

# Communicator

■ WINTER, 2020

*Physicians Caring for Kentucky*

## 2020 Legislative Priorities

### Public Health, Safety and Access to Care Priorities for Physicians in 2020

The 2020 session of the Kentucky General Assembly officially kicked off on Tuesday, Jan. 7. As with all even-numbered years, the session will last for 60 days and legislators will need to pass a two-year budget. While that certainly makes for a lot of ground to be covered, the KMA is prepared to be a leader in these discussions and ensure the voices of physicians and patients are heard in 2020.

KMA has been working for months with members and leadership to develop a list of legislative priorities for 2020 and has focused its efforts in three key areas: public health, public safety and access to care.

**Public Health:** In recent years, KMA has established a robust public health agenda, with emphasis on key issues impacting Kentuckians. During the 2020 session, KMA will seek the removal of prior authorization requirements for medication-assisted

treatment (MAT) and ask that payers be required to cover non-opioid pain treatment such as physical therapy, massage therapy and acupuncture as an alternative to opioids. Tobacco will also remain a focus, with support for an e-cigarette/vaping excise tax, legislation that would raise the legal sale of tobacco products to 21 years of age, and support for raising the level of funding for state tobacco prevention and cessation programs.

**Public Safety:** KMA will also seek to protect the patients of the Commonwealth from deceptive drug injury advertisements through a number of new regulations, as well as require that vision testing become part of the driver's licensing renewal process in an effort to reduce automobile accidents.

**Access to Care:** If Congress fails to act on federal "surprise billing" legislation, the issue may return to the states for action. KMA has been very active on the state and federal level regarding this issue and will continue such efforts to avoid having a government-mandated rate set for out-of-network services. KMA will also advocate for legislation that would prohibit payers from enacting co-pay accumulator policies that do not count third-party financial assistance (such as co-pay cards) toward a patient's out-of-pocket expenses, as well as support a cap on copays for insulin.



Tuyen Tran, M.D., Bruce Scott, M.D., Monalisa Tailor, M.D., and Wayne Tuckson, M.D., during KMA's 2019 Physicians' Day at the Capitol.



Khalil Rahman, M.D., talks with Fred Williams Jr., M.D., at KMA's 2019 Physicians' Day at the Capitol.

KMA will also be advocating for change through a new website designed to solicit feedback from physicians and patients on roadblocks they have experienced to care.

*AIMforBetterCare.org* serves as an outlet for both patients and physicians to share their stories of cost increases, delays and denials. KMA will then use submissions to assist in advocacy and education efforts to improve upon or eliminate such issues. *AIMforBetterCare.org* is particularly interested

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#### P2 / PRESIDENT'S MESSAGE

KMA President R. Brent Wright, M.D., shares his 20/20 vision for public health.

#### P4 / KMA HELPS PROVIDE

TOBACCO-FREE SCHOOL SIGNAGE Partnership with Kentucky Foundation for Medical Care and the Foundation for a Healthy Kentucky.

#### P6 / FOCUS ON HEALTH

*Focus on Health*, KMA's patient newsletter, focuses on pediatric cancer.

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ATHLETES SAFE Physical Education and Medical Aspects of Sports committee addresses safety issues for student athletes for close to 50 years.



## President's Message

### A 20/20 Vision for Public Health

As many of you know, I spent a good part of the end of 2019 traveling across the state and meeting with physicians and other healthcare leaders to discuss the priorities of the KMA and how we as an organization are making a difference.

During these trips I am often asked what accomplishments of the KMA I am most proud. It is difficult to choose, as the KMA through its engaged membership has done so much; however, what stands out is the commitment of our association to public health initiatives.

As physicians, the health of our patients is always our top priority. And in Kentucky, our patient population unfortunately suffers from a number of conditions at rates greater than the rest of the country. That is why KMA launched the AIM for Better Care initiative in 2017, which seeks to eliminate administrative barriers that are impacting some of our greatest

health challenges. I am proud that the KMA stepped in to tackle many of these incredibly pressing issues, and we are seeing results from our efforts.

