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FOR THE RECORD

The Journal of the Kentucky Medical Association
& the Annual Report of the Kentucky Foundation for Medical Care



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REFLECTIONS ON AN UNEXPECTED YEAR

By KMA President Dale Toney, M.D. and KFMC President Shawn Jones, M.D.



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It's certainly been a year few of us will soon forget.

The Kentucky Medical Association (KMA) and the Kentucky Foundation for Medical Care (KFMC) both began 2020 with a lot of well-laid plans to advance the practice of medicine and the care of patients across Kentucky. As with so many other organizations, there were meetings planned, initiatives underway, and of course, a lot of in-person events on the calendar. And like everything else, most of that came to a screeching halt as the COVID-19 pandemic swept across the nation in March.

Both of our organizations had to quickly pivot and adapt our work to this "new normal." We also had to ask ourselves how we could best serve our members and patients.

Throughout this report, you'll see exactly how we did that. The KMA and the KFMC worked together on a number of important projects and campaigns aimed at helping physicians navigate this time and educating the public.

That's why, in this unprecedented year, we felt it made sense to tell our stories as one, through a combined KMA *For the Record* and KFMC *Annual Report*.

There's an African proverb that states "*If you want to go fast, go alone. If you want to go far, go together.*"

We hope you will be encouraged by all we were able to accomplish *together* during what has been an extremely challenging year.

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IN A TRYING YEAR: "BE WELL. STAY WELL."

By Dale Toney, M.D., 2020-2021 KMA President

In August, I was honored to be installed as the 170th President of the Kentucky Medical Association (KMA). I have been involved in organized medicine for more than 30 years, and serving as your President is by far one of my greatest honors. However, I will admit that I never pictured myself beginning this role in the midst of a global pandemic. But this great challenge also presents a great opportunity for us to better serve our patients and our profession.

My Presidential theme and focus for this year is in conjunction with the Kentucky Foundation for Medical Care (KFMC) and will be: "Be Well. Stay Well." This will be directed to all Kentuckians and to all physicians and health care providers. I am a general internist at the University of Kentucky (UK) who has had the privilege of providing primary care for multitudes of patients for more than three decades, including many of my colleagues who are physicians and health care providers. I work with residents at UK and always remind them that our job as primary care providers is two-fold: identifying the issue or making the diagnosis and what is equally important, convincing the patient to do what we recommend. So, throughout the year we will identify important issues and subsequent ways to improve the physical and mental health of Kentuckians and Kentucky physicians. Then we will also spend time convincing the public and physicians to heed the advice. In full disclosure, I will be talking to myself with all of these issues, as well.

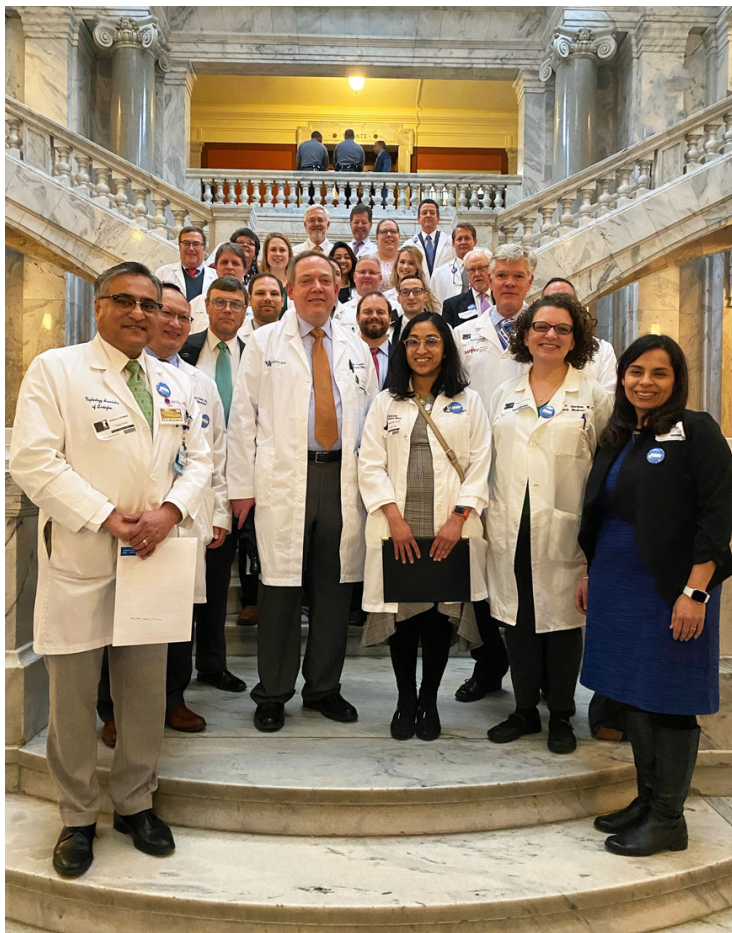
There are a number of topics that we will address throughout the year, and I was excited to begin my presidency serving as a spokesperson for one of the most important. KMA and the KFMC partnered with Anthem Blue Cross and Blue Shield in Kentucky and the Foundation for a Healthy Kentucky for the "Raise Your Guard, KY" campaign, which encourages Kentuckians to see their physician for well-visits and update their vaccinations. That effort has so far reached more than 1.5 million Kentuckians, which is over a third of the entire state. To say I am proud would be an understatement! I am excited to be part of the continued success that is sure to come from the rest of the "Be Well. Stay Well" campaign.



KMA is already busy planning elements of The "Be Well. Stay Well" campaign's physician-focused facet, which will address the physical, mental and financial health of physicians during what is an undoubtedly tumultuous period. I hope you will stay engaged throughout the year and join us for these important offerings.

The challenges facing us are great, but I am always encouraged by the work of our KMA and its thousands of members across the state. With so much uncertainty in our world, I take great comfort in knowing that our statewide professional organization is looking out for the best interests of physicians and patients.

I am honored to serve as your 2020-2021 KMA President. Together, I know we will be able to do so much to provide stability and support during this time of unease and uncertainty.



Left: Dr. Toney and KMA members gather on the steps of the State Capitol during the 2020 KMA Physicians' Day at the Capitol, held in early February.

MEET KMA PRESIDENT DALE TONEY, M.D.

KMA PRESIDENT IN AN UNPRECEDENTED YEAR

The recently installed President of the Kentucky Medical Association (KMA) feels he has "big shoes to fill."

Dale Toney, M.D., an internist at the University of Kentucky Albert B. Chandler Hospital, feels that way for a number of reasons. Earlier this spring, the Lexington Medical



Society (LMS) nominated him for the position of KMA President following the untimely passing of then-President-Elect Bob Couch, M.D., who died in November 2019 after a brief illness. The KMA President typically serves for a year as President-Elect, giving themselves time to prepare and focus on what initiatives and themes they'd like to concentrate on.

"This was supposed to be Bob's year," said Dr. Toney, referring to the Louisville emergency room physician. "He would have made an excellent KMA President. I was looking forward to seeing all the great things he would have done."

Instead, Dr. Toney, who was finishing up his term as KMA Vice President, found himself not only leading the physician membership organization much earlier than he'd expected, but also navigating a global pandemic that had turned the world, and particularly the world of healthcare, on its axis.

His presidency began with an inauguration over Zoom during the Association's first-ever virtual Annual Meeting, which was held throughout the month of August via online sessions. While the virtual Annual Meeting was an overwhelming success, Dr. Toney recognized that this was but one mark of what would likely be a very different Presidential year.

"We were thrilled to be able to offer our Annual Meeting in an online platform, and even more thrilled with the participation we witnessed. We had more than 800 physicians from across the state join us. But it also signified to me that we have a physician population that needs the KMA now more than ever, and we need to be there for them in new ways."

Dr. Toney hit the ground running. The theme for his year as President will be "Be Well. Stay Well," which is an initiative in conjunction with the Kentucky Foundation for Medical Care (KFMC) designed to encourage Kentuckians to take simple steps to protect their health, particularly amid the threat of the COVID-19 pandemic. "Be Well. Stay Well" also offers a physician-focused facet that will promote the health and well-being of the state's doctors, particularly related to their mental, physical and financial health.

"There's more pressure and stress on healthcare workers than ever before. And we need our state's physicians to be both physically and mentally healthy so we can continue caring for our patients and fighting this pandemic," said Dr. Toney.

"Be Well. Stay Well" began with a partnership campaign between the KMA, KFMC, the Foundation for a Healthy Kentucky and Anthem Blue Cross and Blue Shield in Kentucky called "Raise Your Guard, KY." The campaign promotes visiting a physician for a well-visit and getting vaccinations up-to-date in order to ensure good health. "Raise Your Guard, KY" launched in late August with a video announcement featuring Dr. Toney and leaders from the partner organizations, as well as Lt. Gov. Jacqueline Coleman, and was shown by Gov. Andy Beshear during one of his afternoon press conferences.

Since that launch, Dr. Toney has been busy with media interviews and Zoom meetings with other leaders to determine the best ways the Association can support physicians and improve public health at the same time. KMA has plans to offer programming on physician burnout, as well as additional opportunities for virtual CME so that participants can remain in their home communities while still being able to attain the continuing education they need. As usual, advocacy will remain a central focus, although the format of the 2021 General Assembly remains unknown, while additional public health projects are on the drawing board.

