

Communicator

■ SUMMER, 2018

Physicians Caring for Kentucky

Eliminating Barriers to Care

Physicians Take the Lead in Addressing Administrative Burdens Impacting Patient Health

While Kentucky is generally revered for topping lists along the lines of college basketball rankings, bourbon production and horse racing, it unfortunately falls at or near the bottom of the charts for many health conditions.

One of the many facets to these issues is the impact of administrative barriers on patient health. Laws, regulations, policy and public perceptions play a tremendous role in health outcomes, as well as overall costs.

In early 2018 KMA launched its "AIM for Better Care: Administrative Improvements in Medicine" (AIM) initiative. AIM seeks to lessen administrative barriers to five health conditions that affect Kentuckians at rates higher than the rest of the country: smoking, drug abuse, obesity, diabetes and flu/pneumonia.

Throughout the spring and summer, KMA has invited physicians, office managers, healthcare administrators and public policy experts from across the state to provide feedback and identify the issues

that negatively impact the delivery of care for these conditions. Now, physicians attending KMA's 2018 Annual Meeting will have the opportunity to be part of these solutions.



Discussions will be led by participants in the 2018 cohort of the Kentucky Physicians Leadership Institute, which in its second year features a class of nine physicians from across the state. The program, sponsored by the Kentucky Foundation for Medical Care through a grant from the Physicians Foundation, is the premier leadership program for physicians in the Commonwealth. Participants will be charged with sharing recommendations and ideas for addressing administrative barriers to each of the five focus areas. Audience members will also be able to provide input through a survey that will

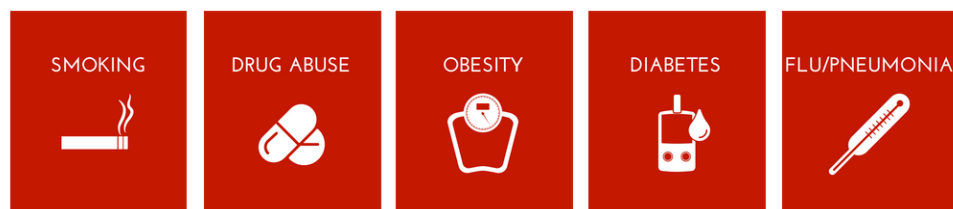
be available during the meeting.

AIM was conceived by the Association following the passage of Senate Bill 89 in 2017. The law removed widespread administrative barriers to tobacco screening and cessation programs by requiring the state's Medicaid MCOs and private insurers to cover those treatments. It was brought to the attention of the General Assembly by clinicians, led by members of the KMA, that such services were rarely covered. Legislators from both sides of the aisle were both surprised and frustrated to learn this, and sought to eliminate the administrative red tape associated with such an important health issue.

"AIM is certainly a long-term project, and it is also one that asks for tremendous feedback from our members. We want to know: what are you seeing in your practice that is preventing your patients from getting healthier?" asked KMA Executive Vice President Pat Padgett. "We anticipate our solutions to be wide-ranging, and could be anything from the introduction of legislation, to negotiations with insurance companies to public education campaigns."

KMA and the KFMC have already begun

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P2 / PRESIDENT'S MESSAGE

KMA President Maurice Oakley, M.D., reflects on his year leading the organization and his journey to help eliminate administrative barriers for physicians.

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Focus on Health, KMA's patient newsletter, looks at the signs of diabetes and where to find support.

P10 / COMMUNITY CONNECTOR

R. Brent Wright, M.D., is active in KMA and the community, and was recently re-elected chair of the Foundation for a Healthy Kentucky.

P11 / BEYOND THE WHITE COAT

Louisville anesthesiologist Jiapeng Huang, M.D., gives an inside look into what he does when he's not in his white coat: martial arts.



President's Message

Reflections from the Journey to Eliminate Administrative Barriers

It's hard to believe it's been a year since I was installed as the 2017-2018 Kentucky Medical Association President.

A lot has happened throughout these twelve months that I think has moved the organization towards the future while reinforcing our values and mission.

In my inaugural address, I pledged to expose and address the administrative barriers that are preventing or hindering many Kentuckians from attaining the highest quality of health care. From this was born KMA's *AIM for Better Care: Administrative Improvements in Medicine* initiative. AIM seeks to lessen administrative burdens as they affect patient health in five key areas: smoking, drug abuse, obesity, diabetes and flu/pneumonia. KMA physicians are great

advocates for the profession and patients, and have provided excellent feedback on the little-known or little-discussed barriers that are preventing Kentuckians from improving their health. We are looking forward to hearing from participants from the second class of the Kentucky Physicians Leadership Institute (KPLI) at the Kentucky Physicians Leadership Academy during the KMA Annual Meeting on some potential solutions, as they will be tackling the AIM initiative as part of their curriculum this summer.