Many of my travels have included stops at area schools to recognize their decision to go tobacco-free as part of the KMA's Tobacco-Free for Students initiative with the Foundation for a Healthy Kentucky. This partnership is providing free signage to all school districts who agree to comply with the new tobacco free schools law,



KMA President R. Brent Wright, M.D., and the Foundation for a Healthy Kentucky President/CEO Ben Chandler, presented tobacco-free campus signage to Rowan County Schools.

which was passed with support from KMA during the last session. Tobacco cessation has long been a focus of KMA, but our advocacy work in Frankfort and our public health campaigns have truly moved the needle towards reducing tobacco use in Kentucky. In 2017, KMA advocated for and helped pass legislation, Senate Bill 89, which today provides comprehensive smoking cessation coverage through insurance to Kentuckians. In 2018, we successfully advocated for an increase

in the cigarette tax, which resulted in Kentuckians purchasing 36 million fewer cartons of cigarettes last year. In 2020, KMA plans to aggressively seek an e-cigarette/vaping excise tax, support legislation raising the legal sale of tobacco products to 21 years of age, and advocate for raising the level of funding for state tobacco prevention and cessation programs.

We have also seen tangible, positive results from our Focus on Flu campaign. After KMA declared a statewide "flu

shot day" and appeared on every television station in the state in 2018, more Kentuckians reported receiving a flu vaccine than in the year prior. But flu season happens every year, so we must remain vigilant about spreading this message. We continue to share materials and talking points in our KMA communications, and several KMA members have made additional television appearances on our behalf to discuss the importance of flu vaccination and prevention.

**"We have learned that when we all echo the same message, the result is amplified, powerful and effective."**





Dr. Wright and Kentucky Public Health Commissioner and KPLI graduate Angela Dearing, M.D., at the Smoke Free Tomorrow Rally in the State Capitol Rotunda on Jan. 14.



KMA President R. Brent Wright, M.D., met with Donald H. Lloyd II, President and CEO of St. Claire Healthcare in Morehead, to promote the collaborative work of the KMA and the Foundation for a Healthy Kentucky.

Our public health focus has also allowed us to cultivate relationships with other key stakeholders in public health, such as the Foundation for a Healthy Kentucky, the Cabinet for Health and Family Services, KET, the Kentucky Health Departments Association, and the hundreds of organizations that make up the Coalition for a Smoke-Free Tomorrow. We have learned that when we all echo the same message, the result is amplified, powerful, and effective. KMA is eager to build upon these successes and continue collaborations to improve health across our state.

With the New Year and decade we just embarked upon, KMA is looking to the future and asking for help in identifying what else we can do to improve public health. [AIMforBetterCare.org](http://AIMforBetterCare.org) is an outlet for physicians and patients to share with us their stories encountering barriers to care so we can work towards solutions, whether they be policy based, legislative or a need for greater public awareness and education. I encourage you or your team members within your office to visit [AIMforBetterCare.org](http://AIMforBetterCare.org) and take a couple

of minutes to submit your stories. KMA looks forward to hearing from you and pursuing positive outcomes where challenges currently exist.

I could not be more proud of the work of the KMA or more energized by what we can do in the months and years to come. Physicians have the power to heal their patients as well

as lead transformative change within the healthcare system that affects all of society.

During 2020 I will continue my travels throughout the Commonwealth and look forward to meeting with many of you throughout the year ahead.

R. Brent Wright, M.D.  
2020 KMA President



KMA President R. Brent Wright, M.D., far right, attended the Lexington Medical Society inaugural dinner for LMS President Mamata Majmundar, M.D., to his left. Also pictured with KPLI graduates from left: Tuyen Tran, M.D., Monalisa Tailor, M.D., and Charles Papp, M.D.



# KMA, KFMC and Foundation for a Healthy Kentucky Provide School Districts Across the State with New Tobacco-Free Signage

KMA leaders traveled to schools across the state last fall to present new campus signage to districts who have agreed to comply with the new tobacco free schools law passed during the 2019 legislative session.

KMA partnered with the KFMC and the Foundation for a Healthy Kentucky for its 2019-2020 public health campaign, Tobacco-Free for Students. Since the passage of House Bill 11 in April 2019, more than 97% of Kentucky school districts have agreed to enact tobacco-free policies. However, the law did not provide for funding for schools to update their campus signage, which is where KMA, the KFMC and the Foundation for a Healthy Kentucky stepped in.

The new signs are provided free of charge and alert visitors, staff and students of the new policy, and contain the logos of both KMA and the Foundation for a Healthy Kentucky. A supply of cards are also provided to school staff that contain messaging for talking to visitors and parents who may not be aware that the district's policy has changed and can help facilitate a conversation about tobacco use on campus.

