2024 Annual Report

CONWAY REGIONAL
HEALTH SYSTEM

About Conway Regional

For more than 100 years, Conway Regional Health System has provided high-quality, compassionate health care services to the communities we serve. What started in 1921 as a movement by local businessmen to provide healthcare in the local community has grown into a thriving health system centered on a 180-bed medical center.

Today, Conway Regional Health System provides healthcare services to the communities of north central Arkansas and the river valley, including Cleburne, Conway, Faulkner, Johnson, Perry, Pope, Van Buren, and Yell Counties. Conway Regional proudly offers comprehensive healthcare services such as cardiology, orthopedics, endocrinology, women's health, gastroenterology, pain management, and surgical services.

Conway Regional is an economic driver with more than 225 physicians on the medical staff, over 1,800 employees, and 100 community volunteers. These team members and their families make Conway Regional Conway's largest employer. 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.

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

Integrity, Compassion, Accountability, Respect, Excellence

BRAND PROMISE

At Conway Regional, we are one team with one promise: to be bold, to be exceptional, and to answer the call. Regardless of role, each team member assists in fulfilling our mission to our community.

Letter from the President & CEO

Conway Regional has remained committed to providing high-quality, compassionate care to the communities of north central Arkansas and the River Valley throughout 2024. We've continued to strengthen our team by welcoming new providers in primary care, pediatrics, ear, nose, & throat, vascular surgery, and infectious disease, expanding our ability to meet the evolving needs of our patients.

In 2024, we launched an essential ear, nose, and throat (ENT) service line to meet our community's needs better. This new service addresses common conditions such as ear infections, balance disorders, and chronic sinustis, offering specialized care to patients of all ages. A partnership with Arkansas Vascular and Vein Specialists was created in 2024 to enhance our ability to treat various conditions, including varicose veins, carotid artery disease, aneurysms, and more. All procedures are performed at Conway Regional Medical Center by Drs. Kalenda Kasangana, Kyla Shelton, and Christian Simmons.

The Conway Regional Health and Fitness Center had an exceptional year, breaking records in revenue, visits, and membership. We saw a surge in participation in medical fitness programs, upgraded equipment, and formed new partnerships with local nonprofits. In celebration of the center's 30th anniversary, we rolled out special promotions, classes, and events, inviting the entire region to join in our wellness journey. Our medically integrated approach, including on-site physical, occupational, aquatic, and speech therapy services, continues to make the center a trusted resource for individuals seeking to improve their health and recover from injury or illness.

At the core of Conway Regional is our dedicated team, whose commitment to integrity, compassion, accountability, respect, and excellence drives our success. Their passion for our mission distinguishes us as a healthcare leader in the region. We are proud to have been named Business of the Year by Arkansas Business. This recognition reflects the strong, positive culture we've built within our organization and underscores our commitment to excellence.

As we continue our journey, we remain focused on providing high-quality, compassionate healthcare that enhances the lives of all those we serve. With a growing community comes the need for an expanding health system, and we are excited about the future opportunities to increase access to healthcare throughout our region.

