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for Medical Care

FOR THE RECORD

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

2021



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ADVANCING THE PRACTICE OF MEDICINE WHILE ADAPTING TO THE "NEW NORMAL"



2021



Neal Moser, M.D.
KMA 2021-2022 President.



Shawn Jones, M.D.
KFMC President

Although we've had another challenging year thanks to the COVID-19 pandemic, the Kentucky Medical Association (KMA) and Kentucky Foundation for Medical Care (KFMC) are pleased to highlight some of the incredible accomplishments of our organizations throughout this report.

As we continued to modify and adapt plans to the "new normal," our members passionately and enthusiastically spearheaded our efforts to advance the practice of medicine and improve patient care across Kentucky. Hundreds of physician leaders took

time out of their busy schedules to advocate for our legislative priorities, serve as spokespersons for our public health efforts, and attend leadership and education events to sharpen their skills for the betterment of their communities.

With 2021 in our rearview, KMA and the KFMC look forward to continuing this important work in 2022 and would like to thank all of the physician leaders who made these accomplishments possible.

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KMA PRESIDENT'S MESSAGE

REFLECTING ON THE PAST AND LOOKING TO THE FUTURE OF THE KMA

By Neal Moser, M.D., 2021-2022 KMA President



It's hard to believe we're coming up on two years since the first cases of COVID-19 swept across our country.

I think the pandemic has changed and impacted all of us, and as physicians we are certainly still grappling with its effects and likely will be for a very long time. COVID has altered the KMA as well, shifting our work and compelling us to focus on new projects and efforts that keep our members and patients educated and informed. It's now been since Bruce Scott, M.D. was President

of the Association from 2018-2019 that we had a KMA President that did not have COVID impact their presidency. Dr. Brent Wright of course helped spearhead the KMA through the early days of the pandemic, serving as a spokesperson for physicians across the state as we navigated this new and challenging epidemic. Dr. Dale Toney was then inaugurated as President virtually in 2020 and focused his year as President on supporting physicians through the Be Well. Stay Well. Program, which has been tremendously successful. I am honored to be following in both of their footsteps and will look to their extraordinary leadership as we tackle the next leg of the pandemic journey. I am also pleased to have a wonderful President-Elect, Dr. Monalisa Taylor, to join me, especially considering what a fantastic job she has already done helping to educate Kentuckians on the impacts of COVID.



Dr. Moser gives his inaugural address virtually during the KMA 2021 Annual Meeting.

Our KMA remains the voice and the representation of medicine in Kentucky. As your President, I am looking forward to kicking off a year-long campaign focusing on lung health called "Breathe Better Kentucky." This effort has never been more important as we continue to battle with the respiratory effects of COVID-19. We will also work on tobacco cessation and lung cancer screening, allergies, and chronic conditions like COPD and asthma. All of these issues will be examined through the lens of healthcare disparities throughout the state. I'm excited about working with the Anthem Foundation and KET for this important effort and encourage you to follow along and share these messages within your communities.

Over the next year I will also be traveling the state to meet with as many medical organizations as possible. These conversations will continue to build our KMA as the most effective healthcare champion in the state.

Together, I know we will overcome the challenges we've faced over the last 18 months and I believe the practice of medicine will emerge even stronger than were before. Thank you for your membership in the KMA, which allows us to improve and protect our practice, as well as for your service and care to patients across the Commonwealth. If there's anything I can do for you, please don't hesitate to reach out to me. I look forward to serving you as KMA President.



Dr. Moser talks with KMA past president Maurice Oakley, M.D. at KMA's Physicians' Day at the Capitol in February 2020.



TACKLING ANOTHER PANDEMIC YEAR, ONE BREATH AT A TIME

As the third KMA President to have the COVID-19 pandemic impact their experience, Dr. Neal Moser feels about as prepared as one can be to lead the organization through yet another challenging year.

"I certainly couldn't have imagined stepping into this role during a global pandemic, but I am sure Dr. Wright (KMA President from 2019-2020) and Dr. Toney (KMA President from 2020-2021) could have said the same thing. However, I feel very lucky in that I have their outstanding examples to use as a guide, and I look forward to taking on this challenge," said Dr. Moser.

As a pulmonologist and critical care physician, Dr. Moser's specialties will certainly be utilized as KMA continues to provide education, advocacy and public health outreach around COVID-19, and turns its attention to other important issues as well.

A native of Kenton County, Dr. Moser grew up in a medical family. His father was a physician, and he recalls memories of his dad bringing a roll of dimes on family vacations so he could call the hospital to check in on his staff and patients. It's a level of personal care he's tried to instill in his own practice and in the practice of his son, who is in a psychiatry residency in Washington, D.C.

"While my practice is as different from my father's as it is from my son's, there are common threads between us all. As physicians, we are called to display compassion, employ the best evidence-based medicine, and provide the best care possible."

It's a goal Dr. Moser will be keeping in mind as he exercises his duties as KMA President. Soon after his inauguration, he hit the ground running by helping launch the KMA and KFMC's year-long public health campaign with the Anthem Foundation, "Breathe Better Kentucky." The initiative seeks to educate Kentuckians on lung health issues and disparities and encourage them to seek screenings and care from a physician.



