

# second-annual Primary Care Update

A half-day conference covering key topics for primary care providers in northeastern Kentucky

Friday, October 10, 2025

9:00 AM - 2:00 PM

Center for Health Education & Research

316 W 2<sup>nd</sup> St. Suite 102  
Morehead, KY 40351

**FREE** REGISTRATION!

**FREE** CME CREDITS!

**FREE** LUNCH!



St. Claire

**FAMILY MEDICINE  
RESIDENCY**



**NORTHEAST  
AHEC**



*This continuing education activity is supported by a grant awarded from the Kentucky Medical Association totaling \$500*

For medical  
providers,  
residents, and  
medical  
students!

**Attendees will  
receive FREE  
wellness kits while  
supplies last!**

For more  
information,  
email Megan  
McNeal @  
[megan.mcneal@st-claire.org](mailto:megan.mcneal@st-claire.org)

# Agenda

## 8:30 AM – 8:55 AM

Registration and Light Breakfast

## 8:55 AM – 9:00 AM

Welcome

## 9:00 AM – 9:45 AM

### *Kentucky Public Health Data*

Patrick Pagett, JD

*Objectives:*

- *Relate statistics regarding various public health issues in Kentucky and how those statistics relate to other states.*
- *Note public health statistics that make Kentucky stand out in relation to other states.*
- *Understand KMA's efforts to help address some of the state's negative public health statistics.*

## 9:45 AM – 10:30 AM

### *Food as Medicine*

Amber Sexton, DO

*Objectives:*

- *Discuss the importance and timeliness of lifestyle medicine and how dietary prescriptions can be used as a therapeutic resource.*
- *Review the challenges of disseminating accurate nutritional information to the public.*
- *Apply the concept of the dietary spectrum when making nutrition recommendations.*

# Speakers



Patrick Pagett, JD  
Kentucky Medical Association

Patrick Padgett is Executive Vice President/CEO of the Kentucky Medical Association (KMA). A Somerset native and University of Kentucky graduate with undergraduate and law degrees, he served two tours with the U.S. Navy Judge Advocate General's Corps before joining KMA in 1996. After 11 years as Counsel, he became CEO in 2007. He has authored the KMA Legal Handbook for Kentucky Physicians and frequently speaks on health care policy and leadership. Mr. Padgett is a past Chair of both the AMA Litigation Center Executive Committee and the Kentucky Humane Society Board of Directors.



Amber Sexton, DO  
UK St. Claire

Dr. Sexton is a Morehead, KY native who graduated from the University of Pikeville Kentucky College of Osteopathic Medicine in 2018, and the University of Kentucky Rural (Morehead) Family Medicine Residency Program in 2021. She has practiced in both Sandy Hook and Morehead, KY clinics and is very familiar with barriers patients face when it comes to optimizing their health and is passionate about taking steps to alleviate those barriers.

# Speakers Con't



Susan Bornstein, MD, MPH  
**CEO, The Asclepius Initiative**

Susan G. Bornstein, MD, MPH is an OBGYN and CEO of The Asclepius Initiative, a nonprofit dedicated to advancing equitable health care financing. After nearly 20 years in private practice, she earned her MPH in 2017 to better advocate for patients facing cost and access barriers. Dr. Bornstein has worked across diverse care settings, negotiated with insurers as provider, employer, and patient, and leads grant-funded projects to improve health coverage knowledge in underserved Kentucky communities. Her mission is to ensure everyone receives timely, affordable care.



Elizabeth Matera, MD  
**UK St. Claire**

Dr. Elizabeth Matera is a family physician who has practiced at the St. Claire Olive Hill clinic for the last eleven years. She is a member and Cancer Liaison Physician with UK St. Claire's and has a special interest in the role of primary care in cancer care.

# Agenda, Con't

**10:30 AM – 11:30AM**

## ***The Health Care Coverage Landscape***

Susan Bornstein, MD MPH

### *Objectives:*

- *Outline what types of health care coverage programs are available in the US, who qualifies for what, and how they work.*
- *Discuss the medical and financial implications of not having health insurance in the US.*
- *Identify the correlation between coverage and health and how the health of Kentuckians compares to other states.*
- *Explain how upcoming changes to Medicaid and the Marketplace will impact cost and coverage.*

**11:30 AM – 12:00PM**

## ***Lunch (provided)***

**12:00 PM – 1:00 PM**

## ***Cancer Screening Update***

Elizabeth Matera, MD

### *Objectives:*

- *Review risks and benefits of cancer screening, including shared decision making with patients.*
- *Update cancer screening recommendations, with a focus on USPSTF.*
- *Consider the present and future role of non-invasive testing.*

# Speakers Con't



Briana Ishmael, DO  
**UK St. Claire**

Dr. Briana Ishmael is an osteopathic physician specializing in Family Medicine. She earned her DO from the Kentucky College of Osteopathic Medicine and completed her residency at the University of Kentucky Rural (Morehead) Family Medicine Residency Program, where she served as chief resident. Now a family medicine hospitalist at UK St. Claire, she is committed to high-quality, patient-centered care and has presented on topics from pediatric emergencies to osteopathic treatment in the inpatient setting.



