

Communicator

Health Care on 2016 Agenda

The state budget will top the list of issues for legislators, but Medicaid expansion and Kynect will be couched in that discussion. KMA will focus on a set of priorities important to the practice of medicine.

In the 2016 session of the Kentucky General Assembly that began Tuesday, Jan. 5, legislators will likely see the biennial budget as their top priority. But couched in that discussion will be significant consideration about the state's public pension crisis and funding for Medicaid expansion.

The 2015 fiscal year ended with a \$165 million surplus, but the administration of new Gov. Matt Bevin forecasts a \$500 million shortfall for fiscal years 2016-18. Balancing the state budget, which is constitutionally required, will prove challenging and every sector of the economy likely will be impacted. KMA will monitor the

budget process closely to assess how physicians and patients might be affected.

KMA also will focus on a specific set of priorities that, if adopted by the General Assembly, would improve the practice of medicine in Kentucky.

- **Tort Reform:** KMA and its partners, such as the Kentucky Chamber of Commerce, are coordinating efforts for meaningful tort reform in order to address Kentucky's broken, imbalanced civil justice system.
- **Smoke-free Kentucky:** KMA is promoting (See *KMA Sets*, Page 6)

KMA Launches New Communications Products

With this issue of the *Communicator*, KMA is launching new communications products for members. Inside this issue – and in every *Communicator*, published quarterly – you will find KMA's new patient newsletter, *FOCUS on Health*. This two-page newsletter will also be available in PDF format for you to print and distribute to patients.

In addition to the *Communicator*, KMA's new publications include a bimonthly electronic newsletter, *Kentucky HealthNews*, weekly *Legislative Alert* during the legislative session and a revamped website, coming soon.

P2 / PRESIDENT'S MESSAGE

KMA President Ted Miller, MD, PhD, shares details of the Kentucky Foundation for Medical Care campaign to help patients quit smoking

P3 / FOCUS ON HEALTH

The new KMA patient newsletter, *Focus on Health*, provides tips and information to help patients quit smoking

P5 / DAY AT THE CAPITOL

The KMA Physicians' Day at the Capitol, set for Feb. 10, 2016, will feature CME presentations on medicinal cannabis and opioid prescribing



President's Message

KMA/KFMC Smoking Cessation Campaign Helps You Help Your Patients Quit

It's the New Year and that means many of our patients have made resolutions, hopefully in an effort to successful, according to researchers. Studies show up to 70 percent of smokers want to quit, but it's not easy. Nicotine found naturally in tobacco poses a major hurdle to the efforts of smokers wanting to kick the habit. According to the American Cancer Society, nicotine can be as addictive as heroin or cocaine. Nicotine users become as dependent on the compound as they do on those "hard" drugs and suffer similar withdrawal symptoms when they try to quit.

As physicians, we can help boost our patients' chances of success. The Association of

American Medical Colleges in 2007 reported that patients with their physician's active support increased their long-term abstinence rates to 30 percent, versus a 7 percent success rate for those attempting to quit on their own. This improvement may be due to our familiarity with our patients, which allows us to help them select the most effective

“ Our patients look to us for advice and guidance on their health issues. When physicians continually emphasize the need to take action to improve health, patients listen. ”

quitting strategy.

The Kentucky Foundation for Medical Care and the Kentucky Medical Association have launched a campaign to help smokers "Commit to Quit." The campaign urges smokers to talk with their doctors and use the resources they recommend to help them quit smoking permanently. As the President of the KMA and a member of the KFMC Board, I am hopeful that this campaign will be successful.

The KMA and the KFMC will work with local medical societies throughout the Commonwealth, as well as with other organizations committed to improving the health of Kentuckians in order to promote this "Commit to Quit" campaign. This effort can be critical to our patients' health. Smoking is the leading cause of cancer in the United States, and, in Kentucky, nearly 30 percent of adults and 15 percent of teens self-report as smokers. It is no surprise that the Commonwealth leads the nation in the number of cancer deaths, according to the Centers for Disease Control and Prevention. Tobacco use increases the risk of many types of cancer, not only lung cancer. Smokers have an increased risk of squamous cell carcinoma of the head and neck, as well as of other malignancies.

But cancer isn't the only risk of smoking. A 2014 Surgeon General's report detailed the devastating effects on smokers beyond cancer. Smoking increases the risk for coronary artery disease by two to four times and for cerebrovascular accident by two to four times. CAD and CVA are among the leading causes of death in the U.S., and

smoking is clearly a contributing factor to those ailments.