While AIM is a long-term project that will likely result in a multitude of actions, KMA and the Kentucky Foundation for Medical Care (KFMC) have hit the ground running with one issue in particular, influenza. The *Focus on Flu* public health campaign, launching next month with education and continuing through the spring, seeks to share best practices to mitigate the effects of an influenza outbreak like the one we experienced this past winter. Focus on Flu's partnership with the Foundation for a Healthy Kentucky will also bring resources and influence that I believe will be of great benefit to the campaign.

Speaking of great benefits, I would be remiss if I didn't reflect on KMA's successful 2018 legislative session. I will admit that for much of this session I was nervous. There was so much contention and upheaval, particularly between the pension battle and the budget discussions. But members came together to secure passage of several pieces of legislation important to eliminating burdens to the practice of medicine:

Peer Review Protections (House Bill 4):

Protects the peer review process to allow physicians and hospitals to assess their work without the possibility of their opinions being used in a medical malpractice claim. Sponsored by Rep. Addia Wuchner, the passage of House Bill 4 is a win for physicians, as Kentucky was one of only two states in the country lacking these protections prior to this legislation.

Credentialing Reform (House Bill 69):

Requires the Department of Medicaid Services to designate a single credentialing verification organization to verify credentials for DMS and all Medicaid Managed Care Organizations. The measure also streamlines provider enrollment and credentialing procedures as well as the written internal appeals process utilized by MCOs. Sponsored by Rep. Ken Fleming, this measure will simplify the credentialing process, allowing

physicians to reduce the amount of administrative red tape associated with the practice of medicine.

Telehealth (Senate Bill 112): Coming in just under the wire and securing passage on the last day of the legislative session, Senate Bill 112 includes provisions that require, aside from some exceptions, health plans and Medicaid Managed Care Organizations to reimburse providers at the same rate for services delivered in-person or via telehealth. Studies have found that telehealth technology is associated with reductions in hospitalizations and illness severity, shorter lengths-of-stay, better adherence to medication regimes, and reduced cost-of-care. Telehealth utilization also saves Kentucky patients' time and expenses associated with travel and absenteeism, and improves care efficiency, coordination, and the integration of health care services.

Members of the KMA Legislative Quick Action Committee (LQAC) deserve a lot of praise for their work during the session. They worked many hours, sometimes late into the evening, discussing legislation and strategy. Many members also traveled to Frankfort both for KMA's Physicians' Day at the Capitol and to meet with legislators or testify in front of committees. It was truly a team effort by all members of the House of Medicine.

Advocacy comes in many forms though, and I was also pleased that KMA took swift action against Anthem's detrimental modifier 25 policy at the beginning of this year. The Jan. 5 op-ed published in the *Lexington Herald-Leader* received a lot of attention, and between that piece and the pressure applied by our members and other organizations, Anthem announced it was rescinding the policy on Feb. 26. As I wrote in my President's Message in March, that decision was yet another "win" for Kentucky physicians and patients! I am excited for the Association to continue such efforts, both as part of the AIM initiative, the legislative session, and throughout the year in general.

While my time as President of KMA is coming to a close, the work of the Association most certainly is not. I know your incoming President Bruce Scott, M.D. will continue working to champion the practice of medicine. I look forward to walking beside each of you along the way.

MAURICE J. OAKLEY, M.D.
2017-2018 KMA President

Eliminating Barriers to Care

(Continued from Page 1)

tackling one focus area of AIM with its 2018 public health campaign, *Focus on Flu*. The Foundation for a Healthy Kentucky, a nonprofit, nonpartisan organization, has agreed to partner with KMA and the KFMC for Focus on Flu. The Foundation seeks to address the unmet health needs of Kentuckians by developing and influencing policy, improving access to care, reducing health risks and disparities, and promoting health equity. KMA and the KFMC selected influenza for this year's campaign after the state suffered a worse-than-normal flu season throughout 2017 and early 2018 that left more than 100 Kentuckians dead and sickened thousands more.

Learn more about the Kentucky Physicians Leadership Academy and register for the 2018 KMA Annual Meeting by visiting kyma.org/annualmeeting.

WHY AIM?

Kentuckians suffer from some of the poorest health outcomes in the nation.

- Almost twice as many adults **smoke** in Kentucky as the national average, including more than a quarter of all adult females.
- 14.5% of the adult population in Kentucky has **diabetes**, compared to 9.3% of the population nationwide.
- Adults and children are **overweight** at rates greater than the national average.
- **Influenza and pneumonia** cause 25% more deaths in Kentucky than in other parts of the country.
- The state's overall **overdose** death rate is nearly twice the national average.

Source: The Henry J. Kaiser Family Foundation

KENTUCKY PHYSICIANS LEADERSHIP INSTITUTE



Nine physicians from across the state make up the second class of the Kentucky Physicians Leadership Institute (KPLI). Participants will complete weekend sessions focused on personal, business and advocacy aspects of leadership and will culminate with a presentation at the 2018 Kentucky Physicians Leadership Academy at the KMA Annual Meeting on Aug. 25. The 2018 class includes Susan Bushelman, M.D., Florence, Angela Dearing, M.D., Lexington, Joseph Hill, M.D., Lexington, Jipeng Huang, M.D., Louisville, Michael Kuduk, M.D., Winchester, Suzanne McGee, M.D., Louisville, Theodore Miller, M.D., PhD, Erlanger, Vaughn Payne, M.D., Louisville, and Wayne Tuckson, M.D., Louisville.