Matt Troup, President & Chief Executive Officer

ARKANSAS BUSINESS OF THE YEAR
·AWARDS·
36TH ANNUAL CELEBRATION
WINNER

Board of Directors

Wayne Cox
Chair

Jeff Standridge, EdD
Chair-Elect

Bryan Bruich

Andrew Cole, MD

Gena Ester

Susan Gatto, PhD, RN

Thad Hardin, MD

Rev. Cornell Maltbia
Ex Officio

Tom Poe

Jeremy Riddle

Executive Leadership

Matt Troup
President &
Chief Executive Officer

Bill Pack
Chief Financial
Officer

Amanda Irby
Chief Nursing
Officer

Rebekah Fincher
Chief Administrative
Officer

James Reed
Chief Information
Officer

Richard Tyler
Chief Human
Resources Officer

Alan Finley
President of Dardanelle
Regional Medical
Center

Bryan Gibbs
Chief Support Officer

Maegan Dyson
Chief Development
Officer

Carter Dodd
Associate
Administrator

Service Statistics

ADMISSIONS

Admissions to the medical center increased in 2024

9,216

PRIMARY CARE

Primary care clinic visits increased in 2024

107,558

ER VISITS

Emergency room visits increased in 2024

35,210

DELIVERIES

Deliveries increased in 2024

1,911

SUPPORT CENTER

Outbound calls from the Patient Navigation Center

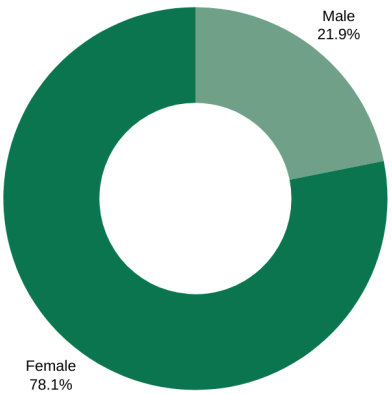
35,591

Our Family

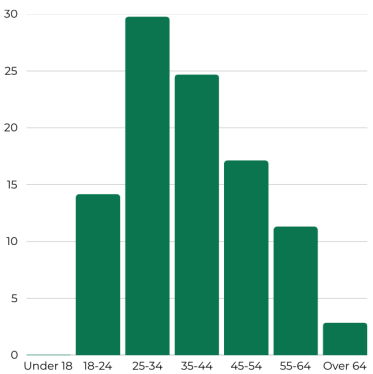
ETHNICITY

White: 83.73%
African American: 10.10%
Hispanic/Latino: 3.14%
2+ Races: 1.49%
Asian: 1.33%
Pacific Islander: 0.11%
American Indian or Alaska Native: 0.11%

GENDER



AGE



New Medical Staff in 2024

- Shirisha Ale, MD, Hospitalist
- Scott Ballinger, MD, Ear, Nose, & Throat
- Austin Cole, MD, Orthopedics & Sports Medicine
- Reagan Garber, DO, Family Medicine
- Garrett Hadley, DO, Hospitalist
- Kalenda Kasangana, MD, Vascular Surgeon
- Kathy Parker, MD, Internal Medicine
- Gus Ramey, MD, Pediatrician
- Cody Rogers, MD, Hospitalist
- Kyla Shelton, MD, Vascular Surgeon
- Christian Simmons, MD, Vascular Surgeon
- Ashley Allen, PA, Infectious Disease
- Rebekah Campbell, PA, Orthopedics
- Megan Wilson, PA, Orthopedics
- Lauren Hightower, APRN, Family Medicine
- Macy Massey, APRN, Family Medicine

Expanding Access to Care

Our specialty providers hold outreach clinics, ensuring convenient access to specialized care for individuals outside Conway, Arkansas. Providers specializing in general surgery, cardiology, pain management, orthopedics, and gastroenterology regularly visit outlying primary care clinics.

9,471

OUTREACH VISITS & PROCEDURES

Community Involvement

150+
Biketoberfest Participants

1,322+
Toad Suck Daze 10K/5K Participants

1,184+
Turkey Trot & Gobble Wobble Participants

Invested over $215,000 in the community

775+
Kids Run Arkansas Participants

900+
Get Moving Arkansas Participants

CONWAY REGIONAL HEALTH FOUNDATION

2024 BY THE NUMBERS

1,285
UNIQUE DONORS

769
EMPLOYEE DONORS

Total Dollars Raised
$1,041,147

Endowment Growth
$638,260

DUCK DERBY FUNDS RAISED **$608,714**

GOLF CLASSIC FUNDS RAISED **$98,130**

TRIBUTE TREE FUNDS RAISED **$53,950**

$157,094
in Scholarships

$45,000
Received in Grant Funds

$59,642
for Community Programs

$23,142
for Employee Programs

$80,654
for Area of Greatest Need

$110,221
for Capital Investments

Conway Regional Health & Fitness Center

In 2024, the Conway Regional Health and Fitness Center set a record-breaking year with revenue exceeding $3 million.