While physicians are an integral part in helping patients quit smoking, the "Commit to Quit" campaign offers tips and advice for smokers who are striving to quit on their own. It also provides physicians with a reference point for patients who seek their expert input and advice. The KFMC and the KMA will work collaboratively with health care stakeholders to provide materials to illustrate their availability and to support the efforts of those smokers who want to quit.

Our patients look to us for advice and guidance on their health issues. When physicians continually emphasize the need to take action to improve health, patients listen. Quitting smoking offers nearly immediate benefits for the patient. The ultimate goal of the "Commit to Quit" campaign is to help Kentuckians who are ready to take the next step after the New Year's resolution to quit. Physicians can use the campaign's resources to help their patients follow through on that resolution to improve their health.

For more information, visit committoquitky.com.

THEODORE MILLER, MD, PhD
President

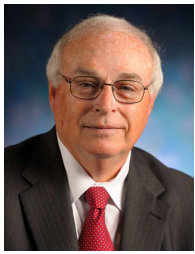


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From the KBML

Another Renewal Cycle for Licensed Physicians Begins



PRESTON NUNNELLEY, MD
President,
Kentucky Board
of Medical Licensure

While most individuals are busy this time of year preparing for the holidays, the Kentucky Board of Medical Licensure is preparing for the start of another renewal cycle for all licensed physicians in the Commonwealth. Later this month, physicians holding an active medical or osteopathic license will receive a notice by mail with instructions to renew his/her license for 2016. In order to complete this renewal process, physicians are required to verify and update their unique licensure information and pay a renewal fee of \$150. Please note

physicians who choose to renew via a paper application must pay an additional fee of \$10. The link to renew a medical or osteopathic license will be available on the Board's website, www.kbml.ky.gov, beginning the first week of January 2016.

The Board would also like to take this opportunity to welcome its newest member, Dale Toney, M.D., who was recently appointed by former Gov. Steve Beshear. Dr. Toney practices internal medicine in Lexington and filled the vacancy of the expired term of Jay Grider, D.O. The Board would like to thank Dr. Grider for his service on the Board and his contributions to the medical community and citizens of the Commonwealth. In addition to Dr. Toney's appointment, Gov. Beshear also reappointed Randel Gibson, D.O., of Mayfield, to serve another four-year term. Dr. Gibson

is currently the chair of the Board's Inquiry/Hearing Panel B.

Early this year, the Board promulgated a new regulation, 201 KAR 9:270, which set out the professional standards for prescribing or dispensing Buprenorphine-Mono-Product or Buprenorphine-Combined-with-Naloxone. This regulation has been in place for several months and the Board has been receiving feedback on its implementation. As a result, the Board identified a few areas that require modification and authorized Board staff to begin the process of amending the regulation. The amended regulation has now been filed and can be reviewed by visiting the Board's website.

If you have a question for the Board, please feel free to contact our office via correspondence or via phone at (502) 429-7150.

Day Begins with Legislative Meetings

CME Focus on Medical Cannabis, Opioids

Charles Kodner, MD, believes the political pressures to approve the use of medical cannabis are growing stronger in Kentucky.

"Just ignoring this or hoping it goes away is not going to be a successful strategy," said Dr. Kodner, a member of the University of Louisville Physicians family medicine practice group.

That's one reason Dr. Kodner has been speaking with health care practitioners about medical cannabis. He will make a presentation on the benefits and drawbacks of medical cannabis during the KMA 2016 Physicians' Day at the Capitol Feb. 10, 2016.

Dr. Kodner said researching the use of medical cannabis to treat various ailments provided a great learning opportunity for him. His presentation will focus on the different medicinal cannabis products and delivery methods available.

"I really try to focus on what we know from medical science and give a balanced view of what I think works and what I think doesn't work," he said.

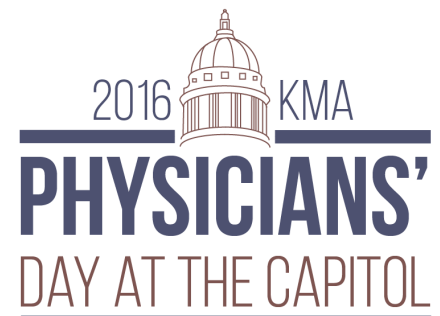
He begins his presentation with a clinically realistic case in which the use of a medical cannabis product would be appropriate. The case example, set in 2019 under the assumption that medicinal cannabis has been approved for use in Kentucky, provides insight for physicians on how to deal with the medical problem.

"It becomes a learning process for what are appropriate uses and what aren't," he said.

Laws across the 23 states, plus Washington, D.C., that have legalized marijuana for medicinal use vary, Dr. Kodner said, but follow some common themes from which Kentucky could learn. Each state has crafted laws about what is covered by the term "medical marijuana," the prescribed uses, and protections for both physicians and patients, Dr. Kodner said.

