

Communicator

Kentucky Medical Association

James F. Beattie, MD, President

October 2008

▶ James F. Beattie, MD, Installed as 158th KMA President



▲ John R. White, MD, KMA Board Chair (left), administered the oath of office to Dr Beattie.

James F. Beattie, MD, was installed as the 2008-2009 KMA President on September 16, 2008. Dr Beattie, a pathologist at the Medical Center at Bowling Green, has served the Association and organized medicine in various capacities including KMA Vice President, Board Chair, and 6th District Trustee as well as President of the Warren County Medical Society. He currently serves as a member of the KMA Committee on State Legislative Activities, the Committee on Community and Rural Health, the Scientific Program Committee and the Quality Measurement and Improvement Committee.

John R. White, MD, Lexington, was elected by the KMA House of Delegates as the new President-Elect, having served as KMA Board Chair and Trustee. Results of other elections are posted inside this issue.

▶ “The Changing Face of Medicine” Focus of 2008 Annual Meeting

“The Changing Face of Medicine” was the theme of the 2008 KMA Annual Meeting held September 15-17 in Louisville. Doctors from across the state gathered to hear national and local speakers address the new generation of physicians and patients.

Amy Lynch, Bottom Line Conversations, explained how physicians all over the world are experiencing a “digital divide” that cuts through the middle of Generation X. She discussed ways physicians can work to cross that divide through respect, balance and connection, and explained the different ways each generation defines time and success. A multi-generational physician panel representing Pre-Baby Boomers, Baby Boomers and Generations X and Y gave the audience insight into those generations’ attitudes and expectations in the workforce.

Emery Wilson, MD, Director, Office of Health Research and Development at the University of Kentucky College of Medicine, gave an update on Kentucky’s workforce situation, giving recommendations to increase diversity among physicians and address workforce mal-distribution.

Ron Crouch, Director, Kentucky State Data Center, discussed the changing demographics of an aging and more diverse population, showing how these changes will impact patients served and workforce hired.

Sandi Frost, President of the AMA Alliance, discussed the changing physician family demographics and the evolving role of physician spouses in achieving work/life balance and stress reduction, giving practical examples and solutions. She also explained that increased spouse involvement in support of the profession of medicine is vital to the future of health care in our nation.



▲ Amy Lynch



▲ Physician panelists: Gena Napier, MD; Donald Neel, MD; Vesna Kriss, MD; and Justin Rasner (UK student)

www.kyma.org - Log on Today!

The newly redesigned KMA website has launched! Access members-only resources and pay your 2009 membership dues by logging in using your KMA membership ID and your birthdate. Your ID can be found on your mailing label of the *Journal of the KMA* and this *Communicator* (listed after your name) as well as on your membership card. Email member@kyma.org or call (502) 426-6200 if you need to access your member ID.



► 2008 House of Delegates Actions

The KMA House of Delegates met on September 15 and 17, 2008, electing officers and taking action on many important issues that will be addressed in the 2008-2009 Associational year. Below is a summary of those actions.

Workforce

- Continue to stress the importance of a strong medical community to patients' access to care, economic development and the overall quality of life in the Commonwealth
- Work to restore budgeted funding for medical schools
- Continue to monitor trends in Kentucky's physician workforce and promote policies to enhance patients' access to care

- Work with the AMA and Kentucky's Congressional Delegation to explore alternatives to the current tamper-resistant drug pads



▲ William C. Harrison, MD

- Work with other groups to address issues and assist physicians with Medicare Recovery Audit Contractors

Legislative

- Support a constitutional amendment to provide liability protection for physicians who provide services during a declared national or state disaster
- Urge legislative funding of the colon cancer screening program and encourage Medicaid to educate beneficiaries

over 50 to have a screening colonoscopy

- Support a substantial increase in the cigarette tax with additional revenues generated to fund health related initiatives
- Actively support legislation that would prohibit any health/medical care facility

Uninsured

- Provide periodic updates on all major uninsured coverage proposals at the national and state levels
- Consider principles to be used when determining policy on initiatives that purport to reduce the number of uninsured

