The 2014 MediStar Awards

Eighth annual event introduces new format, awards and recognition.

By Melanie Wol kok Wachsmann

The eighth annual MediStar Awards introduced many new changes this year, to the delight of attendees. The exclusive event held on June 13, 2014 at the Hyatt Regency Louisville, kicked off with a Volunteers of the Year reception provided by new partner, Community Health Charities. After which, attendees, and the more than 30 honorees joined MediStar guests for a pre-MediStar Awards’ ceremony cocktail reception.

Guests noshed on chicken tenders, make-your-own sliders, spring rolls, ahi tuna and vegetable skewers while networking with friends old and new. The sold out crowd made their way into the grand ballroom decorated in MediStar signature colors of black and red. Janet Craig with Stites & Harbison welcomed everyone with a congratulatory toast. For the third year, Bill Francis, of the Fox 41 newsletter hosted the awards ceremony.

Inaugural Awards

In the past, eight MediStar Awards were presented. But on this eighth year, that number bumped up to ten awards. Bill Mabry with Middleton Reutlinger proudly introduced the inaugural Middleton Reutlinger Nurse of the Year Award. “I know how much to appreciate nurses because I’m married to one,” Mabry told the crowd, before announcing that Tracy Williams, DNP, senior vice president and system chief nursing officer with Norton Healthcare won.

Another new award, the BOK Financial Aging Care Award, was given to Nazareth Home. Upon accepting the award on Nazareth Home’s behalf, Michael Bruckman said that the award, “represented not who we are but who we want to be.”

This year’s MediStar also paid tribute for the first time to the Champions in Health Volunteers of the Year (who were given their awards at an event earlier) and the Passport Health Plan Champion in Health Award. Jill Joseph Bell with Passport Health Plan gave Steve Johnson, executive director of governmental, community and legislative affairs, Owensboro Health and campaign chair of the 2013 Owensboro Health “Gives” campaign.

Johnson’s acceptance speech called attention to the “surgeons to housekeepers that gave those dollars and what that means.” Each winner received a pewter repoussé MediStar award, which was created exclusively for the event by Louisville-based sculptor, Craig Kaviar of Kaviar Forge & Gallery.

Since 2007, IGE Media, publisher of Medical News and Medical News for You, have recognized excellence in the business of healthcare at this premier event.

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ABOUT THIS ISSUE

Healthcare Specialties

This month Medical News’ focus on Healthcare Specialties looks at various healthcare professions and how they help patients receive optimum care. What is the best way to get—and keep—diabetic patients actively engaged in the lifelong self-management of their condition? We’ll tell you. We look at those involved in UK’s CenteringPregnancy program, which empowers women with high-risk pregnancies. Integrative medicine has been a hot topic over the last few years. We show you how one practice is taking a systematic and integrative approach to the patient’s treatment plan. We also look at how pharmacists are integrating themselves into the community to determine the needs of the public and more.

Articles begin on page 16
Letter from the publisher

Kentucky is the real winner at the MediStar Awards

The 2014 MediStar Awards are a wrap and there is one clear winner – Kentucky. This year, more than ever, the MediStar Award finalists and winners represent a broad group of organizations and individuals, both from the work they do and the geographies they represent. From Owensboro to Louisville to Lexington, these outstanding winners truly represent the “best of the best” in healthcare.

As we bring the 2014 MediStar Awards to a close, I would like to take a moment to thank several groups and individuals that make this event successful. First and foremost, we could not do this without the support of all of our sponsors. A very special THANK YOU to Sullivan University, Seven Counties Services, Hall Render, Stites and Harbison, BOK Financial, Xlerate Health, Middleton Reutlinger, Passport Health Plans for their sponsorship of the awards.

We couldn’t have finalists and winners if it weren’t for our judges, so I’d like to take a moment to recognize their commitment to a successful event. The first round of judging is always done by our editorial board, whose name appears to the left of this column. They always manage to excel even though they have the tough job of sorting through the nominees and choosing the finalists. Our panel of outside judges then chooses among the finalists for the ultimate winner. Each year I am thankful that we have terrific volunteers for this tough job.

I look forward to the eighth annual MediStar Awards in 2015. Keep an eye out for nominations and make sure your healthcare “star” is recognized next year.

Sincerely yours,

Ben Keeton
Publisher

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Charles and Mimi Osborn Cancer Center with events

Baptist Health Louisville recently celebrated the opening of Charles and Mimi Osborn Cancer Center with ribbon cutting and community open house events. The Center brings all of Baptist Health Louisville’s cancer services together in one convenient location for patients and their families.

Through the philanthropic gift from dedicated husband, Charles Osborn, in memory of his wife, Mimi, and her 10-year battle with breast cancer, the Charles and Mimi Osborn Cancer Center is now open and providing comprehensive care under one roof for patients and their loved ones affected by cancer.

Mayor’s Healthy Hometown holds worksite wellness conference

Business professionals interested in improving their bottom lines by improving employee health learned best practices and strategies at the Mayor’s Healthy Hometown Worksite Wellness conference “Bending the Trend” in May.

The keynote speaker was Antoine Dove of Nashville, Tenn., a contestant on NBC’s 2008 Biggest Loser. Dove lost more than 42 percent of his body weight on the show and kept it off for five years. He continues to advocate for positive healthy habits, particularly within a business setting.

Mayor Fischer and Dr. LaQuandra Nesbitt, director of the Louisville Metro Department of Public Health and Wellness, also presented the annual Mayor’s Healthy Hometown Worksite Wellness awards, which recognized businesses who lead the way implementing evidence-based health interventions and strategies.

UK receives grant for youth substance abuse program

The University of Kentucky was awarded a $1.5 million grant by the state of Kentucky to develop a comprehensive plan for the prevention and treatment of substance abuse by adolescents. The grant money comes from a $19 million fund administered by the Substance Abuse Treatment Advisory Committee, which was created to distribute monies garnered from settlements with two pharmaceutical companies. It will be used to create and implement “UK Kentucky Kids Recovery,” a program that addresses every stage in the continuum of adolescent substance abuse, including community and physician outreach and education, treatment plans and outcomes measurement.

Lourdes breaks ground for hospice center

Lourdes recently broke ground on the 10,000 square foot inpatient hospice unit that will connect to the hospital. The Ray and Kay Hospice Care Center is designed so the patient and family can focus on their time together. Features include private suites with patios, family lounges, unrestricted visiting hours and pet visits.
Baptist Health Lexington honored with award

Baptist Health Lexington received the Mission: Lifeline Gold Receiving Quality Achievement Award for implementing specific quality improvement measures outlined by the American Heart Association for the treatment of patients who suffer severe heart attacks.

The American Heart Association’s Mission: Lifeline program helps hospitals, emergency medical services and communities improve response times so people who suffer from a STEMI receive prompt, appropriate treatment. The program’s goal is to streamline systems of care to quickly get heart attack patients from the first 9-1-1 call to hospital treatment.