During a press conference held on Aug. 22, then-KMA President Bruce Scott, M.D., said, "Smoking remains the leading cause of preventable death and disability in the United States and it is estimated that today there are 119,000 kids under the age of 18 in Kentucky who will ultimately die prematurely from



KMA President R. Brent Wright, M.D., and 2019 KPLI graduate Mark Schroer, M.D., congratulate Boone County for enacting tobacco-free policies. KMA and the Foundation for a Healthy Kentucky provided new campus signage free of charge.

smoking. Given that nearly ninety percent of adult smokers began using before the age of 18, preventing our youth from ever picking up a cigarette or tobacco product of any kind is imperative to protecting these future generations from the harms of such an addiction."

Through the Tobacco-Free for Students program, eligible school districts can order metal signs for school entrances and outdoor sports venue fencing, as well as window decals for exterior school building doors and

buses. "We expect to have enough signage to meet the needs of every school district that has recently made the decision to go tobacco-free," said Shawn Jones, M.D., president of KFMC.

KMA President Brent Wright, M.D., Public Health Commissioner and 2018 KPLI graduate Angela Dearing, M.D., Community Connector Patrick Withrow, M.D., KMA Board Chair and Community Connector Michael Kuduk, M.D., and 2019 KPLI graduate Mark Schroer, M.D. have attended and spoken at events across the state to congratulate the districts on this decision and present the new signage. Events have so far been held in Garrard, Christian, Greenup, Lewis, Fleming, Bracken, Boone, Clark, Caldwell, Muhlenberg, Hart, Green, Bath and Rowan Counties, as well as Bowling Green Independent.

Smoking cessation has been a focus of KMA for a number of years, with the Association's 2016 public health campaign, Commit to Quit, encouraging smokers to talk to their physicians about how to quit. Curbing tobacco use has also remained a top legislative priority for KMA in 2020.

More information on the Tobacco-Free for Students campaign is available at [www.tobaccofreestudents.org](http://www.tobaccofreestudents.org).



KMA President R. Brent Wright, M.D., and Foundation for a Healthy Kentucky President/CEO Ben Chandler, present tobacco-free campus signage to staff and students at Caldwell County High School. KMA, KFMC and the Foundation for a Healthy Kentucky's Tobacco-Free for Students initiative provides school districts across Kentucky with new signage.



# TOBACCO-FREE FOR STUDENTS

## #TOBACCOFREE4STUDENTS



Kentucky Foundation  
for Medical Care



FOUNDATION FOR A  
HEALTHY  
KENTUCKY



CLOCKWISE FROM LEFT: KMA Deputy Executive Vice President/Director of Advocacy Cory Meadows and President/CEO Foundation for a Healthy Kentucky Ben Chandler presented tobacco-free school signage to students and staff at Garrard County High School; KMA member Patrick Withrow, M.D., and Ben Chandler present staff at Christian County High School with tobacco-free signage; KMA Communications Director Emily Schott joined Ben Chandler for presentations at Greenup and Lewis County High Schools congratulating them on enacting tobacco-free policies; Kentucky Public Health Commissioner and 2018 KPLI graduate Angela Dearing, M.D., joined Ben Chandler, to present tobacco-free school signage for campuses in Bowling Green and Hart Counties.



# FOCUS<sub>on</sub>health

■ WINTER 2020

*Physicians Caring for Kentucky*

## PEDIATRIC CANCER

Pediatric cancer is cancer in a child or teen who is younger than 20 years of age. Many different types of cancer can occur in young people, including cancers that are often seen in adults as well as cancers that are unique to children. More than 15,000 cases of pediatric cancer are diagnosed in the United States each year. The most common types are leukemia, lymphoma, and brain cancer.

