

Communicator

■ SUMMER 2021

Physicians Caring for Kentucky

Register Today! 2021 KMA Virtual Annual Meeting

KMA members are encouraged to register for the 2021 Annual Meeting, which will be held virtually in August.

The theme for this year's meeting, "Better Together: Transforming the Landscape of Care," will speak to the challenges overcome by the physician community over the last year, as well as the changes in healthcare that will likely become part of the future of medicine.

KMA President Dale Toney, M.D., emphasizes the importance of the meeting, particularly as the state emerges from the COVID-19 pandemic.

"KMA is excited to offer its Annual Meeting virtually, to once again allow physicians from all parts of Kentucky to gather and connect in a safe and convenient way. We were proud to welcome a record number of attendees to last year's virtual meeting, and hope to see many of the faces again this year."

A number of dynamic speakers are scheduled for the event, including:



August 4 at 12 p.m. EDT
Mark Burns, M.D., Infectious Disease Specialist, Assistant Professor, UofL Health, discussing Kentucky's current COVID-19 status and vaccine acceptance rate. This session will be moderated by KMA

Budget Committee Chair and former Kentucky Department for Public Health Infectious Disease Branch Manager David Bensema, M.D., MBA, FACP.



August 12 at 12 p.m. EDT
Mickey Trockel, M.D., PhD, Stanford WellMD Program, discussing Stanford's approach to physician well-being, including development of foundational programs, culture transformation, rapid

iterative experimentation, and sustainability. This includes

identification of drivers of burnout or professional fulfillment and how to develop, evaluate, and apply innovative interventions to improve them.



August 19 at 12 p.m. EDT
Karen Paulin, employment attorney, Vice Cox & Townsend

PLLC, discussing human resource considerations in the private practice setting post COVID-19.



August 24 at 12 p.m. EDT
Sarah Police, PhD, Associate Director of Graduate Studies, Department of Pharmacology & Nutritional Sciences, University of Kentucky, discussing how nutrients work to benefit health

and prevent disease, how specific nutrients affect chronic conditions and how culinary medicine can be incorporated into patient interactions. Doctor Police will also discuss how physicians can implement nutritional changes in their own diets to improve physical health and wellness.



August 26 at 12 p.m. EDT
Asha Shah, M.D., Dermatologist, MagMutual, discussing the "webside" manner and interacting with patients via telehealth.

House of Delegates

The 2021 KMA House of Delegates will also be held virtually. In accordance with KMA bylaws that were adopted by the 2014 House of Delegates, all resolutions being submitted for consideration during the 2021 KMA Annual Meeting must be submitted no later than July 25, 2021.

Please submit resolutions to KMA via email at AnnualMeeting@kyma.org.



Better Together:
Transforming the Landscape of Care
2021 KMA Annual Meeting

Reference Committee Hearing

A virtual reference committee hearing will be held Saturday, August 21, 2021 at 9:00 a.m. EDT via Zoom Webinar.

The reference committee report will be posted on the KMA Website on Sunday, August 22, 2021.

Extractions to the reference committee report and sunset policy will be accepted Monday, August 23-Thursday, August 26 at 5:00 p.m. EDT via AnnualMeeting@kyma.org.

KMA Elections and Delegate Information

KMA officers and trustees for the 2021-2022 Association year will be elected virtually during the 2021 KMA Virtual Annual Meeting. Uncontested nominations will be considered elected by acclamation. Vacancies created by elections or contested elections will be voted on by the HOD on Sunday, August 29.

(See ANNUAL MEETING, Page 7)

Register today:
KMA2021.eventbrite.com

P2 / PRESIDENT'S MESSAGE

Dale Toney, M.D., reflects on his year as KMA President.

P3 / KMA ADVOCACY IN ACTION

KMA recently concluded one of its most successful legislative sessions in recent years.

P4/ "BE WELL. STAY WELL."

KMA and KFMC's "Be Well. Stay Well" Improves Patient and Physician Health.

P6 / "TAKE IT FROM ME"

KMA/KFMC campaign targets areas with low vaccination rates.