Baptist Health Lexington earned the award by meeting specific criteria and standards of performance for the quick and appropriate treatment of STEMI patients to open the blocked artery.

Hospital officials discuss preserving vital drug discount program

More than 50 Kentucky hospitals met May 16 at the University of Kentucky to discuss threats to a little-known federal program that helps them serve low-income and uninsured patients across the Commonwealth.

Since 1992, the 340B drug discount program allowed hospitals that treat large numbers of needy patients to buy reduced-price medications from drug companies. Providers then pass these discounts on to patients through reduced cost or free prescriptions. Hospitals also use savings generated through the program to fund services as diabetes, cancer, dental and HIV/AIDS clinics.

The pharmaceutical industry has raised concerns about the growth of 340B and is lobbying in Washington to place significant restrictions on the program such as cutting the number of hospitals that can access the discounts. There are 62 hospitals in the Commonwealth that participate in the program including large health systems such as Appalachian Regional Healthcare, academic medical centers such as UK HealthCare and the University of Louisville Hospital as well as numerous small rural hospitals. While the program has been expanded in recent years to rural hospitals, it still represents just two percent of the annual $329 billion U.S. pharmaceutical market.

Gov. Beshear announces kyhealthnow 2019 goals

To significantly advance the well-being of Kentucky’s citizens, Governor Beshear outlined a number of strategies to help achieve health goals over the next five years, and will continue to add strategies throughout his term. These strategies will be implemented through executive and legislative actions, public-private partnerships and through the success of enrolling Kentuckians in healthcare coverage.

kyhealthnow 2019 goals include:
- Reduce the rate of obesity among Kentuckians by 10 percent.
- Reduce Kentucky cancer deaths by 10 percent.
- Reduce cardiovascular deaths by 10 percent.
- Reduce the percentage of children with untreated dental decay by 25 percent and increase adult dental visits by 10 percent.
- Reduce deaths from drug overdose by 25 percent and reduce by 25 percent the average number of poor mental health days of Kentuckians.
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Medical directors’ duties tied to patient satisfaction

Medical directors’ scope of responsibilities and duties continue to evolve to incorporate quality measures. According to the MGMA Medical Directors’ Annual Compensation Survey: 2014 Report Based on 2013 Data, 44 percent of responding medical directors reported that their duties were tied to quality metrics, including patient satisfaction, quality of care and patient safety. More than 75 percent reported their duties were specifically tied to patient satisfaction and quality-of-care metrics, and more than 35 percent reported ties to patient safety metrics.

Medical directors also reported that their duties were tied to other quality metrics, such as Centers for Medicare & Medicaid Services core measures, compliance, patient readmissions, and staff and provider satisfaction.

UK research project to focus on lung cancer, pediatric obesity in Appalachia

The University of Kentucky Center for Clinical and Translational Science (CCTS), in conjunction with the Appalachian Translational Research Network (ATRN), has awarded funding to two projects to develop sustainable, interdisciplinary, community engaged research in Appalachia.

“Raising Awareness About Lung Cancer Screening: Kentucky Terminate Lung Cancer (TLC) Study,” will partner with community-based organizations and focus groups to create an awareness campaign encouraging high risk individuals to obtain lung cancer screenings.

The second project, “Circadian Rhythm Parameters and Metabolic Syndrome Associated Factors in Young Children,” is led by co-principle investigators Dr. Jody Clasey, associate professor in the department of kinesiology and health promotion, and Dr. Karyn Esser, professor in the department of physiology.

The project will use a new, noninvasive skin temperature monitoring system with activity monitors to analyze the potential impact of circadian rhythm disruption as a contributing risk factor to the development of obesity and metabolic syndrome in school children.

A particularly unique aspect to the project is that it gives the fourth and fifth grade Clay County students’ first-hand experience in the research and data collection. The students will wear small monitors, about the size of a watch battery, on their wrist for a week to gather physiological data. The students will also report each day on their sleep and eating activities. In exchange for their participation, the students will be rewarded with a field trip to UK’s campus and a bookstore.

Syndrome Associated Factors in Young Children,” will examine circadian rhythm parameters and associated health risks and behavioral factors of children in Clay County.

Each project will receive $100,000 over two years to build partnerships between academic researchers and community stakeholders. It is the first pilot funding opportunity from CCTS to require that projects have a community advisory board and that responsibility for the study is shared between the academic and community partners.

Dr. Roberto Cardarelli, chief of community medicine in the Department of Family & Community Medicine at UK and director of the Kentucky Ambulatory Network, is the principle investigator of the lung cancer screening project, which is co-funded by the UK Markey Cancer Center.

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Event calendar

Spokes for Strokes
Date: Saturday, June 7
Time: 7 a.m. for registration, 8 a.m. for tour
Where: Baptist Health Imaging Center, 2705 Kentucky Ave., Paducah, Ky. 42003
Info: The Baptist Health Foundation Paducah doubled the incentive to ride in the Spokes for Strokes bike tour. The foundation will match all funds raised for the event, with a minimum donation of $10,000 guaranteed. The tour raises stroke awareness, along with funds for life-saving technologies and expanded stroke care services.
To register: Register at active.com. Registration fee is $25 for an individual, $40 for couples and $50 for a family of four. The bike tour offers 10-, 35- or 65-mile rides through southern McCracken, Marshall and Graves counties. Helmets are required. For more information, call (270) 575-2851.

Meaningful Use Survival Seminar II
Date: June 13
Time: 7:45 a.m. - 12:30 p.m.
Where: Muhammad Ali Center Auditorium, 144 N 6th St., Louisville, Ky., 40202
Info: Kentucky REC and KHIE offer continuing education programs to all healthcare professionals including information regarding: Meaningful Use (incentive payments, stage 2, 2014 changes, HIE updates); patient-centered medical home; HIPAA breaches and audits; and ICD-10.
To register: Registration is free to all Kentucky REC clients. For additional information and online registration visit cecentral.com/live/7876.

Meaningful Use Survival Seminar II
Date: June 20
Time: 7:45 a.m. - 12:30 p.m.
Where: Fasig Tipton, 2400 Newtown Pike, Lexington, Ky., 40511
Info: Kentucky REC and KHIE offer continuing education programs to all healthcare professionals including information regarding: Meaningful Use (incentive payments, stage 2, 2014 changes, HIE updates); patient-centered medical home; HIPAA breaches and audits; and ICD-10.
To register: Registration is free to all Kentucky REC clients. For additional information and online registration visit cecentral.com/live/7876.

2014 Louisville Symposium on Heart Disease in Women
Date: Saturday, June 28
Time: 7 a.m.(registration and a continental breakfast), 8 a.m.-5 p.m. program, with reception to follow.
Where: The Jewish Hospital Rudd Heart & Lung Center, 16th Floor Conference Center, 201 Abraham Flexner Way, Louisville, Ky., 40202.
Info: University of Louisville, in conjunction with KentuckyOne Health and University of Louisville Physicians, is hosting a one-day conference designed to provide physicians, nurses, allied health professional and the community with up-to-date information pertaining to the prevention and treatment of cardiovascular disease in women. To see the agenda, visit louisvilleheartdiseasewomen.com/agenda.html.
To register: To register, visit louisvilleheartdiseasewomen.com/registration-contact.html. Costs are: physicians: $100, allied health professionals/nurses: $50 and community: $25. Continuing medical education (CME) credit is available. For more info call (502) 561-2180.

