



Kentucky Foundation
for Medical Care



2
0
2
3

FOR THE **RECORD**

**The Journal of the Kentucky
Medical Association**

*& the Annual Report of the Kentucky
Foundation for Medical Care*



Realize the rewards of ownership

To help you stay ahead in the ever-changing healthcare industry, the strength and stability of your insurer matters. You need the right company to support you. MagMutual is that company.

With more than 40 years of leadership in healthcare liability, we're now the largest mutual insurer of physicians and the second largest mutual medical professional liability provider in the U.S. We consistently deliver market-leading dividends to our PolicyOwners: more than \$370 million to date, with over half paid in the last 6 years alone.*

And even with those rewards, our strong financials allow us to make record investments on our PolicyOwners' behalf. At MagMutual, we're meeting your needs today – while protecting your tomorrow.

Expert guidance • Greater rewards • Better results



MAGMUTUAL®

MagMutual.com | 800-282-4882

*Market position based on S&P Global Market Intelligence 2021 year-end financial filings. Dividends and Owners Circle allocations are declared at the discretion of the MagMutual Board of Directors and are subject to eligibility requirements.

2023: A NEW CHAPTER



But we wouldn't have been able to accomplish any of these things without you.

With 2023 behind us, KMA and the KFMC look forward to continuing this important work in 2024 and would like to thank all of the physician leaders who made these accomplishments possible.

Michael Kuduk, M.D.
2023-2024 KMA President

Shawn C. Jones, M.D.
KFMC President

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 year's "For the Record: The Journal of the Kentucky Medical Association and the Annual Report of the Kentucky Foundation for Medical Care."

While our profession continues to face some of its greatest challenges, the KMA has worked to educate, advocate, and care for the Commonwealth.

Our advocacy efforts resulted in the passage of bills that will improve the practice of medicine in Kentucky. Our public health work impacted millions. Our education efforts ensured we were in tune with the latest information.

TABLE OF CONTENTS

President's Message	4
Meet KMA President Michael Kuduk, M.D.	5
2022-2023 Report to the Membership	6-11
2023 Annual Meeting in Review	12
Physician Legacy: Dr. Lillian Herald South	13
50 Years and Counting	14
In Memoriam	15
KFMC President's Message	16
2023 Kentucky Physicians Leadership Institute	17
KFMC Contributors	18-19

KMA PRESIDENT'S MESSAGE

Leading the Way

By Michael Kuduk, M.D.
2023-2024 KMA President



It's an honor to be sworn in as your 2023-2024 KMA President. I have been involved with the KMA in some way, shape or form since 2003, a few years after I started a private practice in Winchester.

At that time, the KMA offices were in an office building on Brownsboro Road. After getting involved through the Committee for Medical Business Advocacy,

I remember walking past the big oil portraits, wondering what it would be like to serve as the KMA President (I guess I will find out). I also recall the long, fifty-foot table which dominated the conference room. There was a degree of seniority there, as the junior members sat by the coffee and refreshments, and the senior members were by the window. When the meeting started, I quickly learned why the senior members were up front – they were leaders. They saw the problems, they had the solutions, and if they didn't have the solutions, they knew who to ask and what to do to find them. The front of the room meant leadership, and with medicine under significant pressure then as now, the decisions which were made had the potential to affect thousands of physicians and millions of patients in a positive manner.

KMA has since moved twice, each time to a smaller space. The portraits and table are gone or in storage. Today's KMA is quick, nimble, and flexible. The KMA is able to effectively advocate for physicians and their patients because of outstanding leadership. In preparing to carry the leadership torch for the upcoming year, I took time to reflect on some of the individuals who have defined leadership for me. I will share some of those reflections over the course of the upcoming year as part of my President's Messages in *Kentucky Health eNews* and in the *KMA Communicator*.

But what I want to say today is this - the Kentucky Medical Association needs you to be a leader. Remember that as a physician, everyone looks up to you as a leader, both inside and outside the office or hospital. You can make a tremendous difference in your life and your patients' lives. KMA offers

programs which can help to develop your skills as a leader, and can offer ways for you to utilize your leadership skills to help medicine and our patients.

I think it is significant that a growing number of current KMA leaders are graduates of the Kentucky Physician's Leadership Institute (KPLI). KPLI addresses personal leadership, business leadership, and advocacy leadership in a collegial setting. As a KPLI graduate, the skills I have learned have been invaluable to me in my roles in KMA, as well as in my practice. I look forward to working to improve the program even further.

KMA's current system of councils and commissions ensure that we pay close, proactive attention to legislative issues, public health issues, workforce issues, and planning issues affecting the organization. All of our commissions and committees meet virtually, which minimizes travel and ensures that your time is well spent. I would encourage anyone who is interested in participating with our commissions and committees to reach out to KMA staff to find out more.

So...leadership is important in being a physician today. I have had the benefit of learning from outstanding leaders, and I hope to carry the torch high during my presidency. Fortunately, KMA is already engaged in several advocacy programs which will help in my efforts.

One of my major priorities will be in attempting to get our statewide immunization levels back to where they were before the pandemic, both adult and child.

I am personally appreciative of the work that Doctor Monalisa Tailor and Doctors Shawn and Evelyn Jones have done on behalf of physician wellness, both in removing the stigma associated with seeking care through Senate Bill 12, and in increasing access to care for physicians who need it. Doctor Tailor plans to continue her "Learn With Me" series during the upcoming year. I am looking forward to working with them as they continue their outstanding work.

I will also continue to advocate for prior authorization reform, an issue that we can all agree not only impacts our daily lives, but the lives of our patients. KMA's member survey earlier this year highlighted the fact that physicians believe prior authorization is the biggest issue they face in their day-to-day practices. Many of you came to Frankfort to advocate on the issue, and we plan to put an even greater focus on it this year. As we learned in KPLI, telling a story can be the most effective form of advocacy, and we all have many patient stories to tell showing how prior authorizations negatively impact the health of our patients. Please help us tell those stories so we can make a dramatic change on that issue.

I look forward to leading the Association over the coming year and will work tirelessly to improve the wellbeing of both medical practice and the citizens of the Commonwealth.

MEET KMA PRESIDENT MICHAEL KUDUK, M.D.



Dr. Michael Kuduk seeks to make a difference wherever he goes, whether it be in his community, his profession, or through his hobbies.

