



Dear (Patient Name),

Thank you for trusting us with your care. It is our great honor to be your OB/GYN provider, and we are thankful you have chosen Conway Women's Health Center. Whether you are new to Conway Women's Health Center or have been with us for many years; providing your healthcare, delivering your babies and performing your surgeries is what we love to do and we want to continue that relationship.



Nearly two years ago, Conway Women's Health Center came together with other OB/Gyn groups from across the state of Arkansas to form a new physician-owned OB/GYN private practice group, Women's Healthcare of Arkansas. The purpose of this group is to preserve our ability to be independent private practice OB/GYNs, continue to provide the high-level of care we desire for you, and continue to be leaders in women's care in Arkansas now and into the future.

Before the formation of Women's Healthcare of Arkansas, we started discussions with Blue Cross Blue Shield to provide a new network contract with our newly formed group. For nearly two years and despite repeated meetings and contacts, Blue Cross Blue Shield has not provided our group with a contract. Having a contract for our group is critical for us to continue providing the care you have and the care you deserve. **Currently, we are in-network with Blue Cross Blue Shield and remain your provider.**

With our desire to continue our relationship with you, we are reaching out to ask for your help. If continued access to your Conway Women's Health Center provider matters to you, **your voice can help tell that story.**



- **Call Blue Cross Blue Shield.** Use the number on the back of your insurance card and ask Blue Cross and Blue Shield to work toward a formal agreement with Women's Healthcare of Arkansas in 2026.
- **Share your support.** Post the **"Better Care for Arkansas Women"** graphic on social media, add your own experience and use **#ProtectCareforARWomen** to share why quality women's healthcare matters to you. *[Scan QR code to download and share]*
- **Talk with your employer.** Share this letter with your employer or benefits team and ask them to raise the importance of maintaining access to Conway Women's Health Center and Women's Healthcare of Arkansas providers with Blue Cross Blue Shield.

Our physicians have cared for generations of Arkansas women, and we want to continue doing so — while helping ensure Arkansas can continue to attract and retain excellent physicians for generations to come. We remain committed to working toward an agreement that protects access to high-quality care.

Thank you for trusting us with your healthcare. It is a privilege to care for you, and we remain committed to being here for you.



Respectfully Yours,
Conway Women's Health Center

Amber Harrell, FNP
Heather White, FNP
Kristin Sharp, PA-C
Amy Johnson, MD
Brandie Martin, MD
Debra Lawrence, MD
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FAQ for Common Patient Questions

Q: Are you still in-network with BCBS?

A: **Yes**, we are currently in-network. If BCBS does not extend a fair contract, that could change sometime in 2027. We are actively working to avoid that outcome.

Q: What happens if you go out-of-network?

A: You may have higher out-of-pocket costs depending on your plan. However, some patients may qualify for continuity of care, allowing temporary in-network coverage.

Q: What is Continuity of Care (COC)?

A: It's a process that may allow you to continue seeing your provider at in-network rates for a limited time. This is especially important if you are:

- Pregnant
- In active treatment
- Scheduled for surgery or recovering from one.

Patients must request this through BCBS, and approval varies.

Q: What should I do right now?

A: If continued access to your Conway Women's Health Center provider matters to you, **your voice can help tell that story.**

- **Call Blue Cross Blue Shield.** Use the number on the back of your insurance card and ask Arkansas Blue Cross Blue Shield to work toward completing a formal agreement with Women's Healthcare of Arkansas in 2026.
- **Tell your story.** Share why quality care from your OB-GYN matters to you, your family or your community — and changing physicians could mean for your care.
- **Share your support.** Post the “**Better Care for Arkansas Women**” graphic on social media, add your own experience and use **#ProtectCareforARWomen** to share why quality women's health care matters to you. *[Download the graphic / Scan QR code to download and share]*
- **Talk with your employer.** Share this letter with your employer or benefits team and ask them to raise the importance of maintaining access to Conway Women's Health Center and Women's Healthcare of Arkansas providers with Arkansas Blue Cross Blue Shield.



Q: Who can I talk to if I have more questions?

A: You can contact our office or billing department—we're here to help guide you through your options.