KMA President Neal Moser, M.D., with his family. From left, son, Luc, Dr. Moser, son Christian, father-in-law Dr. Floyd Poore, son Teddy, wife, Rep. Kim Moser, and son Colin. Not pictured is son Sean Moser.



KMA President Neal Moser, M.D., speaks to attendees from 16 states during the Kentucky Crushed Stone Association Underground Stone Safety Seminar on COVID-19 and the importance of vaccination as part of the "Take It From Me" campaign.

Dr. Moser's expertise will make a big impact on the campaign, and he looks forward to the challenge.

"This effort has never been more important as we continue to battle with the respiratory effects of COVID-19. We will also work on tobacco cessation and lung cancer screening, allergies, and chronic conditions like COPD and asthma. All of these issues will be examined through the lens of healthcare disparities throughout the state."

Since the Breathe Better Kentucky launch, Dr. Moser has been busy with media interviews, meetings with stakeholders, and communicating with as much of the KMA membership as possible. He also plans to travel across Kentucky to meet with other physicians and discuss how the KMA can best be of service to its members and patients.

"These conversations will continue to build our KMA as the most effective healthcare champion in the state. Outreach to our colleagues throughout the Commonwealth will allow us to tap this huge pool of talent and passion and improve our practices and the lives of our patients."

Dr. Moser is employed by St. Elizabeth Healthcare. He previously served as Vice Chair of the KMA Board of Trustees, served as an Alternate Trustee from 2007-2014 and as Trustee from 2014-2020. Dr. Moser was President of the Northern Kentucky Medical Society from 2002-2003. He is also Past President of the Kentucky Lung Association. Dr. Moser has practiced medicine for more than 30 years.

Dr. Moser and his wife, Rep. Kim Moser, reside in Taylor Mill and have five sons.



2020-2021 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 2021 KMA Annual Meeting, held in August.

Advocacy

State Legislative Advocacy

Thanks to the advocacy of engaged physicians from across the state, the Kentucky Medical Association completed one of its most successful legislative sessions in recent history. Despite challenges related to the COVID-19 pandemic and several inclement weather delays, five KMA priority issues were sent to the Governor's desk and became law. These include:

Telehealth Expansion: House Bill 140, sponsored by Rep. Deanna Frazier, expands the definition of telehealth to include remote patient monitoring, allows telehealth services to continue through audio-only encounters, and removes the face-to-face restriction for certain behavioral health services.

The law also prohibits commercial health plans and Medicaid MCOs from requiring prior authorization for a telehealth service that would not be required if that service were provided in person.

Mental Health Parity: House Bill 50, sponsored by Rep. Kim Moser, requires insurers to demonstrate compliance with federal law in how they design and apply managed care techniques for behavioral and mental health treatment to ensure coverage is no more restrictive than for any other medical condition. Insurers will be required to file annual reports to the Kentucky Department of Insurance (DOI).

"Advocacy in Action" Month

In response to the COVID-19 pandemic and the restrictions on in-person activities, KMA hosted a virtual "Advocacy in Action Month" throughout February in place of "Physicians' Day at the Capitol." Advocacy in Action Month also included weekly "Talk Tuesday" events, which encouraged KMA members to reach out to their senators and representatives each Tuesday in support of KMA priority issues. Advocacy in Action Month also featured "KPPACtion Day," which encouraged physicians to participate in political advocacy by contributing to the Kentucky Physicians Political Action Committee. These virtual advocacy efforts resulted in hundreds of messages and phone calls to legislators throughout Advocacy in Action Month and during the 2021 session that ultimately contributed to KMA's legislative success. KMA thanks its members for advocating on behalf of Kentucky's physicians and patients and for improving the practice of medicine and the health of the Commonwealth.

Co-Pay Accumulator: Senate Bill 45, sponsored by Sen. Ralph Alvarado, requires health insurers to count all payments for prescription drugs made by patients directly or on their behalf toward their deductibles and overall out-of-pocket maximums.

Prior Authorization for MAT: Senate Bill 51, sponsored by Sen. Ralph Alvarado, removes prior authorization requirements by commercial health plans and Medicaid MCOs for FDA-approved medications used to treat alcohol and opioid use disorder. The law also requires commercial insurers and Medicaid MCOs to file annual reports to the state showing whether providers have prescribed medication for addiction treatment in conjunction with behavioral therapy.

COVID-19 Liability Protections: Senate Bill 5, sponsored by Senate President Robert Stivers, provides liability protections for "essential service" providers, including physicians and hospitals, from claims

"arising from COVID-19" on or after the public health emergency was declared on March 6, 2020, until the emergency is withdrawn or lapses.

KMA's advocacy efforts also proved effective in defeating legislation that would have established harmful public policy. For instance, legislation was once again introduced to expand the prescriptive authority of Advanced Practice Registered Nurses (APRNs). Among other provisions, Senate Bill 78 would have phased out a statutory requirement to have a collaborative agreement with a physician in order to prescribe Schedule II-V controlled substances. Thanks largely to KMA members who expressed concerns to their legislators, the bill did not receive a floor vote in either legislative chamber.