Originally from Northern New Jersey, he went to college at the Johns Hopkins University in Baltimore and medical school at the College of Medicine and Dentistry of New Jersey. Dr. Kuduk completed his residency at Texas Children's Hospital, and was in single-specialty and multi-specialty group practice for six years.

In 1998, he moved to Winchester, Kentucky to open a solo practice which he operated successfully for nineteen years. He has decided to focus on medical education in the latter part of his career, and is currently employed as a pediatric hospitalist at Kentucky Children's Hospital. He is board certified in both pediatrics and pediatric hospital medicine.

The first person in his family to practice medicine, his interest in the field began when he was a child, as an avid reader of books and encyclopedias.

"I was really interested in childhood diseases like measles, polio and diphtheria," he said.

That passion continues today, as Dr. Kuduk is an outspoken advocate for vaccinations and looks forward to spearheading the KMA and KFMC's upcoming "Voices for Vaccination" public health campaign. The effort seeks to encourage immunizations, particularly in underserved areas, and is a partnership with the Kentucky Hospital Association and Kentucky Nurses Association.

Dr. Kuduk credits his participation in the KPLI program as helping prepare him for the role of KMA President and taught him more about how to make the practice of medicine better for physicians in Kentucky.

"You need to be focused, have a targeted audience, have a message, figure out what you need to do and have a plan," he said. "One thing I tell my students is physicians are going to be leaders," he said. "You're going to be a leader in your community and your voice carries weight. KPLI was important because it provided a really good framework for learning how to use that voice effectively."

In his spare time, you may find Dr. Kuduk and his wife, Lisa, growing and showing flowers—especially daffodils. They have over 500 different varieties on their 15-acre farm in Winchester and travel to shows across the country.

"Gardening and medicine are alike in many ways: both take time, attention to even the smallest of details, and a lot of patience...but the end result is always worth it."



Dr. Kuduk and his wife, Lisa, during the 2023 KMA Annual Meeting in August.

2022-2023 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 2023 KMA Annual Meeting, held in August.

ADVOCACY

State Legislative Advocacy

The 2023 General Assembly wrapped up the 30-day “short session” on Thursday, March 30. Although House and Senate leadership initially hinted at the possibility of a scaled-back session, legislators ultimately passed over 180 new laws and resolutions, including several bills that generated a great deal of controversy. However, thanks to the advocacy efforts of members, KMA was able to successfully advance priority bills this session and lay the groundwork for future advocacy efforts on a number of issues.

Enhancing Physician Wellness

Physicians and other healthcare workers have an increased risk of experiencing burnout due to the demanding nature of their work. However, they are less likely to request and receive help for mental health issues due to the stigma associated with seeking treatment for themselves within the medical field. Senate Bill 12, sponsored by Sen. Donald Douglas, M.D., encourages physicians to seek care when needed through a wellness program and ensures that a record of a physician's participation in such a program is confidential and has additional legal protections. The bill passed unanimously out of both chambers and was immediately signed by the governor. The passage of this legislation is a crucial step in KMA's overall efforts to improve physician well-being and address workforce issues in the state.

Prior Authorization Exemption

House Bill 134, sponsored by Rep. Kim Moser, would have established a prior authorization exemption program designed to automatically waive prior authorization requirements if a physician has historically been approved for a specific procedure/service at least 90 percent of the time. A prior authorization exemption program would ensure patients have timely access to the care they need, reduce administrative burdens for physicians, and lower healthcare costs. The bill easily passed the House Health Services Committee. However, despite the nearly unanimous consensus among lawmakers that prior authorization reform is desperately needed, the bill was ultimately recommitted to the House Banking and Insurance Committee for further consideration due to concerns over the potential cost of such reforms, especially to the Medicaid program. Although the bill did not pass the General Assembly this session, streamlining and reforming prior authorization will continue to be a major focus of KMA's advocacy efforts throughout 2023 and into the 2024 session.

Scope of Practice

Each year during the legislative session, various non-physician groups introduce legislation to increase their scope of practice in the state. KMA has successfully defended against the multi-year effort by the Kentucky Association of Nurse Practitioners and Nurse-Midwives (KANPNM) to phase out the CAPA-CS (Collaborative Agreement for Advanced Practice Registered Nurse's Prescriptive Authority for Controlled Substances). Following five months of negotiations, an agreement was reached this year on Senate Bill 94, that consistent with KMA policy, preserves the physician-led, team-based care model. KMA advocacy efforts ensured that the legislation strengthened the CAPA-CS, increased meaningful collaboration between APRNs and collaborating physicians, and provided the appropriate safeguards for public health. While an agreement has been reached on this issue, many other scope of practice bills are anticipated in future legislative sessions. KMA encourages members to remain engaged on such issues to ensure the practice of medicine and patients are protected. KMA's “KY Physicians Care” campaign continues to educate legislators and the public on the importance of the physician-led, team-based care model. More information on this effort is available at kyphysicianscare.com.

Other Bills of Interest

The General Assembly continued to take steps to address the effects of the ongoing opioid epidemic in the state. House Bill 353, sponsored by Rep. Kim Moser, excludes fentanyl test strips and other testing equipment used to determine the presence of chemicals, toxic substances, or hazardous compounds in controlled substances from the prohibition of possession of drug paraphernalia. This legislation, which was approved by legislators, aligns with KMA policy established by the 2022 House of Delegates calling for exempting materials distributed for the appropriate use in evidence-based harm reduction programs from being classified as “drug paraphernalia.”

In another policy win for the Association, House Bill 331, sponsored by Rep. Ruth Ann Palumbo and Rep. Kim Moser, directs local boards of education to require schools to maintain a portable automated external defibrillator (AED) in every middle and high school building. As funds become available through a newly created AED Fund, schools will also be required to have an AED available at every middle and high school athletic practice/competition. House Bill 331 also states that the coaches' sports safety course must now include AED training and CPR certification. Current KMA policy calls for AED

2022-2023 REPORT TO THE MEMBERSHIP

education and instruction as part of CPR training and supports the increased availability of AEDs in public spaces throughout the state.