Social Media Gives Physicians the Opportunity to Establish a Personal Brand

When you need a repairman, are in the market for a new car, or are just looking for a great ice cream shop nearby, chances are, you take to the internet. These days, most people have the World Wide Web right in their pockets in the form of a smart phone. With such knowledge constantly at their disposal, patients are searching the internet when they're in the market for a physician or want to know more about the one they currently see.

Understanding and managing your online presence can seem daunting, but social media provides an opportunity for you to control much of what patients learn when they conduct a search of your name or practice. While Google and Yelp reviews rely only on what others say about you, social media allows you to control the conversation and position yourself as an expert and leader in both your field and in your community.

Social Media Basics

There are dozens of social media platforms out there, but the majority of the public exists on one of three channels: Facebook, Instagram and Twitter.

Facebook

Facebook famously made its debut in 2004 and originally sought to connect college students. Since then, it has exploded into the most popular social network worldwide with more than 2.19 billion active users. Facebook allows users to share articles, photos and personal stories, and connect with friends, organizations and businesses. Currently, the fastest growing demographic on Facebook is adults over the age of 65, as more than one-third currently have a Facebook account.

Instagram

Instagram is a photo and video sharing social network that is now owned by Facebook, though it maintains a separate identity and requires users to establish separate accounts. Instagram is most widely known as a smartphone app, although it can also be accessed via desktop. The platform boasts a user base that is 90% individuals under the age of 35, and is more popular with females than males (68% to 32%).

Twitter

Twitter is an online news and social media service on which users can send out

messages or "tweets" to their followers (private accounts) or to the general public (public accounts). Twitter is utilized particularly by businesses, organizations and public figures as a way to disseminate information and interact directly with customers or constituents.

Why Twitter?

When selecting a social media platform, it's important to consider your motivations for establishing an account. While Facebook provides an easy way to connect with family members and friends, it's typically seen as being very "personal." Instagram, on the other hand, doesn't allow for much in the way of content sharing outside of photography. Meanwhile, Twitter provides an outlet to share both news and personal anecdotes and photos, as well as connect with colleagues from around the country.

variation is the easiest way to ensure others can find you (such as @BobSmithMD or @DrBobSmith).

Curate your "following" list.

The best way to get started growing your Twitter presence and familiarizing yourself with the platform is to select accounts to follow that are relevant to you. News outlets, health care organizations, legislators and local authorities are great places to begin. You will of course also want to follow your state and national medical associations (@KYMedAssoc and @AmerMedAssoc).

Engage in conversations.

Inserting yourself into conversations on Twitter is the "social" part of social media! It's important to tweet on a regular basis to prove that you are an active member of the Twitter community and to build a following. You can begin by sharing articles that are relevant to your interests or specialty or passing along helpful health care tips. Hashtags (#) are another great way to engage in conversation on Twitter. By adding "#" before a word or a phrase, you are making it easier for others to find your Tweet on that topic and join the discussion.

Remember to be cautious.

In the 2010 film *The Social Network*, a dramatization of the beginnings of Facebook, Harvard-student-turned-founder and CEO Mark Zuckerberg is warned that "the internet isn't written in pencil. It's written in ink." While a "delete" button exists on Twitter and on other social networks, that doesn't mean that anything that is trashed truly disappears. It's important to remember that anything you put out there could be shared and scrutinized, and there's no shortage of public scandals to prove otherwise. Think carefully about the things you tweet, double check your spelling and grammar to avoid any missteps, and make sure you'd be comfortable allowing anything you say to be broadcast across the world—because technically, in the Twitterverse it will be.

KMA plans to provide members with more tips and advice regarding social media usage on its website and in regular member communications. For more information on getting started with Twitter and registering an account, visit www.help.twitter.com.

FOLLOW KMA



FOLLOW US ON TWITTER
[@KYMedAssoc](https://twitter.com/KYMedAssoc)



FOLLOW US ON LINKEDIN
www.linkedin.com/company/kentucky-medical-association



LIKE US ON FACEBOOK
www.facebook.com/kymedassn/



KMA WEBSITE
www.kyma.org

If you regularly share health care news with your patients on Twitter, Facebook or LinkedIn, check out our social media sites for useful informational graphics and health care updates.

Twitter is especially popular in Kentucky, thanks to University of Kentucky basketball coach John Calipari. Upon his arrival in Lexington, Twitter users across the state skyrocketed, due to his utilization of the service to share updates from the team. Since then, a large portion of the Kentucky General Assembly has also adopted Twitter as its platform of choice, in addition to other policymakers and thought leaders. This provides an excellent opportunity for physicians to establish their personal brand, share helpful health care information and engage with others on topics they care about.

Twitter Tips

Select a good username.