The 8th Annual Southern Obesity Summit
Date: October 5-7
Time: 7 a.m.(registration and a continental breakfast), 8 a.m.-5 p.m. program, with reception to follow.
Where: Louisville Marriott Downtown, 280 West Jefferson St., Louisville, Ky., 40202
Info: The Southern Obesity Summit (SOS) is the largest regional obesity prevention event in the United States, drawing hundreds of participants from the 16 southern states. For the first time it is being held in Kentucky.
To register: Contact Stephanie Ondrias at sondrias@texashealthinstitute.org.

Clark Memorial hospital excels in patient safety

Designed to rate how well hospitals protect patients from accidents, errors, injuries and infections, the latest Hospital Safety Score honored Clark Memorial Hospital with an “A” – its top grade in patient safety. The Hospital Safety Score is compiled under the guidance of the nation’s leading experts on patient safety and is administered by The Leapfrog Group (Leapfrog), an independent industry watchdog. The first and only hospital safety rating to be peer-reviewed in the Journal of Patient Safety, the score is free to the public and designed to give consumers information they can use to protect themselves and their families when facing a hospital stay.

ZirMed acquires Intelligent Healthcare

Louisville-based ZirMed announced that it has acquired California-based Intelligent Healthcare, a data-driven clinical integration and population health management company. ZirMed will immediately begin integrating Intelligent Healthcare’s population health management analytics platform into its technology suite.
Intelligent Healthcare’s population health management solution aggregates clinical and financial data from a variety of disparate healthcare information systems to deliver real-time quality tracking, gaps in care and population health management solutions for value-based reimbursement programs. The program provides deep cost and utilization analysis, and supports provider organizations as they work to meet and exceed goals for public and private P4P, Medicare Shared Savings Programs, Commercial Accountable Care Organizations (ACOs), PQRS/HEDIS scores, Patient Centered Medical Home (PCMH) models, and other value-based care programs.
UK honors outstanding nurses

UK HealthCare honored and celebrated with nurses across the nation as part of the annual National Nurses Week, which ran from May 6, known as National Nurses Day, through May 12, the birthday of Florence Nightingale, the founder of modern nursing.

The week included a series of receptions and presentations, including an awards ceremony to recognize some of UK’s examples of excellence in the nursing profession. Recipients included the following:

- The Diana Weaver Leadership/Management Award, which recognizes nurses who have excelled as dynamic and confident leaders in positions of management and administration, went to Jill Dobias, clinical nurse specialist at Markey Cancer Center.
- The M.J. Dickson Quality Nursing Care Award, which recognizes nurses who demonstrate a commitment to professional nursing practice through high quality nursing standards, went to Alice Carpenter, registered nurse in the Neonatal Intensive Care Unit.
- The AI UK Quilt of Teamwork Award, which recognizes an individual or group of professionals that support the practice of nursing at UK HealthCare, went to the emergency department pharmacy program (ED PharmD).

Kindred Healthcare made hostile bid for home health company Gentiva

Kindred Healthcare announced a proposal in May to acquire all of the outstanding shares of common stock of Gentiva Health Services for a combination of $7.00 per share in cash and $7.00 of Kindred common stock. Kindred also offered to increase its offer to 100 percent cash if the Gentiva Board so elects. Based upon the closing price of Gentiva’s common stock on May 14, 2014, Kindred’s proposal would provide Gentiva shareholders with consideration currently valued at approximately $14.00 per share, representing a 64 percent premium over the closing price of Gentiva common stock on May 14, 2014, and a 59 percent premium over Gentiva’s 60-day volume-weighted average closing price. The proposed price for Gentiva implies a total equity value of approximately $533 million.

With the assumption of Gentiva’s debt, the transaction would be valued at approximately $1.6 billion. A combined Kindred-Gentiva operation would serve about 127,000 patients each day in 47 states, according to Kindred. Kindred, one of the nation’s largest long-term and post-acute care providers, has moved aggressively to downsize its skilled nursing services while expanding therapy and home health.

Gentiva’s board of directors rejected the unsolicited offer that Kindred tendered. The board “continues to believe that our long-term strategy as a stand-alone company will generate substantially more value to our shareholders,” Gentiva leadership wrote in a letter to Kindred. The board stated, Kindred’s offer undervalues the company, which has “attractive prospects for growth and value creation.”
Baptist Health
Baptist Health named Jim Waters, Jr., regional executive for service line development for Baptist Health Paducah and Madisonville.

Baptist Health Paducah named Sharon Freyer, MSN, executive director for ambulatory services.

Baptist Health named David J. Bensema, MD., as its chief information officer.

Hospitalist Alice Hall, MD, joined the medical staff at Baptist Health Paducah.

Hospitalist Karl Hammonds, MD, joined the medical staff at Baptist Health Paducah.

Rheumatologist, Cara Hammonds, MD, joined the medical staff at Baptist Health Paducah.

Emergency medicine physician, Nanette McCullough, MD, joined the medical staff at Baptist Health Paducah.

KentuckyOne Health
KentuckyOne Health named Doug Jones as regional chief information officer.

KentuckyOne Health named Bob Steltenpohl, CPA, vice president of finance for the downtown Louisville medical campus, which includes Jewish Hospital, Frazier Rehab and the University of Louisville Hospital.

Jewish Hospital Shelbyville, part of KentuckyOne Health, named Rob Murphy administrator. Murphy will also continue to serve as administrator of KentuckyOne’s Health’s Medical Center Jewish South.

KentuckyOne Health Medical Group named Patrick Meko regional director.

KentuckyOne Health Medical Group named Matthew Turner, II regional director.

KentuckyOne Health announced that Deborah Ann Ballard, MD, MPH, joined the Louisville market team as an integrative medicine physician at KentuckyOne Health’s new Healthy Lifestyle Centers.

To Submit to People In Brief
Each month, Medical News recognizes newly hired or promoted professionals who work in the business of healthcare in Kentucky or Southern Indiana. To be considered, the employee must work in or directly support a healthcare business. Please submit a brief description and high resolution color photo saved as jpeg, tif or eps (pdfs will not be accepted) via email to Melanie@IGEMedia.com.

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Grant provides summer camp scholarships

Grant provides summer camp scholarships

Lexington Clinic Cardiology opens new location, new payment option

Lexington Clinic Cardiology department opened a new office location in Mount Sterling, Ky. on May 19, 2014. The new location will offer a broad range of cardiology services to Montgomery County and surrounding areas. In addition, bundled radiation therapy services will soon be available at Lexington Clinic.