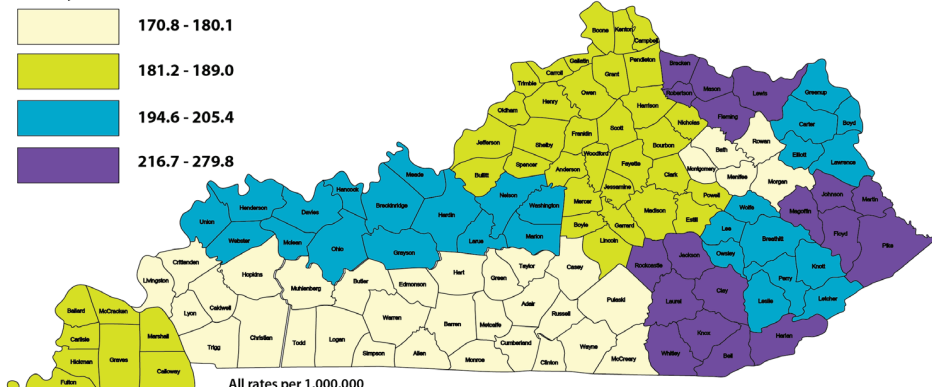
### Kentucky Pediatric Cancer Rates

Childhood cancer is relatively rare, with less than 1 percent (2,152/260,351) of all cancers diagnosed in Kentucky occurring among children under the age of 20 during the years 2007-2016. During this time, cancer occurred more frequently among males (54 percent) than females (46 percent). Over 83 percent of children diagnosed with cancer survive at least five years, yet cancer remains the leading cause of disease-related death among U.S. children. Brain and central nervous system tumors have recently overtaken leukemia as the leading cause of cancer-related death among children.

A cancer diagnosis is severely burdensome for children and their families. In addition to the side effects from surgeries, chemotherapeutics and/or radiation on developing body systems, there are often lifelong economic and social costs.

*Sources: Centers for Disease Control and the Kentucky Cancer Registry's Childhood Cancer in Kentucky report*

Age-Adjusted Childhood Cancer Incidence Rates in Kentucky  
All Sites, 2007 - 2016  
By Area Development District  
Age-Adjusted to the 2000 U.S. Standard Million Population  
Kentucky Rate: 188.3 / 1,000,000



## RESOURCES

**American Cancer Society  
Cancer Helpline:**  
800-227-2345

**Educational Issues Following  
Treatment:**  
<http://bit.ly/34oBsXw>

**Returning to School After Cancer  
Treatment:**  
<http://bit.ly/2rweRtG>

**Family Resources:**  
<http://bit.ly/35yPar1>

**Clinical Trials in Kentucky:**  
<http://bit.ly/33oVj7u>

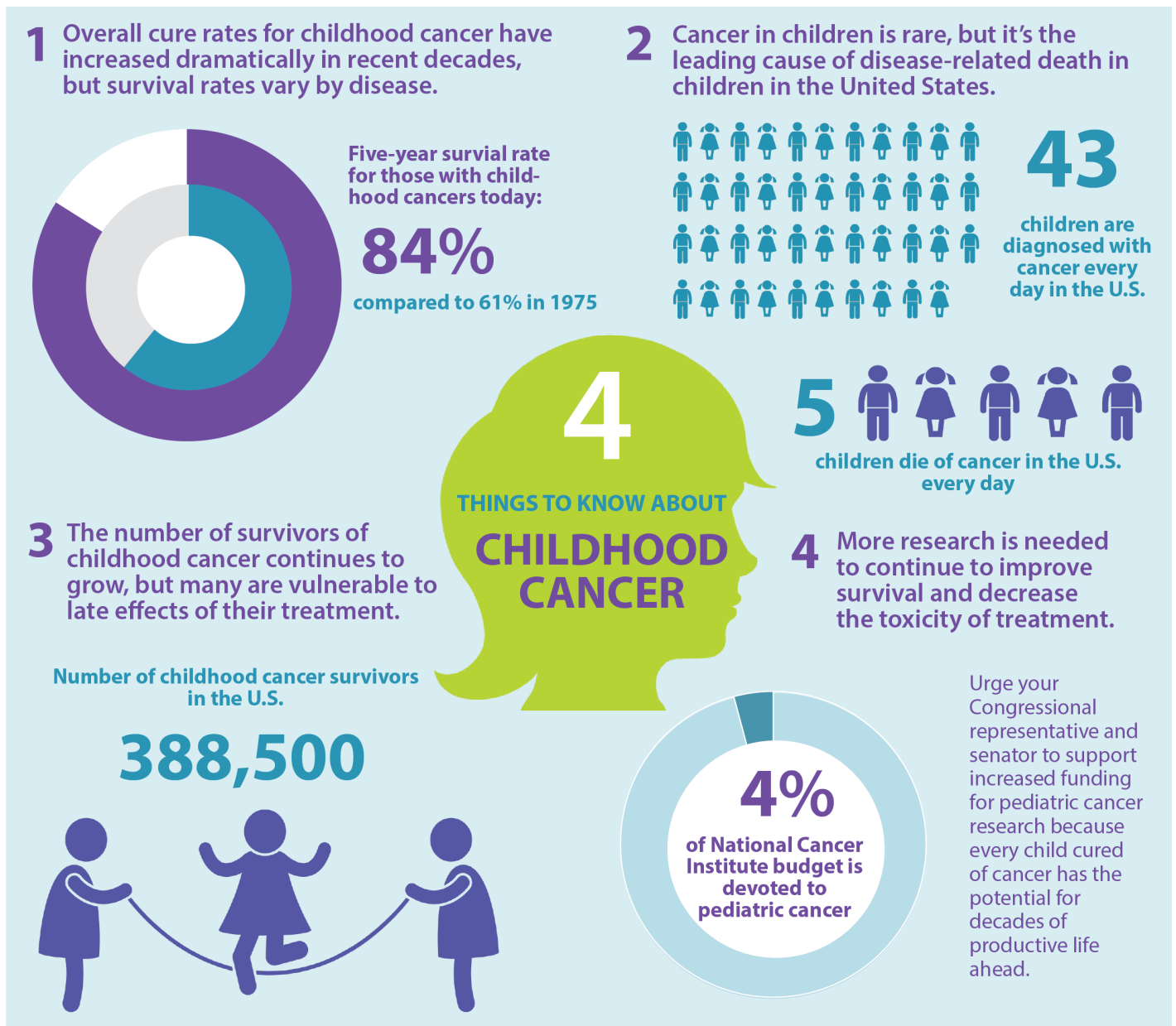
**National Cancer Institute:**  
<https://www.cancer.gov/types/childhood-cancers>