Additionally, House Bill 553, otherwise known as the Kentucky False Claims Act, would have encouraged whistleblowers to file lawsuits against government contractors, including physicians who participate in the Medicaid program, in return for a financial reward paid from the proceeds recovered for the state. Due to opposition from KMA and numerous other businesses and professional associations, the problematic provisions were stripped from this legislation, thus defeating a bill that would have most certainly increased the chances of frivolous lawsuits against Medicaid providers.

Members are encouraged to review the full KMA 2021 Advocacy in Action Achievement Report, available at kyma.org, which outlines each of the bills that passed, along with additional healthcare-related legislation.

Federal Advocacy

In addition to state-level advocacy, KMA also engages Kentucky's federal delegation to ensure the physician voice is reaching elected officials in Washington, D.C. During the past year, KMA has been very active on the national level by advocating on issues ranging from scope of practice and physician immigrant visas to Medicare sequester and COVID-19 relief.

However, the majority of KMA's federal advocacy efforts were devoted to the "surprise billing" issue. KMA action came in response to a late push by Congress to include the "No Surprises Act" in their end-of-year omnibus spending package. The "No Surprises Act" is intended to protect patients from surprise medical bills when they receive unanticipated out-of-network care in emergency and nonemergency settings. While KMA agreed with the bill's intent, there were several problematic provisions within the original bill that would have given considerable advantage to insurers when negotiating with physicians on out-of-network payments. KMA and other groups advocated for changes and because of that advocacy, which included direct communications with Senate Majority Leader Mitch McConnell's office, significant and positive revisions were made to the final version. The law takes effect on January 1, 2022.

Medical Business Advocacy

As part of the AIM for Better Care: Administrative Improvements in Medicine initiative, KMA continues to advocate for increased colon cancer screenings and to provide education on insurance coverage and proper billing and coding for screening colonoscopies. Although state law requires all screening colonoscopies to be fully covered by insurance, even when a polyp is found and removed, confusion by



2020-2021 REPORT TO THE MEMBERSHIP

insurers and healthcare providers about coverage and appropriate coding often result in the incorrect coding of the screening colonoscopy as a diagnostic procedure causing patients to incur additional costs that may deter them from receiving potentially life-saving screening services. KMA partnered with the Department of Insurance (DOI) as part of a market research grant received by the DOI to provide statewide education on colonoscopy screening coverage and billing and coding resulting in insurers updating policies to reflect appropriate coding guidance and coverage.

The Technical Advisory Committee on Physician Services for Medicaid (TAC) also continued its work to reduce administrative barriers in the Medicaid program by highlighting inconsistencies in state regulations related to physician signature requirements. The TAC made recommendations to the Department for Medicaid Services to bring the regulations into alignment and to delay audits on signature requirements until the regulations can be revised. The TAC also provided updates to members on the selection of Medicaid Managed Care Organizations and the new "Missed Appointments" feature on KYHealthNet, which allows providers to report when a Medicaid patient misses or cancels an appointment.

Expanded telehealth services have been a lifeline for many Kentucky patients during the pandemic. Although telehealth encounters have declined from the all-time highs seen in the early days of the public health emergency, telehealth continues to be instrumental in providing increased access to care, particularly in rural and underserved communities.

Through engagement with the Kentucky Telehealth Steering Committee and various subcommittees, KMA continues to advocate for expanded patient access and accurate coverage and reimbursement for telehealth services. Most recently, KMA provided input on draft guidelines on the requirements for the proper use and security of telehealth that are required as part of the new telehealth law. KMA will continue to monitor the development of these new telehealth regulations and provide input as needed.

KMA Legal Trust Fund

KMA frequently litigates on behalf of physicians to increase liability protections and defend against attempts to expand liability. In 2020, KMA and the American Medical Association joined together on amicus briefs in three separate cases pending before the Kentucky Supreme Court: *Sneed v. University of Louisville Hospital*, *Shwab v. Revindra*, and *Watson v. Landmark Urology, P.S.C.* KMA received a favorable decision in *Sneed*, which focused on the statute of limitations in medical liability cases. At the time of this report, KMA awaits the Supreme Court's decisions in *Shwab* and *Watson*, both concerning the adequacy of a patient's informed consent.

Education

CME Accreditation

KMA accredits 18 organizations throughout the state to provide continuing medical education (CME). To help CME providers maintain compliance in accreditation requirements and policies, KMA provides key resources, training, and ongoing monitoring of these programs. The CME Committee and Council continued efforts to support KMA accredited CME providers during the COVID-19 pandemic through virtual webinars on accreditation topics and one-on-one consultations to help providers pivot from in-person to online education. KMA was also able to quickly adapt its in-person coordinator training, "Roadmap to CME," to a virtual experience to aid providers in the development and training of new employees.

As a result of several changes in accreditation guidelines, KMA modified required documents and forms for continuing medical

education approval. These new forms allow information to be completed and submitted electronically. Recognizing the value in this change, KMA shared these forms with all accredited providers.

KMA also received several grants through a state medical society collaboration to promote online education offerings on various clinical considerations of COVID-19. These educational sessions were made available to all members and KMA accredited CME providers.

Joint Providership

Joint providership allows non-accredited organizations the ability to provide CME to a local audience. KMA's joint providership programming grew significantly over the past year as organizations sought to provide timely education on COVID-19 and specialty specific clinical information. These joint providership arrangements provide important non-dues revenue for the association and forge strategic partnerships that create opportunity for future collaborations.