Value-based care is becoming the way of the future, motivating caregivers to provide quality care while looking for ways to become more cost efficient. Bundling services is one of the ways healthcare organizations are accomplishing this goal.

UofL receives $5.5 million grant from Helmsley Charitable Trust

The Leona M. and Harry B. Helmsley Charitable Trust, provided a three-year, $5.5 million grant to the James Graham Brown Cancer Center at the University of Louisville to develop new treatments and vaccines for various forms of cancer.

The new funding will help UofL researchers move into clinical trials vaccines for cervical and colon cancer. Researchers will further develop plant-based drug delivery systems to allow for higher concentrations of anticancer drugs to be transported directly to human tumors, as well as to increase a tumor’s sensitivity to anticancer treatment. The plants involved in the research range from tobacco to soybeans to colored berries.

To date, the Helmsley Charitable Trust has provided UofL with nearly $15 million in research funding.

Baptist Health Lexington receives national nursing award

Baptist Health Lexington receives national nursing award

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UofL launches study in quest to decrease hospital readmission of heart failure patients

Researchers at the University of Louisville launched a clinical research study to develop an objective approach to discharge patients with heart failure from the hospital with the goal of decreasing their possible readmission. Saeed A. Jortani, PhD, clinical associate professor of pathology and laboratory medicine, will lead a team in the “Congestive Heart Failure Readmission (CHFR) Trial.”

The team’s goal is to enroll 600 patients with symptoms of congestive heart failure who are admitted to the emergency departments at two KentuckyOne Health hospitals, University of Louisville Hospital and Jewish Hospital. Blood samples will be collected from patients at the time they are admitted and again when they are discharged. These samples will be analyzed for a variety of cardiac and kidney biomarkers. The patients then will be surveyed twice, at 30 days and six months after discharge, to learn if their condition required readmission to the hospital.

Data obtained from the blood samples will help develop an evidence-based approach that could be used in determining the optimal timing for discharging patients with heart failure and ultimately prevent readmission.

Commonwealth employees choose wellness, health awareness

When Kentucky state government decided to offer employees two health insurance options with wellness components and a required health assessment, there was speculation about the popularity of the move. But more than 81 percent of eligible employees chose one of the LivingWell plans, and 95 percent of those completed the required health assessment.

LivingWell plans have the same or higher monthly rate than standard plans, but they provide lower coinsurance, deductibles and out-of-pocket maximums to members. In return, plan holders are asked to be more engaged and proactive in their health and wellness.

Those who signed up for a LivingWell insurance plan were required to complete a health assessment by May 1. At press time, more than 128,000 have been completed.
The Hall Render Leadership in Healthcare Award

Carol Steltenkamp, MD
Chief Medical Information Officer
UK HealthCare

This year, the Hall Render Leadership in Healthcare Award was presented to a progressive and entrepreneurial individual who is not afraid to take risks and whose job performance is considered exemplary by providers, patients and peers.

Dr. Carol Steltenkamp was instrumental in the development of UK HealthCare’s data warehouse, a system incorporating data mining capabilities and maintaining a pleasant and highly functional user interface. She also serves as executive director for the Kentucky Regional Extension Center, a health IT staff resource used by 2,800 Kentucky health professionals.

The Healthcare Innovation Award

University of Louisville Institute of Molecular Cardiology (IMC)

This year, the Healthcare Innovation Award was presented to an organization that has developed a new procedure, device, service, program or treatment that improves the delivery of care.

Under Dr. Roberto Bolli’s leadership, the Institute of Molecular Cardiology is making significant contributions in ischemic heart disease, heart failure and stem cell therapy for cardiac repair. The IMC is recognized worldwide as a leading cardiovascular research program and consistently brings more than $13,000,000 annually in national federal funding to the Louisville Metro region. Most importantly, the IMC is developing novel treatments and future cures for cardiovascular disease.

The Middleton Reutlinger Nurse of the Year Award

Tracy Williams, DNP
Senior Vice President and System Chief Nursing Officer
Norton Healthcare

This year, the Middleton Reutlinger Nurse of the Year Award was presented to a nurse who has gone above and beyond their normal responsibilities to improve best practices and contribute to patient education.

Tracy Williams provides leadership and professional development vision for more than 4,200 nurses within Norton Healthcare. She created an academic partnership with the University of Kentucky College of Nursing that will prepare and educate 150 Norton Healthcare BSN employees over the next seven years to complete their DNP with APRN credentials.

The Facility Design Award

Norton Women’s and Kosair Children’s Hospital
Architect: LMH

This year, the Facility Design Award was presented to an architectural firm that demonstrated functional or innovative design in a new or renovated healthcare facility, which improves the delivery of care.

Norton Women’s and Kosair Children’s Hospital is a full-service, acute care facility. The vision for the architectural design is based on the “Kentucky Forest” theme. The forest can be seen in design elements, including a large expanse of colorized glass representing a canopy of the trees. The facility has an intuitive way-finding system, a new inpatient pediatric unit, a state-of-the-art neonatal intensive care unit and healing gardens.
The Passport Health Plan Champion in Health Award

Steve Johnson
Executive Director,
Governmental, Community and Legislative Affairs/Campaign Chair, 2013 Owensboro Health “Gives” campaign

Owensboro Health

Last year, under the direction of Steve Johnson, Owensboro Health partnered with Community Health Charities and United Way to build a new kind of campaign, one that gives employees more choices about how to give. The campaign giving was all done online through Community Health Charities’ “Giving Matters365.org” platform. The online portal allowed Owensboro Health employees to allocate their contributions as they saw fit. The employees’ giving and organization’s match combined raised a grand total of $300,543.

The BOK Financial Aging Care Award

Nazareth Home

This year, the BOK Financial Aging Care Award was presented to an organization that has advanced the level of care for the senior community through innovative methods resulting in reduced costs and improved quality of life.

Nazareth Home is a 118-skilled bed facility, which offers specific programs for short stay rehabilitation and traditional long-term care nursing encompassing dementia and end-of-life care. Nazareth Home’s legacy of compassion and spirit for innovation focused on the individual has led to consistent staffing and healthy, happy elders. This past year, Nazareth Home became one of only 200 homes in the country (and the only Kentucky certified one) to utilize the Music and Memory Program.

The Seven Counties Services Healthcare Advocacy Award

Mark Birdwhistell
Vice President, Administration and External Affairs
UK HealthCare

This year, the Seven Counties Services Healthcare Advocacy Award was presented to an individual or organization that has worked to raise awareness of health challenges in our region and worked to affect change.

Mark Birdwhistell represents UK HealthCare at the local, state and national levels and serves as a national speaker on healthcare policy and Medicaid reform efforts. Prior to this position, Birdwhistell served in senior leadership roles in the private and public sector, including secretary for the Kentucky Cabinet for Health & Family Services and chief executive officer for CHA Health. He has more than 30 years’ experience in healthcare.