# WORKING WITH YOUR HEALTH CARE TEAM

- **Build strong partnerships**  
Give and expect to receive respect from the people on your child's health care team. Open and honest communication will also make it easier for you to ask questions, discuss options, and feel confident that your child is in good hands.
- **Take advantage of the many specialists who can help your child**  
Work with them to help your child learn about cancer, how it will be treated, prepare for tests, manage side effects, and cope.
- **Keep your child's pediatrician updated**  
Ask for updates to be sent to your child's regular pediatrician.
- **If you get information online, make sure the source is credible**  
It's important to get accurate information that you understand and can use to make decisions. Share what you find with the health care team to confirm that it applies to your child.
- **Make sure you understand what your child's health care team tells you**  
Speak up when something is confusing or unclear, especially when decisions need to be made. Ask to see pictures or videos to help understand new medical information.

Source: <https://www.cancer.gov/about-cancer/coping/caregiver-support/parents#talking>



Infographic source: Dana-Farber/ Boston Children's Cancer and Blood Disorders Center

Kentucky Medical Association

# PHYSICIANS' DAY AT THE CAPITOL

February 6, 2020

## REGISTER TODAY!

[2020kmaphysiciansdayatthecapitol.eventbrite.com](https://2020kmaphysiciansdayatthecapitol.eventbrite.com)

## Schedule of Events

### 8:30 a.m. Legislative Briefing

KMA lobbyists will brief attendees on relevant legislation/issues being discussed in Frankfort.

*Location: Capitol Annex Room 125*

### 9:30 a.m. Legislator Visits

Attendees will meet with legislators to promote KMA positions on relevant legislation/issues.

Attendees need to call the Legislative Research Commission at (502) 564-8100 to set up their own meetings in advance.

*Location: Legislator Offices*

### 11:30 a.m. Lunch

Buffet style lunch for legislators, leadership staff, and KMA attendees.

Attendees are encouraged to invite their legislators to lunch.

*Location: Capitol Annex Room 125*

### 2:00 p.m. Legislator Visit Debriefing

Attendees will debrief KMA staff and Board members on their meetings with legislators.

*Location: Thomas D. Clark Center for Kentucky History – The Brown-Forman Corporation Kentucky Room*

### 9:45 a.m. Medical Student Outreach and Leadership Program Student Presentation

Advocacy presentation for students enrolled in the KMA MSOL program.

*Location: Capitol Annex Room 125*



David Bensema, M.D., talks with Tuyen Tran, M.D., at KMA's 2019 Physicians' Day at the Capitol.

