



# White River HEALTH

2022 Annual Report

**Caring  
Beyond  
Healthcare**





# A Message to the Community

In 2019, we started on a rebranding journey that would change the face of our organization. It had been almost two decades since our organization, which was White River Health System, had made changes to our brand. We knew it would be a big project; however, we knew the result would be worth it. We were excited; we were refreshed; we were ready to take on what we thought would be our most challenging journey over the next year.

Little did we know that 2020 and 2021 would present more of a challenge than we ever could have imagined with the devastating onset of the COVID-19 virus. We paused our plans and shifted our focus to more important matters, fighting against one of the world's deadliest pandemics.

I won't spend much time talking about COVID-19 because, for two years, it was the prime topic of discussion. It was an event that is still talked about today and will continue to be talked about for years to come. What I will talk about is how proud I am of our employees and their response during this incredibly stressful time. They made sacrifices. They went through so much, yet they still showed up and did an excellent job on so many levels.

At the end of 2021, and into 2022, we finally started to see enough relief from COVID-19 that we felt we could start focusing on the rebranding project again. This time, things seemed more... meaningful. Considering everything our organization, employees, and community faced over the prior two years, this project felt right. It meant more than changing colors or a logo. It meant working to implement a new culture post-COVID and adjusting our lens in order to change our perceptions so we could make this change earnestly and authentically.

With that, I am proud to introduce to you our first Annual Report as White River Health.

While dropping "System" from the name is a small change, it allows the healthcare organization to focus on what we do – health. The "W" in the new logo represents the White River and is a tribute to the organization's history, and upon further investigation, you can see two hearts coming together. The two hearts overlap to show caring and connection. The colors are refreshing, natural colors that flow together like the river. Blue represents calm, comfort, trust, and commitment; green represents health, growth, and energy.

Our new tagline – "Caring Beyond Healthcare" – communicates what WRH represents and our purpose. It means caring extends beyond the walls of the hospital and into the communities, making this region a healthier place. It also means maintaining an exceptional level of caring within the walls of our facilities by delivering lifelong, next-level care to patients. Lastly, it means providing a warm, empowering culture for the employees.

I am proud of all we have accomplished in 2022. I hope you will remember as you read that everything mentioned in this report, which is just a snippet of everything we accomplished, was all done on the heels of COVID-19 and during this large rebranding project. White River Health aims to be more than medicine by building brighter futures through better health for North Central Arkansas.



**Gary Paxson, FACHE | WRH President & CEO**



# White River HEALTH

# Business Fundamentals

## WRH Undergoes Rebrand

As you learned in the President's Message to the Community, White River Health System became White River Health as part of our rebrand. In addition to the new name, we introduced a new brand image, logo, and tagline, which you will see throughout this Annual Report.



## National Safe Sleep Hospital Certification Program Recognizes White River Health

White River Medical Center was recognized as a Gold Safe Sleep Hospital, the highest designation, by the National Safe Sleep Hospital Certification Program for our commitment to infant-safe sleep best practices and education.

## WRMC and SCMC Receive Performance Leadership Award for Outcomes From Chartis Center for Rural Health

White River Medical Center and Stone County Medical Center earned a 2022 Performance Leadership Award for excellence in Outcomes. Compiled by The Chartis Center for Rural Health, the Performance Leadership Award honors top quartile performance (i.e., 75th percentile or above) among rural hospitals in Quality, Outcomes, and Patient Perspective. "This is an amazing acknowledgment of our efforts to provide quality healthcare to our patients," said Gary Paxson, White River Health President and CEO. "We thank all our employees for their hard work and dedication to ensure we are the best hospital we possibly can be."

## White River Health Partners With Batesville School District to Offer Telemedicine

As a testament to our belief in Caring Beyond Healthcare, White River Health partnered with Batesville School District to provide on-site telemedicine visits to all students and staff members in the district. Telemedicine allows students and staff to get the care they need without leaving the school unless necessary.





# Employee and Community Engagement

## Employees of the Year

White River Medical Center (WRMC) employees chose Bethany Huffman, RN, of the WRMC Emergency Department as the 2022 Employee of the Year! Stone County Medical Center (SCMC) employees chose Melissa Reny, RN, of the SCMC Quality Department as the 2022 Employee of the Year!



Bethany Huffman, RN



Melissa Reny, RN

Congratulations to Bethany and Melissa on this outstanding recognition.

## Employee Well-Being Program

The Employee Well-Being Program offers assistance to employees who may be experiencing high stress or burnout. Trained peer Mental Health Advocates, who are also employees of White River Health, volunteer to provide a listening ear, and if needed, help employees access resources to ensure the well-being of our work family.



