edge treatment that not only saves patients' lives, it also improves the quality of those lives.

"Medical technology has progressed unbelievably in regard to radiation therapy, drugs and surgical techniques," Bearden said. "It's a much, much different field achieving much more positive outcomes for people. I'm a prime example."

Under AU's care, Bearden has enjoyed a remarkable comeback from the grim diagnosis, as he's recognized his fourth year since the cancer was found. Now retired from teaching, he can once again look forward to enjoying time with his wife and family knowing he's on the right treatment plan.

"What AU did, and they're very good about this, they have some people working there that really talk to you and explain things to you," he said. "They have very smart people there, and they're giving more men more time and making their quality of life much, much better. That's why I'm really, really big on Arkansas Urology." ■



# APP EXPERTISE CREATES EXCELLENT PATIENT EXPERIENCE

Arkansas Urology's reputation for excellent medical care is unparalleled, but it doesn't just speak to the expertise of its physicians. In fact, there's an equally important part of the team here that has just as much to do with successful patient outcomes — the practice's Advanced Practice Providers (APP).

"Our 24 Advanced Practice Providers have extensive training in specific urology conditions. Their training lasts anywhere between four to seven months before they see their first patient," said Scot Davis, CEO. "APPs work collaboratively with our physicians to ensure our plans of care are followed under the physician's supervision.

"The care provided by our APPs is also in collaboration with our patient navigation team, which follows established American Urological Association (AUA) as well as National Cancer Center Network (NCCN) guidelines to ensure we are consistent with established methods to treat all urological conditions."

But it's more than just additional training that set AU's APPs apart from the rest of the medical field. It's also how personally they take their work and the relationships they form with their patients that make the difference.

"We have the facts, the black-and-white knowledge from the classroom and textbooks, but we also have the human component," said Iris Kennedy, an advanced practice registered nurse who joined AU in 2008. "When we're talking about providing the gold standard of care, I always say the biggest part of that is walking in your patient's shoes. Put yourself there, have that human



“When we're talking about providing the gold standard of care, I always say the biggest part of that is walking in your patient's shoes.

— Iris Kennedy,  
AU Advanced  
Practice Registered  
Nurse since 2008



“Over the years, as I've worked with the physicians, we've formed a level of trust here.

— Ann Wilcox,  
AU Advanced  
Practice Registered  
Nurse since 1995

connection, that rapport with the patient and just help explain.

"Nobody wants to hear the word 'cancer.' That man sitting across from me is a father, he's a son, he's somebody's brother. I put myself in his shoes, and that helps me not only guide him through treatment but also helps him see me as a partner."

Ann Wilcox, a registered nurse practitioner, will observe her 27th year with the practice in September. She said longevity has not only helped her fine-tune her nursing skills but has forged a bond between herself and the physicians, creating a cohesive care team.

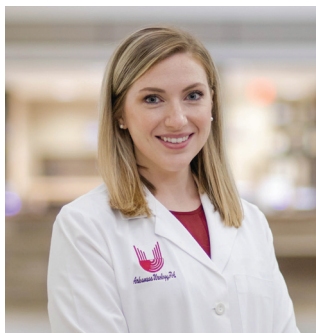
"Over the years, as I've worked with the physicians, we've formed a level of trust here," she said. "We have one doctor who's on call, and we cover five hospitals. So, when they're busy in surgery or whatever, I'm helping run the show for them. I coordinate surgeries, I see patients ahead of them. I can make a judgment call and say, 'Hey, you need to do something with this person today.' They trust me and feel comfortable that they can respect my decisions."

Both Kennedy and Wilcox would be in high demand in any market, given their training and experience. They said what's kept them at Arkansas Urology so long is the connection they make with patients and the respect they command from peers and physicians alike.

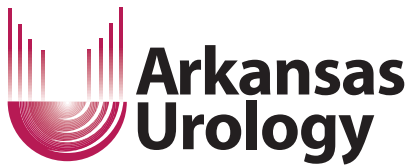
"Urologists are easy and laid-back," Wilcox said. "Working with the physicians I do is not just a professional relationship, but it's also a personal relationship. I work hard, and they reward me for my hard work. They've recognized me for what I do, providing me with opportunity after opportunity. They've always been very good to me, and that's why I've stayed."

"I love my patient population. I've been there so long that some of them, I feel like one of their family," Kennedy added. "But it's also Arkansas Urology itself — the culture, the staff and the support they have given me to help me grow as a professional and as an individual. It's that combination of things that makes me love what I do." ■

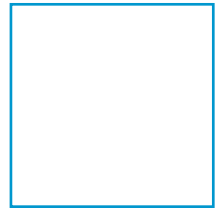




**TOP ROW:** Stephanie Bartlett, APRN; Diana Braziel, PA-C; Natalie Byars, APRN; Bryan Cearley, PA-C. **2ND ROW:** Allen Childers, PA-C; Shawn Clawson, APRN; Tamera Douglas, APRN; Christie Dumboski, APN. **3RD ROW:** Arielle Holloway, APRN; Jami Howell, PA-C; Iris Kennedy, APRN; DeAunna Lewis, PA-C. **4TH ROW:** Ken Mitchell, MPAS, PA-C; Allison Morrow, APN; Toronsa Simpson, APRN; Sarah Stevenson, PA-C. **5TH ROW:** Jeff Thomas, PA-C; Leslie Ann Wilcox, RNP; Wischelle Williams, APRN



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## AU FOUNDATION



by CHRIS SHENEP, Director of the  
Arkansas Urology Foundation & Marketing

# HONORING OUR PAST; BUILDING FOR THE FUTURE

Since 1996, Arkansas Urology has been the state's premier urology practice, providing comprehensive treatment services to men and women of all ages. Over the years, we have been committed to providing patients with access to the latest innovations in medical technology and surgical techniques through our commitment to urological specialties. Our physicians and professional staff comprise one of the most experienced and respected urological practices in the country as we treat approximately 110,000 patients a year at 14 facilities across the state.

In November of 2019, I was honored to join the AU team and begin building the Arkansas Urology Foundation from the ground up. It's been an exciting time. It's a privilege to raise funds and heighten awareness for the programs and services serving Arkansans from one end of the state to the other. Joining Arkansas Urology was a once-in-a-lifetime opportunity. Being it is so well-known and has changed so many lives, it continues working to build a foundation to do things here that have never been done before. I think it 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 statewide. Let's face it: Men are not the greatest

about going to the doctor in general. The last thing we want is to prevent someone from seeing us due to the cost of an exam. When you look at the history of Kickoff to Men's Health over the past 17 years, the number of men we've screened for free is impressive.

The ultimate payoff, however, has been how Kickoff to Men's Health has proven nothing short of lifesaving for a handful of men every year. Here and there, we discover something through an exam that could become cancer in that person if not caught early enough. That's when it really gets serious. So, as gratifying as it is to see the hundreds who check out OK, it's even more so for the person for whom we found something that started a treatment conversation.

Programs such as these are one reason people have gotten behind the Foundation in a big way. At the end of 2019, we raised a grand total of \$35,000. At the end of 2021, our financial reserves had swelled to more than \$300,000 thanks to the generosity of donors large and small. With this type of continued support, our potential impact on the health of Arkansas is limited only by our imagination.

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](https://arkansasurology.com/foundation).



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