[Register at 2020kmaphysiciansdayatthecapitol.eventbrite.com](https://2020kmaphysiciansdayatthecapitol.eventbrite.com)

## Make an Impact Through Leadership: 2020 KPLI Program Application Now Available

KMA and the KFMC are now accepting applications for the 2020 class of the award-winning Kentucky Physicians Leadership Institute (KPLI), the premier leadership training program for physicians in the Commonwealth.

Graduates of the KPLI program have become leaders in medicine, in their communities and at the state and national level. Among many others, 2018 KPLI graduate Angela Dearing, M.D., is the current Kentucky Public Health Commissioner, and 2019 graduate Mark Schroer, M.D. was elected to the Kentucky Board of Medical Licensure. 2017 graduate Mamata Majmundar, M.D. was also recently installed as President of the Lexington Medical Society (LMS).

Each year the KPLI program selects up to 15 physicians to participate in a series of learning events that cultivate the next generation of physician leaders across the state. The four primary events, culminating in the KMA Leadership Academy, help address many of the challenges facing the physician community and focus on personal, business and advocacy aspects of leadership. Since its inception in 2017, the program has received both state and national awards for its contributions to physician education and leadership.

Applications are open through March 30 and are available at [kyfmc.org](http://kyfmc.org).

**KPLI** KENTUCKY PHYSICIANS  
LEADERSHIP INSTITUTE

**Friday, July 17-Saturday, July 18**  
**The Personal Side of Leadership**

**Friday, July 31-Saturday, Aug. 1**  
**The Business of Leadership**

**Friday, August 14-Saturday, August 15**  
**From Leadership to Advocacy**

**Friday August 28-Sunday, August 30**  
**(At KMA Annual Meeting)**  
**Leadership in Action**



# 2020 Legislative Priorities (Continued from Page 1)

in stories from individuals suffering from some of the state's most pressing health issues, which include obesity, smoking, drug abuse, diabetes and flu/pneumonia. These are the five areas where Kentuckians fall behind the rest of the nation, and KMA sees this as an opportunity to improve public health through a combination of legislation, policy changes and greater awareness.

The AIM for Better Care initiative was launched in 2017 after it was brought to the attention of KMA by member physicians and patients that cessation services for tobacco were not covered under all insurance plans.

KMA advocated for and helped pass legislation, Senate Bill 89, that today provides comprehensive smoking cessation coverage through insurance to Kentuckians.

Membership-driven grassroots advocacy will of course be essential to achieving this success. KMA will host its annual Physicians' Day at the Capitol on Feb. 6, 2020, and physicians are encouraged to attend to engage their legislators and educate them about these and other issues that are important

to physicians. More information and registration for Physicians' Day is available at [2020kmaphysiciansdayatthecapitol.eventbrite.com](https://2020kmaphysiciansdayatthecapitol.eventbrite.com).

As always, a number of impactful healthcare-related issues will be discussed, debated, and voted on during the 2020 session. KMA will be there – as the voice for physicians and their patients – to advocate for policies that promote quality, accessible healthcare and advance the practice of medicine.

## SHARE YOUR STORY



 **AIMforBetterCare.org**

## EXPERIENCING BARRIERS TREATING THESE KEY CONDITIONS?

SMOKING



DRUG ABUSE



FLU/PNEUMONIA



DIABETES



OBESITY



Are you a physician whose patient has been denied treatment, experienced delays when trying to access care, or paid higher than expected out-of-pocket costs?

If so, please share your story on [AIMforBetterCare.org](https://AIMforBetterCare.org). Kentuckians shouldn't have to jump through hoops to access the care and treatment recommended and prescribed by their physicians.

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# KMA Committee Helps Keep Kentucky Middle and High School Athletes Safe for Almost Half a Century

KMA's Committee on Physical Education and Medical Aspects of Sports has had a positive impact on the health and safety of high school athletes for close to 50 years.

The committee was formed in 1972 and is comprised of 31 sports medicine physicians from across the state.

"KMA formed the committee to try and get Kentucky physicians involved in becoming team doctors and helping take care of high school student athletes," said Doctor James Bowles, former chair who has served on the committee for almost 40 years. In the last several years, middle schools have been included as well.

Bob Klinglesmith, KMA's former director of professional development, was the initial liaison between KMA and the Committee.

"It was like Mr. Klinglesmith was the coach, I was the quarterback running the meeting, and the committee members were the offensive line who opened up the holes," Doctor Bowles said.

His committee involvement began when he met Doctor Quinn Bailey, the committee chair at the time, at a sports medicine meeting in Lexington in the early 1980's.

