

Communicator

■ SUMMER, 2020

Physicians Caring for Kentucky

KMA Keeping Members, Public Informed During COVID-19 Pandemic

The COVID-19 pandemic has changed the lives of both physicians and patients. The Kentucky Medical Association (KMA) has been working around the clock to keep members and the public informed with the latest developments, resources and information to help make decisions about healthcare, business and daily life.

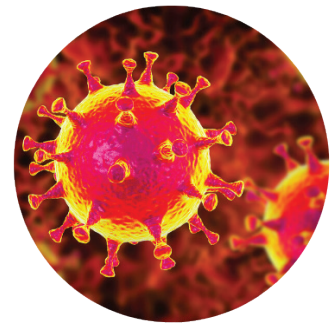
KMA has worked closely with Public Health Commissioner Steven Stack, M.D. to communicate the most updated information and to be sure the concerns and needs of physicians were heard. At the Commissioner's request, KMA began collecting feedback and suggestion from the state's physicians in early March that were communicated to the Administration and helped develop policy. KMA also engaged in a number of calls with members and other community leaders, including the Kentucky Chamber of Commerce, Kentucky Hospital Association, and Foundation for a Healthy Kentucky.

Communications

On March 13, KMA launched a webpage dedicated to archiving and disseminating COVID-19 specific information. KMA also replaced its bi-weekly Kentucky Health eNews newsletter with a daily Member News Alert that delivered the latest information to members in a concise and digestible format. Members registered for KMA's Text Alert Service also began receiving daily messages with these updates (to sign up, text "KMA" to 50457).

Physician Resources

KMA advocacy early in the pandemic helped lead to a number of insurers relaxing rules and policies related to telehealth, which then spurred the creation of a series of one-page handouts on the various telehealth policies and regulations of insurers and the government. The Association also produced a series of



guides to financial resources for physicians, which include the Accelerated and Advance Payment Program for Medicare Providers, the Public Health and Social Services Emergency Fund, Small Business Administration Paycheck Protection Program, Economic Injury Disaster Loan and Emergency Advance, Employee Retention Credit, Coronavirus Economic Stabilization Act's Main Street Lending Program and U.S. Department of Health and Human Services Provider Relief Fund. These have all been made available at kyma.org/COVID19.

(See COVID-19 Page 7)



P2 / PRESIDENT'S MESSAGE

R. Brent Wright, M.D., reflects on his year as KMA President.



P3 / 2020 SESSION WRAP UP

Several KMA priorities passed despite shortened session.

P4 / VIRTUAL ANNUAL MEETING

The KMA 2020 Annual Meeting will be held virtually for the first time this year.



P6 / KMA PHYSICIANS' DAY AT THE CAPITOL

More than 100 physicians and medical school students attended the 2020 PDAC.



President's Message

Independence Day

This year as KMA President has been a whirlwind. During the first part of my term, I was able to fulfill my goal of traveling to all regions of the state to meet with physicians, hospital executives, and other healthcare leaders to not just inform them of what the KMA was doing, but to listen to what was on their minds. As many of us remember from our days in medical school, we were given sound advice: listen to the patient, and more often than not, they will tell you what is wrong with them.

As the year progressed, COVID-19 defined our existence. KMA and our physician members had to change their entire workflows to serve effectively. KMA streamlined its communications to focus exclusively on COVID-19, with concise messages to the membership on a consistent basis. Our goal in these communications has been to take the complex and make it usable, whether it be state or federal regulations, CARES Act information, or changes from different payers. As we brought great value to our membership through

addressing many of the technical aspects of the pandemic, we had great success with addressing the human element of the pandemic by presenting periodic short essays from members through our "In Your Own Words" series. Thank you to all who shared their stories with us.

Some of the most defining work for us this year has been our advocacy and public outreach. The KMA produced a number of public service announcements, or PSAs, with other organizations like the Foundation for a Healthy Kentucky and the Kentucky Hospital Association. With those PSAs, we have also published op-eds and even sponsored the Friday night COVID update television show on KET. As an organization and as a profession, we have made our mark as public health leaders. As a KMA member, YOU have been a big part of that success.