The XLerateHealth Physician of the Year Award

Donald Miller, MD
Director, James Graham Brown Cancer Center
James Graham Brown Professor of Oncology and Associate Vice President for Health Affairs
University of Louisville, School of Medicine

This year, the XLerateHealth Physician of the Year Award was presented to a physician who has shown outstanding leadership and vision and has contributed to their workplace leaving a lasting legacy.

Under Dr. Donald Miller’s leadership, the James Graham Brown Cancer Center developed a nationally recognized research program in cancer drug development with more than a two dozen novel treatments being studied in their labs, with three entering early phase clinical trials. Miller’s laboratory is currently studying short DNA sequences, which cause cancer cells to “commit suicide.” These genomic DNA sequences will enter clinical trials within the next two years.

The A.O. Sullivan Award for Excellence in Education

Associate Education Programs
Floyd Memorial Hospital and Health Services

This year, the A. O. Sullivan Award for Excellence in Education was presented to an organization that takes creative approaches to developing and implementing programs, which enhance the level of knowledge, education and career opportunity in healthcare.

Floyd Memorial Hospital and Health Services’ Associate Education programs are tailored to the associates’ needs. Offerings range from physical, financial, professional and personal development through traditional and online classes including Rosetta Stone Language Program for those wishing to learn a second language. The hospital offers tuition and certification reimbursement, in-house career opportunities, career fit and skills assessments and resume writing and interviewing tutorials. The six-month School at Work program and four-month ECHO (Expanding Your Career in Healthcare Opportunities) programs give the opportunity to expand healthcare career opportunities inside and outside of the organization.
Ramona Johnson, NAMI Louisville (front center); GG Burns, NAMI Louisville, Volunteer Honoree (back center)

Bob Silverthorn, Susan G. Komen Louisville, Volunteer Honoree

From left to right: Rusti Silverthron, Susan G. Komen Louisville; Bob Silverthorn, Susan G. Komen Louisville, Volunteer Honoree; Barton Cooper, Community Health Charities; Lynda Weeks, Susan G. Komen Louisville

Kathy Keadle, Keadle Communications

Jan Gordon, Spencerian College; Glenn Sullivan, Sullivan University; Ted Gordon

John Morse, UofL Geriatrics; Christian Davis Furman, MD, UofL Geriatrics, BOK Financial Aging Care Award finalist.

Dan Vivian (left); Sydney Goetz (center), Sydney Goetz Architecture and Interior Design; Dale Curth (right), Arrasmith, Judd, Rapp, Chovan, Inc.

Joey and Jessica Klausing, Cystic Fibrosis Foundation, Volunteer Honorees

Arne Judd (left) and Dale Curth, both with Arrasmith Rapp Judd Chovan, Inc.
Carol Steltenkamp, MD, UK Healthcare, Hall Render Leadership in Healthcare Award recipient

Bill Mabry, Middleton Reutlinger; Tracy Williams, Norton Healthcare, Middleton Reutlinger Nurse of the Year Award recipient

Mark Birdwhistell, UK HealthCare (second from left), Seven Counties Services Healthcare Advocacy Award recipient; Carol Steltenkamp, MD, UK HealthCare (fourth from left), Hall Render Leadership in Healthcare Award recipient; UK HealthCare team

From left to right: Daly Muller, American Diabetes Association; Jared Zirkle Sanofi, Volunteer Honoree; Helen Overfield, American Diabetes Association; John Overfield, Wells Fargo

Tom McMahon, Rescare, Inc.; Sally McMahon, IGE Media

Jan Gordon, Spencerian College; Glenn Sullivan, Sullivan University
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Hosparus, Inc.

Gerard Rabalais, MD
Chair, University of Louisville
Department of Pediatrics
Chief, Kosair
Children’s Hospital medical staff

Carol Steltenkamp, MD
Chief Medical Information Officer, UK HealthCare

Susan Stout Tamme
President
Baptist Health Collaborations

The Healthcare Innovation Award

Kentucky Regional Extension Center (Kentucky REC)

Louisville EMS

Norton Healthcare

University of Louisville Institute of Molecular Cardiology (IMC)

The Middleton Reutlinger Nurse of the Year Award

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Crump, RN
Orthopedic and Spine Nurse Navigator
Floyd Memorial Hospital and Health Services

Stephanie
Jensen, RN
Diabetes Nurse Educator
UofL Physicians-Pediatric Endocrinology
Wendy L. Novak
Diabetes Care Center
Kosair Children’s Hospital

Tracy Williams,
DNP
Senior Vice President and System Chief Nursing Officer
Norton Healthcare

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Nucleus Innovation Park Downtown
Architect: Arrasmith, Judd, Rapp, Chovan Inc.

Norton Women’s and Kosair Children’s Hospital
Architect: LMH

The A. O. Sullivan Award for Excellence in Education

Live Empowered Program
American Diabetes Association

Associate Education Programs
Floyd Memorial Hospital & Health Services

Norton University, Norton Institute for Nursing
Norton Healthcare

UL SCHOOL OF MEDICINE
Department of Pediatrics Medical Education Program
University of Louisville School of Medicine

The BOK Financial Aging Care Award

Nazareth Home

Signature HealthCARE

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The Seven Counties Services Healthcare Advocacy Award

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Co-founder, ChooseWell
Co-host, Healthcare Constellation, the Partnership for a Compassionate Louisville

Mark Birdwhistell
Vice President, Administration and External Affairs
UK HealthCare

Alice Bridges
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KentuckyOne Health

UofL Physicians-Geriatrics

The XLERATEHealth Physician of the Year Award

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Professor, Division of Otolaryngology
Hiram C. Polk, Jr.
MD Department of Surgery
University of Louisville

Donald Miller, MD
Director, James Graham Brown Cancer Center
James Graham Brown Professor of Oncology and Associate Vice President for Health Affairs
University of Louisville, School of Medicine

Tad Seifert, MD
Neurologist, Headache & Concussion Center
Director, Sports Concussion program, part of Norton Neuroscience Institute

Live Empowered Program
American Diabetes Association

Associate Education Programs
Floyd Memorial Hospital & Health Services

Norton University, Norton Institute for Nursing
Norton Healthcare

UL SCHOOL OF MEDICINE
Department of Pediatrics Medical Education Program
University of Louisville School of Medicine
Staffing trends on the move

Staff salary study shows increased demand for NPs and other non-physician providers.

By Lynne Jeter

The 2013 HORNE Medical Office Staff Salary Survey, a fundamental annual industry tool to gauge and project salary and benefit trends among medical office staff, reflects a boost in demand for nurse practitioners (NPs), with a startling 68 percent jump in the addition of non-physician providers to practices and hospitals from 2009 to 2013.

Based on the context of the Affordable Care Act (ACA) and shrinking reimbursements, industry leaders anticipated the spike in demand of non-physician roles, but perhaps not to the extent reported, said Katherine G. Watts, partner in charge of healthcare for HORNE LLP, publisher of the annual survey since 2009.

“In practices and hospitals across the nation, revenue isn’t growing as fast as your expenses, and surviving as an institution is going to require a different mindset going forward,” said Watts. “However, understanding industry averages and trends in compensation is a requirement today.”