President's Message

We Have Overcome Together

It's hard to believe it's been more than 16 months since COVID-19 entered our lives and changed almost everything about them.

As we finally begin to emerge from the pandemic, I wanted to reflect on the activities of the Association and our members. Together, I believe we've overcome the challenges before us and have turned many of those challenges into opportunities to innovate, grow, and provide even more value to Kentucky physicians.

Last summer, I was proud to help develop and launch the KMA and KFMC's "Be Well. Stay Well." initiative, which encourages both patients and physicians to take simple steps to improve their physical and mental health in a COVID-19 world. The program debuted a number of campaigns and educational opportunities, such as the "Wear It For Me" mask campaign, the

// Together, I believe we've overcome the challenges before us and have turned many of those challenges into opportunities to innovate, grow, and provide even more value to Kentucky physicians. //

"Raise Your Guard, KY" and "Raise Your Guard, KY: Focus on Flu" efforts, and most recently, the "Take It From Me" COVID-19 vaccine campaign. These efforts reached more than 3 million Kentuckians statewide, and allowed us to partner with stakeholder groups like the Foundation for a Healthy Kentucky, the Kentucky Hospital Association, the Kentucky Primary Care Association, and Anthem Blue Cross and Blue Shield in Kentucky. By working together, these important messages were amplified, and we were able to reach more than 3 million Kentuckians through targeted social media advertising, billboards, op-eds, news stories, and public service announcements. Cultivating these relationships with other groups also helped bolster KMA's position as a leader in public health in Kentucky.

Be Well. Stay Well. also offered numerous programs for physicians, such as webinars on physical and financial health. Then, In January, we launched one of the biggest facets of the Be Well Stay Well initiative, the *Be Well. Stay Well. Physician Health Program*. The program provides up to six free visits with a licensed therapist for KMA physician members in rural areas of the state through The Woodland Group of Lexington. The visits are conducted remotely and kept completely confidential from anyone with KMA and/or the physician's practice or employer. The Woodland Group manages the administrative aspects of confirming KMA membership and no report is provided to KMA that contains any physician's name. The program is made available to rural physicians because of the unique geographic limitations some may face in seeking such assistance. Similar programs are also available for physicians in Lexington and Louisville through their county medical societies. The *Be Well. Stay Well. Physician Health Program* was recently featured in the

May/June issue of *Medical News* at <http://www.medicalnews.md/05/be-well-stay-well-physician-health-program-helps-rural-physicians/>, and more information about the program is available at kyma.org/bewellstaywellphp/.

With all the stressors related the pandemic, from delays and closures of medical practices, to treating patients for a virus with a multitude of unknowns, to the everyday pressures that accompany a high-stakes career such as medicine, we recognized that our physician members needed an outlet to deal with that stress. I am proud of the KMA for utilizing its resources and bringing this program to fruition at a time when our members need it most. I would also encourage you to register for our upcoming Virtual Annual Meeting, as we plan to offer CME around physician health and wellness. More information on the Annual Meeting is available on the cover and inside of this issue of the *Communicator*.

As my year as KMA President winds down and we look towards the future, I remain encouraged by all that we have overcome together and believe as an organization we have come out of the pandemic even more resilient and dedicated to our mission than before. Our membership numbers are up this year, which I believe illustrates the incredible value physicians are placing on organized medicine. If the pandemic has showed us anything, it is that we are stronger together, and I thank you for being part of the success of the KMA over the last 16 months. I look forward to watching this success continue under our incoming President, Dr. Neal Moser, and hope to see many of you, both in-person and virtually, very soon.

Dale Toney, M.D.
2021 KMA President

KMA Advocacy in Action

Removal of Prior Authorization for Medication-Assisted Treatment: An Important Step Forward in the Fight Against Substance Use Disorder

KMA recently concluded one of its most successful legislative sessions in recent years, with five priority issues being sent to the Governor's desk and becoming law. One of those priorities, Senate Bill 51, sponsored by Senator Ralph Alvarado, is an important step forward for physicians and patients in the ongoing fight against substance use disorder (SUD).