In my travels throughout our state, I found physicians who were dedicated to making a difference in the lives of their patients and communities. The depth of expertise and commitment was humbling as what we do is more than a job, it is a profession. We profess every day to serve those around us through our knowledge, expertise, and skill. Although we have chosen to forgo an in-person annual meeting this year, I am excited that we will be offering a host of educational opportunities during our first-ever Annual Meeting held virtually, which will give us the ability to connect with physicians throughout the state in a new and promising way. We are offering our popular "Meet the Mandates" programs with the Kentucky Board of Medical Licensure online, as well as a series of live, virtual "town hall forums" on issues related to the COVID-19 pandemic. Those programs

are outlined in more detail in this Communicator and I would highly encourage you to attend, both for the content and the CME.

As we celebrated our Independence Day earlier this month, I believe that we are acknowledging history as well as searching for a new sort of independence. As a society we are collectively searching for independence from the fear of a global pandemic that has changed our lives in the last 100 days. We are seeking independence from tension that has tormented our society for centuries. And we are hoping for independence from a divisiveness that is far more sinister than the COVID-19 virus. The global pandemic has created a stress test for society in a way that few, if any, could have ever imagined. Your unique skills as physicians will be called upon for your medical expertise and leadership necessary for us to advance the lives of our patients as we address societal and physiological disease.

As an organization and as a profession, we have made our mark as public health leaders. As a KMA member, YOU have been a big part of that success.

KMA Legislative Priorities Pass Despite COVID-Shortened 2020 Session

The 2020 legislative session will be best remembered for the disruption caused by the COVID-19 pandemic. In many ways, lawmakers' time in Frankfort was a 'tale of two sessions.' The General Assembly was operating 'business as usual' with normal daily committee meetings and floor votes. However, beginning Tuesday, March 17, everything changed due to the COVID-19 pandemic. While legislators decided to continue with the 'people's business,' lawmakers reduced the number of days they would meet. They also limited access to the Capitol Annex and legislative proceedings to legislators, essential staff, LRC-credentialed media, and specifically approved individuals.

Ultimately, the shortened, 53-day legislative session adjourned well into the evening on Wednesday, April 15. A grand total of 932 bills were introduced during the 2020 Regular Session – 647 filed in the House of Representatives and 285 filed in the Senate. However, the House and Senate only enacted 121 measures, or approximately 13 percent of the bills introduced.

As a part of their work, lawmakers passed a state budget, which impacts Medicaid and other health-related programs and services. The legislature normally adopts a two-year spending plan, but because of the economic uncertainty going forward, legislators approved an austere \$11.3 billion plan that covers one year only. The legislature will be back into regular session in January 2021 to address the remaining year of the budget cycle. However, if necessary, the governor can call lawmakers back into a special session sooner to deal with everchanging budget issues.

On the health care front, KMA developed a robust agenda for the 2020 session that included items such as prior authorization for medication-assisted treatment, co-pay accumulator programs, deceptive advertising, and insulin co-pay caps. Despite the shortened session, KMA was able to either secure passage or significantly

advance many of its legislative priorities. The Association also was successful in defending against measures that run counter to public safety and access to quality care.

KMA Priorities that Passed

Senate Bill 56 will ensure Kentucky complies with the recently enacted federal minimum legal sale age for all tobacco products and eliminate purchase, use, and possession penalties for youth up to age 21.

House Bill 351, the state revenue bill, will tax e-cigarette products at \$1.50 per pod on closed systems (e.g. Juul reusable devices or Puff Bar disposable devices) and 15 percent of the wholesale price on open systems, which allow users to refill the device with bottled liquid. Kentucky will join 24 states and the District of Columbia in taxing e-cigarettes when the tax goes into effect August 1.

Successfully Defeated This Session

House Bill 286 would have expanded the prescriptive authority of Advanced Practice Registered Nurses. KMA members were instrumental in contacting their legislators to express concerns about the bill. The legislation cleared the House Licensing and Occupations Committee late in the session but did not receive a floor vote.