Senate Bill 135 aims to improve perinatal mental health by requiring the Cabinet for Health and Family Services (CHFS) to make information on postpartum depression and a postpartum assessment tool available on its website. The bill, sponsored by Sen. Shelley Funke Frommeyer, also directs CHFS to develop and implement a collaborative program aimed at improving the quality of prevention and treatment of postpartum depression. Lawmakers passed Senate Bill 135 by a wide margin.

Sponsored by Rep. Kim Moser and supported by KMA, House Bill 180 requires health benefit plans to cover biomarker testing for patients who have been diagnosed with cancer and other diseases. Biomarker testing is often used to help determine the best treatment for a patient by analyzing a patient's tissue, blood, or other biospecimen for the presence of a biomarker. Insurance coverage for biomarker testing is essential to keeping pace with innovation and advancement in treatment.

Members are encouraged to review the full KMA 2023 Advocacy in Action Achievement Report, available at kyma.org, which outlines additional key healthcare-related bills that were enacted by the General Assembly, including legislation regarding gender dysphoria and cannabis.

Advocacy in Action: KMA Physicians' Day at the Capitol



More than 90 physicians and medical students from across Kentucky gathered in Frankfort on February 22 to advocate for their practice and their patients as part of the 2023 KMA Physicians' Day at the Capitol (PDAC). In addition to the advocacy efforts at PDAC, KMA members were highly active on the grassroots level through compelling testimony at committee hearings, legislative visits, and messages sent through the KMA Action Center. KMA greatly appreciates the collective efforts of members to advance the priorities of physicians and patients across the Commonwealth.

Policy and Regulatory Advocacy

In addition to legislative advocacy, KMA continues to successfully advocate on policy and regulatory issues proposed by non-physician licensure boards as well as the Cabinet for Health and Family Services. Over the last year, KMA has submitted formal comments and spoken against several regulations that would have resulted in reimbursement limitations and expanded scope of practice for non-physician providers. In a major win for physicians, KMA succeeded in its multi-year effort to secure changes to state Medicaid regulations that limited reimbursement for Evaluation and Management (E&M) office visits with a Current Procedural Terminology (CPT®) code of 99214 or 99215. As of April 2023, this limitation is no longer in effect.

The Technical Advisory Committee on Physician Services for Medicaid (PTAC) continues to push for Medicaid reimbursement enhancements for primary care services as well as reforms to administrative burdens impacting physician practices. The PTAC has made great strides on these issues through information sharing with the Department for Medicaid Services and is presently working to identify which codes on the Medicaid Physician fee schedule could be enhanced to have the biggest impact on physicians and their patients.

Legal Trust Fund

The KMA Legal Trust Fund, supported solely by member contributions, is used to litigate on behalf of physicians before state and federal courts.

In 2022, KMA and the AMA Litigation Center partnered on an amicus brief to the Kentucky Court of Appeals regarding *Carey v. CSX Transportation, Inc.* The brief was submitted on behalf of a physician who was sued by two non-physician providers for sending a letter to relevant investigative units expressing his suspicions of potential healthcare fraud by those providers. The Court will decide whether the physician's communications to interested third parties were legally permitted under the doctrine known as the "common interest" privilege or whether such communications were defamatory. Through their brief, KMA and the AMA Litigation Center seek to protect physicians' interest in reporting activity that they suspect to be fraudulent or otherwise unlawful behavior. The Court of Appeals is expected to issue a decision in the coming months. On the federal level, KMA joined in support of an amicus brief that the Physicians Advocacy Institute (PAI), the nine state medical associations represented on PAI's Board of Directors, and American College of Neurological Surgeons filed in the Texas Medical Association's (TMA) lawsuit challenging federal rules implementing the independent dispute resolution provisions (IDR) for the No Surprises Act (NSA).

2022-2023 REPORT TO THE MEMBERSHIP

Despite TMA's successful legal challenge to the interim final rule's (IFR) IDR provisions of the NSA in U.S. District Court, federal regulators failed to remedy the IFR's flawed directive for arbiters to give undue weight to the insurer-determined Qualified Payment Amount above the other relevant factors allowed in the NSA statute. TMA once again asked that the Court strike down the IDR provisions in the Final Rule based on the same fatal bias, and KMA joined PAI and other stakeholders to demonstrate physician organizations' broad support for this litigation.

PUBLIC ADVOCACY CAMPAIGNS

In 2022 and 2023, KMA launched two advocacy campaigns centered on legislative priority issues: scope of practice and prior authorization reform. The "Kentucky Physicians Care" and "Reform Prior Auth" campaigns seek to educate the public and legislators about these issues and advocate for necessary reforms.

KY Physicians Care

Kentucky Physicians Care was launched in August of 2022, thanks to a \$65,000 grant from the American Medical Association (AMA)'s Scope of Practice Partnership. The effort promotes the physician-led, team-based care model and highlights the importance of collaboration between physicians and other care providers. The campaign also outlines evidence-based reforms that can assist with the healthcare workforce shortage and access to care issues.

KY Physicians Care kicked off with an op-ed by KMA President Monalisa Tailor, M.D., which was published in the Courier-Journal in November 2022, as well as a website, kypphysicianscare.com, featuring educational materials, paid advertising, and targeted efforts with legislators.

In December 2022, the campaign conducted a statewide survey by an independent polling organization, with results finding that Kentucky patients overwhelmingly trust and want physician-led, team-based care:

- 86% of Kentuckians say physician involvement in medical procedures and surgeries is very important.
- 80% of Kentuckians say physician involvement in their treatment and diagnosis decisions is very important.
- 75% of Kentucky's rural voters oppose non-physician providers performing certain medical services and procedures.
- 73% of Kentuckians say that expanded scope of practice would make procedures less safe.

KY Physicians Care used this information to launch targeted web and social media advertising across the state, which generated more than 4.6 million impressions across all platforms and more than 4,300 clicks to the website. In May 2023, the campaign debuted a video on its website that explains the importance of the physician-led, team-based care model and the differences between physicians and other care providers.

Reform Prior Auth

In January 2023, KMA kicked off an awareness campaign called "Reform Prior Auth" which advocates for necessary changes to the prior authorization process and highlights the negative impacts the current system has on providers and patients.

A press conference was held to introduce the campaign in the State Capitol Rotunda during the 2023 KMA Physicians' Day at the Capitol, which featured KMA President Monalisa Tailor, M.D., and Rep. Kim Moser, who sponsored House Bill 134. More than 90 physicians from across the state attended the event, which was featured as the Legislative Update during KET's "Kentucky Edition" that evening.

