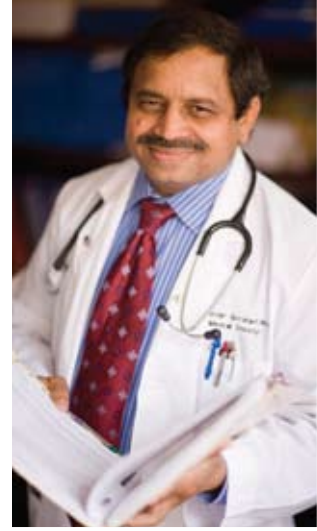




strong medicine.

The Cooper Report

A Newsletter For Our Patients | 2010



We enter a new decade at a challenging, dynamic and uncertain time for our country and healthcare.

A strained national and local economy, an exponential increase in our national debt and the advent of healthcare reform legislation form a formidable sea on which healthcare providers must navigate successfully. The course chosen must be wise and readily adaptable to evolving circumstances.

The history of Cooper Clinic is a continuing tribute to the success of an organization able to evolve and thrive over 90 years of constant change.

Founded in 1920 by Dr. St. Cloud Cooper and six other local physicians, Cooper Clinic celebrates its 90th birthday on October 1, 2010. From its modest start on the sixth floor of the 1st National Bank building, our Clinic grew through the Great Depression, World War II, the Cold War period, and into the 21st Century. Today, with 100 providers in 25 specialties in 17 locations, Cooper Clinic is the largest multi-specialty clinic in Arkansas – and the only one not owned by a hospital. Being physician-owned, we focus solely on the healthcare needs of our patients.

Our Clinic established our present mission decades ago: Providing comprehensive ambulatory health care that is accessible to our community, in a caring and pleasant environment at the greatest value.

All of us at Cooper Clinic are committed to the continued success and evolution of our services to meet your healthcare needs into the next century of our lifetime. Our mission is clear, and our focus remains solely on you and your health. 🏥

Doug Babb

Cooper Clinic, CEO



Strong Medicine for 90 Years





improving systems. **strong medicine.**

New Radiology Billing System

For many years, the board-certified radiologists of Radiologists, P.A. have provided the interpretation (reading) of radiologic exams performed at Cooper Clinic. On February 1, 2010, a change in the billing system for these exams went into effect.

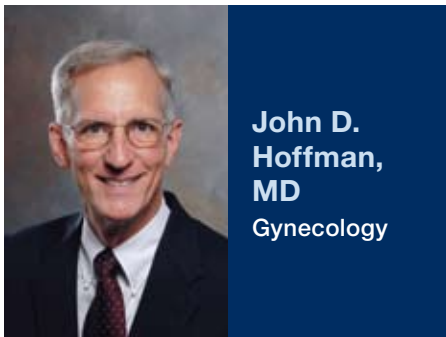
Cooper Clinic will bill you or your insurer for your radiologic tests. Radiologists, P.A. will bill you or your insurer separately for the interpretation (reading) of your tests. Please be assured that this split billing will NOT increase the total cost of radiology services. 🏠

Cooper Clinic Radiology services include:

- > Mammography
- > Ultrasound
- > MRI
- > Bilateral Breast MRI
- > X-ray
- > CT Scan
- > PET/CT Imaging
- > Prenatal Ultrasound

recruiting quality providers. **strong medicine.**

Announcing Our Newest Providers



John D. Hoffman, MD
Gynecology

Main Clinic, 3rd floor
6801 Rogers Avenue, Fort Smith
479.274.3400 / 800.333.1305

Dr. Hoffman is a familiar face to our patients and our community. He was a 20-year veteran in our Department of Obstetrics and Gynecology before serving St. Edward Mercy Medical Center in Administration. Dr. Hoffman has returned to Cooper Clinic to practice with Drs. Paul Kradel and Kevin Phillips in the Department of Gynecology. He is board certified by the American Board of Obstetrics & Gynecology.



Elaine Thrift, APN
Endocrinology

Main Clinic, 4th floor
6801 Rogers Avenue, Fort Smith
479.274.4000 / 800.333.1305

A native of Mulberry, Arkansas, Elaine has joined Dr. Paul Howell in the Department of Endocrinology. With 11 years' experience in the field of nursing, she works closely with Dr. Howell in the diagnosis and treatment of endocrinology patients, the management of disease symptoms, and patient counseling. Elaine is a graduate of the Advanced Practice Nurse Program at the University of Central Arkansas, Conway.



communicating. **strong medicine.**

News You Can Use

Log on to cooperclinic.com and sign up for Cooper Clinic E-News.

Occasional emails to you will feature patient newsletters and/or announcements of new physicians, services, or other issues important to you as a patient of Cooper Clinic.

You may unsubscribe at any time. Email addresses will be used exclusively for Cooper Clinic communications. 🏠



responding to patients. **strong medicine.**

Expanded Lab Hours

As a result of your comments, we have made significant changes at our Main Clinic Lab, 6801 Rogers Avenue. We appreciate our patients who informed us they were experiencing unacceptable wait times at certain times of the day. A department analysis confirmed the problem and presented the solution – additional staff and extended hours.