Drug overdose deaths rose in the United States by 30% from October 2019 to October 2020 compared to the previous 12 months. In Kentucky, overdose deaths increased by 53% over the same time period, the second largest increase in the country, according to preliminary data from the Centers for Disease Control and Prevention (CDC).

Although lawmakers have acted many times over the last decade to address the high levels of SUD in the state, the new data from the CDC highlight the urgency of increasing access to treatment services. Senate Bill 51 will help provide timely access to care for SUD by eliminating the artificial barrier of prior authorization requirements for Medication-Assisted Treatment (MAT).

Prior authorization is a complex cost-control mechanism used by health insurers that requires patients to wait for approval before gaining access to a certain drug or procedure. Prior authorizations for MAT are common and often take days or weeks to get approved resulting in unnecessary roadblocks at the critical moment when the patient is ready to begin treatment for their addiction to drugs or alcohol. Such delays for treatment put these patients at serious risk for relapse, overdose, or even death.

Senate Bill 51 removes prior authorization requirements for prescription drugs containing methadone, buprenorphine, or naltrexone that are used in the treatment of alcohol or opioid use disorder or are approved before



KMA thanks Rep. Kim Moser and Senator Ralph Alvarado, M.D., who helped champion Senate Bill 51.



January 1, 2022, by the United States Food and Drug Administration for the mitigation of opioid withdrawal symptoms. The legislation also requires commercial insurers and Medicaid MCOs to file annual reports to the state showing whether providers have prescribed medication for addiction treatment in conjunction with behavioral therapy. Prior to the discharge of a patient who has received medication for addiction treatment, the treating facility must

also submit a written discharge plan to the patient and the patient's insurer describing arrangements for additional services needed after discharge.

The law took effect on June 28, 2021, for Medicaid and Medicaid MCOs. Commercial health benefit plans issued or renewed on or after January 1, 2022, must also comply with the law.

KMA thanks Senator Alvarado and Representative Kim Moser, who also championed this bill for many years, not only for their work on Senate Bill 51, but also for their leadership in the General Assembly on the complex and important issue of substance use disorder.

As a KMA member, you are also making a difference through your advocacy and support during the legislative session. Thanks to your messages and phone calls to your legislators, Senate Bill 51 will ensure Kentuckians struggling with SUD can begin the recovery process the moment they are ready and will ultimately save lives.

KMA and KFMC’s “Be Well. Stay Well.” Initiative Reaches Millions; Improves Patient and Physician Health

Under the leadership of KMA President Dale Toney, M.D., KMA and the Kentucky Foundation for Medical Care (KFMC) launched the “Be Well. Stay Well” initiative to improve the physical and mental health of both Kentucky patients and physicians.

Throughout the last year, the effort has made a tremendous impact through various programs, educational opportunities, and campaigns. KMA and the KFMC thank the physician members who have helped make this work possible as the Association and Kentuckians navigated the COVID-19 pandemic.

The following is a summary and timeline of the initiative’s programs and campaigns and their impact on Kentuckians.



SUMMER 2020

Be Well. Stay Well Launch

The KMA and KFMC launch the “Be Well. Stay Well” program, aimed at improving the health of both physicians and patients amid the COVID-19 pandemic.

JULY 2020

“Wear It For Me” Mask Campaign

KMA, the KFMC and the Foundation for a Healthy Kentucky debut the “Wear It For Me” mask campaign to encourage Kentuckians to wear a face covering to protect themselves and those around them from COVID-19. The campaign featured two thirty second television spots that aired on stations in Lexington, Louisville and Northern Kentucky, as well as statewide on Spectrum News 1. Gov. Beshear praised the campaign and played one of the two spots during his 4pm press conference on July 29. It also aired as the “Big Story” on LEX18 in Lexington that evening.

