

# Communicator

■ SUMMER, 2019

*Physicians Caring for Kentucky*

## Prescription for Health: KET to Film Town Hall Forum During 2019 KMA Annual Meeting



Panelists pictured at right:



KMA President Bruce Scott, M.D.  
Otolaryngologist, Louisville



Monalisa Tailor, M.D.  
Internal Medicine, Louisville



Rep. Kim Moser  
State Rep., District 64,  
Taylor Mill



Allison Adams  
President, KY Health Departments  
Association, Buffalo Trace

Attendees to the 2019 KMA Annual Meeting, to be held Sept. 20-22 at the Louisville Marriott East, will have the opportunity to be part of the filming of an upcoming KET special on public health.

*Prescription for Health: A KET Forum* is being produced in conjunction with KMA's Annual Meeting and will bring together KMA physicians and health care professionals in a single setting to address determinants of positive patient outcomes. Topics will center around issues that contribute to poor health and early death across Kentucky, including smoking, obesity, type 2 diabetes

and substance abuse. These focus areas are included as part of KMA's *AIM for Better Care: Administrative Improvements in Medicine* initiative, which seeks to eliminate barriers to treatment for Kentucky patients.

The event, the first of its kind for KET, will feature a panel comprised of KMA physicians, policymakers and public health officials. KET's Renee Shaw, host of the award-winning show *Connections* and Kentucky Physicians Leadership Institute graduate and *Kentucky Health* host Wayne Tuckson, M.D., will moderate the discussion, as well as solicit additional input from the audience.

Attendees must have a ticket to this event, so members are encouraged to register for KMA's Annual Meeting as soon as possible to secure a seat. Registration for Annual Meeting is available at <https://kyma.org/2019-annual-meeting/>.



More information on KMA's 2019 Annual Meeting is available on page 6.

### P2 / PRESIDENT'S MESSAGE

KMA President Bruce Scott, M.D., says membership in organized medicine is vital in improving patient health.

### P3 / KENTUCKY PHYSICIANS

LEADERSHIP INSTITUTE  
KPLI Program receives national AAMSE Profiles of Excellence Leadership Award.

### P4 / FOCUS ON HEALTH

*Focus on Health*, KMA's patient newsletter, focuses on Vaping and the dangers to youth.

### P7 / MEMBER SPOTLIGHT

KPLI and CCLP grad Michael Kuduk, M.D., blooms where he is planted.



## President's Message

# How Can We Fix It?

Recently, a fellow physician approached me in the surgery lounge and asked, "Aren't you involved in the KMA and AMA?" After I acknowledged that I was, he asked, "well, how are we going to fix it?" Somewhat hesitant, I said, "Fix what?" He quickly exclaimed, "Healthcare, medicine, it's a mess, nothing like when I decided to become a doctor." I paused for a moment, not sure how to answer his straightforward question. So, I asked, "Just curious, are you a member of KMA or AMA?" Without hesitating, he responded, seemingly almost proud, "No, I quit years ago. I didn't think it was worth the money." With this new knowledge, I responded, "Well the first step is for you to become a member, then we can work together to fix it."

I told him that the KMA and the AMA were the organizations that for many years have protected our profession and our patients. I explained that from the very beginning, they have been involved in medical ethics and maintaining the standard for medical

education. In addition, I pointed out the recent activities of the AMA and KMA to protect access to care for the uninsured. He interrupted me saying, "I understand all of that, but what have they done for me and my practice lately?"

Knowing that my year as president was in its twilight, that was a challenge I was going to accept. I pointed out that this past legislative session the KMA was instrumental in getting legislation passed to reduce the burden of prior authorization including the tightest time limits of any state and approval for a full year of medications. Working together the AMA, KMA and GLMS were able to convince Anthem to retract their policy to reduce payment for office visits by 50% when a procedure was performed the same day – a policy that would have reduced payment to physician and harmed our patients. And we are currently fighting a similar policy that was recently announced.

I asked if he was aware that the AMA, along with KMA and other medical associations, was fighting right now in Washington for legislation on "surprise billing" that would not only protect patients but was also fair to physicians?

I went on to detail the KMA activities this year to improve the health of our patients with our successful "Focus on Flu" campaign and legislation to prohibit smoking, including e-cigarettes, on school property, not to mention the upcoming public health forum we are working with KET to produce.