In addition to increasing our staff during peak hours, our Main Clinic Lab now opens at 7:00 a.m. Monday through Friday. We are pleased that these changes have been well received, especially by those who must have lab work completed before rushing to work or school.

At Cooper Clinic, we know your time is valuable. Your ideas are valuable. And you are valuable to us. 🏥

listening to you. **strong medicine.**

Patient Satisfaction Survey

We appreciate your choosing Cooper Clinic for your healthcare needs, and we're keenly interested in your opinion about the care you receive. In May, we will conduct an extensive Patient Satisfaction Survey. Your comments and suggestions will help us evaluate our services and understand how we might improve our performance.

Patients will be randomly selected to receive a survey in the mail. All responses are strictly confidential and will be sent directly to the firm of Sullivan/Luallin for compilation of the results.

We value your opinions and thank you in advance for your direct and honest feedback. 🏥

saving you time. **strong medicine.**

Apply On-Line

As one of Fort Smith's largest and strongest employers, Cooper Clinic provides an excellent work environment and benefits for more than 600 physicians and staff. Now, job applicants may submit their application on-line at www.cooperclinic.com. It's easy to apply, and rewarding to work at Cooper Clinic. 🏥



keeping you informed. **strong medicine.**

Learn more @ www.cooperclinic.com

Recently, a redesigned Cooper Clinic website was launched with you, our patients, in mind. The updated site not only has great eye appeal, but it provides improved navigation and helpful, reliable health information.

Been scheduled for a Cardiac CT? Log on to watch a video to learn more about that exam. Considering cataract surgery? Log on to read FAQs from a Cooper Clinic ophthalmologist. Need urgent care on Sunday afternoon? Log on to check the hours for our ProMed Walk-in Clinics. You can depend on www.cooperclinic.com for this and so much more.

Check it out... and visit our site often. New features and videos are being added all the time. 🏥

New Phone System New Phone Numbers



NEW Cooper Clinic Switchboard Number: 479.274.2000

A new integrated phone system has been installed to improve patient service and communication between Cooper Clinic's 100 providers and 17 locations. Only (800) toll free dialing and the Paris, Charleston, Greenwood and Ozark clinic numbers remain the same. **ALL other phone numbers throughout Cooper Clinic have changed.** Our former Clinic phone numbers will only be active for a limited time, so please make note of the new numbers.

ALLERGY

NWA ALLERGY CLINIC
Aubrey W. Ziegler MD
3416 Old Greenwood Rd, Ft Smith 479-274-5600

AUDIOLOGY

Lori Boyd AuD, CCC-A
6801 Rogers Ave, 4th Flr, Ft Smith 479-274-3900

CARDIOLOGY

R. Peter Fleck MD / Riley D. Foreman DO /
Stephen C. Manus MD / J. Kurt Mehl MD /
Donald E. Shows MD / Kirk D. Stites MD /
Timothy C. Waack MD
7001 Rogers Ave, 4th Flr, Ft Smith 479-274-4700

CARDIOTHORACIC SURGERY

Rowland P. Vernon, Jr. MD
7001 Rogers Ave, 4th Flr, Ft Smith 479-274-4800

DERMATOLOGY

G. Luke Lewis MD / Jack L. Magness, Jr. MD
6801 Rogers Ave, 4th Flr, Ft Smith 479-274-3800

EAR NOSE & THROAT

Byron D. Erstine DO / Michael P. Gwartney MD
6801 Rogers Ave, 4th Flr, Ft Smith 479-274-3900

ENDOCRINOLOGY

Paul K. Howell, Jr. MD / Elaine Thrift APN
6801 Rogers Ave, 4th Flr, Ft Smith 479-274-4000

FAMILY PRACTICE

Dale W. Asbury MD / Jeffrey A. Medlock MD
7306 Rogers Ave, Ft Smith 479-274-5800

Gary S. Edwards DO
9616 Rogers Ave, Ft Smith 479-274-5900

Luc G. Balis MD / Allen L. Beachy MD /
Jennifer E. Burks MD / Michael W. Callaway MD /
Wanda V. McMicheal MD
9101 Jenny Lind, Ft Smith 479-274-6000

Jason D. Richey MD / Kim Hertlein APN
1801 E. Main, Charleston 479-965-2101

Lance W. Barton MD / Charles W. Craft DO /
Charles A. Jackson MD / Aaron E. White MD
20 North Aster, Greenwood 479-996-4111

Garreth Carrick MD / Kelli L. Rippy MD /
R. Lane Wilson MD
201 South 7th St, Ozark 479-667-4021

Douglas A. Buckley MD / Wayne P. Enns MD /
Jason D. Richey MD / Kim Hertlein APN
303 South 5th St, Paris 479-963-2132

GASTROENTEROLOGY

Tony deMondesert MD / Jacob K. Joseph MD /
Derrick L. Richardson MD / Chris Van Asche MD
6801 Rogers Ave, 2nd Flr, Ft Smith 479-274-3200