24,125 Play Center visits

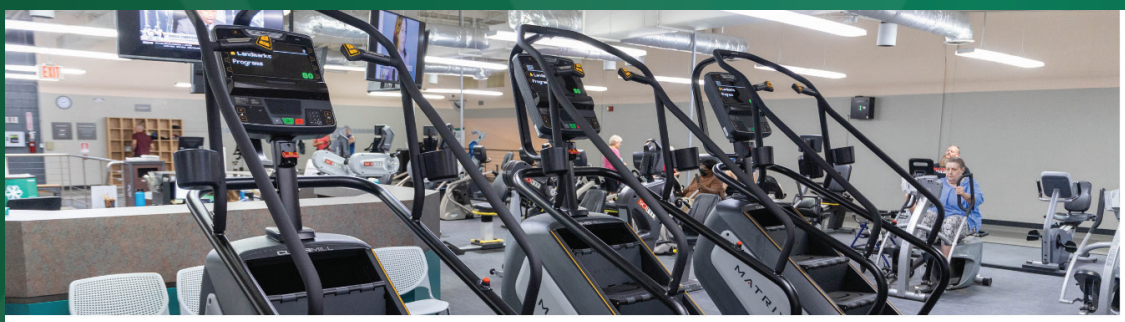
10,667 personal training sessions

64,195 group exercise class attendees

3,461 private swim lessons

387,778 member visits

173 medical fitness particpants



New Equipment Added in 2024:

An **entire** fleet of Schwinn Z Bikes

Six new MATRIX Performance Ellipticals equipped with Wifi-enabled, 16” touch screen consoles

Six new premium MATRIX Performance ClimbMills

Replaced the **entire** selectorized strength equipment with top-of-the-line MATRIX and doubled six of the most popular machines to reduce wait times

Awards

40 Nurse Leaders Under 40
Emily Alvey, BSN, RN

Five-Oh-Ones to Watch
Jenny Beth Burroughs, BSN, RN

American Heart Association
Get with the Guidelines: Target Stroke Honor Roll Elite & Target Type 2 Diabetes – Gold Plus
Get with the Guidelines: Coronary Artery Disease STEMI Receiving Target: Type 2 Diabetes – Gold Plus

Arkansas Money and Politics' Achievers in their Forties
Maegan Dyson, Chief Development Officer

Arkansas Money and Politics' Best of 2024
Best Exercise Facility
Best Hospital
Best Health Care Provider
Best Workplace
Best Healthcare System
Best Dentist – Gary Jones, DDS
Best President or CEO of a Health System – Matt Troup

Arkansas Money and Politics' Champions of Healthcare
Healthcare CEO – Matt Troup
Healthcare Administrator – Rebekah Fincher
Surgeon – Scott Smith, MD
Physician – Gina McNew, MD
Healthcare Advocate – Erica Fuller
Registered Nurse – Beth Strack, APRN

Arkansas Money and Politics' C-Suite
Bill Pack, Chief Financial Officer

Arkansas Money and Politics' Future Icons
Lauren Norris, Director of Marketing

Arkansas Money and Politics' Most Admired
Most Admired Hospital
Most Admired Company

Arkansas Money and Politics' Top Professionals
Katie Cox, BSN, RN
Mercy Vaughn, BSN, RN

Arkansas Money and Politics' Trailblazing Women
Rebekah Fincher, Chief Administrative Officer

Arkansas Department of Health
Stroke Band Documentation

Arkansas Hospital Association Diamond Awards
Social Media: Barbie Breast Cancer Awareness
Special Event: Get Moving Arkansas
Writing: Kneed for Speed
Advertising – TV Public Service Announcement: Men's Health Month with Vincent Hunter
Advertising – Special Visual: Reggie