States that allow medical cannabis require patients to have a diagnosis, as well as a card to receive the drug. But Dr. Kodner said that involves several logistics steps and operations and can be a process prone to abuse.

Everyone is watching those states that have legalized it to see if medical cannabis is



Physicians' Day at the Capitol, Feb. 10, 2016, will consist of state legislative briefings and legislator visits at the Capitol Annex in Frankfort. Physicians can then have lunch with legislators and attend CME presentations at the Kentucky History Center. Register online at www.kyma.org

financially and medically beneficial or if it causes more problems than it resolves, Dr. Kodner said.

"It's an open question about whether the medical costs and societal costs will outweigh the benefits," he said. "It's a very tough balance, but it's something Kentucky is going to have to grapple with sooner or later."

Dr. Kodner's presentation will be given at the Thomas D. Clark Center for Kentucky History from 12:30 to 2 p.m., followed by a presentation by Danesh Mazloomdoost, MD, called "Opioid Prescribing: Safe Practice, Changing Lives."

The Economic Side

Find the Right Code to Help Patients ‘Commit to Quit’

By LINDY LADY, CPC, CPCO

KMA Medical Business Advocacy Manager

KMA and the Kentucky Foundation for Medical Care launched “Commit to Quit” a statewide smoking cessation program that helps smokers in Kentucky stop smoking with guidance from their physician.

Physicians may be reimbursed for helping Medicare, Medicaid and privately insured patients quit smoking.

Have any of your patients had problems obtaining smoking cessation drugs paid for by an insurer? When smoking cessation counseling is provided have you received appropriate payment from the insurer? KMA wants to know. Contact me at lady@kyma.org to report reimbursement issues with smoking cessation or, if you need coding assistance, visit the KMA website at www.kyma.org and view the Commit to Quit Job Aid on smoking cessation coding.

ICD-10 Coding for Tobacco Use/Abuse/Dependence

ICD-9 offered two tobacco-use diagnosis codes. In ICD-10, nicotine dependence (Category F17) has 20 codes that are broken up to identify the specific tobacco product used – unspecified, cigarettes, chewing tobacco and other tobacco products.

For example:

- Category F17.20 is used to identify unspecified nicotine dependence
- Category F17.21 is used to identify nicotine dependence with cigarettes
- Category F17.22 is used to identify nicotine dependence with chewing tobacco
- Category F17.29 is used to identify nicotine dependence with other tobacco products.

KMA Sets Legislative Priorities; Physicians Can Stay Involved

(Continued from Page 1)

improved public health by advocating for comprehensive, statewide smoke-free legislation that would eliminate secondhand smoke in public places and workplaces. The Association also is working with state policymakers, media and public/private health insurers to push and publicize effective smoking cessation policies and programs.

- **Maintenance of Licensure/Maintenance of Certification:** KMA is continuing to promote action by state policymakers, as well as relevant national organizations, to address the effect of maintenance of certification, osteopathic continuous certification and maintenance of licensure principles on workforce, costs, access to care and quality improvement in patient care.
- **Fair Contracting:** In response to problematic business practices being utilized by some commercial insurers when contracting with physicians, KMA, along with the Greater Louisville Medical Society, is working with state legislators and other stakeholders to bring greater fairness to the contracting process.



KMA Director of Advocacy Cory Meadows, center, joined Michael T. Rust, President and CEO of the Kentucky Hospital Association, left, and Sen. Julie Raque Adams on a panel discussing health care issues in the 2016 legislative session during the Kentucky Chamber of Commerce’s 2016 Legislative Preview Conference Dec. 14.

KMA has developed advocacy toolkits to support the Association’s four legislative priorities. The toolkits include one-page issue summaries, talking points, recommended steps for legislator meetings and other advocacy tips. Download these materials from the KMA website (kyma.org) and contact your legislator to advance these very important issues.

If you need assistance in identifying your legislators, please contact Cory W. Meadows, Director of Advocacy and Legal Affairs, for further information.

Physicians can be involved in several ways.

- **Subscribe to the KMA Legislative Alert.** The fresh, new-look KMA Legislative Alert is a weekly publication that offers members timely information about significant legislative issues being debated by the General Assembly and the United States Congress. The publication will include a new feature that will allow members to conveniently stay up-to-date by watching a short video to receive a summary of the KMA Legislative Update. If you would like to receive the bulletin, please email legislativebulletin@kyma.org or call (502) 426-6200 to state your preferred method of receipt.
- **“Like” KMA on Facebook (www.facebook.com/kymedassn) and/or follow KMA on Twitter (www.twitter.com/kymedassoc).** Members can receive time-sensitive “calls to action,” as well as the latest developments in state and national health care news.
- **Attend KMA Physicians Day at the Capitol** Wednesday, Feb. 10. See Page 5.