GYNECOLOGY

John D. Hoffman MD / R. Paul Kradel MD /
Kevin C. Phillips MD
6801 Rogers Ave, 3rd Flr, Ft Smith 479-274-3400

HEMATOLOGY / ONCOLOGY

Tony A. Flippin MD / Narender Gorukanti MD /
Daniel W. Mackey MD / John D. Wells MD /
Kathy Phelps APN
7301 Rogers Ave, 3rd Flr, Ft Smith 479-274-6200

INFECTIOUS DISEASES

Paul T. Harrington MD
Hospital-Based Practice

INTERNAL MEDICINE

J. Phil Agent DO / Mohsen Keyashian MD /
Sanjay Khemka, MD / Macon Landers MD /
Sumer A. Phillips MD / Becky D. Yarborough MD
6801 Rogers Ave, 5th Flr, Ft Smith 479-274-4100

Robert E. Sanders DO
9616 Rogers Ave, Ft Smith 479-274-5900

Robert L. Nowlin MD
7001 Rogers Ave, 5th Flr, Ft Smith 479-274-4900

MEDI-SPA (AESTHETIC SERVICES)

LUMINESSENCE
6801 Rogers Ave, 5th Flr, Ft Smith 479-274-4200

NEPHROLOGY

Michael Coleman, Jr. MD / Michael Coleman, Sr. MD
6801 Rogers Ave, 5th Flr, Ft Smith 479-274-4300

NEUROLOGY

John L. Kareus DO / Janice M. Keating MD /
William A. Knubley MD / Tonya L. Phillips MD
6801 Rogers Ave, 2nd Flr, Ft Smith 479-274-3300

NUTRITIONAL & DIABETES SERVICES
6801 Rogers Ave, 4th Flr, Ft Smith 479-274-4000

OBSTETRICS & GYNECOLOGY

Stuart D. Haraway MD / Stephen E. Torres MD
7001 Rogers Ave, 4th Flr, Ft Smith 479-274-5000

OCCUPATIONAL MEDICINE

Terry L. Clark MD / Keith F. Holder MD
4300 Regions Park Dr, Ft Smith 479-274-6300

OCCUPATIONAL THERAPY & HAND THERAPY

Chris Honaker CHT
4300 Regions Park Dr, Ft Smith 479-274-6300

OPHTHALMOLOGY / OPTOMETRY

CENTER FOR BETTER VISION
Christopher A. Greer DO / Matthew C. Renner OD
6801 Rogers Ave, 5th Flr, Ft Smith 479-274-4400

ORTHOPEDICS

Michael S. Wolfe MD
9101 Jenny Lind, Ft Smith 479-274-6000

ORTHOPEDIC SURGERY

Robert G. Bebout DO / Jeffrey K. Evans MD /
John H. Harp MD / Stephen A. Heim MD
7001 Rogers Ave, 6th Flr, Ft Smith 479-274-5200

PEDIATRICS

Hannah L. Beene MD / Ivelesse DuPree MD /
A. Michelle Eckes MD / Merle E. McClain MD
6801 Rogers Ave, 3rd Flr, Ft Smith 479-274-3500

PHYSICAL & OCCUPATIONAL THERAPY

4300 Regions Park Dr, Ft Smith 479-274-6300
7001 Rogers Ave, 6th Flr, Ft Smith 479-274-5300

PLASTIC & COSMETIC SURGERY

Ann K. Passmore MD
3017 South 70th St, Ft Smith 479-274-6600

PODIATRY

Kent L. Magrini DPM
5004 South U St., Ste. 101B, Ft Smith 479-274-6700

John A. Werner DPM
7306 Rogers Ave, Ft Smith 479-274-5870

John D. Wright DPM
600 South 21st, Ft. Smith 479-274-6750

RHEUMATOLOGY

James S. Deneke MD
6801 Rogers Ave, 3rd Flr, Ft Smith 479-274-3650

SURGERY, GENERAL & VASCULAR

Christopher Coleman MD / Darryl W. Eckes MD /
David W. Hunton MD / Thomas C. Kelly MD /
Stephen J. Seffense MD
7001 Rogers Ave, 5th Flr, Ft Smith 479-274-5100

John C. Smith MD
201 South 7th St, Ozark 479-667-1274
303 South 5th St, Paris 479-963-2191

UROLOGY

Darryl R. Francis, II MD
6801 Rogers Ave, 3rd Flr, Ft Smith 479-274-3700

WALK-IN URGENT CARE CLINICS

PROMED COOPER CLINIC (OPEN 7 DAYS A WK)
Eugene H. Alexander DO / Pamela J. Harmon MD /
Brian H. Rodgers DO / Donald P. Samms MD
6801 Rogers Ave, Ft Smith 479-274-2400

Fareed Kannout MD / Mouhammed K. Sheikha MD
1400 South Zero, Ft Smith 479-274-6900

C. Ted Hood MD / Matthew B. McLellan MD
2521 Alma Hwy, Van Buren 479-274-6800

Ambulatory Surgery: 479-274-3100
Business Office: 479-274-2100
Human Resources: 479-274-2060
Medical Records: 479-274-2640
Radiology Scheduling: 479-274-2800