Your Twitter username, or "handle" as it is sometimes referred, is how others will find you on Twitter. All usernames start with the "@" symbol. Using your name or a very close

KMA Annual Meeting Preview



Frank Abagnale, Jr.
Security & Fraud Expert
Subject of Steven Spielberg's
Catch Me If You Can



Kurt Mosley
Vice President of
Strategic Alliances for
Merritt Hawkins



Shawn C. Jones, M.D., FACS
Senior Partner,
Purchase E.N.T., Baptist Medical
Group, Paducah

Physicians planning to attend KMA's 2018 Annual Meeting, *Forward Focus: The Path to Physical and Fiscal Health*, Aug. 24-26 at the Louisville Marriott East, will hear from an array of dynamic speakers and enjoy fellowship and networking with colleagues.

Keynoting this year's Annual Meeting is Frank Abagnale, Jr., subject of the 2002 Steven Spielberg film *Catch Me If You Can*, starring Tom Hanks and Leonardo DiCaprio. Abagnale, who today serves as a world-renowned security and fraud expert, will detail his life as a trickster and discuss how physicians can keep themselves safe from fraud and identity theft. Abagnale's presentation will be held during the Kentucky Physicians Leadership Academy on Aug. 25 beginning at 10 a.m.

KMA is also excited to host Paducah surgeon and KFMC President Shawn Jones, M.D., FACS, whose book, *Finding Heart in Art: A Surgeon's Renaissance Approach To Healing Modern Medical Burnout*, uses Renaissance paintings as a framework to explain how medical professionals can manage fatigue.

KMA will also showcase how its member physicians combat burnout with its Beyond the White Coat gallery. Beyond the White Coat will celebrate the diverse talents and interests of physicians outside the medical profession. More than 30 submissions are scheduled to be included, and feature items ranging from photography and music to horticulture and woodworking.

Rounding out the exciting lineup of speakers is Kurt Mosley, Vice President of Strategic Alliances for Merritt Hawkins and its parent company, AMN Healthcare. Mosley's presentation, "The Problem is Poverty: Why Poverty and Income Inequality Are at the Core of America's High Health Care Spending" will discuss how social determinants impact patient health, and in turn, healthcare spending in the United States.

Registration for Annual Meeting is still available. Visit kyma.org/annualmeeting for more information and to register.

KMA Leadership Dinner & Reception: Saturday, Aug. 25 at 7:00 p.m.

Bruce Scott, M.D. will be installed as the 2018-2019 KMA President at the KMA Leadership Dinner at 7 p.m. on Saturday, Aug. 25.

Participants from the 2018 Community Connector Leadership Program and graduates of the Medical Student Outreach and Leadership Program will be recognized. KMA will also present the KMA Distinguished Service Award, the Debra K. Best Outstanding Layperson Award, the KMA Community Service Award the KMA Educational Achievement Award and introduce the KMA Advocacy Award. The cost to attend is \$65 per person, and registration is available at <https://2018kmaannualmeeting.eventbrite.com/>.

A Leadership Reception will precede the event at 4:30 p.m. in the Prefunction Area.

FORWARD FOCUS

THE PATH TO PHYSICAL AND FISCAL HEALTH

KMA ANNUAL MEETING | AUG. 24-26, 2018 | LOUISVILLE MARRIOTT EAST

Capsule Schedule

Friday, August 24

- 10:00 a.m. General Registration
Beyond the White Coat Gallery Open to Members
- 10:30 a.m. KMA Alliance Meeting
- 11:30 a.m. KMA Executive Committee Meeting/Lunch
- 12:00 p.m. Kentucky Society of Gastrointestinal Endoscopy Mtg.
- 3:00 p.m. KMA Board of Trustees Meeting
- 6:30 p.m. **VIP Board Reception and Dinner**

Saturday, August 25

- 7:00 a.m. General Registration
Beyond the White Coat Gallery Open to Members
- 8:00 a.m. Reference Committee Hearing
7:45 a.m. Breakfast Buffet
- 8:00 a.m. Nominating Authority Open Meeting
8:00 a.m. - 10: a.m. Open for Nominations
- 10:30 a.m. **Kentucky Physicians' Leadership Academy**
10:00 a.m. - CME Sign-In Open and Light Breakfast
10:30 a.m. - Program Begins
12:00 p.m. - Lunch for Attendees
- 1:00 p.m. KPPAC 100 Exclusive Event with Frank Abagnale
- 4:30 p.m. **Leadership Reception**
- 7:00 p.m. **KMA Leadership Dinner**
(Presidents' Installation & Awards Presentation)

Sunday, August 26

- 7:30 a.m. General Registration
Beyond the White Coat Gallery Open to Members
- 8:00 a.m. KMA Board of Trustees Meeting/Breakfast
- 10:00 a.m. Rural Caucus/Coffee and Tea
- 10:00 a.m. Lexington Medical Society Caucus/Breakfast
- 10:00 a.m. Greater Louisville Medical Society Caucus/Breakfast
- 10:00 a.m. Northern Kentucky Medical Society Caucus/Breakfast
- 12:30 p.m. KMA House of Delegates (box lunch provided)