"We have a lot of responsibility, as leaders in organized medicine, to find the best ways to serve our membership. But of course they are the ones who are truly out there serving Kentucky patients. They're the ones with the big shoes to fill. But we've walked beside them for 169 years and we will continue to do so."



KMA President Dale Toney, M.D., center, with KMA Vice President Michael Kuduk, M.D. and 2019 KPLI graduate Khalil Rahman, M.D., during the 2019 KMA Annual Meeting.

2019-2020 REPORT TO THE MEMBERSHIP

The Kentucky Medical Association's committees and commissions have been active over the past year. This report was presented to delegates during the 2020 KMA Annual Meeting, held in August.



Commission on Legislative and Political Advocacy Donald J. Swikert, M.D., Chair

The Commission on Legislative and Political Advocacy (COLPA) coordinated with the KMA Legislative Quick Action Committee to organize and oversee the state and federal advocacy activities of the Association. COLPA and LQAC were very active during 2019-2020.

Specifically, the two groups developed a robust agenda for the 2020 session that include items such as prior authorization for medication-assisted treatment, co-pay accumulator programs, deceptive advertising, and insulin co-pay caps. Despite the shortened session, KMA was able to either secure passage or significantly advance many of its legislative priorities. The Association also was successful in defending against measures that run counter to public safety and access to quality care.

KMA Priorities That Passed

Senate Bill 56 will ensure Kentucky complies with the recently enacted federal minimum legal sale age for all tobacco products and eliminate purchase, use, and possession penalties for youth up to age 21. House Bill 351, the state revenue bill, will tax e-cigarette products at \$1.50 per pod on closed systems (e.g. Juul reusable devices or Puff Bar disposable devices) and 15 percent of the wholesale price on open systems, which allow users to refill the device with bottled liquid. Kentucky will join 24 states and the District of Columbia in taxing e-cigarettes when the tax goes into effect August 1.

Successfully Defeated This Session

House Bill 286 would have expanded the prescriptive authority of Advanced Practice Registered Nurses. KMA members were instrumental in contacting their legislators to express concerns about the bill. The legislation cleared the House Licensing and Occupations Committee late in the session but did not receive a floor vote. House Bill 136, legislation pertaining to the legalization of cannabis for therapeutic purposes, was also successfully defeated. However, the measure received a vote in the House of Representatives and passed by a vote of 65 to 30. While the Senate chose not to address the issue, KMA expects this item to be revisited in 2021. KMA will continue advocating for further research prior to the enactment of any cannabis legislation.

Other Issues of Interest

House Bill 153, sponsored by Rep. Kim Moser, was enacted by the General Assembly. HB153 establishes a statewide Mental Health First Aid Training Program that offers the public, including educators, health care practitioners, law enforcement, and faith leaders, evidence-based mental health training to use when they encounter someone with a mental health or substance use disorder or someone experiencing a mental health or substance use crisis. Trainees would also learn how to refer individuals requiring assistance to appropriate professional help. House Bill 135, which pertains to the prescriptive authority of physician assistants, passed both chambers of the General Assembly. While KMA continues to have concerns regarding the expansion of prescriptive authority for controlled substances among non-physician groups, the Association's advocacy efforts were able to produce a much-improved bill that includes many additional requirements, restrictions, and oversight by supervising physicians and the Kentucky Board of Medical Licensure. Senate Bill 150, initially a surprise billing

measure introduced by Senator Ralph Alvarado, was stripped of the original language and revised to become an emergency COVID-19 relief bill that provides Kentuckians, including the state's health care providers, financial and regulatory assistance surrounding the novel coronavirus pandemic. Senate Bill 150 also included a provision that for any health care provider who, in good faith, renders care or treatment of a COVID-19 patient during the state of emergency, that health care provider shall have a defense to civil liability for ordinary negligence for any personal injury resulting from that care or treatment or failure to provide or arrange further medical treatment.

House Concurrent Resolution 5 supports the notion that marijuana should be thoroughly studied prior to its widespread dissemination and use. Specifically, the resolution urges federal policymakers to "expedite research on the safety and effectiveness of the use of marijuana for certain health purposes." This resolution, which is consistent with KMA's policy on cannabis, was passed by the General Assembly and signed by the governor.

Physicians' Day at the Capitol

More than 100 physicians and medical students descended upon Frankfort on Feb. 6 for KMA's annual Physicians' Day at the Capitol. Attendees engaged in important advocacy discussions and spent time cultivating relationships with legislators. A highlight of the day's events was the reading of Senate Resolution 11, filed by Sen. Ralph Alvarado, M.D., which honored the contributions and advocacy of late KMA President-Elect Robert Couch, M.D., who passed away in November.

Federal Update

During 2020, KMA was active on the federal stage as well. In February, KMA representatives once again took part in the AMA National Advocacy Conference in Washington D.C. They met with members of the Kentucky federal delegation, many of which hold key committee positions. Topics of discussion included surprise billing, Medicare prior authorization, telehealth, and J-1 visa reform.

The Commission would like to thank the KMA membership for contributing to this year's advocacy efforts. Many members signed up for KMA's new legislative texting service, which allowed them to stay up to date and engaged with happenings in Frankfort and Washington, D.C. Members took the information and spoke loudly and effectively during the legislative session through phone calls, emails, text messages, and in-person meetings.



Commission on Long Range Planning LaTonia R. Sweet, M.D., Chair

The Commission on Long Range Planning acted on Resolution 2019-3 passed by the KMA House of Delegates, which called for KMA to create networking opportunities for physicians, especially in the rural areas of the state. The Commission

developed a program aimed at assisting KMA leaders and members in having small social gatherings that allows for both camaraderie with colleagues and a chance to hear from KMA about its activities. Unfortunately, like so many other things, the COVID-19 pandemic impacted the feasibility of this program for the foreseeable future.

2019-2020 REPORT TO THE MEMBERSHIP

Thanks, however, to some of the work done by the Commission over the years, KMA was strategically positioned to not only operate, but add value for members throughout the pandemic. The Commission will meet during the coming year to look at other ways KMA might enhance its operations and structure, using lessons learned from the pandemic and the future needs of members.



Resident & Fellow Section
Ariel Carpenter, M.D., Chair

Resident participation at the KMA and the AMA level has increased over the past year. Ariel Carpenter, M.D., (University of Louisville) served as the 2019-2020 Resident and Fellows Section (RFS) representative on the KMA Board of Trustees as well as the KMA

delegate to the 2019 AMA-RFS Interim Meeting in San Diego. The RFS was also well represented at KMA events throughout the year including the 2019 KMA Annual Meeting and Physicians' Day at the Capitol in February.

KMA continues to offer education to residents on issues related to business, finance, and advocacy. KMA staff presented to the pediatric residency program at the University of Kentucky on personal finance considerations for physicians. KMA once again participated in the new resident orientations, which were held virtually this year due to the ongoing COVID-19 emergency. KMA President R. Brent Wright, M.D., MMM, welcomed the first-year residents at University of Kentucky via a recorded message that highlighted KMA's commitment to serving members during the current pandemic and encouraged residents to become active in their professional societies. KMA also participated in a live, online vendor fair at the University of Louisville on June 30.

Commission on Physician Licensure and Workforce

Mamata Majmudar, M.D., Chair

The Commission on Physician Licensure and Workforce continues to follow the implementation of the Interstate Medical Licensure Compact in Kentucky and monitor developments related to telehealth, including the temporary relaxation of certain rules and regulations during the COVID-19 public health emergency.



During the 2019 session, the General Assembly passed legislation entering Kentucky into the Interstate Medical Licensure Compact (IMLC). The IMLC provides an expedited pathway to licensure for qualified physicians who wish to practice in multiple states. This process is available to board certified physicians with no derogatory information on their license history. It is anticipated that Kentucky will become a full participant in the compact by late July or early August of this year. More details on the application process will be made available to members once the compact is fully implemented.

The Commission also closely monitored recent developments related to the relaxation of certain telehealth rules and regulations during the COVID-19 pandemic. Since the beginning of the public health emergency, state and federal governments, along with insurers, have reduced a number of regulatory hurdles by removing geographic restrictions and allowing patients in all settings, including in their homes, to receive telehealth services. Many insurers have also provided payment parity for all diagnoses, not just telehealth services related to COVID-19. Medicare and other major insurers are currently

covering telephone or audio only E/M services at the same level as in-person visits for new and established patients. The HHS Office for Civil Rights has also temporarily relaxed enforcement of some HIPAA rules during the emergency, thus allowing physicians to provide telehealth services using popular applications, such as Apple FaceTime, Facebook Messenger, Google Hangouts, and Skype. KMA advocated for many of these changes early in the pandemic and created a series of handouts to assist members with the various telehealth policies and regulations of government and commercial insurers. These changes have benefited both patients and physicians and have increased access to care. The Commission will continue to advocate for policies that allow for greater use of telehealth after the expiration of the public health emergency.