Leaders throughout White River Health make rounds and take treats to express appreciation and thanks to employees.

## School Involvement

Nurses from White River Health stopped by Eagle Mountain Elementary to visit with students. Stacy Wright, Amber Calendar, Jennifer Campbell, Lacey Crawford, and Natasha Foreman visited with fourth and fifth grades on Flex Friday to teach the kids about CPR and techniques to stop bleeding.



## HealthFirst Women's Health Event

This year's annual women's health event, HealthFirst, took place on October 11, 2022. The theme was "Wild About Your Health." As part of the jungle-filled fun event, women were taken on a safari to help navigate many aspects of their health. The event included free screenings for balance testing, blood pressure, cholesterol/glucose/thyroid, depression screening, diabetic foot screening, eye screenings, and more.



## Santa Event

White River Health's Thank You Committee hosted a Cookies, Cocoa, and Crafts event with Santa Claus for employees and their families.

## National Hospital Week – WRMC & SCMC

During National Hospital Week, WRH leaders recognized the work of employees and volunteers with celebrations at WRMC, SCMC, and WRH Clinics.



## The Scrub Club at Cave City Schools

The Scrub Club program encourages healthy lifestyles and promotes interest in healthcare careers. White River Health Internal Medicine Residents volunteer at local public school healthcare programs such as Scrub Club, providing hands-on learning activities for students.



## White River Health 5K

Harleigh Calendar, Alicia Kamoga, Addison Perkins, and Tenley Hays – all children of WRH employees – were a few of over 200 participants in the White River Health 5K, an event that raised more than \$20,000 in 2022 to fight food insecurity within our schools.

# Community Benefit by the Numbers

	Salaries, Wages, and Benefits	Purchased Services	Supplies	Charity Care
WHITE RIVER MEDICAL CENTER	\$96,901,435	\$10,673,432	\$39,841,801	\$3,685,186
STONE COUNTY MEDICAL CENTER	\$8,854,765	\$115,334	\$4,062,334	\$401,073
WRH Clinics	\$47,807,877	\$2,447,238	\$14,509,639	

Number of Employees	1,836	Inpatient Admissions	8,367	ER Visits	31,005	Surgeries	8,216	Births	692
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**WRH Foundation**  
Funds Raised: **\$495,193**

CareGivers Members: **387**  
CareGivers Contributions: **\$134,148**

WRMC Cheering Section  
Gift Shop Sales in 2022:  
**\$422,850.27**

The White River Health (WRH) Foundation supports the healthcare mission of WRH through charitable giving, grant writing, and fundraising events. In 2022, Foundation proceeds were used to benefit Cancer Detection and Treatment and other areas of need at WRH.

## CareGivers

WRH employees generously support our organization through CareGivers, the WRH employee giving program. Employees participating in the program donate a portion of their monthly earnings. In 2022, 387 employees helped raise over \$134,000 to support Foundation priorities: Area of Greatest Need, Community Engagement, Mental Health, Nursing Scholarships, Patient Assistance, Ribbons of Hope, WRMC ER, and WRMC Residency Program.

## Fundraising

Each year, the White River Health Foundation conducts fundraisers to help support our mission of providing quality care to our local community. Fundraising events generated more than \$334,000 to support Cancer Detection and Treatment. The generosity of businesses and organizations helped the Foundation raise more than \$107,000 at our signature event, the WRH Foundation Golf Classic. The event was sponsored by 44 businesses.



## WRH Auxiliary

The WRMC and SCMC Auxiliaries are composed of many volunteers who give their time to serve patients and visitors.



Scan to donate now! .....



WRMC Volunteer Carol Board received a bar for 9,000 hours of volunteer service. Carol started as a volunteer at WRMC in 2002. She works in the WRMC Gift Shop and East Entrance Desk.



White River Health is grateful for all the organizations that partnered with us throughout the month of October to raise funds for Paint the Town Pink. The employees of First Community Bank raised more than \$16,000 by hosting contests and fundraisers throughout the month. In total, \$20,605 was raised for Paint the Town Pink in 2022.



Members of the Information Systems department at White River Health and WRMC volunteer Marianna Gingerich delivered flowers to patients. The flowers were grown in the community garden by members of the Information Systems department. Thank you for your dedication to our organization!