The 2016 regular session will be an active legislative cycle. It will run for 60 days before adjourning April 12.

KMA Community Connectors

Former KMA President Had Vision for Leadership

When he was President of the Kentucky Medical Association in 2013-14, Fred Williams, MD, wanted to do something that would help physicians connect with KMA and with their communities.

“The concept is to get docs and people in the community together,” Dr. Williams, an endocrinologist in Louisville, said.

As Williams talked with KMA staff, the idea grew with the recognition that physicians in the commonwealth also could benefit from leadership training. From those early discussions, the KMA Community Connector Leadership Program was born. Dr. Williams was one of nine physicians completing the program in its first year. The Community Connector program aims to develop physician leaders and connect them to their community.

“It’s basically a framework for physicians and people in the community to get together. It’s also a way to provide opportunities for physicians to help communities,” said Dr. Williams. “Once physicians interact one on one with people, it changes a lot of perceptions of the whole medical profession.”

Those community relationships are important, Dr. Williams said, as are the relationships physicians build with their patients. As an endocrinologist, Dr. Williams has built long-term relationships with his patients, some of whom he has served for 32 years.

“The thing that gets me excited about going to work has nothing to do with pure science,” he said. “It’s the people that I’ve come to know.”

Dr. Williams has been president of the Greater Louisville Medical Society and KMA, is serving as the president of the Archdiocese of Louisville’s guild of the Catholic Medical Association and has served on national boards of various medical societies, but he takes the most pride in the people he cares for.

Dr. Williams saw early in his life the qualities of a good physician. Around the time he graduated from St. X High School, he was diagnosed with type 1 diabetes. His



Former KMA President Fred Williams, MD, posed with his family at the KMA 2013 Annual Meeting at the start of his year of leadership. Dr. Williams was a driving force behind the KMA Community Connector Leadership Program and was among its first graduates.

“ It’s basically a framework for physicians and people in the community to get together. It’s also a way to provide opportunities for physicians to help communities. ”



endocrinologist in Louisville “interacted with me on a much more personal level.” That relationship, he said, made him feel more comfortable with the physician treating him.

While that physician set the example for traits of a good physician, Dr. Williams was not immediately on the path to becoming an endocrinologist. After graduating from Vanderbilt University, where he met his wife Sally, Dr. Williams returned to Louisville for medical school. In medical school, he initially intended to specialize in pediatrics but eventually settled on internal medicine. Following graduation, he began residency training at the University of Virginia and was thinking about cardiology. But he didn’t settle on a specialty until after he worked with

several endocrinologists at the University of Virginia.

“I think I’m doing this because I was meant to do this,” said Dr. Williams.

But that doesn’t mean he doesn’t face frustrations, especially when working with patients who need to lose weight, or trying to inspire some patients to quit smoking. “You have to fight that because if patients sense you’re frustrated, you’re basically pushing them away and you’re not going to be able to help them,” he said.

And the state needs help. “Kentucky is always in the top 10 in things you don’t want to be top 10 in,” he said. The state possesses a strong combination of factors, Dr. Williams said, “that have led to this monumental cascade of health issues.” While the needle is starting to move for improvement, public education is the first step in improving public health.

He believes physicians play a key role in moving that needle, and the KMA Community Connector program can contribute to their efforts.



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MEMBER NEWS

Doctor Oakley Nominated for 2016-17 KMA President-Elect

The Boyd County Medical Association has nominated Maurice Oakley, MD, for the office of KMA President-Elect. Dr. Oakley is a board-certified ophthalmologist and a fellow of the American College of Surgeons and American Academy of Ophthalmology. He received his medical degree from the University of Louisville School of Medicine in 1975 and completed his residency training at UofL. Dr. Oakley is an assistant professor at UofL.

Dr. Oakley has served as KMA 13th District Trustee and has served as Vice Speaker of the KMA House of Delegates since 2007. He is an active member of the Our Lady of Bellefonte Hospital Medical Staff.

UofL Psychiatry Resident Wins National Fellowship

Daniel T. Jackson, MD, a member of the KMA-RFS and the section's current delegate to KMA, has been awarded the Jeanne Spurlock, M.D. Congressional Fellowship of the American Psychiatric Association and the association's related organization, the American Psychiatric Foundation.

Jackson, a third-year resident at the University of Louisville Department of Psychiatry and Behavioral Sciences, is serving in the Capitol Hill office of U.S. Rep. James McDermott, MD, of Washington for the 10 months of the fellowship beginning in September.

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