Physician Wellness

Be Well. Stay Well.

KMA introduced the "Be Well. Stay Well" campaign under the leadership of KMA President Dale Toney, M.D., in 2020. The multi-faceted effort focuses on the mental and physical health of both patients and physicians through education and awareness initiatives.

Throughout the last year, the effort has made a tremendous impact through various programs, educational opportunities, and campaigns. These include the "Wear It For Me" mask campaign, the "Raise Your Guard, KY" and "Raise Your Guard, KY: Focus on Flu" programs, and the "Take It From Me" COVID-19 vaccine campaign. These efforts have reached more than 3 million Kentuckians combined and many have specifically targeted areas of the state experiencing greater health disparities.

The Be Well. Stay Well initiative also launched the "Be Well. Stay Well. Physician Health Program" in January 2021, which provides up to six free visits with a licensed therapist for KMA physician members in rural areas of the state through The Woodland Group of Lexington.

KMA and the KFMC thank the physician members who have helped make this work possible as the Association and Kentuckians navigated the COVID-19 pandemic.

Public Health

COVID-19 and Student Athletes

Over the past year, the KMA Committee on Physical Education and Medical Aspects of Sports continued to focus on COVID-19 and efforts to mitigate the virus' potential impact on the state's student athletes. In consultation with the Kentucky High School Athletic Association, the Committee met regularly through video conference to address various issues, including return-to-play guidelines post-COVID-19 infection, use of facial coverings during competition, crowd capacity for athletic events, and student athlete vaccinations.



2020-2021 REPORT TO THE MEMBERSHIP

Public Health Campaigns

KMA partnered with outside stakeholder groups on several highly successful public health campaigns to encourage patients to see their physician, update their immunizations, get a flu shot, and take the COVID-19 vaccine as soon as possible. More information on these is available on page 15.

Leadership

Kentucky Physicians Leadership Institute

Ten physicians from across the state completed the 2021 class of the Kentucky Physicians Leadership Institute on Aug. 28, 2021. This was KMA's fourth class of KPLI participants, an initiative with the Kentucky Foundation for Medical Care designed to enhance the leadership skills of physicians who can fill emerging leadership roles and influence health care policy in the ever-evolving world of medicine.

As part of their training, KPLI graduates studied the personal, business, advocacy, and communications aspects of leadership, as well as heard from expert guests during the popular "Fireside Chat" sessions.

Bill Bryant, M.D. of Owensboro, Hope Cottrill, M.D. of Lexington, Lewis Hargett, M.D. of Louisville, Christopher Jones, M.D. of Louisville, Evelyn Jones, M.D. of Paducah, Christine Ko, M.D. of Lexington, Melissa Larson, M.D. of Walton, Eric Lydon, M.D. of Louisville, Pat Purcell, M.D. of Louisville, and Leslie Schwindel, M.D. of Cynthiana comprised the 2021 class.

Made possible through the generous support of KMA's charitable arm, the Kentucky Foundation for Medical Care, the KPLI has been highly successful in engaging and supporting the growth of physician leaders. Over ninety percent of graduates have taken on new leadership roles such as serving on boards, providing testimony at legislative hearings, meeting with legislators on KMA priorities, and serving as a spokesperson on various public health issues.

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 sixth year, MSOL expanded to five campuses, reaching students at the University of Kentucky, University of Louisville, University of Pikeville, University of Kentucky-Northern Kentucky, and University of Kentucky-Bowling Green. To help accommodate students from each campus, MSOL revamped the program by streamlining the requirements and offering all the presentations virtually. This year's class of 94 graduates brings the total number of MSOL graduates to 431. The MSOL program is funded by the Kentucky Foundation for Medical Care.



Administration

Budget and Membership

Throughout the 2021 fiscal year, the KMA Budget Committee met several times to monitor both revenue and expenditures to see what, if any, financial impact the pandemic might have on KMA resources. For the second year in a row, KMA experienced an increase in active membership. This increase greatly assisted KMA's financial situation since nearly eighty-five percent of revenue stems from membership dues. At year-end, KMA finished with net income thanks in part to the overall membership increase, as well as a decrease in costs associated with few in-person activities due to the pandemic. As KMA once again hosts and physicians attend live events, costs will increase in coming years compared to 2021. As both the Budget Committee and the KMA Board of Trustees discussed throughout the year, KMA may want to continue to identify lessons learned from the pandemic to create administrative and financial efficiencies that offer increased access to KMA programs by members, such as virtual education.

Virtual Board Meetings

The KMA Board of Trustees continued to hold its meetings virtually during the 2021 association year. Despite no in-person meetings, the Board was able to oversee the operations and strategic direction of the association including additional virtual education for the membership; a historic legislative session; several public health initiatives that reached millions of Kentuckians; a positive financial year; and KMA President Dr. Dale Toney's emphasis on both public and physician well-being as evidenced by the new "Be Well. Stay Well." program. KMA leadership looks forward to once again meeting in person during the 2022 association year.