Annual Meeting Information Available at kyma.org/annualmeeting:

- Sunsetting policies
- Hotel layout
- Membership report by county
- New and rejoin members
- Deceased physicians
- Constitution and bylaws
- Resolutions

REGISTER FOR THE KMA ANNUAL MEETING:
<https://2018kmaannualmeeting.eventbrite.com>

Questions? Call Miranda Mosley at 502-814-1393

Focus on Flu

KFMC Partners with Foundation for a Healthy Kentucky to Urge Kentuckians to *Get Their Shots, Consult Their Docs, and Prevent the Spread*

FOCUS ON FLU



Kentuckians suffer from historically poor health outcomes related to influenza. Flu and pneumonia cause one-third more deaths in Kentucky than in the rest of the country, making it the ninth leading cause of death in the state. The Commonwealth also ranks 33rd in the nation for the percentage of residents who receive a flu shot. With a statewide economic loss of more than \$350 million per year, the virus also leaves behind staggering direct and indirect costs. Meanwhile, the flu does not discriminate...every Kentuckian is susceptible to this potentially deadly disease.

KMA and the Kentucky Foundation for Medical Care (KFMC) are launching a patient-focused public health campaign called "Focus on Flu" to share best practices for mitigating another statewide flu epidemic. Focus on Flu will seek to dispel common myths about the flu and flu vaccine, inform patients on steps to take in the event that they do contract the virus, and educate all Kentuckians on preventing the spread of the flu.

To further the reach of the campaign, KMA and the KFMC have partnered with

the Foundation for a Healthy Kentucky, a nonprofit, nonpartisan organization funded by an endowment that works to make Kentuckians healthier. Since opening its doors in 2001, the Foundation has invested \$27 million in health policy advocacy, research, and demonstration projects across the Commonwealth.

"We're very excited about the partnership with the Foundation for a Healthy Kentucky for our Focus on Flu campaign. The resources and attention the Foundation can bring to this effort will be incredibly beneficial, and we're looking forward to positively impacting the health of Kentuckians together

through Focus on Flu." Said KFMC President Shawn Jones, M.D., FACS.

Focus on Flu's key messages are simple and center on three calls to action: **get your shot, consult your doc, and prevent the spread.**

Get Your Shot

Kentuckians will be encouraged to receive a flu vaccine, especially prior to the start of flu outbreaks, which according to the Centers for Disease Control is typically the end of October. A statewide "Flu Shot Day" will be held by Focus on Flu on Wednesday, Sept. 26, during which all residents will be encouraged to receive their flu shots. Physicians and the public will be encouraged to share their "flu shot selfies" on social media with the hashtag "#GotMyShot" to further spread the message. The campaign will also use this opportunity to dispel common misconceptions about the flu shot, such as that the shot can give you the flu,

or that the vaccine is ineffective.

Consult Your Doc

Physicians will be positioned as experts on the flu. Patients will be asked to consult with their doctors should they think they have the flu to discuss testing and treatments available.

Prevent the Spread

Aside from vaccination, methods of preventing seasonal flu will be encouraged. These include avoiding close contact with those who are sick, staying home from work, school and errands if you have the flu, covering your mouth and nose when coughing or sneezing, properly washing hands and avoiding touching your eyes, nose and mouth.

Focus on Flu will officially kick off with a joint press event with the Foundation for a Healthy Kentucky in Frankfort at the State Capitol Rotunda on Tuesday, Sept. 18 at 9:30 a.m.

Additional details and information regarding Focus on Flu can be found at kyma.org/flu or on Twitter by following #FocusonFlu.

ACCORDING TO THE CDC,
**FLU VACCINATION
REDUCES THE RISK
OF INFECTION BY
40-60%**



Kentucky Foundation
for Medical Care



**Mark Your
Calendars!**



Kickoff Press Event: Tuesday,
Sept. 18 at the Kentucky State
Capitol Rotunda, 9:30 a.m.

Statewide "Flu Shot Day:"
Wednesday, Sept. 26

STATEWIDE ECONOMIC IMPACT



\$352,116,143

DIRECT AND INDIRECT COSTS RELATED TO FLU

FOCUS_{on}health

■ SUMMER, 2018

Physicians Caring for Kentucky

DIABETES

More than 30 million people are living with diabetes in the United States. It's also the 7th leading cause of death across the country. In Kentucky, 13% of all adults are diabetic and the state ranks as the 5th highest for people living with Type 2 diabetes.

Here are steps you can take now to protect your health. Talk to your doctor about preventing and treating diabetes. To find a diabetes self-management education and support program in your area, visit <https://bit.ly/2yKzuFF>.