House Bill 136, legislation pertaining to the legalization of cannabis for therapeutic purposes, was also successfully defeated. However, the measure received a vote in the House of Representatives and passed by a vote of 65 to 30. While the Senate chose



KMA members from across the state attended Physicians' Day at the Capitol

not to address the issue, KMA expects this item to be revisited in 2021. KMA will continue advocating for further research prior to the enactment of any cannabis legislation.

KMA would like to thank its membership for contributing to the Association's advocacy efforts. You spoke loudly during the legislative session through phone calls, emails, text messages, and in-person meetings. And when you spoke, lawmakers listened.

For the complete 2020 KMA Legislative Report, visit <https://kyma.org/shared/content/uploads/2020/05/2020-Final-Legislative-Report.pdf>.

VIRTUAL ANNUAL MEETING AUGUST 2020



MEET THE
Mandates
VIRTUAL ANNUAL MEETING
AUG. 2020



The 2020 Annual Meeting of the Kentucky Medical Association (KMA) will be held virtually for the first time this year. The decision was made to move to an online platform out of concern for the safety of Kentucky's physicians, who are on the frontlines of the COVID-19 pandemic, as well as out of respect for the time and schedules of members whose first priority remains caring for the patients of the Commonwealth.

"We are excited to be moving our Annual Meeting online for the first time," said KMA President Brent Wright, M.D. "A virtual platform is going to allow more members than ever before to take part in KMA's

programming, while also conveniently allowing physicians to remain in their home communities to continue to provide care to those who need it most."

The theme of this year's meeting, "I AM KMA: More than Medicine" will celebrate the individual contributions and accomplishments of physicians as leaders in their communities, advocates for change, educators and more.

"While the theme of the 2020 meeting was decided before COVID-19 struck, it could not ring more true for the events that have unfolded over the last several months. 'I AM KMA' will speak to the thousands of members who have been united in battling this

unprecedented pandemic and advocating for our practices and patients through organized medicine," said Dr. Wright.

The new virtual platform will offer several opportunities for CME, including KMA's popular "Meet the Mandates" program, hosted in partnership with the Kentucky Board of Medical Licensure (KBML), which enables physicians to obtain all state-mandated CME before the end of the three-year cycle. The meeting will also host four live town-hall style forums focused on the COVID-19 pandemic, as well as number of new and exciting features and opportunities for member connection, engagement and networking.

COVID-19 Live Town Hall Forums

Clinical Considerations of COVID-19:

Thursday, August 6 from 12:00 p.m. – 1:30 p.m.

Discussion will include overview of symptoms, transmission, treatment and emerging research related to the virus.

Telemedicine-Today and Tomorrow:

Thursday, August 13 from 12:00 p.m. - 1:30 p.m.

Discussion will include current status of relaxed regulations and what this may mean for the future. Success stories and challenges in patient care will be explored.

Leadership in Times of Crisis:

Saturday, August 15 from 12:00 p.m. - 1:30 p.m.

Panelists will share leadership success from the perspective of a hospital system, public health and KMA. Discussion of impactful leadership characteristics during crisis will also be explored.

The Future of Medicine for the Emerging Physician:

Saturday, August 22 from 12:00 p.m. - 1:30 p.m.

Discussion will include changes to patient care including access and engagement and financial/business considerations post COVID-19. Panelists will include medical students, practicing physicians and representatives from the legal and business world.

Meet the Mandates

KMA's popular "Meet the Mandates" program, hosted in partnership with the Kentucky Board of Medical Licensure (KBML), allows physicians to obtain all state-mandated CME before the end of the three-year cycle. This year's Meet the Mandates will be offered virtually via the online KMA Annual Meeting platform and will be available throughout the month of August for attendees to access at their convenience.

Pediatric Abusive Head Trauma

There are specific indicators of abuse in children and being able to recognize warning signs and other potential indicators of trauma can help protect children. This course will help physicians recognize and follow through with reporting incidents of abuse. Of particular importance is providing physicians with techniques that can be shared with parents that addresses the stress and pressure when caring for a crying infant, which is most often a trigger for shaken baby syndrome of abusive head trauma.

Domestic Violence

This session will provide physicians with tools and information to aid in the recognition and interpretation of behaviors associated with domestic violence. Attendees will learn how implement protocols for screening and recognition and learn about resources available for domestic violence victims.