I also pointed out that in the courts on a federal level KMA and AMA had helped prevent the Anthem/Cigna merger which was reported to have saved physicians \$500 million annually, and that we were currently fighting the Aetna/CVS merger that if allowed would have similar impact on his bottom line and his patients' access to care. In Kentucky courts, the AMA, with support of the KMA, was defending local physicians in a malpractice suit that could potentially set a precedent for expansion of tort liability.

I paused for a moment, and then said, "That's just off the top of my head." Looking somewhat surprised, he said "I had no idea the KMA and the AMA were doing all of that." Seizing the opportunity, I asked, "if not KMA and AMA, who do you think will fix it...the insurance companies, the pharmaceutical companies, the politicians?" He stood silently without an answer to my straightforward question.

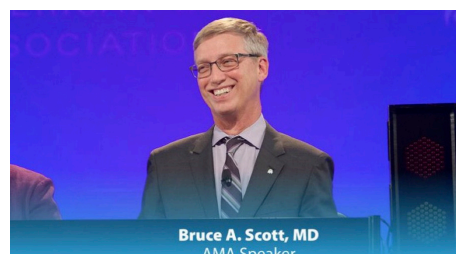
He was at least partially correct, in some ways medicine is a "mess," and we need to fix it! And while no association is perfect, the KMA and AMA offer the best opportunity for us to come together in the best interest of our patients and our profession.

Thank you for your membership and for the opportunity to be your president this past year.

BRUCE SCOTT, M.D.  
2019 KMA PRESIDENT

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## KMA President Bruce Scott, M.D., Elected AMA Speaker of the House



KMA President Bruce A. Scott, M.D., was elected the new speaker of the American Medical Association (AMA) House of Delegates on June 8. In this position, Dr. Scott will preside over 640 physicians and medical students who comprise the policy-making body of the nation's largest physician organization.

"It is a deep honor and privilege to preside over the policy-making forum at the center of American medicine and help craft results-focused policies that enable physicians to answer a national imperative to improve the health of the nation," said Dr. Scott.

According to a press release from the AMA, during the last four years, Dr. Scott has served as vice-speaker of the AMA House of Delegates and as a member of the AMA Board of Trustees. He has extensive experience in AMA leadership positions and has previously served as chair of the AMA Resident and Fellow Section, delegate for the AMA Young Physicians Section, and was the young physician member on the AMA Board of Trustees. Dr. Scott has also served as president and board member of the AMA Foundation.

# Kentucky Physicians Leadership Institute (KPLI) Receives National Leadership Award

On July 25, the Kentucky Physicians Leadership Institute (KPLI) was awarded the American Association of Medical Society Executives (AAMSE) Profiles of Excellence Award for Leadership during the AAMSE Annual Meeting in Pittsburgh, PA.

The AAMSE Profiles of Excellence recognize outstanding achievements by medical societies in various arenas. The Leadership category honors the development and implementation of member leadership programs that create pathways for physician leadership at the county, state or national level and/or develop leadership competencies to meet the challenges of medicine.

The KPLI was selected for its innovative approach to physician leadership training.

According to comments from the selection committee, "The development of the KPLI had a significant impact on the medical

society and strengthened its relationship with key KMA members. It is designed to provide physicians with lifelong learning that they are not receiving from other sources."

This is the second award for the KPLI in the last year. In October 2018, the program was honored with the MediStar A.O. Sullivan Excellence in Education Award.

The Greater Louisville Medical Society (GLMS) was also honored at the AAMSE Annual Meeting with the Profiles of Excellence Membership Award for "Engaging and Investing in the Future of Organized Medicine." The Lexington Medical Society (LMS) was recognized as well with the Profiles of Excellence Education Award for their role in the development of the LifeBridge Physician Wellness Program.



KMA Education Director Miranda Mosley accepts the AAMSE Profiles of Excellence Leadership Award on behalf of the KPLI

Eleven physicians from across the state are participating in the 2019 class of the KPLI. The program's multi-weekend sessions begin Aug. 9 and will wrap up during the KMA Annual Meeting on Sept. 21.

## PUBLIC HEALTH CAMPAIGN

### KMA Partners with Foundation for a Healthy Kentucky for Tobacco-Free Schools Campaign

KMA is once again teaming up with the Foundation for a Healthy Kentucky to impact public health across the state.