AY Best Healthcare Professionals
Carol Angel, MD
Andrew Cole, MD
Tim Freyaldenhoven, MD
Bryan Head, MD
Steven James, MD
Chris Maranto, MD
Martin Moix, MD
Keith Schluterman, MD
Kala Slaton, MD
Wade Gregory, MD
Grant Bennett, MD
Keith Cooper, MD
Tod Ghormley, MD
James Head, MD
Maria Javaid, MD
Ralph Marrero, MD
Lauren Nolen, MD
Courtney Sick, MD
Jason Skinner, MD
Ron White, MD
Swetha Boddeda, MD
Roy Denton, MD
Regan Gallaher, MD
Keitha Holland, MD
Greg Kendrick, MD
Heath McCarver, MD
Mikio Ranahan, MD
Mary Jo Shaver, MD
Don Steely, MD
Savannah Bradbury, PA
Daniel Clark, MD
Patrick Farley, MD
Phillip Gullic, MD
Jay Howell, MD
Tony Manning, MD, FACS
Robert McCarron, MD
Tom Roberts, MD
Arthur Slaton, MD
Mike Stanton, MD
Brooke Money, PA

ARKANSAS BUSINESS OF THE YEAR ·AWARDS·
36TH ANNUAL CELEBRATION
WINNER

BEST PLACES TO WORK™
Modern Healthcare 2024
2018 | 2019 | 2020 | 2021 | 2022 | 2023

Arkansas Business BEST PLACES TO WORK 2024

Kaylen Welter, PA
Rachel Neal, APRN
Rhonda Dixon, APRN
Kate Vasquez, APRN
Angela Foster, APRN
Hunter Little
Jarrod Jerry, APRN
Beth Milligan, PT

AY's Best of 2024

Best Cardiology Clinic
Best CFO – Bill Pack
Best Foot and Ankle Surgeon – James Head, MD
Best Hand Surgeon – Bryan Head, MD
Best Hospital
Best In Home Care
Best Neurosurgeon – Regan Gallaher, MD
Best Orthopedic Care
Best Place to Have a Baby
Best Rehab Hospital
Best Surgeon Upper Extremity – Jay Howell, MD
Best Overall Company
Best CEO – Matt Troup
Best Fitness Center
Best Fundraiser – Duck Derby
Best Health Coach – Hunter Little
Best Imaging Center
Best Neurologist – Keith Schluterman, MD
Best OBGYN Clinic
Best Pain Center
Best Radiology
Best Surgeon Lower Extremity – James Head, MD
Best Sports Medicine

AY Men of Distinction

Darren Freeman, MD
Jeramie Hinojosa, Health and Fitness Center Director

BEE Award

Laura Elliott, Imaging Tech
Lucretia Skinner, Patient Care Tech
Cherry Anne Pierce, Mental Health Tech

Best of Faulkner County

Best Gym
Best Imaging Center
Best Home Health
Best Urgent Care
Best Hospital

CareChex 2024 Medical Excellence Awards

#1 Hospital in the Market – Bariatric Surgery
#1 Hospital in the Market – Neurological Care
Top 10% Hospital in the Nation – Pneumonia Care

Conway Area Healthcare Forum Awards

Optical Physician of the Year – Justin Charton, MD
Nurse of the Year – Marilyn Dail, BSN, RN

DAISY Award

Bailey Cummins, BSN, RN
Melanie Harrington, RN
Kim Baker, RN
Johnna Askins, RN
Colby Spaeth, BSN, RN

Great 100 Nurses

Julie Chapman, BSN, RN
Kayce O'Conner, BSN, RN
Jenny Beth Burroughs , BSN, RN
Kathy Young, RN
Emily Alvey, BSN, RN
Erica Speer, BSN, RN

PR Daily: Social Media & Digital Awards

Edutainment – Finalist: Barbie Breast Cancer Awareness
Crisis Communication – Finalist: Insurance Payor Negotiations
Healthcare Marketing Campaign – Finalist: Barbie Breast Cancer Awareness

Strategic Healthcare Program

Top 5% Premier Performer Home Health Patient Satisfaction – Conway Regional Home Health

CONWAY REGIONAL
HEALTH SYSTEM

ConwayRegional.org