The Commission also reviewed the Kentucky Board of Medical Licensure renewal statistics for 2020, noting that a total of 18,006 physicians hold a medical license in Kentucky with 11,531 of those physicians having a practice address in the state. Like many other states, Kentucky issued a waiver to allow out of state physicians to register to provide services in Kentucky during the COVID-19 emergency resulting in 4,295 registrations.



Commission on Public Health

John M. Johnstone, M.D., Chair

The Commission continues to use the AIM for Better Care: Administrative Improvements in Medicine initiative as a tool to identify numerous administrative burdens and barriers to care. The onset of the COVID-19 pandemic highlighted significant barriers in the area of telehealth. KMA advocated early in the

pandemic for the relaxation of various telehealth rules and regulations and created a series of one-page handouts for members on the various policies of insurers and the government. KMA also created several public service announcements aimed at educating patients on several issues related to COVID-19, including a message encouraging the use of telehealth. Kentucky has the highest incidence of colorectal cancer (CRC) in the nation and the second-highest occurrence of CRC under age 50.

Through AIM, the commission found that confusion by insurers and healthcare providers about colonoscopy screening coverage and appropriate coding may be one reason a patient could incur additional costs which might prevent the patient from receiving necessary and potentially life-saving screening services. The commission partnered with Whitney Jones, M.D., and the Kentucky Cancer Network to provide members across the state with education on colonoscopy screening coverage, Kentucky laws that impact screening, and appropriate billing and coding procedures to help offset this barrier. The commission also used social media posts during National Colon Cancer Awareness month to provide additional outreach to the public.



An initiative of the Kentucky Medical Association

2019-2020 REPORT TO THE MEMBERSHIP



CME Committee and CME Council

John L. Roberts, M.D., Chair
James L. Borders, M.D., Chair

The CME Committee and Council continued its efforts to support KMA accredited Continuing Medical Education (CME) providers from across the state in a variety of ways.

One-on-one consultations have been added as a service to aid in the development of CME providers who may require focused training and intervention to improve compliance within their programs. These consultations also serve to promote strong relationships with our providers and their leadership and to offer KMA services such as speakers, advocacy information, member benefits, and more. Documents and forms related to CME accreditation continue to be improved and modified to aid in the submission of reaccreditation materials.

The annual KMA CME Coordinator Conference originally scheduled as a live event moved to a virtual format in the fall.

The KMA Professional Development for CME Professionals program has active participation in over 90% of CME providers. This program is designed to allow providers to participate remotely and at their own pace. Content includes time management, compliance criteria, trends in adult education delivery, and leadership.

New provider training, "Roadmap to CME" offers an introduction to the CME process and requirements and has been very successful in training and engaging new CME staff. This opportunity was provided to three new CME coordinators in 2019-2020.

Joint providership programming continues to grow, and new strategic partners are continually being identified. These relationships create non-dues revenue for the organization and opportunities for collaboration on a wide range of clinical topics. This service allows non-accredited organizations to provide CME to local audiences. In 2019, Caldwell County Medical Center contracted with KMA to provide CME accreditation for four events with locally focused education for physicians in the area.

KMA continues to expand and promote its meeting services to specialty societies and government agencies. These services are all encompassing and feature event planning, registration, implementation of events, onsite support, and outcomes measurement. KMA has provided services for the Department of Medicaid and in 2020 has been contracted to provide meeting services for the Kentucky Board of Medical Licensure (KBML)'s CME event.

The 2020 KMA Annual Meeting provided an entirely virtual format this year. Member engagement was promoted through an event platform and featured educational components, virtual exhibit halls, and member-to-member networking and interaction. In partnership with the KBML, members had the opportunity to complete all mandated education required for licensure through an enduring format available to members through the end of 2020.

Budget Committee

David J. Bensema, M.D., Chair

The Budget Committee dealt with issues concerning KMA's finances and administrative operations, which was challenging given the COVID-19 pandemic's impact on the medical community. Normal operations of the Association, however, continued unabated

thanks to technology and efficiencies built into the administration of the organization that allowed much of the day-to-day work to be done remotely.

KMA also went outside budgeted expenditures, with the permission of KMA leadership, to assist members on a variety of issues including educational webinars and Public Service Announcements aimed at the expansion of telemedicine, personal COVID-19 safeguards for the public, and reopening the health care system.

The Committee also reviewed the fiscal year 2020 financial audit and proposed expenditures and income for KMA's coming fiscal year (2021), which the KMA Board approved. The approved budget anticipated no substantial changes to KMA's operations, but it was anticipated there would be such changes because of the cancellation of the Kentucky Physician Leadership Institute class of 2020, as well as moving the 2020 Annual Meeting to a virtual platform due to the COVID-19 pandemic. Further changes impacting the approved budget will no doubt take place, and the Committee is prepared to suggest financial changes should the need arise.

Despite the ongoing challenges of the pandemic, KMA was well-positioned to continue its work throughout the spring and summer. This was due in part from another solid membership year, as well as the closure of the KMA defined-benefit employee pension plan. While other organizations—private and government—continue to struggle with funding such pension plans, KMA no longer has these concerns thanks to the closure of the plan earlier in the year. Closure of such plans is not a simple matter as there is a myriad of laws and regulations concerning them. The Chair thanks the KMA Board and the Budget Committee members for taking the necessary steps to make that happen and help preserve the financial future of the organization.



Committee on Physical Education and Medical Aspect of Sports

Philip B. Hurley, M.D., Chair

The Committee on Physical Education and Medical Aspects of Sports continued its mission to improve the overall health of the school-age child by building stronger bodies, both mentally and physically, and seeking to eliminate and correct matters that might be detrimental to the health of the student athlete.

During the 2019-2020 year, the Committee was particularly involved in sports-related issues. Through a series of in-person, virtual, and telephonic meetings, the Committee was able to offer clinical guidance and other assistance to stakeholders, such as the Kentucky High School Athletic Association (KHSAA), who oversee the state's student-athletes. The following list is a sampling of the issues addressed by the Committee:

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- COVID-19 return-to-play guidelines;
- exertional heat illness and core temperature measurement;
- middle school athlete size limitations; and
- pre-participation evaluations.

The Committee also was very active on the advocacy front. During the 2020 legislative session, legislation (Senate Bill 125) was introduced seeking to revise the Athletic Trainer Practice Act. The Committee took a leading role by advising KMA Leadership about the risks and benefits associated with the legislation as well as what revisions should be requested within the bill's language. The measure passed the General Assembly with many of the changes recommended by KMA.

The Committee received regular updates regarding recent activity of the National Federation of State High School Associations (NFHS) from Philip Hurley, M.D., who is a member of NFHS Sports Medicine Advisory Committee.

Finally, the Committee, in cooperation with the KSHAA, finalized the update to the online sports safety course. This course is mandatory for all high school and middle school coaches in the Commonwealth and is a valuable resource that helps ensure the safety of student-athletes.



Medicaid Physician Technical Advisory Committee
William C. Thornbury Jr., M.D., Chair

The Technical Advisory Committee on Physician Services for Medicaid, known as the TAC, continued its important work in the area of telehealth implementation by using sub-committees to develop standards, guidance, resources, and education to help promote

access to healthcare services in Kentucky. As a member of the Kentucky Telehealth Steering Committee, William Thornbury, M.D., worked to address issues that impede physicians from successfully implementing telehealth in their practices. As a result of these efforts, many policies have been streamlined reducing administrative burden and coverage and reimbursement has improved.

The TAC carefully monitored and reported to members numerous changes in the Medicaid program including the withdrawal of the 1115 Kentucky HEALTH waiver which would have required able-bodied adults between the ages of 19 and 64 to meet certain work or community engagement requirements in order to be eligible for Medicaid.

The TAC worked directly with staff from Provider Enrollment to reduce enrollment times and has partnered with the state to educate members on the use of the new online enrollment portal to further increase timeliness and efficiency.

Kentucky Foundation for Medical Care
Shawn C. Jones, M.D., President

The Kentucky Foundation for Medical Care (KFMC) continues to focus its mission of promoting public health and educating physicians and medical students on aspects of modern leadership. On the public health front, KFMC partnered with the KMA and the Foundation for a Healthy Kentucky on a very successful initiative to place permanent signs in schools across the state that made the decision to go smoke-free.



The campaign kicked off with a press conference in Frankfort that received widespread media coverage, and 2019-2020 KMA President Brent Wright, M.D., along with other KMA member physicians, attended local press conferences and gatherings in various school districts around the state to announce placement of the signs. This initiative helped 167 of the 172 school districts across the state institute smoke-free campuses and delivered nearly 12,000 metal signs and window or door stickers and more than 20,000 policy change cards to the school districts. This turned out to be one of the most successful public health campaigns ever conducted by the KMA and KFMC. This success will hopefully have a significant impact on young people avoiding tobacco products now and in the future.

KFMC also funded the Kentucky Physicians Leadership Institute (KPLI) in 2019, which was once again a great success. While the training provided as part of this program is invaluable, it also provides an opportunity for physicians to familiarize themselves with potential leadership opportunities that come about through the KMA and move into positions of authority. Graduates have gone on to not only serve in medical society leadership roles (both current presidents of GLMS and LMS are KPLI graduates) but have also filled community and other medical leadership positions. The 2019 class also had the unique opportunity to meet with University of Louisville President Neeli Bendapudi, PhD., who took the time to have dinner with the class and answer questions. Unfortunately, the 2020 KPLI class, which filled up quickly in the early part of the year, had to be canceled due to the COVID-19 pandemic.