The greatest compensation percentage changes in annual average income for clinical positions in the last five years

<table>
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<tr>
<th>Increases</th>
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<tr>
<td>Surgery technicians (22.8 percent)</td>
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<tr>
<td>Bone density technicians (16.7 percent)</td>
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<tr>
<td>Clinical supervisors (15.5 percent)</td>
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<tr>
<td>Non-certified surgery technicians (13.4 percent)</td>
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<td>Certified nurse assistants (10.7 percent)</td>
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<th>Decreases</th>
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<td>Pharmacy technicians (13.1 percent)</td>
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The ACA’s pervasive mix of new regulations, incentives and reimbursement plans has prodded hospital and practice leaders to scrutinize their staffing priorities with an eye toward finding more cost-effective ways to provide high quality care for non-acute patients. Non-physician provider services are emerging as part of the puzzle piece to reach this goal, with the additional benefit of helping to fill gaps in areas where there’s a shortage of physicians, said Watts.

The Rise of NPs

The demand for NPs, who are trained to care for underserved populations, provide disease management, patient education, and help patients make the best lifestyle choices, has pushed average salary rates to nearly $90,000 in 2013, up from $82,727 in 2009, according to the survey.

Strong advocacy efforts at the state level have spurred approximately 170,000 NPs nationwide to hold varying degrees of prescriptive privilege in all 50 states. Considered licensed independent contractors, NPs are trained to order and interpret diagnostic tests. Some states allow NPs to practice independently without physician involvement.

“The focus NPs have on overall patient health makes them valued members of the interdisciplinary teams supported by Human Health and Services grants, authorized by the ACA to promote primary care services,” said Watts. “Although there’s been some pushback from the American Medical Association on NPs leading these interdisciplinary teams in place of physicians, more than half of NPs already identify themselves as the team leader in primary patient care, according to a 2013 Nurse Practitioner Survey. As hospitals grapple not only with shrinking reimbursement, but also changes that link reimbursement to quality and cost-effective care, NPs are uniquely positioned to help with their specialized training in disease management and wellness.”

For the first time, NPs made the top 20 list of most recruited specialties, coming in tenth, followed by physician assistants (PAs) at No. 12, resulting in a combined 164 percent increase in search requests for both positions over the last two calendar years.

Support Posts

According to the 2013 survey, both non-physician and physician providers require an average of 5.3 support staff members.

The overall trend of increasing non-physician personnel continues to mushroom, jumping 68 percent since 2009. “The cost savings for non-acute services becomes clear when you look at the cost of hiring non-physicians as compared to physicians, in terms of compensation,” said Watts.

The greatest compensation percentage changes for clinical positions in the last five years include increases for certified surgery technicians (22.8 percent), bone density technicians (16.7 percent), clinical supervisors (15.5 percent), non-certified surgery technicians (13.4 percent) and certified nurse assistants (10.7 percent). Pharmacy technicians represented the deepest drop (13.1 percent) in annual average income.

“As hospitals and practices consider hiring strategies for 2014, non-physician providers are likely to be an increasing part of the mix,” said Watts. “Having a clear understanding of salary benchmarks and associated costs for all healthcare providers gives hospitals and practices the edge they need to attract and keep top non-physician provider talent as a key part of their staffing mix to serve patients and contain costs.”
How one practice achieves optimal wellness

Taking a systematic and integrative approach to the patient’s treatment plan.

By Branden Bledsoe

In the past several years, Americans have collectively seen a shift in the way we view and interact with our healthcare system. Regardless of the politics behind this shift, consumers are, for the first time ever, taking on a larger role in their health outcomes and becoming more accountable for their overall wellness.

One of the causes for this shift is the somewhat universal view from both sides of the aisle that our healthcare system is flawed. We can no longer rely on the system alone to ensure our best health outcomes.

That is why patients are more often seeking healthcare providers that treat the whole self, identifying the root cause of medical issues, rather than quickly addressing symptoms alone.

In order to truly understand the cause and severity of an ailment, 15 minutes just isn’t enough time.

A New Practice is Born

The combination of the overly burdened healthcare system with the growing interest on behalf of patients to take an active role in their health, lead me to start Louisville Integrative Primary Care (LIPC).

At LIPC we understand that the human body is a vastly complex multitude of systems that should work simultaneously and harmoniously together to make a person well. In order to truly understand the cause and severity of an ailment, 15 minutes just isn’t enough time.

We differ from a traditional primary care practice in that providers spend more time (on average one to two hours) with patients to better identify root causes of symptoms as well as promote healthy lifestyle choices through comprehensive education and continued dialogue. LIPC also utilizes natural methods for disease treatment and management before turning to pharmaceutical methods alone.

An Integrative Approach

LIPC is part of the Multicare Centre for Integrative Medicine, which promotes a holistic approach to healthcare. The Multicare Centre has chiropractics, massage therapy, muscle activation techniques, and physical therapy which all use an integrative approach to optimizing overall health.

In order to truly understand the cause and severity of an ailment, 15 minutes just isn’t enough time.

Three in One

Another unique aspect of LIPC is that it takes a systematic and integrative approach to the patient’s treatment plan. We combine three philosophies - naturopathic, homeopathic and allopathic treatment methods—to better serve the entirety of our clients’ needs. This includes utilizing nutrition, homeopathy, and pharmaceuticals to achieve the most optimal outcomes for patients.

At LIPC our mission is to be the leader in providing holistic integrative primary care services that consider all mental, physical and spiritual needs of our clients in order to achieve optimal wellness and disease prevention.

Our practice is designed to promote and educate patients on how to live a healthy lifestyle, limit poor lifestyle habits and develop new methods that promote and maintain health. Our nurse practitioners advocate for patient responsibility and accountability, as we believe that wellness starts and ends with...
New director brings new vision

Personal experience helps shape focus of breast cancer program.

By Courtney Bisig

From prevention and early detection to the latest in breast cancer treatment, the Norton Cancer Institute Breast Health Program is uniquely designed to care for the specific needs of women with breast cancer and related conditions. Combining the latest cancer-fighting technology with renowned patient navigation and support services, the breast health team of experts heals not just the body but the mind and spirit.

Natalie Stephens, MD, has recently been named the new director of the Norton Cancer Institute Breast Health Program. Both her professional and personal experiences have made her the perfect fit for this program. As Norton Healthcare expands their catered services to women and their families, Stephens will assist in making sure community needs are met through the breast health program. She has many goals and ideas for the program, some of which come from her own family experience.

Stephens, a graduate of the University of Louisville School of Medicine, completed her general surgery residency at the University of Connecticut at Hartford. She is board certified in general surgery and is a fellow of the American College of Surgeons and the American Society of Breast Surgeons. Her passion for helping others was strengthened after she spent a year with her husband in Pakistan, India and Nepal. While there, Stephens performed relief surgeries for several organizations.