AUGUST 2020

“Raise Your Guard, KY” Immunization Campaign

KMA, the KFMC, the Foundation for a Healthy Kentucky and Anthem Blue Cross and Blue Shield in Kentucky launch “Raise Your Guard, KY,” which encourages Kentuckians to see their physician and update their immunizations in order to optimize their health amid the threat of COVID-19. The campaign is in large part conducted in response to declining childhood vaccination rates across Kentucky, as more families begin to miss well-child visits during the pandemic. The effort coincides with Immunization Awareness Month and kicks off with a video message featuring the campaign partners, which was promoted by Gov. Andy Beshear during his 4 p.m. press conference on Aug. 20. Raise Your Guard, KY features a campaign website with information on vaccinations and a link to KMA’s Physician Finder tool, which was also made available in Spanish, billboards, and streaming service ads. The campaign also utilized IP targeting technology to reach residents in areas of the state where vaccination rates were the lowest. More than 1.1 million ads were distributed through this effort, with an additional 142,000 viewers on streaming services and 3.7 million estimated to have viewed the campaign’s billboards.

DECEMBER 2020

“Raise Your Guard, KY: Focus on Flu” Flu Shot Campaign

The success of the Raise Your Guard, KY campaign led to a number of other stakeholder groups reaching out to KMA to work together on a flu vaccination effort. This led to the expansion of the Raise Your Guard, KY campaign with “Raise Your Guard, KY: Focus on Flu.” The Kentucky Hospital Association, Humana, WellCare and Aetna Better Health of



Kentucky joined the original Raise Your Guard, KY partners to promote flu vaccination and reduce the chance of a “twindemic” of COVID-19 and influenza. The campaign launched social media, Spotify, and streaming service ads, as well as a joint op-ed that was published statewide. The effort resulted in an additional 1.3 million impressions, and Kentucky’s flu numbers were among the lowest in recent years.

JANUARY 2021

“Be Well. Stay Well Physician Health Program”

KMA and the KFMC launch the “Be Well. Stay Well Physician Health Program” that provides up to six free visits with a licensed therapist to all KMA member physicians in rural areas. The program is administered by The Woodland Group of Lexington, which has extensive experience working with the unique issues every physician faces throughout their careers, and particularly in light of COVID-19. The program is completely anonymous, and no physician name is ever provided to KMA or their employer. The Be Well. Stay Well Physician Health Program is well-received by members, and is promoted by numerous hospitals and health systems, as well as a feature in the May/June 2021 issue of *Medical News*.

**MORE THAN 3
MILLION
REACHED!**

MARCH 2021

“Take It From Me” COVID-19 Vaccine Campaign

KMA and KFMC partner with the Foundation for a Healthy Kentucky, the Kentucky Primary Care Association and the Kentucky Hospital Association for a campaign to encourage Kentuckians to receive the COVID-19 vaccine. “Take It From Me” was launched just before the COVID-19 vaccines were made available to all residents 16 and older, and features a diverse group of residents, including KMA President Dale Toney, M.D., reassuring viewers that the vaccine is safe and effective. The campaign includes social media advertisements as well as a series of video and print public service announcements that were distributed statewide. The campaign PSAs were also shared with the Kentucky Broadcasters Association, and the social media advertisements that accompany the spots achieved more than 2 million impressions during their initial run, with more than 1,200 clicks to the website to learn more. Advertisements on streaming services also amounted to more than 831 hours watched and an above-industry average video completion rate.

JUNE 2021

“Take It From Me” County-Specific Outreach

The Take It From Me campaign continues to reach out to communities to promote the COVID-19 vaccine, and launches an effort utilizing IP targeting technology to deploy social media and web ads to counties across the state where vaccination rates remain the lowest. With a 3 week run, the ads are estimated to reach an additional 29,000 households and a total of 700,000 impressions.

THANK YOU

KMA and the KFMC thank the physician members who have helped make this work possible as the Association and Kentuckians navigated the COVID-19 pandemic.



“Take It From Me” Campaign Targets Areas with Low Vaccination Rates

The “Take It From Me” campaign, launched in March by the KMA, KFMC, the Kentucky Primary Care Association, Kentucky Hospital Association, and Foundation for a Healthy Kentucky, encourages residents to receive their COVID-19 vaccine as soon as possible.