House Bill 1 (HB1)

The HB1 session will feature a variety of topics related to proper prescribing and substance abuse, including how to screen and identify patients with substance abuse disorder and when to refer, the short and long term effects of benzodiazepines on the body, the rise of prescribing during COVID-19, misuse of prescribing, and how to talk to patients about the potential for habit-forming effects. It will also cover the easement of MAT regulations during COVID-19 and what this may mean in the future, as well as buprenorphine regulations recently amended by the KBML.

KMA Elections and Delegate Information

KMA officers and trustees for the 2020-2021 Association year will be elected virtually by the KMA House of Delegates during the 2020 KMA Virtual Annual Meeting. A listing of positions to be filled is available below and at www.kyma.org/2020-annual-meeting. Nominations will be collected until Aug. 15. Please email Emily Schott, schott@kyma.org, to submit a nomination.

Verified delegates must be registered for the Annual Meeting by Aug. 7 in order to participate in elections. Registered delegates will receive their virtual Delegate Handbook via email on Aug. 14. Delegates should check their email frequently to receive more specific information on the elections process and important dates.

The following positions will be filled during the 2020 KMA Virtual Annual Meeting:

GENERAL KMA OFFICERS

Term	Office	Incumbent
1 year	President	R. Brent Wright, MD, MMM
1 year	President-Elect	To be elected from state at large
1 year	Vice President	Dale E. Toney, MD, Lexington
3 years	Secretary-Treasurer	Frank R. Burns, MD, Louisville

AMA DELEGATES AND ALTERNATE DELEGATES

AMA Delegates and Alternate Delegates are elected from the state at large for a term of two years. There is no limit on the number of terms they may serve.

1 year (partial term)	Delegate	Vacant
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TRUSTEES AND ALTERNATE TRUSTEES

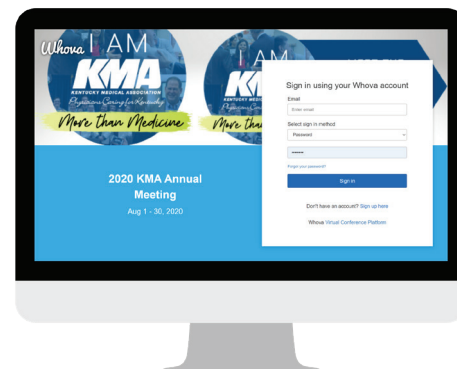
The KMA Bylaws provide that the Trustees and Alternate Trustees to be elected will be nominated by the Delegates of their respective Districts. It is the obligation of the Districts to communicate to the Nominating Review Authority their nominations. Trustees and Alternates are elected for a 3-year term and may be reelected once.

Term	District	Trustees	Alternate Trustees
*** 2 years	3		*** Vacant
*** 2 years	4		*** Vacant
3 years	5	* John L. Roberts, MD, Louisville	* Eric F. Lydon, MD, Louisville
3 years	6	* William C. Thornbury, Jr, MD, Glasgow	* David Ciochetty, MD, Bowling Green
*** 1 year	7		*** Vacant
3 years	8	** Neal J. Moser, MD, Crestview Hills	** Mark A. Schroer, MD, Cold Springs
*** 1 year	9		*** Vacant
3 years	11	* Michael K. Kuduk, MD, Winchester	* John M. Johnstone, MD, Richmond
3 years	15	** Truman Perry, MD, Corbin	* Steven E. Morton, MD, Corbin

* Has served one full term (and/or partial term vacated by another Trustee or Alternate) and is eligible for another full term.

** Has served two full terms and is not eligible for reelection.

*** Elections in Districts 3,4, 7, and 9 are for Alternate Trustees only and may serve partial terms.



About Whova, KMA's Virtual Annual Meeting Platform

The 2020 KMA Virtual Annual Meeting will be hosted by Whova, an online event management platform that is also available as an app for iOS, Android and Blackberry/Windows devices. The user-friendly site offers a wide range of benefits. Attendees will be able to access the entire event in one convenient location. This includes:

- Registration
- The official Annual Meeting agenda
- Recordings of all education sessions
- All live event sessions
- A Virtual Exhibit Hall with KMA Corporate Affiliates
- A list of all attendees
- Networking opportunities with other attendees
- Sharing your experience through uploading photos and Tweeting directly from the app

Registration is now available at https://whova.com/portal/registration/kmaan_202008/ or scan the QR code below to download the app.