TYPE 1 DIABETES

- Body does not produce enough insulin
- Previously called "juvenile diabetes"



TYPE 2 DIABETES

- Body produces insulin but can't use it well
- Most commonly diagnosed
- Can develop as a result of lifestyle choices

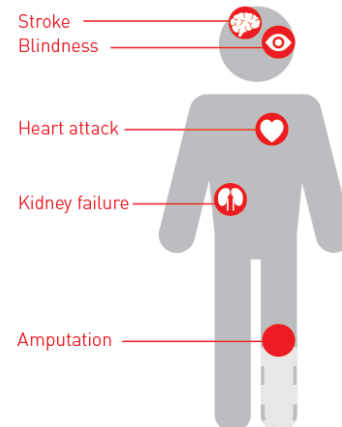


GESTATIONAL DIABETES

- A temporary condition in pregnancy
- Affects more than 9% of pregnant women in U.S.

Complications

Diabetes can lead to complications in many parts of the body and increases the risk of dying prematurely.



DIABETES IS
ON THE RISE



422 MILLION
people worldwide have diabetes

SOURCE: World Health Organization

FIND SUPPORT

- Find diabetes resources by county from the Kentucky Cabinet for Health and Family Services website at <https://prd.chfs.ky.gov/KYDiabetesResources/>
- American Diabetes Association www.diabetes.org or 1-800-342-2383
- Juvenile Diabetes Association www.jdrf.org or 1-800-533-2873
- Contact your local public health department at <https://bit.ly/2JTQQ7Z>
- KMA website <https://kyma.org/diabetes>

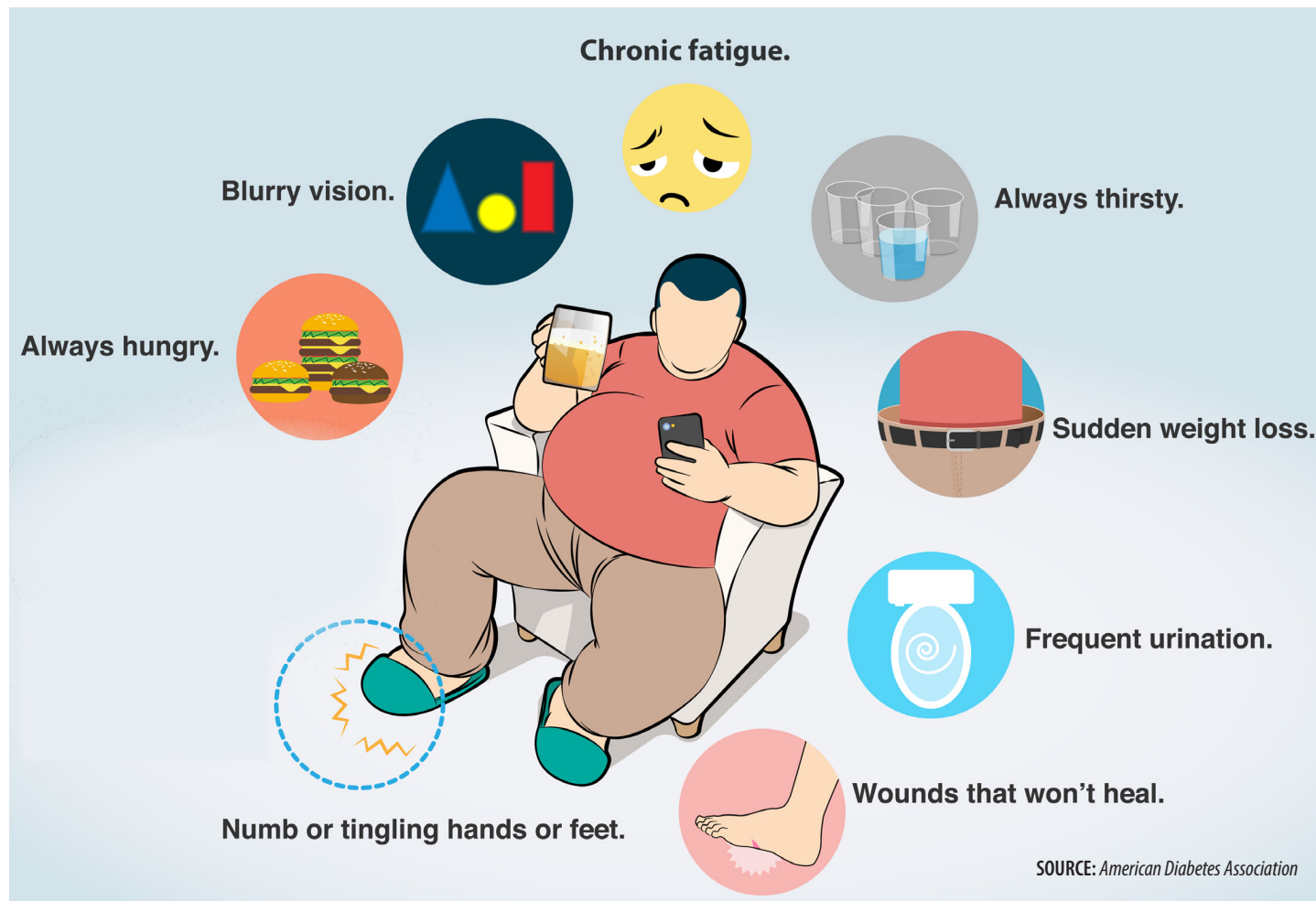
GET SCREENED

SOURCE: Fred Williams Jr., M.D., FACP, FACE, KentuckyOne Health Endocrinology & Diabetes Associates

If you are in a high risk group, ask your doctor about diabetes screening. High risk factors include: a family history of diabetes, a body mass index (BMI) over 30, over the age of 45, triglycerides over 250, a sedentary lifestyle, a history of gestational diabetes, and a history of obstructive sleep apnea. Early treatment can reduce the risk of developing complications and can save your life.