The initial rollout featured a series of public service announcements broadcast statewide, as well as advertising on social media and streaming services. More than two million impressions and 1,200 clicks to the Kentucky COVID-19 website were recorded during the campaign’s first month alone.

With COVID-19 vaccination eligibility expanded to anyone 12 years and older, Take It From Me recently launched an additional outreach campaign directly targeting areas of the state where vaccination rates remain the lowest. Beginning in June, residents in Ballard, Casey, Christian, Hart, Hickman, Jackson, Lewis, and Spencer counties began receiving targeted social media and web advertisements for the Take It From Me

campaign through IP targeting technology. At the time of the campaign development, these counties averaged a 16.4% vaccination rate. Kentucky’s current vaccination rate is 44%.

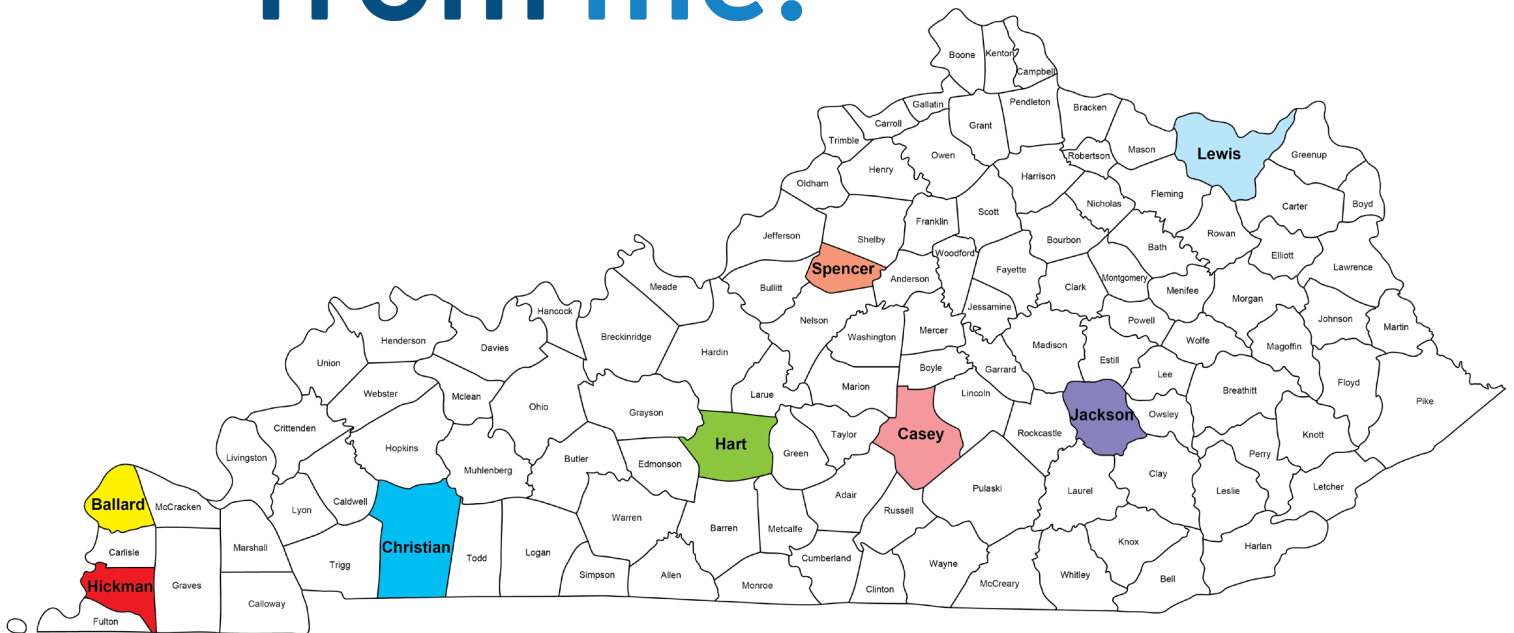
“We’re excited to continue the Take It From Me campaign, as Kentucky still has a long way to go towards getting all eligible residents vaccinated from COVID-19. The IP targeting technology is incredibly innovative and allows us to reach out to those who need to hear these messages the most,” said KMA President Dale Toney, M.D.