The Medical Student Outreach and Leadership Program (MSOL) continues to grow and be a very effective way for students to engage with KMA. During the year, MSOL expanded to the University of Kentucky campus in Bowling Green, as well as the Osteopathic program in Pikeville for the first time. KMA President Brent Wright, M.D., attended one of the MSOL programs in Pikeville and had the opportunity to interact with and answer questions from the students. With the addition of those campuses, the MSOL program graduated 131 students this year. In addition, presentations on the basics of financial planning were given to the UK pediatric residency program, as well as UL students who requested the program.



Finally, the KFMC was honored to participate in the 2019 KMA Annual Meeting, which included a first-of-its-kind town hall discussion with physicians that was recorded by and aired on Kentucky Educational Television (KET). This forum allowed physicians to speak directly to patients about barriers to good health on issues including smoking, diabetes, and addiction. The production says a great deal about the desire by the public and the media to hear directly from physicians on such topics, and it is hopeful that the KPLI, MSOL, and other programs can assist individual physicians with taking advantage of such opportunities outside their regular clinical setting.

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Community Connector Leadership Program



KMA celebrated the sixth year of the Community Connector Leadership Program, which recognizes physicians who are leaders in medicine and in their communities. The program helps create a network of

physician leaders who will work with local organizations and the KMA to improve the state's health status.

KMA honored the 2019 Class of Community Connectors during the Annual Meeting. Sarah Moyer, M.D. of Louisville, Khalil Rahman, M.D. of Lexington, and Bruce Scott, M.D. of Louisville, were recognized for their contributions in leadership to medicine and their communities. The Community Connector Program is funded by the Kentucky Foundation for Medical Care.

Medical Student Outreach and Leadership Program

The Medical Student Outreach and Leadership Program (MSOL) was designed to engage students early in organized medicine and create future physician leaders through educational sessions and community involvement. During the program's fifth year, MSOL expanded to include the University of Kentucky College of Medicine campus in Bowling Green and the Kentucky College of Osteopathic Medicine at the University of Pikeville. This year's class of 131 graduates is the largest in the program's history, bringing the total number of MSOL graduates to 338. The MSOL program is funded by the Kentucky Foundation for Medical Care.



Kentucky Physicians Leadership Institute
Fred A. Williams Jr., M.D., Chair

The Kentucky Physicians Leadership Institute (KPLI) continues to be the premier program in the state for the development of physician leaders. Graduates have been asked to serve in leadership roles, participate in media events and interviews, and provide a respected and knowledgeable voice in

Frankfort through meetings and testimony in the legislature. The third class of the KPLI included physicians from across the state, representative of many specialties and demographics. Graduates Mark Brockman, Jr., M.D., Lee Dossett, M.D., Lara Fakunle, M.D., Franklin

Fannin, M.D., Michael Fletcher, M.D., Heidi Koenig, M.D., Rishi Kumar, M.D., Charles Papp, M.D., Khalil Rahman, M.D., Mark Schroer, M.D., and Brian Sosnin, D.O., were recognized during the 2019 KMA Annual Meeting for their completion of the program.

The program is made possible through the generous support of KMA's charitable arm, the Kentucky Foundation for Medical Care, and is a multi-weekend in-depth program designed to provide customized leadership training for physicians. Recognizing that leadership can take place from any position, the sessions focus on the development of catalytic leaders—inspiring and driving change while working internally and externally to encourage communication and engagement. The sessions are led by faculty from Butler University and feature fireside chats with leaders from various organizations. Participants engage in training on personal, business, and advocacy aspects of leadership.

The continued success of this program is evident by the multiple requests KMA has received from other organizations to learn more about the program and how to implement similar offerings of their own. The 2020 KPLI program was finalized with 13 physicians accepted into the program; however, because of ongoing COVID-19 concerns, the decision was made to suspend the program for 2020. It is anticipated that the award-winning program will resume in 2021.



Eleven physicians were recognized for completing KMA's award-winning Kentucky Physicians Leadership Institute (KPLI) in 2019.



Lara Fakunle, M.D. engaged in discussion with fellow KPLI program participants during the 2019 session.

2019-2020 REPORT TO THE MEMBERSHIP



KMA Delegation to the American Medical Association

J. Gregory Cooper, M.D., Senior Delegate

The KMA Delegation to the American Medical Association (AMA) attended the 2019 AMA Interim Meeting and participated in the 2020 AMA Special Virtual Meeting in June. Kentucky is well represented at the national level with representation in key leadership positions in the AMA.

Bruce A. Scott, M.D., a member of the Kentucky Delegation and KMA Immediate Past President was re-elected to the position of Speaker of the House of Delegates of the AMA. Delegation member David J. Bensema, M.D., continued his service as a member of Reference Committee F, which deals with financial considerations of the organization. University of Kentucky medical student Ms. Anita Shanker continued her service as the Medical Student Section Alternate Delegate to the AMA House of Delegates. Ariel Carpenter, M.D., of Louisville, was elected to the position of alternate delegate for the Residents & Fellows Section.



In 2019, the delegation also welcomed new members Mamata Majmundar, M.D., of Lexington, John Roberts, M.D., of Louisville, and Suzanne McGee, M.D., of Louisville.

The delegation continues to support the important work of the medical students and young physicians from Kentucky who are very active and engaged in policy making at the AMA level. Their leadership and commitment to organized medicine has led to the development of resolutions that have been considered by the AMA House of Delegates and provides the delegation an important perspective on resolutions being considered.

KMA Legal Trust Fund

The KMA Legal Trust Fund was used to allow KMA to participate in several cases before the Kentucky Supreme Court, all dealing with attempts by plaintiffs to expand medical liability in Kentucky. KMA, along with the AMA, argued successfully before the Kentucky Supreme Court in *Lewis v. Shackelford/Ashland Hospital v. Lewis* to overturn a lower court opinion that held public service announcements were sufficient to prove "causation" without expert testimony. The Supreme Court said, instead, that expert testimony would be needed to prove causation, not just public service announcements. In another case decided by the Supreme Court (*Sneed v. University of Louisville Hospital*), a patient brought a claim against a physician after the statute of limitations had passed, but argued that since she continued to receive care at the same hospital, but not by the same physician, the statute of limitations should not begin when care by the physician ended. The Supreme Court refused to extend the statute of limitations and dismissed the claim against the physician, thanks in part to the arguments made before the court by the KMA and the AMA.



From top: KMA Trustee K. John Yun, M.D., and KMA Past President Donald Neel, M.D.; AMA President Susan Bailey, M.D., and KMA 2019 President R. Brent Wright, M.D.; Resident/Fellow Section President Ariel Carpenter, M.D., right, was among more than 100 physicians and medical students who descended upon Frankfort for KMA's 2020 Physicians' Day at the Capitol.

2020 ANNUAL MEETING



While the 2020 Annual Meeting of the Kentucky Medical Association (KMA) looked different than it has previously, KMA was excited to welcome almost 800 physicians from across the state who took part in the virtual event, held throughout the month of August.

The meeting included a series of live town-hall sessions focused on the COVID-19 pandemic. "Clinical Considerations of COVID-19," "Telehealth-Today and Tomorrow," "Leadership in Times of Crisis," and "The Future of Medicine for the Emerging Physician," brought together physician experts and providers from across the state to discuss various aspects of the pandemic and how it may change the practice of medicine.

The virtual Annual Meeting also included the popular "Meet the Mandates" educational sessions, which allow physicians to receive all of their mandated CME prior to the end of the three-year cycle. More than 350 physicians from across the state gathered virtually from Friday, Aug. 28 through Sunday, Aug. 30 to hear from speakers on Domestic Violence Education, Pediatric Abusive Head Trauma and Clinical Considerations of Substance Abuse and Critical Components of Proper Prescribing. Meet the Mandates was presented in partnership with the Kentucky Board of Medical Licensure, and the House Bill 1 sessions were made possible in part by a grant from the Federation of State Medical Boards (FSMB) Foundation.



A series of four live town-hall sessions on the COVID-19 pandemic held throughout the month of August resonated with physicians. Topics included "Clinical Considerations of COVID-19" (pictured above), "Telemedicine-Today and Tomorrow," "Leadership in Times of Crisis," and "The Future of Medicine for the Emerging Physician" (pictured above right).

Feedback from all sessions was overwhelmingly positive, and allowed KMA members to connect with one another and learn while remaining in their home communities to stay safe and serve their patients.

Attendee Khalil Rahman, M.D. said, "Thanks for the wonderful advice from the leadership group, we plan to make changes starting Monday." "Good teams have good players. Great teams have great teammates. At KMA we have great teammates. Thank you for making this presentation another exceptional learning experience," said attendee William Thornbury, M.D. More than 1,200 physicians have since completed the Meet the Mandates material, which was made available online for those who could not attend the sessions in August.



