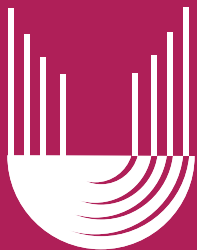


THE GOLD STANDARD

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KICKING IT UP A NOTCH

CAM LITTLE PROMOTES
KICKOFF TO MEN'S HEALTH



MEET OUR PHYSICIANS

The hot days of summer are beginning to subside and fall will be upon us soon. Each September, Arkansas Urology and our Foundation take time to recognize men and their health during Prostate Cancer Awareness Month.

Over the past 18 years, Arkansas Urology and now our Foundation have hosted the Kickoff to Men's Health. This September, we will host five events in Little Rock, North Little Rock, Pine Bluff, El Dorado and Bentonville, providing free prostate cancer screenings. These events also incorporate fun incentives to get men off the couch and into the doctor's office, such as giving away a 60" flat-screen TV to several lucky men who complete their screening at one of our events.

According to an article from Medical News Today's website, 33% of men do not believe they need a routine checkup and 65% of men believe they are healthier than other men. Unfortunately, the facts are quite different with 40% of men over the age of 20 battling obesity, and 52% of men over the age of 20 having high blood pressure, not to mention 1 in 9 men who will be diagnosed with prostate cancer in their lifetime. This equates to more than 2,500 men in Arkansas alone being diagnosed with prostate cancer this year.

Despite these facts, men are notoriously shy about going for health checkups and screenings, even though when detected early prostate cancer's five-year survival rate is well over 95%. But left undiscovered, the cancer can spread outside the gland into the bone or other distant areas of the body, resulting in 7 out of 10 men who don't survive beyond five years. So, our mission is simple: Detect and treat men early so that they can live longer, healthier and happier lives.

Prostate cancer is not a death sentence and Arkansas Urology is at the forefront of new therapies and treatments to curb the advancement of this disease. We recently broke ground on a \$6 million Advanced Imaging Center to include 3T MRI for early and more accurate diagnoses, as well as radioligand therapy for advanced prostate cancer treatment. And within the last year, Arkansas Urology was one of the first private urology groups in the country to offer PSMA (prostate-specific membrane antigen) detection, featuring the most advanced radiographic imaging options available. We are proud and honored to continue leading the country in cutting-edge technology.

In the hopes of further promoting our message and getting men off the couch and into the exam room, we have partnered with Arkansas Razorback kicker Cam Little as part of our Kickoff to Men's Health campaign this year. We know men love football, especially the Hogs. Hopefully, our efforts will lead more men to "get in the game," take charge of their health and live a healthier, longer life.

E. Scot Davis, MPA, MBA, CMPE
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



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

KICKING IT UP A NOTCH

Arkansas Urology's 2022 Kickoff to Men's Health will feature a familiar face. Cam Little, clutch kicker for the Arkansas Razorbacks and SEC Freshman All American, is lending his endorsement to the annual event, held each September to coincide with national Prostate Cancer Awareness Month.

"I'm excited to announce my partnership with Arkansas Urology, promoting men's health, prostate cancer prevention and overall wellness around the state," Little wrote in a social media post. "Can't wait for Kickoff to Men's Health this September."

Little's endorsement, which will include personal appearances during the promotion, is designed to further entice men to attend Kickoff to Men's Health to receive a free prostate screening, a key to early detection of prostate issues including cancer.

Scot Davis, Arkansas Urology CEO, called the partnership "a natural fit."

"I would venture to say a lot of men in Arkansas are Razorback fans," he said. "Cam Little is a nationally recognized kicker on a nationally recognized, great football team. What better way to 'kickoff' the Kickoff to Men's Health than to have a known figure who is the best at what he does, which is kicking?"

This is the 17th year for the promotion, one that has never been too proud to play to what men like most as a lure to get them to take

responsibility for their health. In addition to the celebrity tie-in, for instance, multiple big screen TVs will once again be up for grabs in drawings.

"We used to do 32-inch TVs, and now we're up to considerably bigger models," Davis said. "They're perfect for watching the Razorbacks this season."

Gimmicks aside, Kickoff to Men's Health exists to address the very serious issue of prostate cancer, the most commonly diagnosed cancer in men behind skin cancer. Each year, about 2,000 Arkansans are diagnosed, and 300 men in the state die annually from the disease. Caught early, however, the cancer is very treatable with a high rate of success.

