

F CUSED EFFORTS

MAKING A DIFFERENCE

SMOKING CESSATION

"The physicians of Kentucky are very pleased that the legislature and governor have reinforced the great significance of smoking cessation and the tremendous support the recently passed Senate Bill 89 provides for all those people seeking help to overcome the very strong addictive properties of nicotine and its extremely deleterious effects on individual and public health. **We are pleased with this forward thinking legislation and KMA's involvement in passing it.**"

JOHN JOHNSTONE, M.D., of Richmond, expressed his frustrations about the lack of coverage for smoking cessation counseling and treatment for his patients. SB 89, passed in the 2017 legislative session, requires insurers to cover those treatments. The bill was a KMA priority.



PUBLIC HEALTH

"**KMA's Commit to Quit public health campaign directly confronts the challenge of helping people overcome the effects of a highly addictive substance and enjoy the benefits of a healthier lifestyle.** The campaign encourages patients to discuss the options for smoking cessation with their doctor. Doing so has been proved to increase quit rates, in part because physicians know their patients best."

SHAWN JONES, M.D., of Paducah, has long been passionate about helping smokers to kick the habit. As vice president of the Kentucky Foundation for Medical Care, Dr. Jones was a spokesman for the KMA Commit to Quit campaign, funded by the Foundation.



CASEY LEWIS, M.D., of Shepherdsville, likes the member benefit of a discount on malpractice insurance through KMA's exclusive endorsement of MagMutual Insurance. It's just one of the many benefits of being a KMA member.



EVELYN JONES, M.D., was so inspired by a presentation at the 2016 KMA Annual Meeting that she sponsored a grant request to the Kentucky Foundation for Medical Care to bring the Blue Zones group to Paducah. The Blue Zones helps communities create an environment that encourages better health practices. After the initial presentation, Paducah is moving forward with the project.



MAGMUTUAL DISCOUNTS

"Being a physician in today's legal climate is tough. When choosing a malpractice carrier, I need an ally that puts its policyholders first. MagMutual is a physician owned company that offers the best resources in patient safety, expert defense and professional liability insurance. **My KMA membership gives me the added bonus of having an additional 15% reduction in my premium. This financial perk alone makes my KMA membership well worth it.** Together, the KMA and MagMutual work to support my fellow physicians and me so we can focus on providing the best care for our patients."

KMA ANNUAL MEETING

"With the health of Kentucky ranked 49th and physician burnout increasing at an alarming rate, I was pleased when the Kentucky Medical Association announced the 2016 annual meeting was entitled, "Wellness In A Weekend." **The KMA staff and board organized a relevant, educational and fun meeting for me to take away practical action steps to improve my health and the health of those around me.** ... I am very grateful for the KMA and the KFMC as they diligently support practicing physicians and provide access to such wonderful opportunities for betterment through meetings and grants."

RALPH ALVARADO, M.D., FACP, Kentucky State Senate – 28th District, has been a champion for legislation to improve the practice of medicine in Kentucky. He has sponsored numerous bills over the past few sessions that have improved the practice of medicine in Kentucky.



Photo by LRC Public Information

KMA A CRUCIAL PARTNER IN ACHIEVING LEGISLATIVE GOALS

“Physicians are once again having their voices heard in Frankfort. With a fresh series of political victories ranging from fair contracting with insurance companies, to the protection of medical licensure from board certification requirements, to liability reform with the establishment of medical review panels, to mandated coverage of tobacco cessation medications, the medical profession is becoming emboldened. Physicians are now prepared to advance new legislative priorities that will advocate for public health, protect our patients, and strengthen the practice of medicine in our Commonwealth.

“**The Kentucky Medical Association has been a crucial partner in helping achieve these goals.** Our continued success will depend on the engagement of every single physician in Kentucky. No matter what your opinions are regarding politics, the KMA remains our best and most respected voice for organized medicine in Frankfort. Legislators continue to rely on the Kentucky Medical Association as their ultimate resource for matters regarding public health and patient advocacy. However, despite our recent achievements, there is much yet to be accomplished. I would challenge every physician in Kentucky to join the KMA. **If we are all engaged in the effort, collectively, we can transform Kentucky into one of the premier locations to practice medicine.**”

KMA MEMBERS RECOGNIZED FOR LEADERSHIP, SERVICE

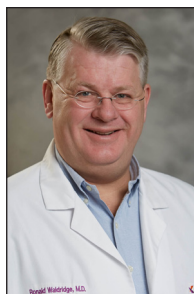
ROBERT COUCH, M.D., of Louisville, KPPAC Chair, a KMA Board Member, was recognized as a Lifetime Hero during *Louisville Business First's* 2017 Health Care Heroes awards. KMA was proud to nominate Dr. Couch for the award.



LATONIA SWEET, M.D., of Winchester, a KMA member, was named 2016 Physician of the Year at the 10th Annual MediStar Awards sponsored by *Medical News*. She was recognized as a KMA Community Connector during the awards presentation.



MELISSA PLATT, M.D., of Louisville, like many physicians across Kentucky, believes tort reform efforts, like 2017's Senate Bill 4, which establishes Medical Review Panels, will make the Commonwealth a more attractive place to practice medicine.



RON WALDRIDGE, M.D., of Shelbyville, KentuckyOne Health Medical Group, Physician Executive and Chairman of the Board, recognizes the benefits of KMA's medical business lobbying efforts. KMA strives to help physicians be able to focus on patient care instead of worrying about business rules.

TORT REFORM

“I realized the change that was needed to improve health care in Kentucky wouldn't come from within a doctor's office. Legislative tort reform needed to occur. **My KMA membership ensured that my voice was heard in Frankfort.**”

MEDICARE SIGNATURE CHANGE

“One of the top reasons for Medicare to deny a claim is an invalid signature on a note. When the local Medicare carrier imposed a rule that all notes had to be signed within two days of a service, KMA understood what this meant to physicians, their practices and institutions. **Thanks to KMA's advocacy, the carrier changed the rule and noted KMA's efforts in doing so. Those efforts saved Kentucky providers millions of dollars in lost revenue and recoupments.**”