During the meeting, KMA also elected its 170th President, Dale Toney, M.D., of Lexington. A lifelong Kentuckian, Dr. Toney is a board-certified internist in Lexington. He is employed by the University of Kentucky Albert B. Chandler Hospital, is an Associate Professor at the University of Kentucky College of Medicine, and is the Interim Division Chief of General Internal Medicine and Women's Health. He previously served as Vice President of the KMA, served as an Alternate Trustee from 2008-2013 and as Trustee from 2013-2018 on the KMA Board of Trustees. He served as Vice Chair in 2015 and as Chair from 2016 – 2018. Dr. Toney was President of the Lexington Medical Society (LMS) in 2004 and Vice President in 2001. He was also a member of the Kentucky Board of Medical Licensure from 2016 – 2019 and served as Chair of Panel A and Vice President in 2019. Dr. Toney has practiced medicine for 30 years.

In his virtual inaugural address, Dr. Toney discussed his goals for the year, including the promotion of the KMA and KFMC's "Be Well. Stay Well." campaign, which encourages Kentuckians to take simple steps to protect and improve their health. The campaign began earlier this year with the launch of the "Raise Your Guard, KY" initiative, which is a partnership with the Foundation for a Healthy Kentucky and Anthem Blue Cross and Blue Shield in Kentucky.

"Throughout the year we will identify important issues and subsequent ways to improve the physical and mental health of Kentuckians and Kentucky physicians and then we will also spend time convincing the public and physicians to heed the advice," said Dr. Toney.

KMA members also elected three other officers during the 2020 meeting. Neal Moser, M.D., of Crestview Hills was elected President-Elect, Michael Kuduk, M.D., of Winchester was elected Vice President, and Jiapeng Huang, M.D., of Louisville was elected Secretary Treasurer.

KMA RESPONDS TO COVID-19



The COVID-19 pandemic has changed the lives of both physicians and patients. The Kentucky Medical Association (KMA) has been working around the clock to keep members and the public informed with the latest developments, resources and information to help make decisions about healthcare, business and daily life.

KMA has worked closely with Public Health Commissioner Steven Stack, M.D., to communicate the most updated information and to be sure the concerns and needs of physicians were heard. At the Commissioner's request, KMA began collecting feedback and suggestion from the state's physicians in early March that were communicated to the Administration and helped develop policy. KMA also engaged in a number of calls with members and other community leaders, including the Kentucky Chamber of Commerce, Kentucky Hospital Association, and Foundation for a Healthy Kentucky.

Communications

On March 13, KMA launched a webpage dedicated to archiving and disseminating COVID-19 specific information. KMA also replaced its bi-weekly *Kentucky Health eNews* newsletter with a daily *Member News Alert* that delivers the latest information to members in a concise and digestible format. Members registered for KMA's Text Alert Service also began receiving daily messages with these updates (to sign up, text "KMA" to 50457).

Physician Resources

KMA advocacy early in the pandemic helped lead to a number of insurers relaxing rules and policies related to telehealth, which then spurred the creation of a series of one-page handouts on the various telehealth policies and regulations of insurers and the government. The Association also produced a series of guides to financial resources for physicians, which include the Accelerated and Advance Payment Program for Medicare Providers, the Public Health and Social Services Emergency Fund, Small Business Administration Paycheck Protection Program, Economic Injury Disaster Loan and

Emergency Advance, Employee Retention Credit, Coronavirus Economic Stabilization Act's Main Street Lending Program and U.S. Department of Health and Human Services Provider Relief Fund. These have all been made available at kyma.org/COVID19.

Enduring CME

KMA pivoted to offering its Meet the Mandates education sessions online for the first time, allowing thousands of physicians from across the state to receive all of their mandated CME before the end of the three-year cycle at no cost. KMA has also partnered to offer a variety of additional and enduring CME opportunities online and will continue to do so into 2021.

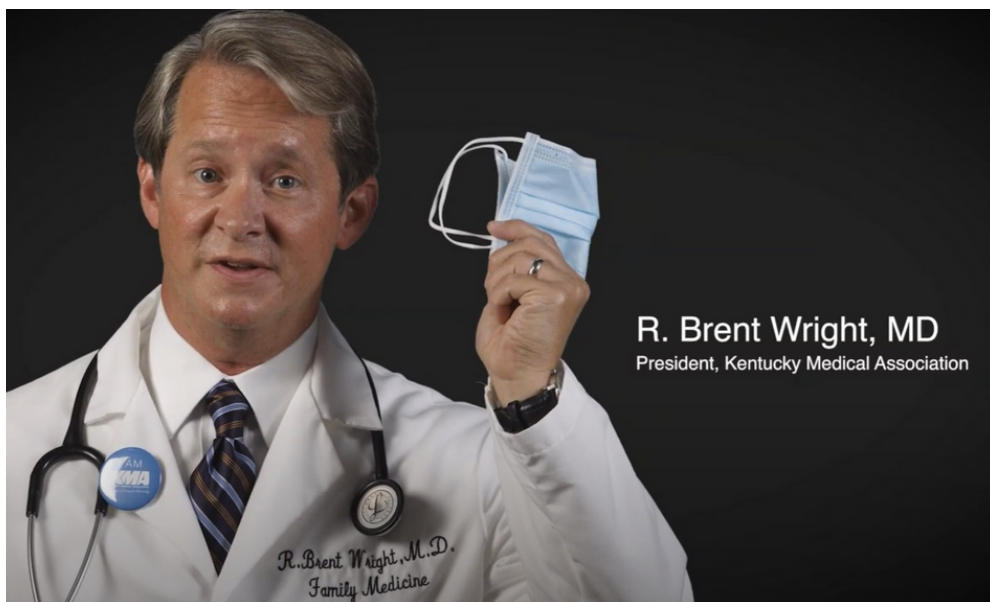
Physician Survey

KMA conducted an online survey of members the week of April 20 on a number of issues related to the COVID-19 pandemic, including patient volumes, revenue, usage of telehealth, and provisions in the CARES Act. More than 300 physicians responded and contributed valuable feedback that will continue to be utilized through awareness, education and advocacy efforts.

Public Service Announcements

KMA also began creating messages for the public in order to help spread prevention information and to assist physicians with patient education. KMA partnered with the Foundation for a Healthy Kentucky to create a series of three television public service announcements (PSAs) that encourage Kentuckians to "prepare, protect and disinfect" to help prevent the spread of COVID-19. The spots received widespread airplay on networks across the state and have been adapted for radio as well. A radio PSA was also recorded targeted at rural markets across the state on the benefits of telehealth during the COVID-19 pandemic.

In May, KMA partnered with the Kentucky Hospital Association to create a 30 second television and radio PSA that educates patients on the changes they can expect in the healthcare system as services reopened. The spot was well-received and was even adapted by the North Carolina Hospital Association for distribution in that state. Each PSA has been accompanied by an op-ed published in the *Louisville Courier-Journal*, *Lexington Herald-Leader*, and in other papers across the state.



In Your Own Words Series

In late March, KMA launched the "In Your Own Words" series, through which Kentucky physicians share short personal essays on the impact of the COVID-19 pandemic on their practices and patients. More than a dozen physicians have participated so far. The popular essays have described personal and professional struggles, fears, triumphs and advice as physicians reduced patient capacity, prepared for a potential COVID-19 surge, utilized telehealth for the first time, and reopened their practices.

KMA is proud of the thousands of Kentucky physicians who have continued to provide care to patients while also navigating an unprecedented global event. All of these resources and information are and will continue to be available at kyma.org/COVID19.

2019-2020 KMA President Brent Wright, M.D. appears in a public service announcement produced by KMA, the KFMC and the Foundation for a Healthy Kentucky in July 2020.

IN YOUR OWN WORDS



Casey Lewis, M.D.
Pediatrics of
Bullitt County

"How are you? I'm asked this daily. For the first time, my patients are asking this question of me. I'm seen as a fellow human with the same struggles as everyone else. Patients and friends are aware that physicians are being affected in a way that's difficult to describe. And they are asking how I am doing. Most days, I say I'm doing fine. Some of those days, I'm lying."



Wayne Tuckson, M.D.
Host and Producer,
KET's *Kentucky Health*
Host, KET's
Coronavirus: A Kentucky Update

"I am not on the front lines putting myself and my skills to the test as so many of my colleagues are doing. Rather, I am employing what 'skill' that I have to educate and assuage the fear and confusion that surrounds all things related to COVID-19. It is my hope, that I carry on in the tradition of the KMA to keep Kentucky healthy using the tools at my disposal. At the minimum, I can always look back and say that I was a doctor, playing a broadcaster, on TV and that I gave it my best shot."



Toni Ganzel, M.D.
Dean,
University of
Louisville School
of Medicine

"As with all practices, people and industries, the COVID-19 pandemic has created a disruption like we'd never imagined. Our Provost recently termed this the "semester with an asterisk," as it has truly impacted all of our missions. However, I've been incredibly encouraged and inspired by our students and faculty and how they have stepped up to rise to the challenge."



William Thornbury, M.D.
Family Medicine
Physician

"Telehealth is working very well. About half the cases we're seeing right now are telehealth cases. I would attribute a lot of that in Kentucky to the foresight of the legislature in moving us through the telemedicine legislation in 2018. That legislation put us in the forefront of telemedicine legislation in the country so now we're ahead of the game instead of behind the game. I think what's most likely going to happen after the crisis is a lot of the states will begin to see that they likely may need legislation very similar to ours so that their telemedicine markets can flourish."