Delegation to the American Medical Association

As a result of COVID-19 pandemic, the American Medical Association (AMA) annual and interim meetings were conducted virtually, and House of Delegates business was limited to special priority issues. Kentucky is well represented at the AMA with various members of the Kentucky Delegation serving in leadership positions. Delegation member and KMA Past President, David J. Bensema, M.D., continued his service as a member of Reference Committee F, which deals with the financial considerations of the organization. Ariel Carpenter, M.D., continued her service as an alternate delegate for the AMA Residents & Fellows Section. Bruce A. Scott, M.D., a member of the Kentucky Delegation and KMA Past President, was re-elected as Speaker of the AMA House of Delegates. In his role as Speaker, Dr. Scott worked countless hours with AMA staff in the development of the virtual format, and his hard work was apparent in the success of both the interim and annual meetings.

AMA Litigation Center

As highlighted in the advocacy section of this report, KMA, along with the AMA, has been very active in a number of legal cases in Kentucky involving the practice of medicine. This work is done through the Litigation Center of the American Medical Association and State Medical Societies, which is the voice of America's medical profession in legal proceedings across the country. The cases in which the Litigation Center join are determined by the Litigation Center's Executive Committee made up of a small group of physician and state medical society staff leaders from around the country. Kentucky is well represented on the Litigation Center Executive Committee through KMA Past President Bruce Scott, M.D., and KMA Deputy Executive Vice President Cory Meadows, who was appointed this past year. For more information about the Litigation Center, visit <https://www.ama-assn.org/health-care-advocacy/judicial-advocacy/litigation-center>.

2021 ANNUAL MEETING IN REVIEW



Better Together: Transforming the Landscape of Care KMA Annual Meeting

The 2021 Annual Meeting of the Kentucky Medical Association, “Better Together” Transforming the Landscape of Care,” emphasized the importance of physicians working together, even while apart.

The virtual meeting, held throughout the month of August, gave members the opportunity to participate in events from the comfort and safety of their home communities, while continuing to care for patients amid the COVID-19 pandemic. More than 250 physicians participated in education sessions, elections, and the Association’s first virtual House of Delegates meeting, which determines KMA policy.

Throughout the month, attendees heard from a dynamic array of speakers through virtual education sessions, including:

Mark Burns, M.D., Infectious Disease Specialist, Assistant Professor, UofL Health, who discussed Kentucky’s current COVID-19 status and vaccine acceptance rate. This session was moderated by KMA Budget Committee Chair and former Kentucky Department for Public Health Infectious Disease Branch Manager David Bensema, M.D., MBA, FACP.

Mickey Trockel, M.D., PhD, Stanford WellMD Program, who discussed Stanford’s approach to physician well-being, including development of foundational programs, culture transformation, rapid

iterative experimentation, and sustainability. This included identification of drivers of burnout or professional fulfillment and how to develop, evaluate, and apply innovative interventions to improve them.

Karen Paulin, employment attorney, Vice Cox & Townsend PLLC, who discussed human resource considerations in the private practice setting post COVID-19.

Sara Police, PhD, Associate Director of Graduate Studies, Department of Pharmacology & Nutritional Sciences, University of Kentucky, who discussed how nutrients work to benefit health and prevent disease, how specific nutrients affect chronic conditions and



how culinary medicine can be incorporated into patient interactions. Doctor Police also discussed how physicians can implement nutritional changes in their own diets to improve physical health and wellness.

Asha Shah, M.D., Dermatologist, MagMutual, who discussed the “webside” manner and interacting with patients via telehealth.

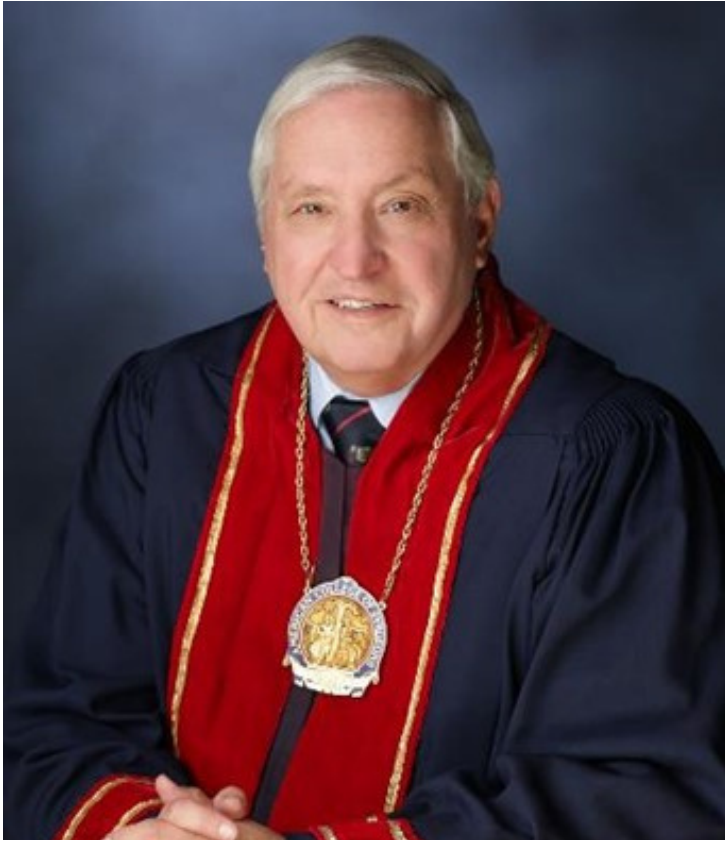
On Sunday, Aug. 29, members convened virtually to elect physicians to its Board of Trustees and AMA delegation as well as set Association policy during the House of Delegates. **Neal Moser, M.D.**, a Taylor Mill pulmonologist, was installed as the KMA’s 171st President, **Monalisa Taylor, M.D.**, of Louisville was elected President-Elect, and **Michael Kuduk, M.D.**, of Winchester was elected Vice President. **SarahBeth Hartlage, M.D.**, of Louisville, was elected Vice Speaker of the KMA House of Delegates. A full listing of resolutions passed during the 2021 House of Delegates is available at <https://kyma.org/2021-resolutions/>.