The 2022 Kickoff to Men's Health will be held in El Dorado, Bentonville, Pine Bluff, North Little Rock and Little Rock. ■



CAM LITTLE



GROUNDBREAKING

NEXT LEVEL

NEW MRI CENTER A GAME CHANGER

Arkansas Urology dignitaries gathered July 12 to break ground on its forthcoming MRI Center.

Chief Operating Officer Jonathan Rushing said the new center was a game changer and would provide a seamless continuum of care for AU's patients.

"It's very unusual for a stand-alone practice like ours to be able to provide this type of medical facility

right on campus," he said. "In our peer group nationwide, we are the frontrunners as far as having advanced imaging capabilities completely in-house, meaning CT, PET CT and MRI to accompany the plain film X-ray we already had."

The new center, which will include about 4,400 square feet, will eliminate the hassle of patients having to coordinate multiple site visits as they move

through various diagnostic and treatment procedures.

"This technology is available, but right now patients generally have to navigate a large hospital campus to get it," Rushing said. "Inpatient scanning can also be more expensive, and there's usually a delay in getting results back to us when we're dealing with an outside entity.

"This new center keeps patients on our small, easy-to-navigate



ON HAND FOR THE GROUNDBREAKING WERE (L TO R) Stephen Lane (Clark construction); Jim Golden (Clark construction); Johnny Kincaid (Commercial Realty); Jason Vint (Dir of Facilities, AU); Jonathan Rushing; Gail Reede Jones, MD; Michelle Hritz, RN; Scot Davis; Jami Howell, PA-C; Keith Mooney, MD; Kevin Claybrook, MD; Tim Goodson, MD



“ In our peer group nationwide, we are the frontrunners as far as having advanced imaging capabilities completely in-house, meaning CT, PET CT and MRI to accompany the plain film X-ray we already had.”

— Jonathan Rushing, Chief Operating Officer

Little Rock campus, it keeps the cost low and it also coordinates their care in a way that’s more efficient.”

The new center doesn’t cut any corners on the technology that’s contained within. When completed, the center will feature a 3 Tesla scanner that delivers substantially more resolution than the more common 1.5 Tesla scanners currently in use.

“This center is just another example of our continued commitment to growth and to bringing cutting-edge technology within reach of our providers and their patients,” said Scot Davis, Arkansas Urology CEO. “There’s plenty of MRIs in the state, but what makes this facility a little bit different is that it positions MRI as more of the standard of care for

identification of prostate cancer.”

From there, Davis said, Arkansas Urology has plans to introduce new treatment procedures that are more targeted than surgical removal of the entire prostate.

“In the past, 40 years ago, we would just remove the prostate, but through these new treatments, we’re able to preserve prostate tissue,” he said. “We will be able to offer precision therapy for advanced metastatic prostate cancer, an exciting new therapy that uses radio isotopes to target the membrane that looks like PSA, or cancer, and attacks it. Essentially, we’re eradicating cancer on top of or in the prostate itself. It’s very exciting therapy.”

The \$6 million MRI Center is expected to open later this year. ■



AU Announces Second Kidney Stone Clinic to Address Patient Demand

Arkansas Urology launched a Kidney Stone Clinic at its Little Rock location in October of 2021. Featuring same-day access and a 24/7 kidney stone triage hotline, the clinic has served over 2,000 patients to date. In recent weeks, the clinic has reached capacity, presenting challenges to the objective of providing emergent, same-day access.

As a result, AU is pleased to announce the launch of a second Kidney Stone Clinic at its North Little Rock location at 4200 Stockton Drive. Construction is set to begin soon, allocating three new dedicated exam rooms. Completion of the project is slated for late 2022.

“We are very excited to offer this new service to patients in the North Little Rock area,” said Jonathan Rushing, AU COO.

Don’t forget, you can call 1-844-NOSTONE, 24/7 if you need stone care.



AU FOUNDATION EVENTS RAISE MONEY, DELIVER HEALTH EDUCATION

June was a busy month for Arkansas Urology Foundation events. On June 4, the long-awaited 25th anniversary gala, the Silver Ball, was held at the Statehouse Convention Center in Little Rock. More than 600 individuals were in attendance at AU Foundation's first gala, which had been rescheduled several times as a COVID precaution. The delays didn't dampen the enthusiasm, however, as more than \$600,000 was raised, more than doubling the event's original fundraising goal of \$250,000.