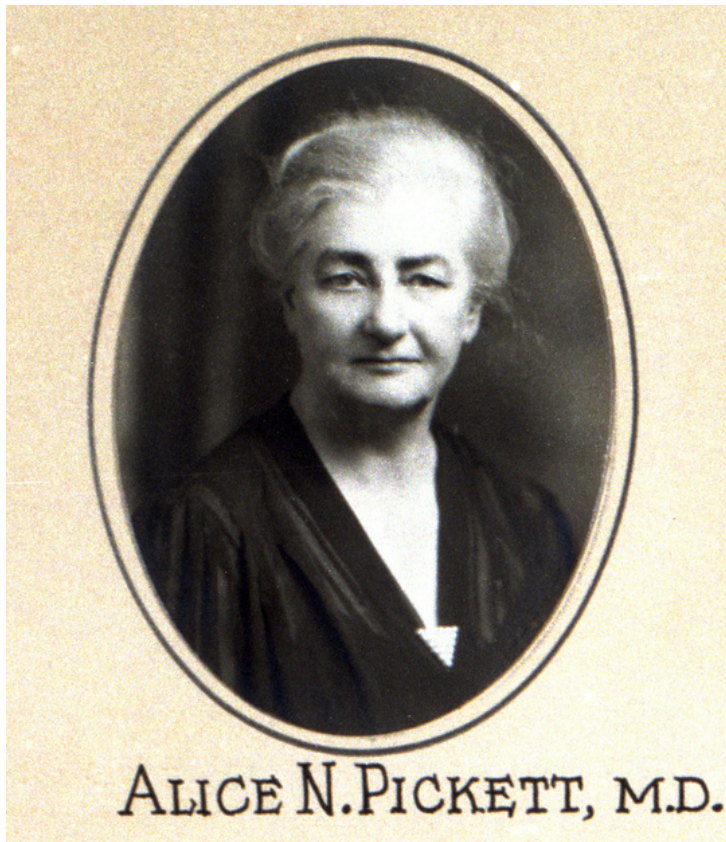


Lee Dossett, M.D.
Baptist Health
Medical Group
Hospitalists

"The pathognomonic changes of COVID-19 can develop rapidly, as seen by dramatic changes in one patient within 4 days. While the virus is most dangerous in the older population with co-

morbidities, we have seen young and otherwise healthy individuals severely affected. We have also seen deaths unfortunately. It is extremely important to continue to stress social distancing and good hand hygiene to 'flatten the curve' so that COVID does not overrun local and national hospital capacity."

PHYSICIAN LEGACY: ALICE N. PICKETT, M.D. (1878—1971)



The Kentucky Medical Association is proud of the legacy of Alice N. Pickett, M.D. and dedicated the 2020 Annual Meeting to her honor.

By Gordon R. Tobin, M.D.

Alice Newcomb Pickett, M.D. was a pioneer of obstetrical medicine in Kentucky, and a model of compassionate care. In 1921 she became the first woman faculty member at the University of Louisville School of Medicine, where she served as Obstetrical Service Chief for over 25 years. Her skills, love of teaching and great compassion for patients led peers to call her "the most beloved physician of the era". She led her patients, students and field through times that brought great improvement in care for women and their newborns.

Family Origins and Early Life

Alice Pickett was born December 22, 1878 into a farming family living near Shelbyville, KY. At a time when women were given little opportunity, and thoroughly discouraged from becoming physicians, her parents and a schoolteacher supported her early aspirations to study medicine. At that time, medical students often obtained cadavers for anatomic education by surreptitiously robbing graves. Alice and some like-minded high school classmates set out to do the same, until stopped by her alarmed father. He then purchased a skeleton for her to learn anatomy in a more acceptable manner.

After high school and college, she taught briefly in a Shelbyville private school, but her long-standing desire to become a physician took her to Philadelphia and the Women's Medical College of Pennsylvania.

Medical Education and Early Career

Dr. Pickett graduated from the Women's Medical College of Pennsylvania in 1909. After an internship, she practiced general medicine briefly in Columbus, Mississippi. A growing love of obstetrics led her back to obstetrics residencies in Philadelphia and New York, with post-residency studies at the New York Lying-in Hospital. World War I intervened, and she volunteered as a civilian physician with the Red Cross, where she served for over a year as the only physician for a French village of 40,000.

Academic Position and Clinical Practice

Upon returning home, she vowed, "If I have anything to contribute, I want to give it to Kentucky." She came to Louisville to practice and teach obstetrics. In 1921, she became the first woman faculty member at the University of Louisville School of Medicine, and Chief of Obstetrics, a position she held for over 25 years. Her skill, compassion for patients, and personal kindness distinguished her service, and brought enormous respect and affection from patients, students, and peers.

Although gentle and reserved, she could act decisively. When a late-term expectant mother with heart disease died suddenly at the Louisville General Hospital, there was no time to send for instruments. She asked for a pocket knife from a student, and swiftly performed a Cesarean section, which saved the baby. Her compassion and teaching commitment inspired admiration from her students, many of whom were drawn into obstetrics by her leadership. In late career, she was affectionately called "Ma Pickett", and students continued life-long correspondence with her for years after their graduation.

Medical Society and Public Health Leadership

A public health leader, she established local and statewide clinics for prenatal care and birth control. For the Kentucky State Medical Association, she authored many articles, and wrote a regular column in its Journal for years. Nationally, she served on the Maternal and Child Health Advisory Committee of the U.S. Children's Bureau. After 38 years of faculty service, Louisville's esteemed "Great Lady of Medicine" retired in 1952. At her retirement testimonial, a colleague proclaimed her to be "...one of the best practical psychiatrists I have ever seen. Her patients displayed toward her an affection and depth of feeling I have never seen associated with any other doctor". She received many such accolades, always with humility. Her death in 1971 brought an outpouring of respect and affection.

Legacy

Alice N. Pickett was a pioneer in women's medical leadership, a respected practitioner and a model of compassion. Although accomplished and highly acclaimed, she displayed only humility and courtesy. She blazed a trail for the women physicians who would follow, and her qualities remain inspirational for all physicians. The Kentucky Medical Association admires her service, and proudly dedicates the 2020 Annual Meeting to her life and legacy.



50 YEARS AND COUNTING

THESE KMA MEMBER PHYSICIANS HAVE BEEN PRACTICING MEDICINE FOR 50 YEARS OR MORE

Ronald M. Ahlbrand, M.D.

Roger K. Allen, M.D.

Salvatore J. Bertolone Jr., M.D.

Narong Chalothorn, M.D.

Ponnattu Cherian, M.D.

Randall Clark, M.D.

William L. Cooper, M.D.

William C. DeVries, M.D.

James Dean, M.D.

William L. Dowden, M.D.

John O. Faurest Jr., M.D.

Frank Garamy Jr., M.D.

G. Grant Gehring, M.D.

David H. Goldstein, M.D.

Joseph H. Hersh, M.D.

J. William Holmes, M.D.

Maria A.V. Hortillosa, M.D.

Ardis D. Hoven, M.D.

Arthur T. Hurst Jr., M.D.

William N. Jennings, M.D.

N. Roger Jurich, M.D.

Udayakumar M. Kayerker, M.D.

Jerome P. Lacy, M.D.

Barnett W. Lewis, M.D.

John D. Loucks, M.D.

Alberto R. Maldonado, M.D.

Melanio Y. Medroso, M.D.

William H. Mitchell, M.D.

Dennis R. Molony, M.D.

John R. Morris, M.D.

Preston Nunnelley Jr., M.D.

Richard C. Pape Jr., M.D.

David H. Parker, M.D.

Ira B. Potter, M.D.

J. Michael Pulliam, M.D.

James David Richardson, M.D.

Philip M. Rosenbloom, M.D.

John B. Roth, M.D.

Willett H. Rush Jr., M.D.

Daniel C. Scullin Jr., M.D.

H. Price Sewell III, M.D.

Doddachallor Shivakumar, M.D.

Eugene H. Shively, M.D.

Ouida F. Tisdall, M.D.

Thomas R. Trimbur, M.D.

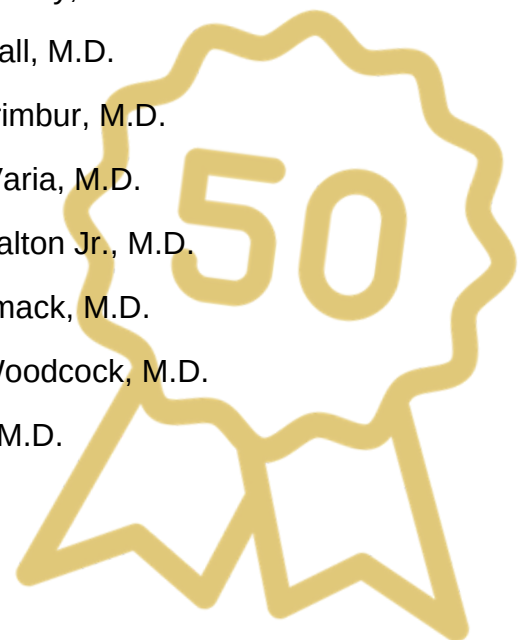
Chandra M. Varia, M.D.