On the heels of the passage of House Bill 11 in 2019, which established the state's first tobacco-free schools law, KMA and the Foundation will work together to provide participating school districts with signage designating the campus as tobacco-free. Each sign will include the logos of both organizations, further establishing KMA as a leader and champion for public health in the Bluegrass.

Property signage, as well as window decals and "We Changed Our Policy" cards will be made available at no cost to districts who comply with the new law by July 1, 2020, for implementation no later than the 2020-2021 school year. District policies must cover the use of all tobacco products, including e-cigarettes, on or in, property that is owned, operated or leased by the school district. This includes all buildings, vehicles, and

outdoor facilities. In addition, tobacco use will be prohibited by adults affiliated with school activities off-campus when not in the presence of students.

A press conference announcing the partnership and availability of signage to school systems will be held on Aug. 22 at the Kentucky School Boards Association Headquarters in Frankfort. Local media events will also be staged during unveilings of the signs at individual districts throughout the fall.

After decades of declining, youth use of any tobacco product suddenly jumped 38 percent nationwide in 2018, largely due to the epidemic of youth e-cigarette smoking (often called vaping). In Kentucky, more than one in four 12th graders and one in seven 8th graders now use e-cigarettes, double or nearly double the rates in 2016.

Tobacco cessation has been a priority for KMA for a number of years. KMA's "Commit

## Save the Date!

**KMA and Foundation for a  
Healthy Kentucky  
Tobacco-Free Schools Press Event**  
Aug. 22, 2019  
10:30 a.m.  
Kentucky School Boards  
Association Headquarters

to Quit" public health campaign, launched in 2016, encourages Kentuckians to discuss quitting smoking with their physician. Smoking is also one of the five focus areas of KMA's *AIM for Better Care* initiative, which seeks to eliminate administrative barriers to some of the state's biggest health issues. KMA also serves as a steering committee member of the Coalition for a Smoke Free Tomorrow, a stakeholder group that advocates for tobacco-free policies.



# FOCUS<sub>on</sub>health

SUMMER, 2019

*Physicians Caring for Kentucky*

## VAPING

Vaping is the act of inhaling and exhaling vapor from an electronic cigarette or similar device. Many vaping “juices” contain large quantities of nicotine, which can quickly become addictive and difficult to quit. The JUUL(TM) device is popular with youth because it can be used discreetly—it looks like a USB device—and comes in flavors that appeal to youths.

### Growing epidemic among Kentucky youth

The number of middle and high school students who currently vape has soared to about 3.6 million according to the 2018 National Youth Tobacco Survey. Twenty-seven percent of high school seniors in Kentucky reported using e-cigarettes in 2018.

Vaping and e-cigarette use nearly doubled among Kentucky youths from 2016 to 2018 according to the Kentucky statewide student survey biannual evaluation to assess the extent of tobacco, alcohol and drug use.



### Most e-cigs contain nicotine

The Centers for Disease Control and Prevention says most e-cigarettes contain nicotine, which causes addiction, may harm brain development, and could lead to continued tobacco product use among youth.

The majority of youth e-cigarette users think they vaped only flavoring, not nicotine, according to the University of Michigan’s 2016 Monitoring the Future study.



**1 IN 5 HIGH SCHOOL KIDS  
1 IN 20 MIDDLE SCHOOL KIDS  
CURRENTLY USE E-CIGARETTES**

### NICOTINE

**ONE POD = ONE PACK**



1 vape pod  
.7ml

=



1 pack of 20  
cigarettes

# KNOW THE RISKS

## Vaping linked to brain damage and risk of cardiovascular disease

The younger an adolescent brain is exposed to addictive substances the more likely the individual will become addicted, according to Patrick Withrow, M.D., retired cardiologist and director of outreach for Baptist Health Paducah.

"The prefrontal cortex controls judgement and does not mature until around age 25," Withrow said. "The use of addictive substances with an immature brain impedes further development of the brain. The e-cig is the most effective drug delivery device and gateway drug I know of. There is no question in my mind that the highly addictive nicotine, flavorings, successful social media and other marketing will bring on another population of addicted kids to all manor of substances."