Kentucky Medical Association PHYSICIANS' DAY AT THE CAPITOL

More than 100 physicians and medical students descended upon Frankfort on Feb. 6 for KMA's annual Physicians' Day at the Capitol. Attendees engaged in important advocacy discussions and spent time cultivating relationships with legislators. A highlight of the day's events was the reading of Senate Resolution 11, filed by Sen. Ralph Alvarado, M.D., which honored the contributions and advocacy of late KMA President-Elect Robert Couch, M.D., who passed away in November.



KMA Board of Trustees AMA Delegate Donald Swikert, M.D., Tawana Coates, R. Brent Wright, M.D., and William Thornbury, M.D.



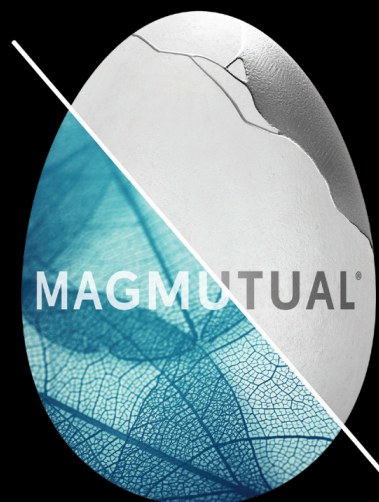
LaTonia Sweet, M.D., Rep. Susan Westrom, Mamata Majumdar, M.D. and Angelia Thompson.



Brian Sosnin, D.O., Sen. Dennis Parrett and Thomas Higgins.



KMA President R. Brent Wright, M.D. addresses attendees to KMA's 2020 Physicians' Day at the Capitol.



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Enduring CME Activity

In early April, KMA partnered with McBrayer, PLLC to create an online enduring CME activity for physicians that provides a comprehensive explanation of the provisions of the CARES Act and the Families First Coronavirus Response Act. The activity details how these two new laws and guidance from the Centers for Medicare and Medicaid Services and the Department of Labor affect healthcare organizations as businesses, employers, and providers of healthcare and emergency response.

Physician Survey

KMA conducted an online survey of members the week of April 20 on a number of issues related to the COVID-19 pandemic, including patient volumes, revenue, usage of telehealth, and provisions in the CARES Act. More than 300 physicians responded and contributed valuable feedback that will continue to be utilized through awareness, education and advocacy efforts.

Public Service Announcements

KMA also created messages for the public in order to help spread prevention information and to assist physicians with patient education. KMA partnered with the Foundation for a Healthy Kentucky to create a series of three television public service announcements (PSAs) that encourage Kentuckians to “prepare, protect and disinfect” to help prevent the spread of COVID-19. The spots received widespread airplay and are currently being shown on networks across the state and have been adapted for radio as well. A radio PSA was also recorded targeted at rural markets across the state on the benefits of telehealth during the COVID-19 pandemic.

In May, KMA partnered with the Kentucky Hospital Association to create a 30 second television and radio PSA that educates patients on the changes they can expect in the healthcare system as services reopened. The spot was well-received and was even adapted by the North Carolina Hospital Association for distribution in that state.

Each PSA has been accompanied by an op-ed by KMA President Brent Wright, M.D. that have been published in the Louisville Courier-Journal, Lexington Herald-Leader, and in other papers across the state.

In Your Own Words Series

In late March, KMA launched the In Your Own Words series, through which Kentucky physicians shared short personal essays on the impact of the COVID-19 pandemic on their practices and patients. A large number of physicians participated. The popular essays described personal and professional struggles, fears, triumphs and advice as physicians reduced patient capacity, prepared for a potential COVID-19 surge, utilized telehealth for the first time, and reopened their practices.

KMA is proud of the thousands of Kentucky physicians who have continued to provide care to patients while also navigating an unprecedented global event. All of these resources and information are and will continue to be available at kyma.org/COVID19.



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AUGUST 2020



MEET THE
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