William W. Walton Jr., M.D.

Glenn R. Womack, M.D.

Thomas M. Woodcock, M.D.

Jerry L. Yon, M.D.



DECEASED KMA MEMBER PHYSICIANS AS OF NOV. 3, 2020

Aubrey L. Armstrong, M.D.

Richard E. Aud, M.D.

Michael G. Balko, M.D.

Ted D. Ballard, M.D.

P. Bruce Barton, M.D.

Max M. Behr, M.D.

Leslie M. Breiwa, M.D.

Peter C. Campbell Jr., M.D.

John J. Casey, M.D.

Walter A. Cole Jr., M.D.

Ronald N. Collier, M.D.

John F. Cooper, M.D.

Robert H. Couch, M.D.

David L. Cowen, M.D.

Arthur T. Daus Jr., M.D.

Martha P. Dawson, M.D.

Leah J. Dickstein, M.D.

John F. Dineen, M.D.

Richard H. DuBou, M.D.

Victor F. Duvall, M.D.

John E. Eckerle, M.D.

Michael G. Ehrie Jr., M.D.

Philip J. Feitelson, M.D.

Ronald G. Fragge, M.D.

William R. Gabbert, M.D.

John I. Gedmark, M.D.

Ray A. Gibson, M.D.

William H. Gillespie, M.D.

Nicholas W. Glaser, M.D.

Albert G. Goldin, M.D.

Michael A. Greenwell, M.D.

Theodore N. Guiglia, M.D.

Stanley Hammons, M.D.

Mary Preston Hardesty, M.D.

Gregory V. Hazelett, D.O.

John D. Howard, M.D.

Edward N. Humston, M.D.

David E. Jenkins Jr., M.D.

Frank M. Jenkins, M.D.

Joel A. Johnston, M.D.

Erwin A. Jones Jr., M.D.

H. Otto Kaak, M.D.

Phillip B. Klapper, M.D.

Ivan Ljubic, M.D.

Duncan R. MacMillan, M.D.

Herbert T. Maguire, M.D.

J. Herman Mahaffey, M.D.

Paul Mandelstam, M.D.

James A. Meyers, M.D.

Robert T. Mitchell, M.D.

Wally O. Montgomery, M.D.

David H. Neustadt, M.D.

Brian T. Nolan, M.D.

George R. Park, M.D.

Richard F. Park, M.D.

Eugene Q. Parr, M.D.

Alexander Poulos, M.D.

Gerald B. Reams, M.D.

Robert M. Rettie, M.D.

James R. Rich, M.D.

Roland W. Richmond, M.D.

Mark T. Rukavina, M.D.

Gerald L. Sasser, M.D.

Donald Schwartz, M.D.

Valentino S. Simpao, M.D.

Charles C. Smith Jr., M.D.

Robert A. Truitt, M.D.

Donald J. Vandertoll, M.D.

Lori W. Wagner, M.D.

Thomas F. Wayne Jr., M.D.

James G. Wilhite, M.D.

William O. Witt, M.D.

Mary A. Woodring, M.D.

John C. Wright II, M.D.

C. Milton Young III, M.D.

Nathan Zimmerman, M.D.

2020: REFLECTING ON SUCCESS

By Shawn C. Jones, M.D., FACS, KFMC President



While it's certainly been a different year for healthcare, the Kentucky Foundation for Medical Care (KFMC) continued on its mission to improve the health of all Kentuckians through medical education and public health initiatives.

The KFMC began the year by spearheading the "Tobacco Free for Students" initiative, a partnership with the KMA and the Foundation for a Healthy Kentucky that provided free signage to all Kentucky school districts who enacted policies that comply with the new tobacco-free schools law that was passed in 2019.

Thanks to that important work, nearly 12,000 new metal signs, window and door stickers were distributed across campuses in 101 districts and 51 state-operated technology centers throughout Kentucky. In addition, more than 20,000 policy change cards were handed out that explain the new policy to parents, students and visitors.

I believe this new signage will help decrease tobacco usage among our teens, particularly since we have seen a sharp uptick in new users of e-cigarettes in recent years, which pack many of the same deadly chemicals and harmful ingredients as cigarettes.

As the COVID-19 pandemic began, the KFMC adopted a new public health campaign as its theme for the year. "Be Well. Stay Well" encourages Kentuckians to take simple steps to protect and improve their health, particularly in the midst of a global pandemic. Be Well. Stay Well also features a physician-focused facet and allows the KFMC to work on various health initiatives throughout the year. Be Well. Stay Well will quickly respond to changes within the healthcare landscape with targeted efforts and has already led to a number of successful endeavors.

This campaign began with another partnership with the Foundation for a Healthy Kentucky as we entered the COVID-19 pandemic in the spring. Our organizations worked together on a series of public service announcements that sought to educate the public on best practices for protection from COVID-19. "Prepare, Protect and Disinfect" featured three radio and television spots that were broadcast statewide. We worked together again over the summer for another public service announcement series called "Wear It For Me" which emphasized the importance of wearing a face mask in public. This effort was applauded by Gov. Andy Beshear, who played one of the spots during his 4 p.m. press conference.

The KFMC also worked with the Kentucky Hospital Association to produce a radio and television public service announcement to educate patients on changes to the system as healthcare services across the state began to reopen in May. That spot was so well-received it was adapted by the North Carolina Hospital Association for distribution in that state as well.

Kentucky Foundation for Medical Care

Our most recent public health endeavor brought us a new partnership with Anthem Blue Cross and Blue Shield in Kentucky and allowed us to again work with the KMA and the Foundation for a Healthy Kentucky. "Raise Your Guard, KY" encourages Kentuckians to see their physician for well-visits and update their vaccinations, particularly in light of the COVID-19 pandemic. The hugely successful campaign kicked off in August with Immunization Awareness Month as well as the back-to-school season, and was launched by Gov. Beshear during his press conference on Aug. 20. Raise Your Guard, KY produced a short video featuring leaders from the partner groups, as well as the Falls City Medical Society and the Cabinet for Health and Family Services. Lt. Gov. Jacqueline Coleman also provided a message of support at the end of the video.

The multimedia campaign featured billboards and advertising on social media, radio, and streaming services such as Hulu and Crackle. A website, RaiseYourGuardKY.org was also created to provide resources on vaccinations and utilized KMA's Physician Finder Tool. All information on the website was also provided in Spanish.

In total, more than 1.1 million impressions on social media were delivered to key areas of the state where vaccination rates had seen a particular decline since the beginning of the COVID-19 pandemic. An estimated 3.7 million people viewed the Raise Your Guard, KY billboards, in addition to a reach of more than 142,000 through streaming service advertisements.

While I am saddened that our extremely successful Kentucky Physicians Leadership Institute (KPLI) was unable to operate this year due to the pandemic, I am pleased to report that the program had filled up early in the year, thanks to the stellar reputation of the program. I hope to welcome that class of leaders to the KPLI in 2021.

Although 2020 hasn't been the year any of us expected, I am enormously proud of the work the KFMC has accomplished and look forward to continuing its mission in the days and months ahead. Without the support of our donors, we would not be able to have the impact we have had on the health of Kentuckians. Thank you to all our listed donors. Your gifts help the Kentucky Foundation for Medical Care reach its stated mission—improving the health of all Kentuckians through medical education and public health initiatives.



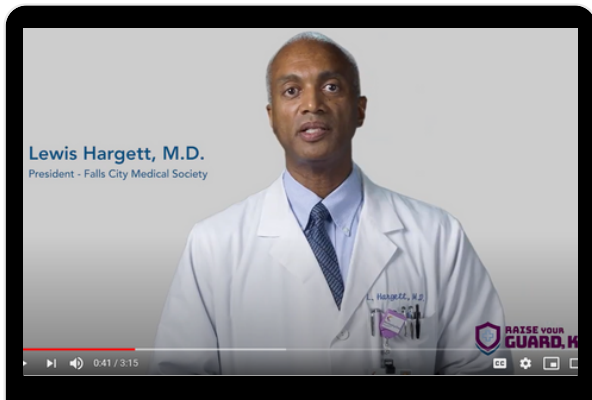
RAISE YOUR GUARD, KY!

Kentucky Foundation
for Medical Care



STATEWIDE CAMPAIGN ENCOURAGES KENTUCKIANS TO SEE THEIR PHYSICIAN AND UPDATE VACCINATIONS

The Kentucky Medical Association (KMA), the Kentucky Foundation for Medical Care (KFMC), the Foundation for a Healthy Kentucky and Anthem Blue Cross and Blue Shield in Kentucky launched a new public health campaign in August 2020 aimed at encouraging Kentuckians to schedule well-visits with their physician and update their immunizations to maintain optimal health.



More than 1.1 million targeted social media messages were distributed. An estimated 3.7 million people viewed the Raise Your Guard, KY billboards, in addition to a reach of more than 142,000 through streaming service advertisements.