The Reform Prior Auth campaign also includes a website, reformpriorauth.org, op-eds across the state, and geofencing ads, which have garnered more than 2.5 million impressions across all platforms. In addition, the campaign created a series of videos featuring KPLI graduates Casey Miles, M.D., and Christopher Jones, M.D., who discuss the negative impact of prior authorizations on patient care and safety.

Although House Bill 134 did not pass this legislative session, KMA plans to continue the "Reform Prior Auth" campaign and make streamlining and reforming prior authorization a major focus of the Association's advocacy efforts in the coming year.



2022-2023 REPORT TO THE MEMBERSHIP

EDUCATION

Virtual Education

Due to the increase in demand in recent years for additional virtual education opportunities, KMA launched the KMA CME Guarantee program to allow members to receive access to at least 30 hours of Category I Continuing Medical Education (CME) credit each three-year cycle at no cost. Learners can access a wide range of topics, including mandatory state licensure requirements, up-to-date clinical guidance, and professional development. Many sessions are offered as both internet live and enduring material.

The “Learn with Me: Exploring Physician Specialties” series, inspired and led by KMA President Monalisa Taylor, M.D., provides participants with an opportunity to explore the areas of Cardiology, Dementia, Geriatrics, and Nephrology through an interactive interview and questions from the audience. Following a resolution passed by the House of Delegates calling for member education on Trauma Informed Care (TIC), Dr. Taylor also spearheaded a 90-minute webinar that introduces the concept of TIC and provides tangible resources to support implementation.



CME Accreditation

KMA accredits 18 organizations throughout the state to provide continuing medical education (CME) and provides resources, training, and ongoing monitoring of these programs to ensure they maintain compliance with accreditation requirements and policies. In 2023, KMA launched “KMA Provider Hours,” which provides a virtual platform for organizations to ask questions regarding accreditation rules, review case study questions, and hear from guest speakers on CME requirements. KMA CME Council and Committee members also participated in virtual training regarding accreditation requirements and approaches to surveying, including tips for interaction with providers, review of materials, and decision-making. KMA Education Director Miranda Mosley was once again a featured speaker at the Accreditation Council for Continuing Medical Education’s (ACCME) “Accreditation Workshop” and at the ACCME Annual Meeting in May.

Over the last year, four KMA Accredited CME providers were reviewed for re-accreditation. In 2023, the West Virginia Medical Association opted out of providing CME accreditation and selected KMA to assume oversight of interested CME programs. To date, one provider in West Virginia has entered into a formal relationship with KMA for accreditation.

Joint Providerships

Joint providership allows non-accredited organizations the opportunity to be approved by KMA to provide CME. Over the past year, interest in partnering with KMA has increased significantly. Joint provider relationships create non-dues revenue for the organization and opportunities for future collaboration through education and advocacy. In January, KMA entered into a year-long contract and partnership with Lexington Clinic to provide continuing medical education for their monthly grand round series. KMA members were invited to attend at no cost and the program has enjoyed robust participation. For the second year in a row, KMA also continued providing services on a regularly scheduled series for a health system in Louisville.

Administrative Services & Specialty Society Management

Over the last several years, KMA has provided meeting and administrative support services to several external organizations. These services include the design and oversight of registration platforms, marketing materials, contract negotiation, and onsite meeting management. Several state specialty societies have requested additional administrative support, and KMA is currently in negotiations with two such groups to provide full association management services.

2022-2023 REPORT TO THE MEMBERSHIP

LEADERSHIP

Kentucky Physicians Leadership Institute

The Kentucky Physicians Leadership Institute (KPLI) is the premier physician leadership training program for physicians in the state as well as one of KMA's most successful initiatives. Ten physicians were recognized during the 2023 KMA Annual Meeting for completing the award-winning program. Now in its seventh year, the program continues to garner interest and participation from physicians across different disciplines and demographics.

The KPLI sessions are focused on the personal, business/financial, advocacy, and communications aspects of leadership. At each session, participants engage in " Fireside Chats " with various industry leaders providing them with an opportunity to connect and network with experts across the healthcare spectrum.

Made possible by the generous support of KMA's charitable arm, the Kentucky Foundation for Medical Care, the impact of the program is demonstrated by the number of graduates who have taken on leadership roles in public health, legislative advocacy, and in various health systems and professional organizations.

A special "thank you" is extended to KMA Past President Fred Williams, Jr., M.D., for his exemplary leadership and stewardship of this program. Since the program's inception, Dr. Williams has provided wisdom and encouragement while guiding each class and cultivating the next generation of physician leaders. As he completes his tenure as Chair, the Association gratefully acknowledges the impact he has had on the program and its participants.

Medical Student Outreach and Leadership Program



Designed to engage students early in organized medicine, the Medical Student Outreach and Leadership (MSOL) Program creates future physician leaders through educational

sessions and community involvement. Now in its eighth year, the program includes six campuses—the University of Louisville, the Kentucky College of Osteopathic Medicine, and the University of Kentucky's Lexington, Northern Kentucky, Morehead, and Bowling Green campuses. The program continues to offer all sessions virtually to accommodate students from each campus and make it easier to participate. This year's class of 89 graduates brings the total number of MSOL graduates to 609. The MSOL program is funded by the Kentucky Foundation for Medical Care.

ADMINISTRATION

Membership

For the first time in three years, KMA experienced a reduction in Active membership with a 15% decrease over last year. Despite this overall decline, physicians in their first year of active practice showed a 7% increase, and physicians practicing less than 20 hours a week had a 26% increase in membership over last year. Further, the Association maintained a 73.5% membership retention rate and gained 277 new and rejoin members. First-Year Resident, Life, and Student memberships also saw an increase over the last year.

Budget

KMA transitioned to a calendar year budget in 2023 to better plan and track the organization's finances. KMA enjoyed a "clean" audit by an outside auditing firm for the final fiscal year that ended in June 2022. As required by KMA's bylaws, the audit report is available to the membership on the KMA website.