SYMPTOMS OF DIABETES

Don't ignore these common symptoms.



KEY ACTIONS

Be as
ACTIVE AS POSSIBLE

2

Keep a
HEALTHY WEIGHT

1

DON'T SMOKE!

3

Diabetes is
one of five
focus areas
for KMA's AIM
For Better



Care initiative. AIM seeks to reduce administrative burdens that impact patient health in Kentucky. For more information on AIM, visit kyma.org/AIM.

The stories and information in Focus on Health are for your enlightenment and enjoyment as well as to inform you of contributions being made to Kentucky life by members of the medical profession across the state. No article appearing in Focus on Health should be considered diagnostic. If you have questions concerning any health related issue, please talk with your physician. Like Focus on Health on Facebook at www.facebook.com/kmamediscove/. Focus on Health is published quarterly by the Kentucky Medical Association, 9300 Shelbyville Road, Suite





PHYSICIAN LEADERS IN ADVOCACY

EXCLUSIVE PHOTO OPPORTUNITY

When: Sat, Aug 25, 2018 @ 1:00 pm

Where: Commonwealth B

Who: KPPAC 100 Contributors Only



CATCH HIM IF YOU CAN!

PASSPORT
HEALTH ★ PLAN



**Together, in network,
for a healthier Kentucky**

www.passporthealthplan.com

MARK73704 | APP_8/29/2017

KMA Community Connector

R. Brent Wright, M.D., MMM Takes the Lead For Better Health in His Community and State



R. Brent Wright, M.D., MMM, grew up on a family farm in Larue County. "I've always had a sense of community and belonging and contributing in a community," he said.

A graduate of the University of Louisville School of Medicine, he's the first physician in his family. He serves in Glasgow as Associate Dean for Rural Health Innovation, University of Louisville School of Medicine, as Vice Chair for Rural Health and Associate Professor, UofL Department of Family & Geriatric Medicine, and as Medical Director, T.J. Sampson Community Hospital Family Medicine Center.

However, medicine wasn't his first choice. As a McDonald's All-American percussionist at Larue County High School, he went to the University of Kentucky on a music scholarship. He initially thought music was going to be his "vocation for life," he said. Once he started college, he felt like music was more of an avocation than a vocation. "You had to track in a certain major and it didn't seem like a good lifelong fit," he said.

"I compared myself to international caliber musicians and thought I just couldn't see applying myself in that way to that one area and being able to obtain things I wanted in life."

He's always wanted to be involved and to contribute to his community. As a family medicine physician in Glasgow for the last 20 years, he's done just that. And not just through his patients. Dr. Wright is actively involved in many organizations, including the Kentucky Medical Association and the Foundation for a Healthy Kentucky.

He's currently vice president of KMA's Board of Trustees and was nominated for president-elect for 2018-2019. "The KMA has been very important to my activities," he said. "It's made me very gratified to see the KMA broaden its



R. Brent Wright, M.D.

Brent is a savvy and committed advocate for the medical profession as well as for improving the health of Kentuckians.

—Ben Chandler, President/CEO
Foundation for a Healthy Kentucky

outreach and look to establish more roots into physician and medical benefit within the community."

This May, Dr. Wright was re-elected Treasurer of the Board of Directors for the Foundation for a Healthy Kentucky, a board he's served on since 2014. He was also re-elected chair of the Board's Finance and Audit Committee.

"I think the KMA and the Foundation for a Healthy Kentucky, in my mind, their goals work hand in hand," he said. "Having the perspective from delivering health care is invaluable in that organization (Foundation). When you look at the delivery, you understand the hurdles that are there. If people smoke, it's easy to stand on the sidelines and say people should just not smoke. If people suffer with obesity, it's easy for someone to say, 'well, they should just stop eating,' but if these were easy fixes, they would be fixed easily, and they're not. There are multifactorial issues here. It takes a team—it takes an organization—it takes a concerted effort to get these issues addressed."

"Brent is a savvy and committed advocate

for the medical profession as well as for improving the health of Kentuckians," said Ben Chandler, President/CEO Foundation for a Healthy Kentucky. "His experience extends from patient care to practice administration and from coalition building to policy advocacy. He approaches every aspect of his work and his life with his whole heart and a sharp mind, and I'm certain that both KMA members and Kentucky residents will benefit from his leadership."

Dr. Wright has also been very active in the Kentucky Academy of Family Physicians, serving as their president in 2008-2009. He's also been a board member of Health Literacy Kentucky and he's on the board for the Bank of Buffalo in Hodgenville, Ky., where he contributes to the bank's strategic direction.