KMA members are asked to save the dates for the 2022 Annual Meeting, which is scheduled for Aug. 26-28, 2022.



KMA’s 2021 House of Delegates was lead virtually by Danesh Mazloomdoost, M.D., Speaker, and Monalisa M. Taylor, M.D., Vice Speaker, during the 2021 KMA Annual Meeting. A series of five live town-hall sessions on the COVID-19 pandemic held throughout the month of August resonated with physicians. Topics included “Stanford’s Approach to Physician Burnout and Well-Being” (pictured above right).

PHYSICIAN LEGACY: J. David Richardson, M.D. (1945-2021)



The Kentucky Medical Association is proud of the legacy of J. David Richardson, M.D. and dedicated the 2021 Annual Meeting to his honor.

By Gordon R. Tobin, M.D.

J. David Richardson, M.D. pursued surgical excellence and professional integrity with an intensity mirroring the champion thoroughbreds he loved. He attained Triple Crown achievements in raising educational standards, in holding institutions accountable for quality care, and in national/international leadership. His personal practice pioneered substantial advances in trauma, thoracic, and vascular surgery, which he extended to teaching and publishing the principles he defined. His stewardship of quality patient care was unyielding, and he unleashed fierce opposition upon any institution or persons who tolerated substandard care or ethical breaches. These qualities brought enormous respect from peers and the many trainees he mentored. This led to high offices, including American Board of Surgery Chair, American College of Surgeons Presidency, and influential editorial posts. David was intensely dedicated to family, and he achieved national prominence in owning, breeding, and racing top thoroughbred horses.

Family Background and Early Life

James David Richardson (always called David or J. David) was born in 1945 as first child to William and Lovena Richardson of Morehead, Kentucky. This rural region is legendary for independent, strong personalities, which David exemplified. His savvy, resourceful father returned from WWII to build business success in wholesale distribution, which lifted the family from poverty to prosperity and community leadership. Intelligence ran in the family, as David and

brother Ron were high school valedictorians. David won state championships in debate and civic essay contests. David and Ron attended Morehead State University, where David had a near-perfect GPA, and Ron bested him with a perfect 4.0 GPA. Ron is now a respected Louisville gastroenterologist.

Medical and Surgical Education

David received his M.D. from the University of Kentucky, and did two years of surgical residency there, before transferring to the University of Texas, San Antonio. There he completed both General and Thoracic Surgical residencies. He then became quadruple Board Certified (General, Thoracic, Vascular, Critical Care), a rare achievement.

Career and Professional Activities

After training, Dr. Richardson in 1976 joined the fine faculty assembled by Chair, Hiram C. Polk, Jr., at the University of Louisville. There David served 45 productive years, rising to Professor, Department Vice-Chair and Division Director, and Hospital Chief of Surgery. His efforts contributed greatly to creating a top American surgical program. He was key to building the respected Trauma Program, and he contributed substantially to thoracic, vascular, critical care and transplantation advances. Many young surgeons he mentored became leaders in American surgery. A prolific author and speaker, David wrote many landmark papers among his 400-plus scientific publications, and he delivered over 50 named lectureships. These skills brought respected editorial board positions, including journal Editor-in-Chief of *The American Surgeon*. He attained leadership in the most prestigious professional positions, including American Board of Surgery Chair, several regional societies presidencies, and American College of Surgeons Presidency. He remained a vigilant steward of quality care at his home hospitals and nationally. When others were intimidated, he publicly condemned staffing cutbacks and resultant patient harm, with meaningful results.

Family Bonds

David was intensely devoted to his family. His high school sweetheart, Suzanne Hargis, became his wife of 50 years, until her untimely death. He is survived by daughters Mellissa Lewis and Amy Richardson, M.D., son Britton, and second wife, Maxine Rogers, plus five grandchildren, whom he treasured. In Eastern Kentucky tradition, "family" extended to many related only by friendship. To all, he was intensively protective and a constant source of wisdom.

Thoroughbred Horses

David was introduced to thoroughbred racing by his cousin, Hall of Fame Trainer Woody Stevens. David became thoroughly engaged as a racing authority, owner and breeder, and he produced over 1,000 track winners. Known throughout the racing world as "Doc," he held leadership offices in many key State and National racing organizations. His betting skills and advice were legendary. Characteristically, he established free clinics for uninsured racing track workers excluded from the healthcare system.