Other

- Urge the Governor to appoint a task force to assist violence victims and encourage education of victims, responders and the justice system
- Challenge all KMA delegates to join Kentucky Physicians PAC
- Encourage members to provide KMA a current email address to enhance communications



▲ Robert A. Zaring, MD

from interfering with physicians counseling patients

Election Results

President-Elect
John R. White, MD

Chair, Board of Trustees
Uday V. Dave, MD

Alternate Delegate to the AMA
Robert A. Zaring, MD

Trustee District
10th – David J. Bensema, MD
11th – John Johnstone, MD
15th – Truman Perry, MD

Alternate Trustee District
5th – Fred A. Williams, MD
10th – Dale Toney, MD
11th – Ralph Alvarado, MD
15th – S. Trevor Briscoe, MD

Re-elected for an additional term:

Vice President
Shawn C. Jones, MD

Secretary-Treasurer
Linda H. Gleis, MD

Delegate to the AMA
Baretta R. Casey, MD
Bruce A. Scott, MD
Donald J. Swikert, MD

Alternate Delegate to the AMA
Andrew R. Pulito, MD
William B. Monnig, MD

Trustee District
Gordon R. Tobin, MD
Robert J. Emslie, MD
Theodore Miller, MD

Alternate Trustee District
Marie Michelson, MD
Neal Moser, MD

► 2008 Awards Presented at KMA Annual Meeting

Community Service Award – Salem M. George, Sr, MD

Practicing primary care medicine for the past 48 years in Lebanon, KY, Dr George has provided charitable care to thousands of patients and has delivered over 6,000 infants. He has served as medical director and patient advocate in several long-term care facilities and was also instrumental in founding several nursing homes in the Lebanon area. In response to a need for improved and more accessible care for cancer patients in the region, Dr George, with a group of local physicians, helped to build a regional cancer center in Taylor County in 2004.



Distinguished Service Award – Charles C. Smith, Jr, MD

After graduating from the University of Louisville School of Medicine in 1955, Dr Smith served as a U.S. Air Force flight surgeon in San Antonio for three years and assisted in the first military airlift of polio-stricken soldiers in iron lungs. After completing his residency, he practiced internal medicine in Louisville for 41 years, building a reputation as the "Doctor's Doctor." In addition to serving as President of the Greater Louisville Medical Society, he was also President of the Louisville Society of Internists and a Councilor to the Southern Medical Association. Dr Smith served as Scientific Editor of the *Journal of the KMA*, as KMA Vice President and then President in 1984. He currently serves as a member of the KMA Committee on National Legislative Activities.



Educational Achievement Award – Steven A. Haist, MD

While serving as Professor, Division of General Internal Medicine/Geriatrics and Director of the Internal Medicine Residency Program at the University of Kentucky College of Medicine, Dr Haist helped create the school's standardized patient program. He also directed the ambulatory medicine clerkship where he developed numerous innovative standardized patient workshops, which have been documented to enhance student learning in several fields.



► KMA and Local Medical Societies Host Candidate Forums *KPPAC Prepares for Elections, November 4*

In what has become a compelling election season, the KMA and local medical societies in the state are providing opportunities for physicians to meet candidates running for state and federal elections. Recently, KMA partnered with the Greater Louisville Medical Society to host Congressional Forums with Kentucky 3rd District Congressman John Yarmuth (D, Louisville) and former Congresswoman Anne Northup (R, Louisville). Held on two separate evenings, the forums provided physicians the ability to hear first hand Congressman Yarmuth's and Ms Northup's plans for insuring more Kentuckians, tort reform and several other healthcare issues.

In addition, the Lexington Medical Society conducted a forum with Congressman Ben Chandler (D, Lexington), and the Northern Kentucky Medical Society held a "Meet Your Legislators Night" early in October. Several other local medical societies statewide provided similar opportunities.