Stanford School of Medicine researchers and their colleagues recently found that e-cigarette flavorings damage human blood vessel cells grown in the lab even in the absence of nicotine.

"We found the e-liquids caused changes in the endothelial cells that are closely related to those seen during the development of cardiovascular disease," said Won Hee Lee, PhD, assistant professor at the University of Arizona.

## What can you do?

- **Do not use any tobacco products**
- **TALK** about the dangers of smoking and the importance of avoiding any tobacco use (conventional cigarettes or e-cigarettes)
- **EDUCATE** friends and family that e-cigarettes contain nicotine, a **HIGHLY** addictive substance
- **ADVOCATE** for comprehensive tobacco prevention policies (that include e-cigarettes)

## Why are e-cigarettes unsafe for kids, teens and young adults?

- Nicotine can harm the developing adolescent brain
- Most e-cigarettes contain nicotine
- Nicotine addiction that occurs with e-cigarette use may lead to transition to use of combustible tobacco products
- Addiction itself, whether to nicotine or other drugs, can drive undesirable behaviors

**Source: American Heart Association**





# Register Today for the 2019 KMA Annual Meeting

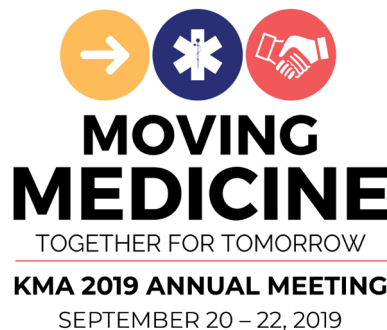
U.S. Attorney, KET Town Hall to Headline Weekend's Events

With just about a month to go until the 2019 KMA Annual Meeting, to be held Sept. 20-22 at the Louisville Marriott East, members are encouraged to register as soon as possible. This year's theme, *Moving Medicine: Together for Tomorrow*, will celebrate and encourage the unification of physicians around issues of importance, particularly public health advocacy.

The 2019 KMA Annual Meeting will feature a dynamic array of speakers, as well as opportunities for networking and engagement among colleagues.

Russell Coleman, United States Attorney for the Western District of Kentucky, and other law enforcement and public health officials will headline Saturday's Kentucky Physicians Leadership Academy with a session titled "Opioids and the Federal Law Enforcement Perspective."

Saturday's events will also include a one-of-a-kind television experience, with KMA members being featured in a forum-style show produced by Kentucky Educational Television (KET). KET will film its special, *Prescription for Health: A KET Forum* in conjunction with the KMA Annual Meeting. It will include a panel of KMA physicians, health policy and public health officials discussing some of the state's most pressing public health issues. Moderation will be provided by award-winning *Connections* host Renee Shaw, with *Kentucky Health* host and Kentucky Physicians Leadership Institute graduate Wayne Tuckson, M.D., interviewing additional physicians in the audience. The special will be aired across the state sometime in the fall of 2019.



Russell Coleman, United States Attorney for the Western District of Kentucky

Space for this event is limited and a separate ticket is required, so members are encouraged to register for Annual Meeting as soon as possible. Registration is available online at [www.kyma.org/2019-annual-meeting](http://www.kyma.org/2019-annual-meeting). Hotel reservations at the Louisville Marriott East can also be made by visiting the Annual Meeting webpage.

## 2019 KMA Annual Meeting Capsule Schedule

### Friday, September 20

- 11:30 a.m. KMA Executive Committee Meeting/Lunch
- 12:00 p.m. Kentucky Society of Gastrointestinal Endoscopy Meeting
- 3:00 p.m. KMA Board of Trustees Meeting
- 6:30 p.m. **VIP Board Reception and Dinner**

### Saturday, September 21

- 7:00 a.m. General Registration
- 7:45 a.m. Breakfast Buffet
- 8:00 a.m. KMA Reference Committee Hearing
- 8:00 a.m. Nominating Authority Open Meeting
- 8:00 a.m. - 10 a.m. Open for Nominations
- 10:15 a.m. **Kentucky Physicians' Leadership Academy**
- 10:00 a.m.-Light Breakfast and CME Sign-In Open
- 10:15 Program Begins
- 12:00 p.m.-Lunch for attendees
- 2:00 p.m. **Prescription for Health: A KET Forum** (town hall forum being taped for broadcast on KET in Oct. 2019) No cost, but must have ticket to attend)
- 5:00 p.m. **Leadership Reception**
- 7:00 p.m. **KMA Leadership Dinner (Presidents' Installation & Awards Presentation)**