KMA Legacy Recognition

J. David Richardson exemplified the best qualities of physicians in his advocacies of medicine's highest principles. This brought great professional honors, but he always fully served the most injured, most ill, and most vulnerable. Accordingly, the Kentucky Medical Association dedicates its 2021 accomplishments and activities to his memory and inspiring legacy.



50 YEARS AND COUNTING

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

John W. Arnett, M.D.

William P. Baas, M.D.

Ronald N. Barbie, M.D.

Gary L. Barker, M.D.

Fred L. Barnett, M.D.

Glenn K. Blackburn, M.D.

Stephen M. Bobys, M.D.

Charles O. Bruce, M.D.

William C. Buschemeyer, M.D.

Michael G. Carroll, M.D.

Khalid R. Chaudry, M.D.

John W. Collins, M.D.

Charles L. Dannaher, M.D.

Theodore E. Davies, M.D.

Elvis S. Donaldson, M.D.

David L. Douglas, M.D.

Michael Faurest, M.D.

David Gajadhar, M.D.

John W. Gamel, M.D.

S. Lyle Graham, M.D.

Manuel Grimaldi, M.D.

Edwin L. Grogan, M.D.

Steven J. Hodge, M.D.

David M. Holland, M.D.

Lloyd W. Housman, M.D.

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John G. Hubbard, M.D.

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In Memoriam

Thousands of Kentuckians lost their lives as a result of the COVID-19 pandemic, including three physicians. KMA would like to express its sympathy to the families, friends, and communities of these physicians and recognize the impact of these losses on the medical profession as a whole.



Rebecca Shadowen, M.D., was an infectious disease specialist from Bowling Green who urged mask wearing early on in the pandemic. She battled COVID-19 for nearly 4 months before her death in September 2020.



Mohammad Jawed, M.D., practiced internal medicine in Corbin and specialized in hypertension and diabetes for more than 20 years. Dr. Jawed fought COVID for seven weeks and passed away in November 2020.



Don Miller, M.D., was an emergency room physician in Bowling Green who practiced for more than 17 years. He treated an untold number of COVID-19 patients before contracting the virus and passing away in December 2020.



IN MEMORIAM

DECEASED KMA MEMBER PHYSICIANS AS OF NOV. 5, 2021

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2021: REFLECTING ON SUCCESS

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



It's been another "different" year for healthcare, to say the least. With the COVID-19 pandemic continuing to alter our lives, the Kentucky Foundation for Medical Care (KFMC) responded to the needs of physicians and patients and sought to offer educational opportunities and outreach when and where it was needed the most.

We began the year with the rollout of the much-anticipated COVID-19 vaccine, and the KFMC immediately began working with other stakeholder groups to provide education and encouragement to the

public about the vaccine's safety and efficacy. We partnered with the KMA, the Kentucky Hospital Association, the Foundation for a Healthy Kentucky and the Kentucky Primary Care Association for the "Take It From Me" campaign, which launched in March 2021 and included social media advertisements as well as a series of video and print public service announcements that the partner groups asked media outlets and health providers across the state to share. The Kentucky Broadcasters Association shared the spots with all of their members, and we also saw quite a bit of pickup on news stories about the campaign from our press release, with a total of 23 outlets picking up the story in English, and an additional 10 in Spanish, for a total of about 500,000 viewers across the state.

The Take It From Me campaign continued to evolve as vaccine guidelines, recommendations, and availability changed, and in June 2021 we launched additional targeted ads utilizing IP targeting technology to focus on messaging exclusively in counties across the state with the lowest COVID-19 vaccination rates. In September, following the FDA's approval of the Pfizer vaccine, we produced a new set of 18 PSAs featuring physicians, a nurse, and a recovered COVID patient, and as we approach the end of the year, are preparing to release more videos that focus exclusively on the safety and efficacy of the vaccine for children 5-11 years old.

Another initiative I'm immensely proud of from our work this year is the "Be Well. Stay Well Physician Health Program," which provides up to six free visits with a licensed therapist for KMA members in rural parts of the state. Physicians operate under tremendous stress at times, particularly with the pandemic, and this program seeks to assist them with working through the stressors that every physician encounters throughout his or her career. Participants in the program are completely anonymous and the visits themselves are administered by The Woodland Group of Lexington, which has extensive experience working with physicians.

Finally, I'm thrilled that despite the challenges this year presented, we were able to continue to offer our outstanding leadership programs to current and future physicians. Our Medical Student Outreach and Leadership (MSOL) program expanded to five campuses this year, reaching students at the University of Kentucky, University of Louisville, University of Pikeville, University of Kentucky-Northern Kentucky, and University of Kentucky-Bowling Green. To help accommodate students from each campus, we revamped the program by streamlining the requirements and offering all the presentations virtually.

Kentucky Foundation for Medical Care

This year's class of 94 graduates brings the total number of MSOL graduates to 431. In addition, after a yearlong hiatus due to the pandemic, our award-winning Kentucky Physicians Leadership Institute (KPLI) welcomed ten participants from across the state, who studied the personal, business, advocacy, and communications aspects of leadership.

Although 2021 remained full of challenges and uncharted territories, 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.