The end of 2022 and the beginning of the new year brought some challenging times for KMA's finances. The budget approved by the Board of Trustees for 2023 projected a large deficit due to three major factors. First, KMA experienced a significant increase in expenses due to inflation along with more in-person meetings and the increased costs associated with those meetings. Over the past few years, KMA's costs have been lower than normal due to restrictions on gatherings during the pandemic.

Second, rising inflation and other costs also affected KMA members and those who pay their dues, which resulted in a membership loss of nearly 15% compared to the previous year. Such a drop was especially disappointing considering KMA had the best membership numbers in several years in 2022.

Finally, KMA relocated its office space to bring substantial savings in coming years, while absorbing a one-time cost to end the current office lease arrangement. Moving forward, the new office space will save KMA 77% annually on its office lease costs without any impact on operations.

Coming out of the pandemic, KMA enjoyed a strong cash and reserve cushion to absorb the higher costs and allow for expenditures related to advocacy priorities such as physician wellness and prior authorization. That temporary financial cushion was the result of decreased expenses during Covid, an increase in membership over a four-year period, and obtaining a forgiven PPP loan from the federal government.

2022-2023 REPORT TO THE MEMBERSHIP

The Budget Committee plans to explore additional sources of savings to bring reduced revenues in line with expenses moving forward. As such, the Budget Committee will be recommending a budget later this year that will draw on investment reserves in 2024 and propose further operational changes that will reduce expenses, with a goal of maintaining robust advocacy, education, and communication programs for the physicians of Kentucky.

Long Range Planning

The KMA Long Range Planning Commission assisted in developing a KMA member survey regarding several issues impacting medicine as the profession moves out of the Covid pandemic. The commission helped craft many of the questions and issues covered by the survey, which was sent to the membership in October 2022. The survey was conducted by Avenue M, a marketing research company that has extensive experience in association member surveys.

In early 2023, the commission met to review the survey results. Some of the more interesting findings included demographic information that showed 64% of respondents were employed, which contrasts with a KMA survey from ten years earlier that showed only 40% were employed. Among the other survey findings, an alarming number of physicians—nearly 23%—are experiencing stress that is impacting their professional satisfaction. The major cause of this stress is professional administrative burdens, most notably prior authorizations.



Other survey findings of interest:

- 76% said that telehealth is a valuable tool and service.
- 63% believe social media is the best way to reach patients with public health messages.
- Neurology and psychiatry are the most needed specialties among patients.
- 69% of surveyed physicians currently obtain a majority of their CME virtually.

The survey results were used during the legislative session to help obtain passage of legislation on physician wellness and to aid KMA's advocacy efforts on legislation to streamline the prior authorization process.

Delegation to the American Medical Association

The Kentucky Delegation to the American Medical Association (AMA) represented the KMA membership at the national level during the 2022 Interim Meeting in Hawaii and the 2023 Annual Meeting in Chicago. The delegation reviewed and considered hundreds of resolutions and provided testimony and expert perspectives during reference committee hearings and House of Delegate proceedings.

Several important policy initiatives were addressed by the House including a call for the AMA to make Medicare payment reform a top priority, ensuring only physicians supervise the provision of emergency care services in an emergency department, and protecting physicians from discrimination and confidentiality violations related to disclosing mental health conditions on licensing and credentialing applications.

Several representatives from Kentucky's delegation were elected or appointed to serve in various roles at the AMA. Delegation member and KMA Past President, R. Brent Wright, M.D., MMM, served on Reference Committee G, which focuses on medical service considerations. KMA Past President and Alternate AMA Delegate Shawn C. Jones, M.D., was appointed as Editor of the Southeastern Delegation newsletter, and University of Kentucky medical student Abbigayle Rawls was elected as the Medical Student Section At Large Member.

Kentucky Delegation Chair Greg Cooper, M.D., proudly represented the delegation and the Kentucky Medical Association in formally nominating KMA Past President Bruce A. Scott, M.D., for the position of President-Elect of the AMA. Dr. Scott was elected by acclamation at the 2023 Annual Meeting in June. Before his election as AMA President-Elect, he served four terms as Vice Speaker of the AMA House of Delegates followed by four terms as Speaker. Dr. Scott will be installed as President during the 2024 AMA Annual Meeting.



2023 ANNUAL MEETING IN REVIEW



REJUVENATING
Medicine
INNOVATION AND INSPIRATION
ACROSS KENTUCKY
2023 KMA ANNUAL MEETING
AUG. 25-27 | LOUISVILLE MARRIOTT EAST

Physicians from across the state joined peers and colleagues for the 2023 Annual Meeting of the Kentucky Medical Association

(KMA), which was held Aug. 25-27 at the Louisville Marriott East. The weekend included education sessions, the KMA House of Delegates, elections for the KMA Board of Trustees, as well as opportunities for networking and socializing. In addition, a social event, the President's Celebration Reception, honored past and incoming KMA Presidents as well as recognized the 2023 KMA award winners and graduates of the KMA's Medical Student Outreach and Leadership (MSOL) program.

The theme of this year's meeting, "Rejuvenating Medicine: Innovation and Inspiration Across Kentucky," highlighted the contributions of physicians to patient care and the ways they inspire their communities. A special educational session, "Addressing Social Determinants of Health Through Innovation and Inspiration," featured a diverse array of speakers from across the state.

The 2023 KMA Annual Meeting also served as the launch of KMA's 2023 Virtual Meet the Mandates program, which are being offered as online, enduring material for the first time. Meet the Mandates allows physicians to obtain all state-mandated CME before the end of the three-year cycle at no cost.

Michael Kuduk, M.D., a Winchester pediatrician, was installed as the 173rd President of the KMA on Aug. 27 during the House of Delegates.



KMA members also elected four other officers during the 2023 meeting. Evelyn Montgomery Jones, M.D., of Paducah was elected President-Elect, and Jiapeng Huang, M.D., of Louisville was elected Vice President. Christine Ko, M.D., of Lexington, was elected Treasurer and Christopher Jones, M.D., of Louisville was elected Secretary after a constitutional amendment dividing the position of Secretary-Treasurer into two positions was passed during the House of Delegates.

KMA also recognized the following individuals or groups with its Awards of Excellence during the President's Celebration Reception on Aug. 26:

Distinguished Service Award: Neal Moser, M.D.

Dr. Moser was presented with the Association's highest individual honor for his years of service and leadership in organized medicine.

