



I am Brandy Hawkins, and I serve as the Director of Pediatric Regional Operations. I have been in this position since June 2022. Before this role, I managed Pediatric Endocrinology starting in 2018 with UofL Physicians and throughout the integration in 2020. Then I worked as a Regional Manager for multiple specialties in the Novak Center.

My new role is to grow and support our regional market, sometimes and previously referred to as “outreach.” We are working to position ourselves as a Regional Healthcare System for Pediatrics and provide more regular and consistent care in our secondary and tertiary markets. We are currently focused on filling schedules in our outpatient sites in Elizabethtown, Bowling Green, Owensboro, and Paducah communities. In addition, my team and I are working to hire embedded staff so that when specialties travel to these areas, it is just the provider that will need to go.

Overview:

Our regional operations efforts fall into two separate models with supporting teams. We assist the cardiology travel team, who takes a bus with equipment to visit 16 locations in Indiana and Kentucky. In conjunction, we lease five regional outpatient sites full-time and are hiring embedded staff for these locations. Owensboro, Paducah, Elizabethtown, and Owensboro all have permanent staff, including a front office employee and a clinical employee. These teams will grow as we increase our presence in these areas. Three locations have practice supervisors, and the others report to the travel team supervisor Morgan Thomas, who reports to me.

My goal is to update you monthly with regional market developments and solicit any feedback, ideas, or questions I can help with. Thank you to all of you that are supporting the regional efforts!