The effort is estimated to reach more than 29,000 households in those counties, which are geographically spread throughout the state. More than 700,000 ads will be delivered as part of the campaign.

KMA will update members on the final results of the Take It From Me campaign in the coming weeks.



take it from me.



Residents in Ballard, Casey, Christian, Hart, Hickman, Jackson, Lewis, and Spencer counties began receiving targeted social media and web advertisements for the Take It From Me campaign through IP targeting technology in June.

Annual Meeting (Continued from Page 1)

A listing of positions to be filled is available at <https://kyma.org/shared/content/uploads/2021/04/ELECTION-LIST-2021.pdf>.

Nominations will be accepted until Thursday, August 26 at 5:00pm EDT. Nominations should be submitted to AnnualMeeting@kyma.org.

Delegates must be reported to hartz@kyma.org for credentialing and verification by July 25 in order to participate in the KMA House of Delegates proceedings. Credentialed delegates will receive their voting login and password and virtual Delegate Handbook between Aug. 1-15. Delegates should check their email frequently to receive more specific information on the elections process and important dates.






KPPAC's Going for Gold Virtual Tour of Tokyo!

Thursday, August 26, 7:30 p.m. EDT

Interested in seeing Sensoji, Tokyo's oldest Buddhist temple, koi ponds, modern Japanese culture and the Sumida River, with a beautiful view of Tokyo's modern waterfront?

To participate in this live virtual one hour event, KMA members are asked to make a contribution to KPPAC with a suggested amount of \$50. However, any amount will be accepted.

To register, visit <https://kppac2021tour.eventbrite.com/>

Questions? Contact Donna Irvin via email at irvin@kyma.org or by phone at 502.389.9330.



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2021 KMA Annual Meeting Capsule Schedule

Sunday, July 25

Resolution Submission Deadline
Reported Delegate Deadline

Monday, July 26

Resolutions Posted to KMA Website

Sunday, August 1 - Sunday, August 15

Credentialed Delegates To Receive Voting Credentials via Data on the Spot (DOTS)

Monday, August 16

Zoom link for Reference Committee Hearing emailed to members
KMA Executive Committee Meeting (7:00 pm EDT)

Wednesday, August 18

KMA Board of Trustees Meeting (7:00 p.m. EDT)

Saturday, August 21

Reference Committee Hearing(s) (9:00 am EDT)

Sunday, August 22

House of Delegates Opens
Reference Committee Report Posted on KMA Website
DOTS Virtual Live Training via Zoom Webinar (7:30 p.m. EDT) for Registered Delegates on Voting Platform for Elections and HOD (Recording to be posted on KMA Website)

Monday, August 23-Thursday, August 26 at 5:00 p.m. EDT

Reference Committee Report Extractions Accepted from Registered Delegates
Sunsetting Policy Extractions Accepted from Registered Delegates
Nominations Accepted

Tuesday, August 24

KMA Board of Trustees Meeting (7:00 p.m. EDT)

Thursday, August 26 at 5:00 p.m. EDT

Deadline for Reference Committee and

Sunsetting Policy Extractions

Deadline for Nominations
KPPAC Goes for Gold-A Virtual Tour of Tokyo Special Event at 7:30 p.m. EDT (register at <https://kppac2021tour.eventbrite.com/>)

Friday, August 27

Extracted Items emailed to registered delegates and posted on KMA Website
Remainder of Reference Committee Report and Sunsetting Policy will be considered adopted as a Consent Calendar
Uncontested nominations will be considered elected by acclamation
Vacancies created by elections or contested elections will be voted on by the HOD on Sunday, August 29
Zoom Webinar link for HOD emailed to registered delegates

Sunday, August 29

12:00 p.m. Virtual House of Delegates Following HOD-KMA Board of Trustees Reorganizational Meeting



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