"I've always been one to want to be involved," Dr. Wright said. "There's more to contribute than just the one-on-one dynamic. If you feel like you have the ability to lead or to be involved in an organization—that has a multiplier affect that's greater than just one-to-one delivery."

One of his main goals is to try and give Kentuckians a "better trajectory," he said. "I'm tired of us being last in a lot of different areas. For some reason we're following behind on basic issues like taking care of ourselves, taking care of our communities and trying to avoid bad habits that lead to long term high impact health conditions. In these organizations, I think we can address them professionally and on a broader community standpoint to really make long lasting change."

Dr. Wright has been married to Jerrica Ann for 16 years and they have three children, Drake, 13, Brycen, 11, and Ann Katherine, 7.

They met at her company's golf tournament in Glasgow. "I quizzed one of her colleagues (about her) the whole round of golf," he said. It wasn't until he was on rounds at the hospital one day when someone gave him her number and told him, "You may be interested in this," he said. A few weeks later, he called her and they went out on their first date. "I knew from our first date that she would be the one," he said with a smile.

They purchased Jericca Ann's family farm several years ago along with a side-by-side recreational vehicle. "This is a new hobby," he said. "We're trying to get out of our comfort zone."

As a 2017 graduate of KMA's Community Connector Leadership Program (CCLP), he fulfilled the public service aspect of the



R. Brent Wright, M.D., is recognized as a KMA Community Connector by Board of Trustees Chair Dale Toney, M.D. during the 2017 KMA Annual Meeting.

program by educating elementary and high school students about health. He worked with a local elementary school for eight years in Glasgow and developed a program called "mini medical school" for first graders to get them interested in medicine and to start them thinking about health careers. He also helped develop a two-week curriculum called "Blood, Brain, Bones" that gave the kids access to attending physicians, residents and medical students.

He also mentors bio-medical students in a local high school where students work in his clinic several times a year and learn about health careers.

"What I love about the program (CCLP) is it highlights the importance of physicians as community connectors," he said. "I think when you go to communities and talk to people, they're really proud of their physicians. The CCLP allows those positive stories on the medical profession to come forward and to be celebrated."

Dr. Wright paraphrases a verse in the Bible that sums up his leadership philosophy: "To whom much is given, much is expected." (Luke 12:48). "There should be a humility associated with being a physician," he said. "You have received gifts beyond what others have been fortunate to receive. There shouldn't be a sense of entitlement; there should be a sense of humility. You need to use those gifts accordingly and to give back to those around you. Being a physician and serving is beyond the exam room. My practice of medicine is more in community engagement, leadership and organizational skills."

"I look at the system of health care like we learned in medical school, the body systems. They all interact. They all need to work well, in harmony with each other. If one is sick, the whole organism is going to be sick."

Learn more about the KMA Community Connector Program by visiting kyma.org/CCLP.

Beyond the White Coat Spotlight Jiapeng Huang, M.D., PhD, FASA, FASE



Physicians possess interests and skills outside their exam rooms that bring balance and enjoyment to their notoriously busy lives. The 2018 KMA Annual Meeting will display these talents with its *Beyond the White Coat* gallery.

Jiapeng Huang, M.D., PhD, FASA, FASE, a Louisville anesthesiologist, enjoys martial arts when he's not wearing his white coat. We invited him to tell us more about this hobby for a Beyond the White Coat Spotlight.

1. How long have you been participating in martial arts?

More than 10 years.

2. How did you get interested in martial arts?

I always had a strong interest in martial arts and did not get to do them when I was younger. I started my martial arts training with my daughter when she was 5 years old. The core principles of martial arts are respect, self-discipline, teamwork, leadership, self-defense and perseverance. These have been deeply rooted in me as a physician. I enjoy the physical and mental trainings and keep getting better. It's fascinating and rewarding.

3. Why do you enjoy it?

Martial arts are a way of life and it is not only about punching and kicking. Along with the physical trainings, mental exercise is critical for success to deal with burdens, hurdles and difficulties. I found martial art trainings are fun, relaxing and healthy for me as a physician. Plus, you make great friends and meet fantastic training partners as you go through different stages of martial arts trainings just like you do in residency.



Jiapeng Huang, M.D., performs martial arts. When he's not on the mat, he's the Immediate Past President of the Medical Staff at Jewish Hospital & St. Mary's Healthcare, Editor of the Journal of Cardiothoracic & Vascular Anesthesia, and Clinical Professor of Anesthesiology & Perioperative Medicine at the University of Louisville.

4. How does it help relieve your stress?

As a martial artist, you must remain calm and focused at all times. On the mat, I do not think about anything but the form, the technique and my opponent. Martial arts help me isolate myself from work and enjoy the trainings.

5. Anything else you'd like to add?

Doctors take care of many people, but you need to take of yourself and your colleagues first. That is the foundation.

Dr. Huang's martial arts will be featured in the Beyond the White Coat Gallery during KMA's 2018 Annual Meeting. For more information or to register, visit kyma.org/annualmeeting.





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