Above: KPLI participants Christopher Jones, M.D. and Christine Ko, M.D. work through a leadership exercise during the 2021 program. Below: KMA 2021-2022 President-Elect Monalisa Taylor, M.D. films a PSA for the KMA and KFMC's "Take It From Me" COVID-19 vaccine campaign.



take it from me.

Be Well. Stay Well.

The KFMC introduced the “Be Well. Stay Well” campaign under the leadership of KMA President Dale Toney, M.D. in 2020. The multi-faceted effort focuses on the mental and physical health of both patients and physicians through education and awareness initiatives.

Throughout the last year, the effort made a tremendous impact through various programs, educational opportunities, and campaigns. These include the “Wear It For Me” mask campaign, the “Raise Your Guard, KY” and “Raise Your Guard, KY: Focus on Flu” programs, and the “Take It From Me” COVID-19 vaccine campaign. These efforts have reached more than 3 million Kentuckians combined and many have specifically targeted areas of the state experiencing greater health disparities.

A central aspect of the campaign was the launch in January 2021 of a new service for physicians called the “Be Well. Stay Well Physician Health Program.” The program provides up to six free visits with a licensed therapist for KMA physician members in rural areas of the state through The Woodland Group of Lexington. The visits are conducted remotely and kept completely confidential from anyone with KMA and/or the physician’s practice or employer. The Woodland Group manages the administrative aspects of confirming KMA membership and no report is provided to KMA that contains any physician’s name. The program is made available to rural physicians because of the unique geographic limitations some may face in seeking such assistance.

The service has received positive feedback from members and was featured in the May/June issue of *Medical News*, as well as in health system newsletters across the state.

Take It From Me

In early 2021, the KMA, KFMC, the Foundation for a Healthy Kentucky, the Kentucky Primary Care Association, and the Kentucky Hospital Association launched a joint statewide campaign aimed at encouraging Kentuckians to receive the COVID-19 vaccine. “Take It From Me” features a diverse group of residents, physicians, nurses and patients reassuring viewers that the vaccine is safe and effective. A number of new videos have been developed and released throughout the year that speak to changes in guidance, including the vaccine’s approval by the FDA and the availability of the vaccine for children as young as 5. The campaign utilized IP targeted technology to distribute ads specifically in areas of the state with low vaccination rates. Take It From Me’s PSAs and social media advertisements have achieved more than 3 million impressions statewide.



Above: Leigh Doane, M.D. is featured in one of the PSAs for the KMA and KFMC’s “Take It From Me” public health campaign. Below: Medical Student Outreach and Leadership Program (MSOL) participants show their support for COVID-19 vaccination through a social media ad as part of the “Take It From Me” campaign.



KENTUCKY PHYSICIANS LEADERSHIP INSTITUTE GRADUATES CLASS OF 2021



CLASS OF 2021

The 2021 Class of the Kentucky Physicians Leadership Institute included from top left Lewis Hargett, M.D., Pat Purcell, M.D., Hope Cottrill, M.D., Melissa Larson, M.D., Eric Lydon, M.D., Evelyn Jones, M.D., Leslie Schwindel, M.D., Christine Ko, M.D., Bill Bryant, M.D., and Christopher Jones, M.D.

Ten physicians from across the state completed the 2021 class of the Kentucky Physicians Leadership Institute on Aug. 28, 2021. This was the fourth class of KPLI participants, an initiative designed to enhance the leadership skills of physicians who can fill emerging leadership roles and influence health care policy in the ever-evolving world of medicine.

The program, which was paused in 2020 due to the pandemic, resumed with in-person sessions while taking precautions for COVID-19. As part of their training, KPLI graduates studied the personal, business, advocacy, and communications aspects of leadership, as well as heard from expert guests during the popular "Fireside Chat" sessions.

Bill Bryant, M.D. of Owensboro, Hope Cottrill, M.D. of Lexington, Lewis Hargett, M.D. of Louisville, Christopher Jones, M.D. of Louisville, Evelyn Jones, M.D. of Paducah, Christine Ko, M.D. of Lexington, Melissa Larson, M.D. of Walton, Eric Lydon, M.D. of Louisville, Pat Purcell, M.D. of Louisville, and Leslie Schwindel, M.D. of Cynthiana comprised the 2021 class.

"(KPLI) was such an advantageous experience which allowed me to learn and grow my leadership skills," said 2021 graduate and pediatrician Pat Purcell, M.D.

Graduate Eric Lydon, M.D., agreed. "KPLI was beneficial to me because I now realize that leadership is not being the person out front leading the charge, but is anyone who takes an active role in making the voice of medicine and physicians heard, whether it be

meeting with your legislator, working on hospital committees, being an active member of your state and local associations, or advocating for patients with insurance companies. Leadership is being active and participating in a meaningful way."

The Kentucky Physicians Leadership Institute (KPLI) is the premier leadership training program for physicians in Kentucky. Each year, this exclusive program selects up to 15 physicians to participate in a year-long series of learning events that cultivates the next generation of physician leaders across the state. The four weekend events help address many of the challenges facing the physician community.

More information about the program, as well as applications for the class of 2022, is available at www.kyfm.org.



Above: 2021 KPLI participant Pat Purcell, M.D. Below: KPLI participants Evelyn Jones, M.D. (left) and Eric Lydon, M.D. (right).



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