# Innovation and Growth

## New Clinics and Facilities

As a part of our strategy to become an Orthopaedic Center of Excellence, WRH is building a state-of-the-art Orthopaedic Clinic on the White River Medical Center Campus. White River Health Orthopaedics and Sports Medicine Clinic is 15,000-sq. ft. dedicated to providing our community with excellent bone and joint care. The practices of Drs. J.D. Allen, Jeff Angel, Dylan Carpenter, and Wesley Greer will be relocated to the new facility. We can't wait to start serving you in our new facility!

## New Services and Procedures

WRH is focusing on innovation and growth through new services and procedures to improve the health of the residents we serve.

As part of our new services offered in 2022, **White River Health Oncology now offers tobacco treatment** through a new lung cancer prevention service called Tobacco Cessation Treatment. Our Certified Tobacco Treatment Specialists assess patients, creating a personalized treatment plan using both non-pharmaceutical and pharmaceutical methods. Each treatment plan is created to help each individual patient with treatment and relapse prevention.

Additionally, **WRH updated radiology services in various facilities**, adding and updating MRI, fluoroscopy, digital and portable X-ray, a mobile imaging C-arm unit, and a CT scanner. White River Health also upgraded mammography equipment to 3D mammography.



Survival Flight and WRMC partnered to **ensure patients receive enhanced care when suffering from a severe heart attack through a new tool called an Intra-Aortic Balloon Pump (IABP)**. An IABP is a therapeutic device that assists a patient's heart in pumping more blood and as a result, mitigating the damage caused by heart attacks and a related condition called cardiogenic shock.



WRMC Urologists introduced **Aquablation® Therapy, a minimally invasive robotic treatment for patients with an enlarged prostate**. The treatment uses the power of water delivered with robotic precision to provide best-in-class and long-lasting symptom relief with predictable and reproducible outcomes regardless of prostate anatomy, prostate size, or surgeon experience.

## News and Accomplishments

At WRH, our team made headlines this year for a handful of accomplishments. **WRMC was recognized as one of the top 10 percent of inpatient rehabilitation facilities in the United States**; the **White River Health Emergency Department at Cherokee Village was nationally recognized for its commitment to providing high-quality stroke care** with the American Heart Association's Silver Plus Get With the Guidelines® stroke quality achievement award; and Devi Nair, MD, Electrophysiologist, along with White River Health's **electrophysiology team, was the first in Arkansas to use the DiamondTemp™ Ablation (DTA) system** for treatment of patients with cardiac arrhythmia (irregular heartbeat).



# New Providers

Our new providers are dedicated to providing quality care to patients, as well as maintaining direct communication with patients and the healthcare community.



## Dr. Bhardwaj Joins White River Health Cardiology

Dr. Bhaskar Bhardwaj joined White River Health Cardiology. Interventional Cardiology focuses on providing treatment and care to patients with heart disease. Dr. Bhardwaj focuses on treating patients across the spectrum of cardiovascular disease. He believes being able to deliver immediate and lifesaving treatment is as gratifying as it is challenging.

## Dr. Jerrod Anderson Joins White River Health Family Care

White River Health Family Care in Batesville welcomed Dr. Jerrod Anderson to the Family Medicine team. As a Family Doctor, Dr. Anderson provides healthcare to patients of all ages. He is available for annual wellness exams, the treatment of illnesses and chronic conditions, evaluation of symptoms, preventative care, and referrals to specialists.



## Katie Webb, APRN, Joins White River Health Children's Clinic

White River Health Children's Clinic in Batesville was pleased to welcome Katie Webb, APRN, to the Children's Clinic team. Specializing in pediatrics, Webb provides care that's tailored to babies, children, and teens, such as vaccinations, physical exams, growth and development monitoring, as well as school and sports physicals.

## New Providers Join White River Health Internal Medicine

Dr. Surinder Sra and Christina Cooper, APRN, joined the White River Health family. As a Doctor of Internal Medicine, Dr. Sra is specially trained to manage long-term illnesses, solve diagnostic problems, and assist patients with complex conditions. As a Family Nurse Practitioner, Cooper is available for treatment of acute illnesses, chronic conditions, and wellness exams.



## Robin Franke, APRN, FNP-C, Joins White River Health Family Care

White River Health Family Care in Mountain View welcomed nurse practitioner Robin Franke, APRN, FNP-C, to the Family Medicine team. As a Family Nurse Practitioner, Franke provides healthcare to patients of all ages. She is available for the treatment of acute illnesses, chronic conditions, and wellness exams.



## WRMC Welcomes New Hospitalists

White River Medical Center welcomed Mitchell Keel, MD; Shoaib Khan, MD; and Edwin Suarez, MD, to the Hospital Medicine Program in July of 2022. Dr. Keel also sees patients as an Internal Medicine provider at White River Health Family Care in Newport.