"Raise Your Guard, KY" was announced by Gov. Andy Beshear during his 4 p.m. press conference on Aug. 20 with a video that included KMA President Dale Toney, M.D., Falls City Medical Society President Lewis Hargett, M.D., Anthem Blue Cross and Blue Shield in Kentucky Medical Director Jeff Reynolds, M.D., Foundation for a Healthy Kentucky President and CEO Ben Chandler, and Kentucky Public Health Department Director of Health Equity Vivian Lasley-Bibbs. The video also included a message of support from Lt. Gov. Jacqueline Coleman.

In addition to the video, Raise Your Guard, KY created a website, www.RaiseYourGuardKY.org (www.levantalaguardiaky.org), with resources and information on vaccinations and a link to KMA's Physician Finder tool. Information on the website is also available in Spanish.

The statewide campaign coincided with Immunization Awareness Month and featured billboards, advertisements on radio and streaming services such as Hulu and Crackle, as well as targeted social media and web ads in areas of the state where there had been a drop in vaccination rates due to the COVID-19 pandemic.

In addition to the video, Raise Your Guard, KY created a website, www.RaiseYourGuardKY.org (www.levantalaguardiaky.org), with resources and information on vaccinations and a link to KMA's Physician Finder tool. Information on the website is also available in Spanish.

A joint op-ed, "The Doctor Will See You Now," was published in newspapers statewide in September and urged patients to resume routine care and screenings with their physician, as well as receive a flu vaccination.



KFMC PUBLIC HEALTH CAMPAIGNS

"TOBACCO FREE FOR STUDENTS" FREE SIGNAGE PROGRAM DISTRIBUTES NEARLY 12,000 SIGNS TO KENTUCKY SCHOOLS

Kentucky Foundation
for Medical Care



Schools in 101 districts and 51 state operated technology centers across Kentucky are displaying a total of nearly 12,000 metal signs and window or door stickers announcing that their campuses are tobacco-free, thanks to a partnership among the Kentucky Medical Association, the Kentucky Foundation for Medical Care and the Foundation for a Healthy Kentucky (FHKy).

The Tobacco-Free for Students partnership provided the free signs, as well as more than 20,000 policy change announcement cards, as an incentive for districts to adopt tobacco-free policies, which are shown to reduce youth tobacco use.

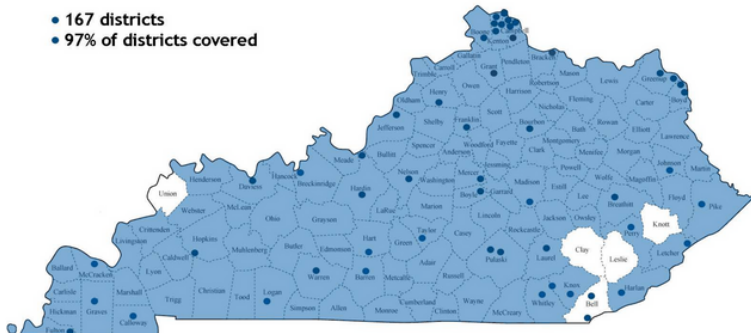
"Our goals was not only to encourage more school districts to adopt tobacco-free campus policies, but to help change the culture of Kentucky's school environment to a place where tobacco use is simply not the norm, no matter what time, what day of the week, or what event is happening on campus," said Ben Chandler, FHKy president and CEO. "These signs are a reminder that we care about our kids' health so tobacco use has no place in Kentucky schools."



Kentucky's Tobacco Free School Districts

*updated September 10, 2020

- 167 districts
- 97% of districts covered



Above: 2019-2020 KMA President Brent Wright, M.D. presents new school signage with Foundation for a Healthy Kentucky President and CEO Ben Chandler.

Below: A map of Kentucky's tobacco-free school districts as of Sept. 2020.

WELCOME TO OUR TOBACCO-FREE CAMPUS



For everyone's health,
tobacco use is prohibited
on campus, in school and
in vehicles at all times.
[See KRS 438.345]



Thank you for your cooperation.

"We know that tobacco-free laws work by reducing not only the number of users, but by reducing the effects of secondhand smoke as well. These new signs will help improve compliance with the new policy and prevent thousands of Kentucky youth from becoming addicted to tobacco products."

We're excited that our communities will become healthier as a result of this initiative," said KMA President Dale Toney, M.D.

"National smoking rates have declined in recent years. But we've seen a sharp uptick in new users of e-cigarettes, which pack many of the same deadly chemicals and harmful ingredients as cigarettes. The growing number of teen users is particularly alarming, and we're hopeful the signage provided by the Tobacco-Free for Students program will help curb this epidemic," said KFMC President Shawn Jones, M.D. The Kentucky General Assembly passed a tobacco-free schools bill introduced by Rep. Kim Moser in 2019. Her bill was supported by the Coalition for a Smoke-Free Tomorrow, of which all three signage partners are members. The Coalition, comprising more than 220 organizations across the Commonwealth, supports policies proven to reduce tobacco use and exposure to secondhand smoke and aerosol.

Before the new law went into effect on July 1, 2019, 42 percent of Kentucky's 172 school districts had voluntarily adopted tobacco-free campus policies. The new law included an opt-out provision, but even so, 167 districts - 97 percent - of Kentucky school districts are now tobacco-free. That means an additional 95 school districts have adopted tobacco-free campus policies in the last year or so. The partnership initially offered the free signage on a first-come, first-served basis to the newly tobacco-free districts, and then gave the remaining signage it had purchased to formerly tobacco-free districts that needed replacement signage.

Overall, the partnership gave Kentucky school districts 1,540 metal property entrance signs, 1,693 metal signs for outdoor facility fences, 3,674 window stickers for school building doors, and 4,887 bus window stickers. In addition, they gave school districts 20,223 small cards with a reminder of the new tobacco-free campus policy that districts could hand out in car pool lines and at school events.

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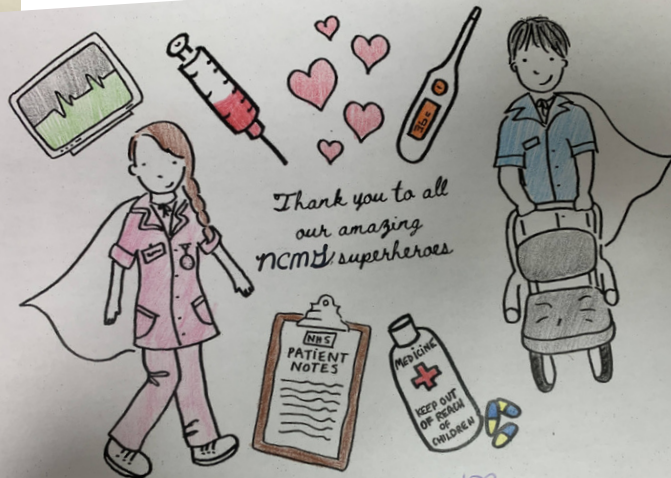
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DR. BRENT

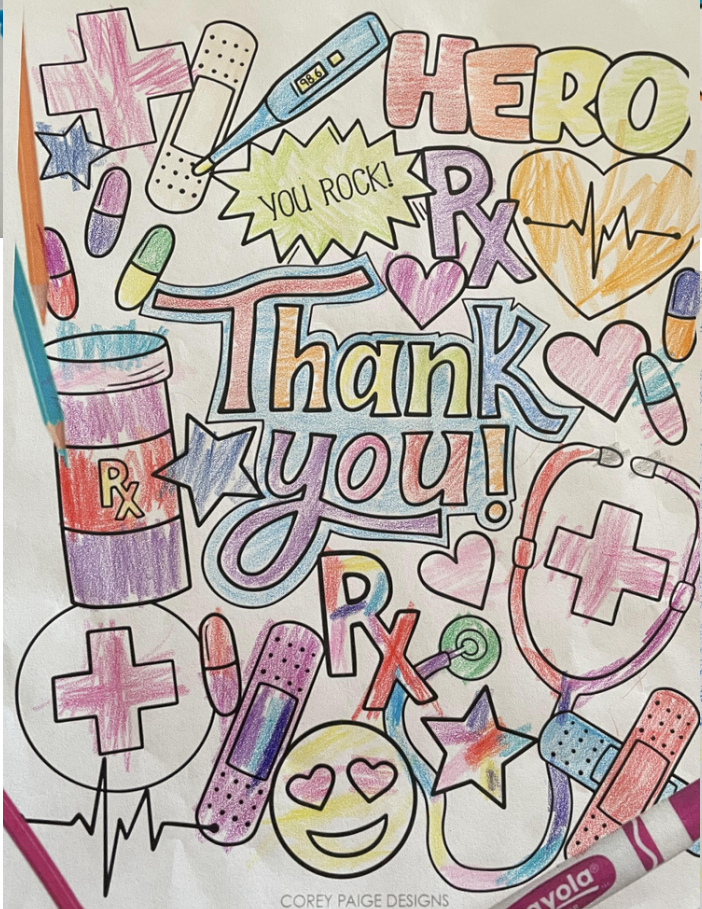
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I hope you stay
safe and healthy
Thank you!



YOU ARE MY
SUPERHERO



YOU'RE THE BEST! MEGAN



COREY PAIGE DESIGNS

THANK
YOU

FOR BEING A HEALTH CARE
HERO!

Love: Ann Katherine Wright



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