Educational Achievement Award: Fred Williams, M.D.

Dr. Williams was recognized for his work in the creation and implementation of the Kentucky Physicians Leadership Institute (KPLI).

Community Service Award: Future Healers Program

Co-founder Dr. Karen Udoh, Christopher 2X of the 2X Game Changers, UofL trauma surgeon Dr. Keith Miller and KPLI graduate and UofL transplant surgeon Dr. Christopher Jones were presented with the Community Service Award on behalf of the Future Healers program. The program introduces youth who have been impacted by gun violence to the field of medicine.

Debra K. Best Outstanding Layperson Award: Matt and Kim Mangine, The Matthew Mangine Jr. Foundation

Matt and Kim Mangine were honored for their advocacy surrounding sudden cardiac episodes and the importance of emergency action plans and the use of AEDs.

For more information and videos of each award winner, visit kyma.org/kma-to-honor-award-recipients-during-2023-annual-meeting/.

PHYSICIAN LEGACY

The Kentucky Medical Association is proud of the legacy of Dr. Lillian Herald South, and dedicated the 2023 Annual Meeting to her honor.

By Gordon Tobin, M.D.

Doctor Lillian South was a nationally acclaimed pioneer in bacteriology and public health, a trailblazer in women's access to professions, and an inspirational icon of saving lives through promotion of scientific medicine.

FAMILY AND EARLY YEARS

Lillian South was born in 1879 in Bowling Green, Kentucky to Dr. John F. and Martha (Moore) South. She excelled academically, and she would consistently be top in her class, from local public schools through advanced medical training. At Potter College (now Western Kentucky University), she pursued an accelerated course to graduate at age 18.

MEDICAL EDUCATION

She entered nurses training at Central Hospital of New Jersey, graduating as a Registered Nurse at the top of her class in an accelerated two years. Immediately, she entered Women's Medical College of Pennsylvania, again excelling academically, and achieved an M.D. in 1903. She then interned for two years in Philadelphia hospitals, with special attention to bacteriology. That was a time of explosive growth and increasingly effective applications for bacteriology, a field that she soon led.

MEDICAL CAREER AND PUBLIC HEALTH ACHIEVEMENTS

After internship, Dr. South entered practice with her father in Bowling Green. In the absence of a local hospital, she remodeled their house into a 42-bed hospital for all the community. Upon her father's retirement, she joined practices with Dr. A.T. McCormack, and they became energetic supporters of his father, Dr. J.N. McCormack, in his statewide and nationwide crusade for public health. Dr. J.N. McCormack was simultaneously Secretary of the State Board of Health, Executive Secretary of the Kentucky State Medical Association (now KMA), and Organizer for the American Medical Association, which he forged into its modern representational form. In 1911, Dr. J.N. McCormack appointed Dr. South as Kentucky State Bacteriologist, and they effected enormous improvements in public health statewide. Traveling widely across the state by mule, horse-drawn buggy, and then a Model T Ford, she collected specimens, taught effective hygiene, and distributed antisera and vaccines. She discovered over one-half of Kentuckians were infected with parasite diseases, principally hookworm. She secured a million dollar grant from the Rockefeller Foundation to eradicate the disease in Kentucky, which she accomplished. Her distribution of diphtheria antitoxin reduced the death rate from forty percent to under five percent. In 1921, Dr. South and the State Board of Health moved to Louisville. In the 1937 Louisville flood, she saved thousands of lives by inoculating 300,000 Louisvillian's with typhoid antiserum that was produced in a hastily assembled laboratory in the old School of Medicine.

As vaccines became available, she was a strong advocate for distribution and use, and she gave over 12 million typhoid vaccinations in her 50-year career. Whenever a new technique or therapy was developed, she traveled to the laboratory of origin to master it. In 1922, Dr. South founded the Nation's first Laboratory



Technology Training Program, which trained 15,000 technicians and became a model that created professional opportunities for tens of thousands of women thereafter.

MEDICAL SOCIETY ACTIVITIES

Throughout her career, Dr. South was active in county, state, and national medical organizations, thus keeping her peers engaged in public health. In 1913, she was elected American Medical Association Vice President, becoming the first AMA woman officer.

PERSONAL LIFE

In 1926, Dr. South married Judge H.H. Tye, a highly successful lawyer and respected jurist. She retired as State Bacteriologist at 70 years of age but continued her lectures and advocacies. She died in 1966, at age 87.

LEGACY

Lillian South M.D., exemplified the highest achievements in application of scientific medicine to public benefit. She opened doors and inspired women to professional medical roles. In 2023, Kentucky Medical Association President, Monalisa Tailor, M.D., received the Daughters of the American Revolution Women in History Award on behalf of Dr. South. The Kentucky Medical Association is honored by the contributions of Dr. South, and dedicates the 2023 Annual Meeting and the year's activities to her legacy.

50 YEARS AND COUNTING

These KMA member physicians have been practicing medicine for 50 years as of 2023:

Joseph C. Banis, Jr., M.D.
Nabil Basha, M.D.
James R. Bean, M.D.
Vivian H. Bland, M.D.
James H. Brewer, Jr., M.D.
Bobby J. Brooks, M.D.
Timothy D. Costich, M.D.
Rex A. Cox, M.D.
Bruce H. Coyer, M.D.
Craig H. Douglas, M.D.
Samuel C. DunLany, M.D.
William M. Epstein, M.D.
Gary L. Fuchs, M.D.
Neven John Gardner, M.D.
Michael A. Grefer, M.D.
Larry P. Griffin, M.D.
George W. Griffith, M.D.
Daniel L. Hafendorfer, M.D.
Richard T. Holt, M.D.
Joel A. Horowitz, M.D.
Max Irick, M.D.
Raymond C. Jackson, M.D.
Koduvathara James, M.D.
Vratislav V. Kejzlar, M.D.
William Chesley Kemp, M.D.
John Henry Eichhorn, M.D.
Joseph M. Lee, M.D.
John P. Loventhal, M.D.
Lawrence C. Maguire, M.D.
Laxmaiah Manchikanti, M.D.
Robert P. Meriwether, M.D.
Milton O. Nelson, Jr., M.D.
Dennis M. O'Keefe, M.D.
Walter L. Olson, Jr., M.D.
John A. Patterson, M.D.
Carolyn F. Purcell, M.D.
William S. Rubin, M.D.
Parandhamulu Saranga, M.D.
Larry Scott, M.D.
Eric B. Scowden, M.D.