"Doctor Bailey was concerned about the different ways physicals were being done," Doctor Bowles said. "He wanted to get them standardized. Over the next several years, the committee worked on this and it's still much like it was when we standardized it."



10 James Bowles, M.D.



**Our number one goal is health and safety.**

Philip Hurley, M.D., Committee Chair

Doctor Bowles served as the team physician for Madisonville North Hopkins High School for 33 years. In 2016, he was inducted into the Dawahare's/Kentucky High School Athletic Association Hall of Fame.



One of the key contributors to the committee's success, according to Doctor Bowles, is the current Commissioner of the Kentucky High School Athletic Association (KSHAA) Julian Tackett, an ex-officio committee member.

"He had ears and boots on the ground of what was going on in high school sports," Doctor Bowles said. "He would bring these problems to us for medical expertise then he would take the recommendations to the KSHAA. I'm not aware of any recommendations we gave them that they didn't go with."

Some of the major accomplishments of this committee over the years include the establishment of heat guidelines, the aggressive recognition and treatment of concussions and the creation of a free online continuing education safety course for middle and high school coaches. The online course is produced by members of the KMA for KSHAA.

"I accepted the award for all the committee, all the team docs, all the doctors who've done sports medicine throughout Kentucky and for the KMA who helped support our committee," he said.

"We also got the legislature to mandate that anyone who's associated with coaching, not just the head coach at the middle and high school level, has to take this course," said Philip Hurley, M.D., the current committee chair. "Our number one goal is health and safety. We tend to focus on athletes, but that's not our exclusive focus. Our rules apply to just about any type of activity like a marching band. They are being exposed to the heat, so we mandate that they go by the heat guidelines as well."

Kentucky was one of the first states to set up heat guidelines. "Unfortunately,

**It was like Mr. Klinglesmith was the coach, I was the quarterback running the meeting, and the committee members were the offensive line who opened up the holes.**



we've still had some deaths, but the rate has gone down," said Doctor Hurley. "We've increased awareness on the part of coaches and school administrators."

"We want it to be as safe as possible for students to participate in any type of physical activity," Doctor Hurley said. "As we all know, a lack of physical activity is one of the main causes of obesity and unfortunately, Kentucky leads the nation in obesity in all age groups."

Concussion protocol was another issue the committee addressed.

"We were aggressive early on about the dangers of concussion and mandating the return to play protocol," Doctor Hurley said. "We want to minimize the risk of concussion by decreasing the number of days of full contact."

Doctor Hurley said that according to data gathered by a national high school injury surveillance and reporting system, a decrease in contact in practice does not lead to increased injuries in football games because a significant majority of injuries, including concussion and knee injuries, occur during practice.

Another committee contribution, the continuing education safety course for middle and high school coaches, began as a two-day, 16-hour in-person course offered at 12 sites throughout Kentucky.

"In the early 80's there was a superintendent of education who mandated that the head coaches of all sports had to have some type of continuing medical education so they could recognize sports injuries," Doctor Bowles said.

Julian Tackett introduced the committee to software that would allow the course to be offered online for free. Currently, this course consists of nine modules that are developed by the committee and the KHSAA and can be found at [https://khsaa.org/safety\\_course/](https://khsaa.org/safety_course/).

"Julian Tackett said we've probably saved coaches close to \$3 million because the course is offered for free," Doctor Hurley said.

"Coaches are not only responsible in teaching the student athletes whatever sport their playing, but also to be aware when health issues arise," said Cory Meadows, KMA Deputy Executive Vice President/Director of Advocacy and committee liaison.

Meadows said the sports safety course addresses the heat index guidelines, how to recognize concussions and how to identify other athletic injuries. Recently, committee member Rob Revelette, M.D., introduced a mental health module that identifies the signs of a student athlete who may be struggling with anxiety or depression.

"Sports is a year-round venture now," said Meadows. "When you start football practice in the summer and it's 98 degrees with a heat index of 105, not only are you a coach, but you're also primarily responsible for the players' health and welfare."

## Major issues addressed by Physical Education and Medical Aspects of Sports Committee:

- Heat illness/heat index policy
- Concussions
- Development/updates of KMA/KHSAA Sports Safety Course
- Automated External Defibrillators at sporting events
- Pre-participation exams
- Mental health of student athletes
- Athletic trainer scope of practice



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