### Sunday, September 22

- 7:30 a.m. General Registration
- 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)
- Following HOD: KMA Board of Trustees Reorganizational Meeting

REGISTER FOR THE KMA ANNUAL MEETING:

<https://2019kmaannualmeeting.eventbrite.com>

Questions? Call Miranda Mosley at 502-814-1393

## KMA Member Spotlight

# KPLI and CCLP Graduate Michael Kuduk, M.D., Blooms Where He is Planted



Michael Kuduk, M.D., makes it his mission to make a difference wherever he is planted, whether it be in his community, his profession, or his hobby.

Currently chair of KMA's Board of Trustees, doctor Kuduk has served as the 11th district trustee representative on the board since 2015. He's also a graduate of KMA's leadership programs—the Community Connector Leadership Program and the Kentucky Physicians Leadership Institute.

A pediatric specialist in Winchester for nearly 30 years, Doctor Kuduk is 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. Doctor Kuduk grew up in New Jersey and is a self-proclaimed "reformed Yankee." He graduated from the University of Medicine and Dentistry of New Jersey (now Rutgers Medical School) in Newark and did his training at Texas Children's Hospital in Houston. He switched jobs two years ago to become a pediatric hospitalist at the University of Kentucky where he works at the Kentucky Children's Hospital, taking care of inpatients and educating residents and medical students.

His decision to leave private practice was not an easy one. "I don't recommend a career change in your 50's to anybody," he said. "Economics for solo practices is becoming more and more difficult."

He tells his medical students when they become physicians, it comes with a level of status that has to be earned and maintained every day and used in a positive way.

"As leaders, we have more power than we

think to accomplish positive change in our communities," he said.

He practices what he preaches. He recently rotated off the Clark County School Board, where he served for eight years, five as chair. "When I was on the school board, people listened to me because I had doctor before my name," he said. "My words carried more weight."

He is proud of the accomplishments he oversaw. "I can definitely say when I was board chair, our schools were good," he said.

"We did a good job of educating kids. Our high school was highly ranked by U.S. News and World Report during my term as chair." But his one regret was not being able to get a smoking ban passed in Clark County schools. That doesn't mean he's giving up. He continues to advocate for the health of his community and for physicians.

"I think as a physician you also have to stand up for and help yourself," he said. "If you look at the current medical system right now there are lots of entities trying to change the system because maybe it's not working as well as it should, but physicians, unless we speak up for ourselves, are not going to have a voice at the table."

He's been active in several leadership roles at Clark Regional Medical Center in Winchester. "I started on the safety committee, then moved up to the quality committee and worked my way through to credentials chairman, president of the medical staff—I probably held every leadership role I could have in that institution," he said.

"CCLP was a way to formally recognize and positively reinforce what I was already doing in the community," Dr. Kuduk said.

He said his participation in the KPLI program helped prepare him for the role of KMA board chair 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 before you start out," he said.

The KPLI program also provided him with the idea and framework to start a personal career development course for residents at UK. "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."



KPLI and CCLP grad Michael Kuduk, M.D., and his wife Lisa grow and show daffodils.

"One of the reasons you go into medicine, pediatrics in particular, is to help other people and make a difference in your community."

When he's not working or volunteering, you'll 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 county.

His commitment to leadership is evident in his hobby as well. He recently rotated off the board of the American Daffodil Society after a nine-year stint where he served as regional vice president and director. He and his wife are accredited daffodil judges, and they travel to shows every spring. They also co-chaired for the 2018 National Daffodil Show in Nashville, which involved overseeing judging of 2,400 flowers by 36 judges.

"Yes, it was a lot of work, but it was worth it," he said.

*To learn more about the CCLP program, contact Emily Schott at [schott@kyma.org](mailto:schott@kyma.org). To learn more about the KPLI program, contact Miranda Mosley at [mosley@kyma.org](mailto:mosley@kyma.org).*



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Carolyn Watson, M.D.  
KMA Board of Trustees  
Vice Chair

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Kentucky Foundation  
for Medical Care

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