Right from the Start

A part of Norton Healthcare since 2012, Stephens enjoys taking on new responsibilities as the Breast Health Program’s new director. When originally approached about the position, Stephens was going through a personal experience that led her to believe this was the perfect fit. Her mother-in-law recently moved to Louisville after finding out that she had advanced ovarian cancer. Stephens was there through the overwhelming diagnosis, as well as the process to navigate the system, make appointments, find the right medication and more. It was then that she Stephens realized how much she cared about and could impact oncology programs at Norton Healthcare. Today, Stephens’ mother-in-law is doing well.

The vision Stephens has for the program centers around patient needs while navigating through the Norton Healthcare

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Congratulations to our MediStar Award winners

UK HealthCare is proud to be home to these outstanding leaders in health care.

Mark D. Birdwhistell
Vice president for administration & external affairs, UK HealthCare
Winner of the Seven Counties Services Healthcare Advocacy Award

Carol Steltenkamp, MD
Chief medical information officer, UK HealthCare
Winner of the Hall Render Leadership in Healthcare Award

And congratulations to the Kentucky Regional Extension Center for being a finalist for the Healthcare Innovation Award.
New director brings new vision

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system. Patients will be able to navigate easily whether they have an abnormal mammogram, a cancer diagnosis or have already completed their cancer therapy.

Another strong focus for the Norton Cancer Institute Breast Health Program will be on patients with abnormal mammograms. These patients will be provided with a mammography nurse navigator to help walk them through all procedures from the time of the abnormal mammogram diagnosis until the problem is treated.

While most facilities only offer patient navigators once cancer has been diagnosed, having one present as early as an abnormal mammogram is detected is important, as several studies have shown the stress levels spiking in women for several months from an abnormal mammogram, whether a cancer diagnosis was given or not.

Team Approach

In those cases where a mammogram does result in a cancer diagnosis, Stephens’ vision is to use the entire Norton Cancer Institute team to help determine a plan of action for each patient. After being diagnosed, patient cases will be presented at a multidisciplinary conference so that the oncology team can work together in determining the best possible treatment and outcome for each individual.

Once these patients have been treated and complete their therapies, the goal is to create a survivorship program to keep them engaged and promote overall wellness in their life. Stephens noticed that once her mother-in-law was finished with weekly visits from doctors, massage therapists and others, she was slightly lost on how to continue on her own. A strong survivorship program will allow patients to see a clear path to overall wellness after all of the treatments have been completed.

“While the Breast Health Program has been wonderful for years, I am excited to bring my own personal touch and vision to make it even better,” said Stephens. “By putting everything our patients need in one place, we are proving that they come first to us—before, during and even after a cancer diagnosis.”

How Stephens’ Vision Fits with Expansion

Natalie Stephens, MD, vision for the Norton Cancer Institute Breast Health Program is a welcome addition to the already expanding women’s services at Norton Healthcare. As the St. Matthews campus transforms into Norton Women’s and Kosair Children’s Hospital, the facility will provide innovative care dedicated to the unique needs of women and children. In the fall of this year, a new breast imaging center will open at the facility, giving women a one-stop breast health center. The new center will allow women same-day services for scheduling and reviewing their mammograms, enabling the working women of the community to receive both efficient and high quality breast healthcare in one location.

Courtney Bisig is communications project manager at Norton Healthcare.
Smaller pharmacies play a big game

How pharmacists are integrating themselves into the community to determine the needs of the public.

By Chris P. Harlow, PharmD

Although pharmacists have long been perceived as glorified pill counters, their mission is to change that perception. Through various patient care programs, it is evident that their education and background have proven them to be an integral part of the healthcare team. With more patients being eligible for healthcare in Kentucky, smaller, independent pharmacies are stepping up to take a more active role in preventative and health maintenance programs.

Smaller pharmacies strive to provide patients and providers superior pharmaceutical care, focusing on the individual needs of those they serve. It is their mission to help you prevent and control chronic health conditions by working collaboratively with healthcare providers to achieve the highest quality of care. Through their use of innovative services and emphasis on wellness and integrative pharmacy, they work to improve your pharmacy experience. Many locally owned and operated pharmacies are cropping up in Louisville, such as Your Community Pharmacy, working to advance the role of the community pharmacist and providing direct patient care to their customers.

The pharmacists at smaller pharmacies are highly trained to meet the demand for advanced pharmacy services. Pharmacists at smaller pharmacies are often amongst the highest qualified community pharmacists in Louisville holding certifications in pharmacotherapy, geriatrics, oncology, compounding and medication therapy management. Pharmacists pride themselves on their clinical knowledge and are able to collaborate with healthcare providers to ensure that patients achieve the best outcomes from their medication.

Specialty Services

In addition to traditional prescriptions, smaller pharmacies, such as Your Community Pharmacy, offer many specialty services including custom compounding, medication packaging and organization, medication therapy management, delivery, concierge service, preventative health screenings and vaccines and integrative pharmacy.

• Custom compounding: Specially trained pharmacists personalize and individualize medications for patients. Compounded medications are prepared by using specific ingredients and exact dosages to create customized medications to meet a patient’s unique needs. These medications are often used in treatments where commercially available products are not suitable or specific enough to meet a patient or healthcare provider’s needs.

• Medication packaging and organization: The medication adherence and packaging services offered are designed for any individual on multiple medications. The pharmacies offer either monthly Medicine-on-Time calendar cards or weekly medication boxes. Each option dispenses and packages the patient’s routine medications and delivers the medication to the patient’s home by a pharmacy staff member. Once enrolled in the program, all of a patient’s prescription and non-prescription medications are managed by a clinical pharmacist including refill authorization requests and other necessary communication with healthcare providers.

• Delivery: Prescription delivery service is offered to surrounding neighbors.

• Concierge service: This comprehensive medication management program is a weekly home-based service designed specifically for independently-living seniors. All of the patient’s medications are dispensed in either a medication planner or an electronic box and taken directly to the patient’s home each week. The clinical pharmacist monitors for adverse effects and medication adherence to help achieve positive outcomes and maintain independent living in the older adult.

This program also allows patients to speak directly with a medication expert to assess and discuss their specific drug therapy.

Pharmacists pride themselves on their clinical knowledge and are able to collaborate with healthcare providers to ensure that patients achieve the best outcomes from their medication.

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are being optimally met.

• Preventative health screenings and vaccines: Consultations on nutritional supplements and wellness and specialization in vaccine-preventable illness are available. Examples of the vaccines offered include travel vaccines, Zostavax, Tdap and more.

• Integrative pharmacy: Pharmacists have specialized training in complementary, herbal and nutritional medicine, which allows them provide medication reviews and make recommendations on areas such as drug-nutrient depletions, prevention and treatment of chronic health conditions and wellness strategies.

Program for the Blind and Visually Impaired

Pharmacists are integrating themselves into the community to determine the needs of the public and work to serve those individual needs every day.

An example is a program for the blind and visually impaired, ScripTalk. The ScripTalk system is an innovative service which provides a small electronic tag or talking label, which speaks all of the prescription label information aloud. The program addresses the medication needs of a previously underserved population.