"We were just overwhelmed by the tremendous support from the



"We were just overwhelmed by the tremendous support from the community, from our patients, our supporters and our vendors."

— Scot Davis, MPA, MBA, CMPE
Chief Executive Officer

community, from our patients, our supporters and our vendors," said Scot Davis, Arkansas Urology CEO. "I don't think our physicians imagined that we would have this kind of turnout and raise the funds that we did to support our Foundation. AU is blessed with very humble physicians, and for them to be recognized, I think some of them were actually a little embarrassed at all of the attention."

Chris Shenep, director of the Foundation, said the money would be used to fund outreach and educational efforts such as the annual Kickoff to Men's Health.

"The money will go directly back to patient education, awareness and testing," he said. "We are committed to addressing health disparities in the state, and these funds will go a long way toward completing that mission, providing free testing opportunities for men who might not otherwise be able to afford it."

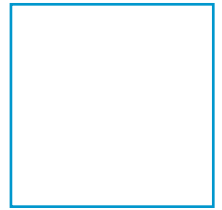
A second event, held June 23 at the Library Lounge in downtown Little Rock, also played to a packed house. The event gave attendees the chance to network in addition to learning about men's health issues, the Foundation's work and how to get involved.

"Awareness takes many forms, and this event was a fun way for people to get together, socialize and learn something about the work we do," Shenep said. "It was really very successful in its own right and we're looking forward to hosting more of these in the future." ■





A festive time was had by all June 4, as The Silver Ball marked Arkansas Urology's 25th anniversary. The black-tie gala, held in downtown Little Rock, was attended by more than 600 guests and raised in excess of \$600,000 for the AU Foundation.



AU FOUNDATION



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

GEE WHIZ!

AU FOUNDATION'S NEW PROMOTION MAKES A SPLASH

A creative new promotion is proving a winner for the Arkansas Urology Foundation. Starting this spring, the Foundation has made a branded toilet trailer available to community groups, making the rounds to events and festivals.

"We have had it booked out every weekend since we took possession of it," said Chris Shenep, Foundation director. "It's really been something of a traveling roadshow."

The trailer, nicknamed the Whiz Wagon, features four luxury bathroom units that are a decided upgrade from the usual port-a-potties. Branded with Arkansas Urology graphics, the trailer is offered for free to local organizations to help them both save on the cost of renting port-a-potties and providing upgraded facilities to event attendees.

"Groups that want to request the unit can get on our website and apply to us directly," Shenep said. "As soon as we get their inquiry, we will check availability and go from there. It really is a simple process, and we arrange drop off and pick up, which really appeals to event organizers."

"As of right now, we're planning on making the unit available through October. Depending on the demand, we might extend that even longer."

Scot Davis, Arkansas Urology CEO, said the payoff for the organization is gaining increased visibility and awareness as well as giving people a glimpse into the many urological services AU offers to both men and women, from kidney stones to prostate cancer to sexual function.

"I think everyone knows who Arkansas Urology is,

but sometimes they don't know what all we do," Davis said. "The reality is, one of the things we treat is when people can't urinate or urinate too much. What better way to promote healthy bladders and healthy kidneys than to offer these really nice portable bathrooms at events?"

"Obviously, the unit promotes our clinic. We'll also use it to promote specific events such as the upcoming Kick-off to Men's Health where we'll have posters on there and inside the stalls. It's a really creative way to bring more awareness."

As for the cheeky name, both Davis and Shenep just chuckle. Humor has always been a big part of Arkansas Urology's marketing strategy — one year, they promoted prostate exams by handing out foam fingers — because it removes the embarrassment that often keeps patients from seeking medical help.

"There's such a stigma for so many people around sexual dysfunction, urinary dysfunction, all the things that we treat," Davis said. "If we can kind of lighten it and help people understand that everyone has these kinds of problems, it becomes less of a stigma. So many people suffer from overactive bladder and never do anything about it. We have tons of treatments for those patients."



Reach the AU Foundation at 501-912-0763, or visit
ARKANSASUROLOGY.COM/FOUNDATION.



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