**For more information, contact**  
**Megan McNeal @**  
**[megan.mcneal@st-claire.org](mailto:megan.mcneal@st-claire.org)**  
**or 606-783-7578**

# Agenda, Con't

**1:00 - 2:00 PM**

## ***Pediatric Emergencies***

Briana Ishmael, DO

### *Objectives:*

- *Name at least 5 reasons why Pediatric patients are seen in the ED/hospital.*
- *Apply clinical reasoning to develop a differential diagnosis in pediatric cases based on the patient's chief complaint.*
- *Discuss how socioeconomic status in Northeastern Kentucky can affect prevalence of some pediatric emergencies.*

***Scan the code here to  
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**[neahec.org/primary-care-  
update-2025](https://neahec.org/primary-care-update-2025)**

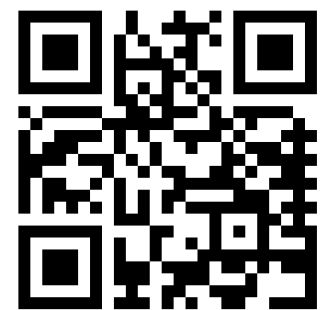




## Kentucky Medical Association Launches 'Small STEPS, Big IMPACT' Public Health Campaign Campaign Encourages Kentuckians to Take Small Steps to Better Health



**STEPS is an acronym for "Screenings, Tobacco use, Exercise & Nutrition, Physician Visits, and Stress." The KMA, along with their member physicians, will focus on these five key areas emphasizing the importance of regular health screenings, eliminating tobacco use, prioritizing exercise and proper nutrition, scheduling routine physician visits, and managing stress.**



For more information, visit  
[www.smallstepsky.org](http://www.smallstepsky.org) or scan QR code  
above!





# small STEPS big IMPACT

Kentucky Foundation  
for Medical Care



**2024-2026  
Public Health Campaign**

## Campaign Summary and Goals

According to the 2023 America's Health Rankings Annual Report, Kentuckians suffer from many health issues, clocking in at 41st in the country. Making many, or even a few, lifestyle changes at once to tackle these challenges can be overwhelming. The Kentucky Medical Association (KMA)'s "Small STEPS, Big Impact" campaign will address many of the issues outlined in the report by encouraging patients to achieve long-term success through taking simple steps that can add up to a big impact on their health. The campaign will focus on five key areas and offer straightforward strategies and support for patients. Physicians, as leaders of the care team, will be walking with patients as they take these steps and make changes together. Physicians will also be encouraged to have conversations with patients about overall health and wellness at each visit.

# S

## Screenings

**2023 Kentucky Health Rankings**

10th: Colorectal Cancer Screenings  
2nd: Lung Cancer Screening\*\*

Take advantage of health screenings you are eligible for. Examples of small STEPS may include:

- Schedule a colorectal cancer screening beginning at age 45.
- Find out what lung cancer screenings you may be eligible for based on your tobacco-use history.

# T

## Tobacco

**2023 Kentucky Health Rankings**

46th: Tobacco Use

Eliminate tobacco use. Examples of small STEPS may include:

- Join a tobacco cessation support group.
- Use a journal to help gradually cut down on usage.
- Schedule an appointment with your primary care physician to discuss cessation plans and ask about lung cancer screenings.

# E

## Exercise & Nutrition

**2023 Kentucky Health Rankings**

43rd: Food Insecurity  
49th: Exercise  
40th: Obesity

Look for ways to add more movement and healthier foods into your day. Examples of small STEPS may include:

- Begin taking a 20 minute "after dinner" walk.
- Replace 1 soda per day with fruit-infused water.
- Choose grilled chicken over fried at restaurants.

# P

## Physician

**2023 Kentucky Health Rankings**

11th: Dedicated Healthcare Provider  
33rd: Flu Vaccination  
48th: Frequent Physical Distress

Schedule a well-visit with your primary care physician and maintain all routine appointments with any specialists. Examples of small STEPS may include:

- Bring a list of any concerns to your appointments.
- Ask about what screenings you may be eligible for at each visit.
- Schedule follow up visits before leaving the office.

# S

## Stress

**2023 Kentucky Health Rankings\***

47th: Drug Deaths  
47th: Non-medical Drug Use  
46th: Insufficient Sleep

Make your mental health a priority, and seek help when you're experiencing stress or burnout. Examples of small STEPS may include:

- Set an alarm or use an app to help decrease your screen time.
- Research mental health providers in your area on Google.
- Make sure you are getting adequate, quality sleep each night.

**A statewide leader in public health, KMA and its charitable arm, the Kentucky Foundation for Medical Care (KFMC), have reached more than 3 million Kentuckians through its joint public health efforts since 2018.**

\*2023 Kentucky Health Rankings, extracted from the 2023 Annual Report of the United Health Foundation, [AmericasHealthRankings.org](https://AmericasHealthRankings.org)

\*\*2023 American Lung Association "State of Lung Cancer" Report, [Lung.org](https://Lung.org)

**October 5, 2025 - October 11, 2025**

# Happy Primary Care Week



**SMALL STEPS  
BIG IMPACT**

## **Credit Information**

**KMA**  
ACCREDITED

### **Intended Audience**

This free live continuing education activity is targeted towards any medical providers, residents, medical students, and any other interested health professionals. For more information on continuing education credits offered during this event, please contact Megan McNeal at 606.783.7578 or [megan.mcneal@st-claire.org](mailto:megan.mcneal@st-claire.org).

### **Continuing Medical Education**

The Northeast Kentucky AHEC is accredited by the Kentucky Medical Association to provide continuing medical education for physicians. The Northeast Kentucky AHEC designates this internet live activity for a maximum of 4.5 AMA PRA Category 1 credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

### **Disability Statement**

If you require special services for this program, please indicate at time of registration.

### **Successful Completion**

For successful completion of this continuing education program, participants must sign appropriate attendance roster, be present for the duration of the program, and complete and return the evaluation when requested.

### **Faculty Disclosure**

All planners, speakers, authors, reviewers, and staff members involved with content development for continuing education activities sponsored by the Northeast Kentucky Area Health Education Center are expected to disclose any real or perceived conflict of interest related to the content of the activity. All individuals involved disclosed that they have nothing to disclose.

### **Disclaimer**

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