Pharmacists are the most accessible healthcare providers and are working in new ways to advance pharmacy services to achieve the highest possible outcomes.

Chris P. Harlow, PharmD is director of pharmacy services for St. Matthews & Commons Community Pharmacy.

Pharmacist are integrating themselves into the community to determine the needs of the public and work to serve those individual needs every day.
Programs serve necessary purpose, subject to fraud and abuse.

**By Rene Savarise**

The Department of Health and Human Services through its Office of Inspector General (OIG) periodically issues guidance alerting the healthcare industry of problems and special areas of concern. One such area warranting the OIG's attention is Medicare Part D and financial assistance programs created to assist eligible patients with their drug expenses. The OIG became concerned in 2005 that patient assistance programs (PAPs) could run afoul of the federal fraud and abuse laws and in particular, the anti-kickback statute. In November of 2005 the OIG issued a Special Advisory Bulletin (Special Bulletin) in which it raised its concerns about PAP arrangements. On May 21, 2014, after almost nine years of experience with PAPs, the OIG issued a Supplemental Bulletin: Independent Charity Patient Assistance Programs (Supplemental Bulletin). In the Supplemental Bulletin, the OIG restates the points and others from the 2005 Special Bulletin and elaborates on its initial concerns that PAP arrangements can implicate the federal anti-kickback statute.

**Pros and Cons of PAPs**

In its 2005 Special Bulletin, the OIG recognized PAPs serve an important safety net purpose. PAPs provide financial assistance to patients with limited financial means to help them defray the cost of expensive drugs not covered by insurance. PAPs serve an important safety net purpose. PAPs provide financial assistance to patients with limited financial means to help them defray the cost of expensive drugs not covered by insurance.

The OIG explained that non-abusive structural alternatives were available. Among these alternatives are bona fide independent charity PAPs that incorporate certain safeguards:

- The pharmaceutical manufacturer or affiliate exerts no direct or indirect control over the charity or subsidy program.
- The charity or funding program awards assistance in a manner that completely severs the link between the funding source and the beneficiary's eligibility for the funds.
- The charity or funding program determines financial need objectively using criteria that is uniformly applied to all applicants.
- The pharmaceutical manufacturer or donor neither solicits nor receives data from the charity or funding program that enables the manufacturer or donor to link the donation to the frequency and types of products used.
- The remunerative aspects of PAPs. Those meriting scrutiny under the anti-kickback statute pertain to donor contributions and to grants made by the PAPs. Donations made for the purpose of influencing the PAP to directly or indirectly recommend or arrange for the purchase of the donor's federally reimbursable products is a potential anti-kickback violation. Similarly, attempts made by a PAP to influence patient product choices by tying those products to financial assistance may violate the anti-kickback statute.

**Independent PAPs**

In the Supplemental Bulletin, the OIG focuses its attention on independent charity PAPs with the emphasis on the “independence” of the PAP. The OIG points out that PAPs or PAP funds targeted at specific diseases, specific symptoms, at the severity of symptoms, or at the method of drug administration raise suspicion. These are mechanisms used by pharmaceutical manufacturers or other funding programs and sources to narrow the type of drug or treatment in an effort to control which brand or type of drug the beneficiary purchases. Narrowly defined disease funds and PAPs that exclusively or primarily cater to certain diseases and drugs for the treatment of those diseases may find themselves the subject of the OIG's scrutiny.

Likewise, PAPs that limit assistance to a subset of available products, tie beneficiaries to particular products, or tie their continued assistance to the use of particular products raise serious concerns for the OIG. PAPs that are limited in this manner will be subject to more scrutiny than those that make funds...
Medicare Part D and patient assistance programs

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available for all products covered by the applicable federal health benefit program or that cover all products approved by the FDA for treatment of a certain disease state. To reduce scrutiny, PAP funds should be available for a broad array of products by multiple manufacturers.

PAPs that serve Federal healthcare program beneficiaries exclusively are not, without more, a red flag to the OIG. Independent charity PAPs serving a limited population like this should incorporate measures to ensure that eligibility is determined objectively, consistently and in a reasonable and verifiable manner. In this regard the OIG does not consider the cost of a particular drug an appropriate stand-alone factor in determining individual financial need. It is one of many elements to consider when determining financial eligibility.

Evaluating PAPs

Among the factors the OIG will use to evaluate a charity PAP’s independence is the type of data it provides to donors. Those providing detailed data to donors about brands and usage frequency of drugs or data that allows the donor to correlate the amount of its donations with the use of its products potentially implicate themselves under the anti-kickback statute. Conversely, those charity PAPs that supply aggregate data only, such as the aggregate number of applicants for assistance, the aggregate number receiving assistance, the aggregate amount dispensed, etc. would be viewed more favorably by the OIG because the opportunity for donors to draw specific conclusions from the data is significantly reduced.

In the Supplemental Bulletin the OIG recognizes that there may be some independent charity PAPs that have received favorable advisory opinions in the past but which PAPs may have some features that are now discouraged. As a consequence of this the OIG indicates it will contact all PAPs that received favorable advisory opinions to explain how it intends to work with those PAPs to ensure that their arrangements conform to this new guidance.

Rene Savarise is a shareholder with Hall Render Killian Heath and Lyman in Louisville, Ky.
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UK Researcher Developing Overdose Treatment

By Keith Hautala, Dave Melanson

LEXINGTON, Ky. (Jan. 24, 2014) — Chang-Guo Zhan, professor in the University of Kentucky College of Pharmacy's Department of Pharmaceutical Sciences, received a three-year, $1.8 million National Institutes of Health (NIH) grant to develop a therapeutic treatment for cocaine overdose.

The development of an anti-cocaine medication for the treatment of cocaine overdose has challenged the scientific community for years. In fact, there is no current FDA-approved anti-cocaine overdose medication on the market.

"According to federal data, cocaine is the No. 1 illicit drug responsible for drug overdose related emergency department visits," Zhan said. "More than half a million people visit emergency rooms across the country each year due to cocaine overdose."

This new grant is the fourth in a series of investigator-initiated research project (R01) awards that Zhan has received from the NIH to continue to discover and develop a cocaine abuse therapy. In previous work, Zhan has developed unique computational design approaches to generate of high activity variants of butyrylcholinesterase (BChE), a naturally occurring human enzyme that rapidly transforms cocaine into biologically inactive metabolites.

Zhan and his collaborators have improved BChE catalytic activity specifically against cocaine by 4,000 times. The focus of this new grant is to optimize and stabilize these high-activity BChE variants. The hope is that at the end of this grant, this therapy will be ready for clinical development.

"Dr. Zhan's lab is at the leading-edge of cocaine overdose therapy," said Linda Dwoskin, associate dean for research at the UK College of Pharmacy. "This grant is the culmination of the pre-clinical, innovative and groundbreaking work that has been taking place in Dr. Zhan's laboratory for many years. The next step will be to move this potential therapy into clinical use and make it available to those who need it."