Manilal B. Shah, M.D.
Charles B. Shane, M.D.
George T. Shee, M.D.
Thomas K. Slabaugh, Sr., M.D.
Charles Steven Smith, M.D.
Robert W. Prasaad Steiner, M.D.
Phillip A. Tibbs, M.D.
George D. Venhoff, M.D.
Jon D. Walker, M.D.
David A. Watkins, M.D.
John J. Whitt, M.D.
Richard J. Wiesemann, M.D.
Charles F. Winkler, M.D.
David H. Winslow, Jr., M.D.
Issam F. Yared, M.D.
Eli R. Hallal, M.D.
David L. Brabon, M.D.
Robert D. Toon, M.D.
Donald M. Miller, M.D.
Subhashchandra C. Patel, M.D.
William R. Nunery, M.D.
Vincent Paul Genovese, M.D.
Michael T. Reymann, M.D.
Michelle J. Sumrall, M.D.
Samuel B. Kriegler, M.D.
Stephen G. Kahler, M.D.



IN MEMORIAM

Deceased KMA member physicians as of July 31, 2023:

Waheed Ahmad, M.D., Jefferson County
Harry E. Altman, M.D., Pike County
Melissa T. Barrett, M.D., Jefferson County
John R. Barton, M.D., Fayette County
R. Eugene Bowling, M.D., Madison County
A. Frances Brennan, M.D., Jefferson County
Philip T. Browne, M.D., Jefferson County
Charles E. Cook, M.D., Calloway County
Norman A. Cummings, M.D., Jefferson County
David M. Faber, M.D., Breckinridge County
Howard R. Feder, M.D., Hopkins County
William T. Gaunt, M.D., Pike County
Samuel W. Gehring, M.D., Fleming County
R. Glenn Greene, M.D., Daviess County
James E. Hamilton, M.D., Jefferson County
William G. Hayden, M.D., Daviess County
Jayne L. Hollander, M.D., Jefferson County
W. Michael Hughes, M.D., Jefferson County
Harry B. Huntsman, M.D., Green County
Arthur T. Hurst, M.D., Jefferson County
William J. Kernohan, M.D., Warren County
Nga T. Le, M.D., Hardin County
Darrell D. Life, M.D., Rowan County
Joseph L. Lukins, M.D., Boyle County
Zahi H. Masri, M.D., Jefferson County

James W. Matthews, M.D., Fayette County
Ronald M. McFarland, M.D., Wayne County
Charles H. McKelvey, M.D., Daviess County
Paul E. McLaughlin, M.D., Montgomery County
Melanio Y. Medroso, M.D., Pulaski County
Richard J. Menke, M.D., Kenton County
Wayne C. Myers, M.D., Daviess County
Robert A. Noel, M.D., Jefferson County
William N. Offutt, M.D., Scott County
Harvey A. Page, M.D., Pike County
Charles W. Parrish, M.D., Nelson County
Thomas C. Passo, M.D., Jefferson County
Jack M. Perlman, M.D., Jefferson County
Paul J. Rogers, M.D., Jefferson County
David G. Sanford, M.D., Bell County
George W. Schafer, M.D., Jefferson County
Thomas A. Smith, M.D., Johnson County
Carroll M. Steinfeld, M.D., Hopkins County
G. Scott Tallent, M.D., Jefferson County
Vincent Taormina, M.D., Fayette County
Russell L. Travis, M.D., Fayette County
Rodolfo G. Valera, M.D., Pike County
Ronald E. Waldridge, M.D., Shelby County
Welby I. Winstead, M.D., Jefferson County



KFMC PRESIDENT'S MESSAGE

2023: Reflecting on Success

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



It has been my honor to serve as President of the Kentucky Foundation For Medical Care and work hand-in-hand with the KMA on so many important initiatives. Our work in physician leadership training continues through our sponsoring the Kentucky Physicians Leadership Institute, which graduated a new cohort in August. We also continue to sponsor the extraordinarily popular Medical Student Leadership program. During one of that program's

presentations this past year, we had over 150 medical students from around the state participating remotely. And we continue to sponsor our physician wellness program, which got a boost during this year's legislative session thanks to legislation supported by KMA.

But it is our work in public health over the past five years that I am most proud of and the impact that work has had. To highlight what we have accomplished with KMA on public health issues, the KFMC debuted a new video at this year's Annual Meeting describing the impact our work has had on Kentucky patients.

These statewide, multifaceted public health campaigns and partnerships with other stakeholders have enabled us to reach millions of Kentuckians with timely, impactful messages. From a focus on flu vaccination, to promoting tobacco-free schools zones, to sharing vital information on COVID-19, to encouraging immunizations and the COVID-19 vaccine, to promoting lung health, the KMA and KFMC have helped patients live their healthiest lives.

With nearly a quarter of a million dollars raised or funded for these efforts, the KFMC would like to thank the thousands of physician members, as well as the partner organizations, who have contributed to this success.

I encourage you to check out this video and share it with your friends and colleagues. It is available at kyfmc.org as well as on KMA's YouTube channel.

Thank you for your contributions and support of the Kentucky Foundation for Medical Care.

Kentucky Foundation for Medical Care



KENTUCKY PHYSICIANS LEADERSHIP INSTITUTE



The 2023 class of the Kentucky Physicians Leadership Institute. From left: Destiny Etheridge, M.D., Louisville, Kandis Adkins, M.D., Louisville, Kellen Bo Yung Choi, D.O., Louisville, Hannah Brown, M.D., Lexington, Siddharth V. Pahwa, M.D., Prospect, Muhammad Ifran Atiq, M.D., Lexington, Neelima Jayavant Kale, M.D., Nicholasville, Eric Fisher, M.D., Glasgow, Marisa Belcastro, M.D., Lexington, and Wesley Barnett, M.D., Cynthiana.

Ten physicians were recognized for completing KMA's award-winning Kentucky Physicians Leadership Institute (KPLI) during the 2023 KMA Annual Meeting. 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.

