

# 2024 Annual Report





## 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 sinusitis, 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**  
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36TH ANNUAL CELEBRATION  
W I N N E R





## 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**

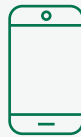
### DELIVERIES



Deliveries increased in 2024

**1,911**

### SUPPORT CENTER



Outbound calls from the Patient Navigation Center

**35,591**

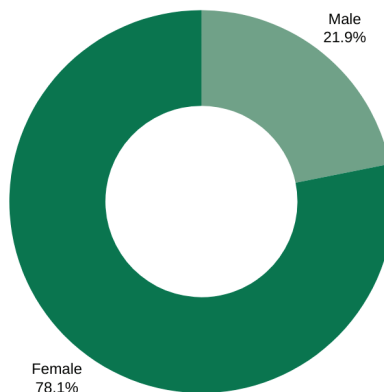


## Our Family

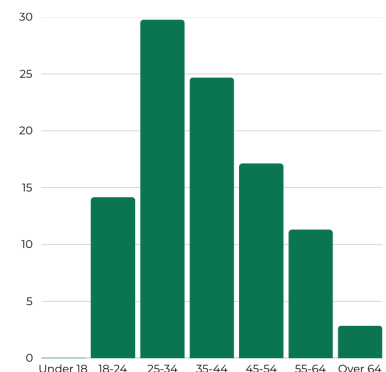
### ETHNICITY

**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

**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 participants



## 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 Workplace

Best Healthcare System

Best President or CEO of a Health System – Matt Troup

Best Health Care Provider

Best Dentist – Gary Jones, DDS

### 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: Knead 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

Grant Bennett, MD

Andrew Cole, MD

Keith Cooper, MD

Tim Freyaldenhoven, MD

Tod Ghormley, MD

Bryan Head, MD

James Head, MD

Steven James, MD

Maria Javaid, MD

Chris Maranto, MD

Ralph Marrero, MD

Martin Moix, MD

Lauren Nolen, MD

Keith Schluterman, MD

Courtney Sick, MD

Kala Slaton, MD

Jason Skinner, MD

Wade Gregory, MD

Ron White, MD

Swetha Boddada, 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**  
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38TH ANNUAL CELEBRATION

W I N N E R

**BEST PLACES<sup>TO</sup> WORK<sup>™</sup>**

**Modern Healthcare 2024**

2018 | 2019 | 2020 | 2021 | 2022 | 2023





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 Home Health      Best Hospital  
Best Imaging Center      Best Urgent Care

### **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      Kim Baker, RN      Colby Spaeth, BSN, RN  
Melanie Harrington, RN      Johnna Askins, RN

### **Great 100 Nurses**

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



[ConwayRegional.org](http://ConwayRegional.org)