Dr. Sra and Christina provide care at White River Health Internal Medicine in Cherokee Village.



Mitchell Keel, MD



Shoaib Khan, MD



Edwin Suarez, MD

Micah Moody, APRN, became the provider at White River Health Family Care in Drasco. Micah provides a range of healthcare services and resources to residents of Drasco and surrounding areas.





# 2022 White River Health Executive Leaders

## White River Health Executive Leaders

Gary Paxson, President and CEO  
Lindsey Castleberry, EVP and Chief Legal Counsel  
Shawna Ives, EVP and Chief Financial Officer  
Jeff Reifsteck, VP and Chief Information Officer  
Jennifer Sandage, EVP and Chief Nursing Officer  
Jody Smotherman, EVP and Chief Community Affairs Officer  
Kathy Thomas, VP and Chief Operating Officer of SCMC; Chief Safety Officer  
Robert Wright, VP and Chief Ambulatory Officer  
Jeff Angel, MD, Outpatient Chief Medical Officer  
Chris Steel, MD, Inpatient Chief Medical Officer

## WRH Board of Directors

Kevin Rose, Chairman  
Randy Cross, Vice Chairman  
Tyler Fowlkes, Treasurer  
Jeff Showalter, Secretary  
Judy Belcher  
Philip Brissey  
Steve Bryant  
Steve Case  
Boris Dover  
Rick Elumbaugh  
Robert McIntire  
Paula Terrell  
Tina Wheelis

## Ex-Officio Members

William "Skip" Baker, MD  
Beth Christian  
Tyler Fowlkes  
Richard Huff  
Amanda Johnson, MD  
Crystal Johnson  
Gary Paxson, President and CEO  
Barry Pierce, MD  
David Yarnell, MD

## Directors Emeritus

Gary Bebow  
Dick Bernard  
Debbie Frazier  
Les Frensley  
Jim Kilgore  
Dianne Lamberth  
Charles Schaaf  
Donald Weatherman

## WRH Foundation Board of Trustees

Beth Christian, President  
Janie Starnes, Vice President  
Steven Lewis, Secretary/Treasurer  
Dick Bernard, Past President  
Michelle Atchison  
Philip Baker  
Gene Crawford  
Carter Ford  
Jeffrey Freiert  
Dawn Jeffrey  
Kay Southerland  
Jim Wann  
Jim Whitson

## Ex-Officio Members

Gary Paxson, President and CEO  
Raye Rogers, Trustee Emeritus  
Greg Shaver

## WRMC Advisory Board

Crystal Johnson, Chair  
Micah Beard  
Danny Bell  
Donald Britnell  
Rachael Fisher  
Kyle Gaither  
Chad Graves  
Steve Green  
Ted Hall  
Dr. Michael Hester  
Lance Lamberth  
Scott Lancaster  
Jennifer McLaughlin, MD  
Roger Rich  
Matt Rush  
Hayden Sowers  
Calvin Wright

## Ex-Officio Members

Ron McCann, MD  
Gary Paxson, President and CEO  
Kevin Rose  
Greg Shaver

## WRMC Auxiliary Board Members

Greg Shaver, President  
Judy Lawrence, Vice President  
Caliene Coop, Secretary  
Carol Curtwright, Treasurer  
Carol Board  
Jim Kitsmiller

## SCMC Advisory Board

Jody Smotherman, Chief Operating Officer  
Gary Paxson, President and CEO  
Tyler Fowlkes, Chairman  
Lisa "Rachelle" Stewart, Vice Chairman  
Robbie Purdom, Secretary  
John Akins, MD  
Dusty Mitchell  
Kenny Perry  
Charles Ramsey  
Rodger Stone  
Juanita Newman Terry  
Charles Varela, MD  
Fred Ward

## WRMC Medical Complex Advisory Board

Richard Huff, Chairman  
Donald Britnell, Vice Chair  
April Spurlock, Secretary  
Johnny Carter  
Kay Forrest  
Cathy Johnson  
Brandon Ryburn



## Kathy Thomas Appointed as SCMC Chief Operating Officer

Congratulations to Kathy Thomas, MSN, RN, CPHRM, CHC, on her positions as the Vice President, Chief Operating Officer (COO), and Chief Safety Officer at Stone County Medical Center (SCMC). As a leader within White River Health since 2008, Kathy inspires confidence with her extensive knowledge and dedication to making a difference at SCMC.