Members of the 2023 class are Kandis Adkins, M.D., Louisville, Muhammad Ifran Atiq, M.D., Lexington, Wesley Barnett, M.D., Cynthiana, Marisa Belcastro, M.D., Lexington, Hannah Brown, M.D., Lexington, Kellen Bo Yung Choi, D.O., Louisville, Destiny Etheridge, M.D., Louisville, Eric Fisher, M.D., Glasgow, Neelima Jayavant Kale, M.D., Nicholasville, and Siddharth V. Pahwa, M.D., Prospect.

KPLI is the premiere 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.

During the 2023 House of Delegates, President-Elect Evelyn Montgomery Jones, M.D., pointed out that each member of the newly elected KMA officers were graduates of the KMA and KFMC's Kentucky Physicians Leadership Institute (KPLI).

"This is one of the most diverse groups of individuals leading any organization in this state right now, whether by gender, color, ethnicity, geography, or specialty. And it is not lost on me that every one of us in this group is a graduate of the KPLI program. So please, if you have not already done so, go through the KPLI program next year. It not only teaches you so much, it provides you with the opportunity to do what I think everyone here today wants to do – LEAD. Make changes. Improve the health of the Commonwealth."

2023 KFMC CONTRIBUTORS

The contributors listed on these pages made contributions from Oct. 1, 2022 to Oct. 15, 2023.

Taylor H. Aiken, M.D.
Chike Anusionwu, M.D.
Timothy Beacham, M.D.
David J. Bensema, M.D.
Marian E. Bensema, M.D.
Susan M. Berberich, M.D.
Aneeta Bhatia, M.D.
James Borders, M.D.
Debbie Boyd
David L. Brabon, M.D.
Grant Breazeale, M.D.
Charles Brohm, M.D.
Bill J. Bryant, M.D.
Susan Bunch, M.D.
Leon E. Butler Jr., M.D.
Michael Calobrace, M.D.
Jon Carlson, M.D.
Wesley Chou, M.D.
Kelly J. Clark, M.D.
Louis Claybon, M.D.
James Coomes, M.D.
J. Gregory Cooper, M.D.**
Benjamin Costello, M.D.
John Derr Jr., M.D.
Kristin Donovan, M.D.
John E. Downing, M.D.
Jitander S. Dudee, M.D.
John P. Eldridge, M.D.
Jeremy D. Engel, M.D.
Lori England-Wright, M.D.
Kelly Evans, D.O.
Vilma C. Fabre, M.D.
Mary Fallat, M.D.

John Farmer, M.D.
James R. Farrage Jr., M.D.
Gregory E. Gleis, M.D.**
Linda H. Gleis, M.D.**
Terrence Grimm, M.D.
Steven Grover, M.D.
Joseph Grzelak, M.D.
Ashima K. Gupta, M.D.
Housam Haddad, M.D.
Robert Hammer, M.D.
Donald Hamner, M.D.
David Harmon, D.O.
Heather L. Harmon, M.D.
William C. Harrison, M.D.***
Philip Hartman, M.D.
Christopher Heeb, M.D.
Joseph Hill Jr., M.D.
Ross Todd Hockenbury, M.D.
Kenneth Hodge, M.D.
P. Gregory Houlihan, M.D.
Jiapeng Huang, M.D.
Philip Hurley, M.D.
Sanjay K. Jain, M.D.
Charles Johnson II, M.D.
Thomas Johnson, M.D.
Nancy Jolly, M.D.
Evelyn Montgomery Jones, M.D.***
Shawn C. Jones, M.D.***
Robert Joseph, M.D.
Cyrus Joshi, M.D.
Khaldon Jundi, M.D.
Heidi M. Koenig, M.D.
Robert L. Kupper, M.D.
Thomas Mahoney, M.D.
Rebecca McFarland, M.D.

******Legacy Level:**

\$5,000+

*****Visionary Level:**

\$1,000-\$4,999

****Benefactor Level:**

\$500-\$999

***Partner Level:**

\$250-\$499

2023 KFMC CONTRIBUTORS

The contributors listed on these pages made contributions from Oct. 1, 2022 to Oct. 15, 2023.

****Legacy Level: \$5,000+
***Visionary Level: \$1,000-\$4,999
**Benefactor Level: \$500-\$999
*Partner Level: \$250-\$499

Casey L. Miles, M.D.
Nana Mizuguchi, M.D.
Stephen J. Mularz, D.O.
N. Mullai, M.D.
James Patrick Murphy, M.D.
Beth Myers, M.D.
James Nuss, M.D.
Maurice J. Oakley, M.D.
H. Michael Oghia, M.D.**
Patrick T. Padgett*
Jenny K. Parks
Aimee V. Paul, M.D.
John Pendleton, M.D.
Samuel Pollock Jr., M.D.
Glenn R. Proudfoot, M.D.
MariaRegina Puno, M.D.
Syed Quadri, M.D.
Srinivas Rapuri, M.D.
Cynthia Rigby, M.D.
Alan Roth, M.D.
Ricky L. Rowe, M.D.
Craig D. Sanders, D.O.
Bruce A. Scott, M.D.
Sugata Sensarma, M.D.
Mark Severtson, M.D.
Mark Spanier, M.D.
Michael Springer, M.D.
Matthew Sugimoto, M.D.
Donald J. Swikert, M.D.**
Nancy C. Swikert, M.D.**
Tanika Taylor, M.D.
Kenneth Thielmeier, M.D.
Gordon R. Tobin II, M.D.*
Paul Walden, M.D.
Robert J. Wasson, M.D.

Valerie Waters, M.D.
Carolyn S. Watson, M.D.
Mitchell Wicker Jr., M.D.
Fred A. Williams Jr., M.D.*
Chad Willis, M.D.
Donald Wilson, M.D.
Chris Wong, M.D.
R. Brent Wright, M.D.*
Waddah Yaacoubagha, M.D.
David R. Zetter, M.D.





KENTUCKY MEDICAL ASSOCIATION
9200 Shelbyville Rd., Suite 615
Louisville, KY 40222
www.kyma.org

Presorted Standard
US Postage
PAID
Louisville, KY
Permit No. 614

FOLLOW KMA ON SOCIAL MEDIA!



@KYMEDASSOC



FACEBOOK.COM/KYMEDASSN



KENTUCKY MEDICAL ASSOCIATION



YOUTUBE.COM/KENTUCKYMEDICAL