For the political action arm of the KMA, Kentucky Physicians PAC (KPPAC), it's a busy time of year. The bi-partisan KPPAC Board of Directors conducts research about state and federal elections, interviews candidates about their stance on issues important to medicine, gathers information from the various legislative districts and much more. The KPPAC Board uses this information to provide a physician voter guide (which can be found online at www.kppac.org) and to determine which candidates to financially support for the general elections. In addition to direct contributions to candidates, KPPAC runs radio and newspaper ads for some of the candidates it supports.



Thomas E. Bunnell, MD, KPPAC chair (pictured at right at the KPPAC Dinner and Political Forum), said at a recent board meeting, "Quality health care and patient access to their physicians is a top priority for many candidates running in these elections. It should also be on the front burner for physicians, who should get involved in the electoral process and be sure to vote on November 4. The most effective means for physicians to engage in the process is by contributing to Kentucky Physicians PAC. It's the best investment doctors can make to protect the future of medicine."

2008-2009 KMA Officers: Linda Gleis, MD, Secretary-Treasurer; John R. White, MD, President-Elect; Shawn C. Jones, MD, Vice President; James F. Beattie, MD, President.



▶ Free Assistance for EHR Users

Health Care Excel, the Medicare Quality Improvement Organization (QIO) for Kentucky, is providing free quality improvement assistance for primary care physicians using Electronic Health Records (EHRs). The Centers for Medicare & Medicaid Services (CMS), the sponsor of this initiative, promotes the use of EHRs to improve health outcomes for patients, especially those with chronic diseases, by focusing on preventive care. Health Care Excel is working under contract with CMS to assist physician offices on using their EHRs to improve office productivity and patients' health status and care outcomes.

If you are interested, please contact Prevention Project Coordinator Lori Harris at (502) 454-5112, extension 2241; Technical Specialist Tracy Jones at extension 2201; or Prevention and Communications Services Director Duane Spurlock at extension 2207.

▶ October is Domestic Violence Awareness Month

KMA joins with the AMA, the AMA Alliance and the Family Violence Prevention Fund in observing Stop America's Violence Everywhere (SAVE) Day and Health Cares About Domestic Violence Day, both held annually in October. A variety of free patient education materials are available on the KMA and AMA websites to help physicians address this issue in their own practices.

▶ 2009-2011 CME Folders Available

It is the physician's responsibility to keep CME records and be able to produce documentation if audited by the Kentucky Board of Medical Licensure. The KMA CME Department has developed a CME Record-Keeping Folder for member use. These folders are available to print on the KMA website (keyword search "CME Record Keeping") and at the Greater Louisville Medical Society and Lexington Medical Society offices. Members can also call KMA at (502) 426-6200 or email member@kyma.org to request that a folder be mailed.

▶ FTC to Enforce Red Flag Rules

Effective November 1, 2008, the Federal Trade Commission (FTC) will enforce the Red Flag Rules, regulations mandated by the Fair and Accurate Credit Transaction Act (FACTA) that require financial institutions and creditors to develop and implement a written identity theft prevention program to detect, prevent and respond to activities that could indicate identify theft. Although FACTA does not target the health-care industry, the FTC has determined that physicians may be considered creditors and thus, forced to comply with the Red Flag Rules by November 1, 2008. The definition of a creditor includes physicians or practices that:

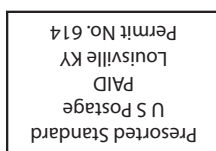
- Extend, renew or continue credit to patients, or arrange for someone else to do so.
- Send bills to patients for services after they have left the office or facility.
- Bill a private payer for the services, but the patient is ultimately responsible for the bill if the payer does not reimburse the full amount due.
- See patients with health insurance plans that impose liability for payment on the patient, such as health savings accounts (HSA).
- Bill and collect co-payments and deductibles after treating the member, even if the practice cannot bill the member for any covered services.

The rules may not apply if the practice collects all payments up front or only accepts credit card payments, because credit cards are not regarded as deferred payment.

To help KMA members prepare for the Red Flag Rules, the KMA produced a paper titled, "FACTA: Red Flag Rules" available on the KMA website.

Kentucky Medical Association

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