MARKETING IN THE HEALTHCARE INDUSTRY

By Sally McMahon

We talked to marketing and PR folks across the state to hear their thoughts on marketing trends in the healthcare industry. Below are the highlights.

Medical News: Is healthcare marketing different than other types of marketing? If so, how is it different?

Effective healthcare marketing leverages many of the same tools used in other industries, yet the stakes for connecting and engaging with healthcare consumers may be higher. Whichever someone is receiving care at a hospital, a senior living community or a small practice group, their healthcare needs are personal and unique; quickly establishing trust and open communication lines with your provider is critical to your decision-making.

Ensuring your digital strategies and tools—web site, SEO, video content and social media usage—are top-notch will go a long way in targeting your customers and engaging with them where they are.

Seeing providers in thought leadership roles and hearing testimonials from satisfied customers is especially important in healthcare.

Healthcare marketing does require a bit of a different level of marketing, partially depending on the medical topic. Due to HIPAA laws and privacy concerns across the board, there may be layers to the plan that keep subjects anonymous, yet there are others that are happy to share messaging and missions to spread the word about a healthcare topic.

I recommend a full evaluation of marketing efforts and see how you can best focus on the mission of the healthcare company and the core of the organization.

Medical News: Give an example of a successful marketing/PR campaign you have implemented. Why did it work?

Because we are already a lean, efficient department, we rarely, if ever, have money for advertising. A core function of public health is to educate and inform the public and we depend on PR strategies to do that.

In 2018 there was a hepatitis A outbreak in Louisville. For months we used PR tactics and strategies to educate our target audiences and the general public about the outbreak and best ways to protect themselves. Our efforts paid off. Locally
Best Lawyers honors Stites & Harbison

The Best Lawyers in America 2020 has recognized 75 Stites & Harbison attorneys as selected by their peers in 49 areas of practice. Forty-three of those attorneys selected have been honored for 10 consecutive years or more.

Stites & Harbison is a nationally recognized referral guide to the legal profession that has been published since 1983. Attorneys selected for the publication are reviewed by professional peers through an extensive survey.

Specialty pharmacy opens River Ridge facility

J. Knipper and Co. Inc., a specialty pharmacy firm from Lakewood, N.J., has launched a new patient support center at the River Ridge facility. The new KnippeRx patient center provides access to drugs that aren’t available through retail pharmacies. KnippeRx connects the patient, their doctor and pharmaceutical companies and ships specialty drugs to patients. These specialty drugs are rare and often require special handling and delivery.

UK HealthCare is No. 1 in Kentucky

UK HealthCare’s University of Kentucky Albert B. Chandler Hospital remains the No. 1 hospital in Kentucky and the bluegrass region for the fourth consecutive year, according to the 2019-20 Best Hospitals rankings and ratings released by U.S. News & World Report.

In addition, University of Kentucky Markey Cancer Center has been named in the Top 50 national rankings for cancer care at No. 33. UK HealthCare also has three adult specialties ranked as high-performing—geriatrics, nephrology and orthopedics.

DPH holds Hepatitis C meeting

Kentucky’s Department for Public Health, in the Cabinet for Health and Family Services, hosted a statewide Hepatitis C (HCV) elimination meeting last month.

Staff from the state’s local health departments, universities, hospitals, corrections departments, behavioral health facilities, private providers and other groups attended the strategic planning meeting.

Kentucky leads the nation in both acute and chronic cases of Hepatitis C. Over the past 10 years Kentucky’s incidence rate has been as high as five times the national average. Preliminary information from 2019 shows the rate of disease is higher in parts of eastern and northern Kentucky.

Saint Joseph Mount Sterling, London recognized

Saint Joseph Mount Sterling has been awarded Stroke-Ready Certification by HFAP, the nation’s original, independent accreditation program. This certification garnered through an independent, external evaluation illustrates the commitment of Saint Joseph Mount Sterling to providing prompt recognition and treatment of stroke patients.

Saint Joseph London earned The Joint Commission’s Gold Seal of Approval for Total Hip and Knee Replacement Certification. The facility was recognized for demonstrating continuous compliance with performance standards.

Bluegrass Oakwood name changed to New Vista

Bluegrass.org, the regional mental health provider that has operated the Somerset residential facility for those with intellectual/developmental disabilities (IDD) as Bluegrass Oakwood since 2006, has changed its name to New Vista, effective July 1.

This is its second name change in the past decade. The Lexington-based agency went from Bluegrass Regional Mental Health and Mental Retardation Board to more simply Bluegrass.org (with "org" referring to Opportunity, Recovery and Growth) in 2013. The nonprofit organization stresses its role in fighting the current opioid addiction epidemic.

New Vista is the largest provider in Central Kentucky offering a broad spectrum of behavioral health services, covering mental health, substance use, and services for individuals with intellectual and developmental disabilities (IDD). The company has 13 offices, serves residents of 17 counties, employs over 2,000 professionals in 21 counties and has an annual operating budget of over $200 million. Over 25,000 clients and their families a year benefit from New Vista’s broad reach of professional care.

KMA physician leadership program receives award

The Kentucky Physicians Leadership Institute (KPLI), a leadership training program offered by the Kentucky Medical Association and funded by its charitable arm, the Kentucky Foundation for Medical Care (KFMC) was honored last month by the American Association of Medical Society Executives (AAMSE) during its 2019 annual meeting.

The KPLI received the AAMSE Profiles of Excellence Award for Leadership, which honors the development and implementation of member leadership programs that create pathways for physician leadership at the county, state or national level and/or develop leadership competencies to meet the challenges of medicine.

Developed in 2016, the KPLI is the leadership training program for physicians in Kentucky. Each year, the program selects up to fifteen physicians to participate in a year-long series of learning events that seek to cultivate the next generation of physician leaders across the state. The four primary learning events help address many of the challenges facing the physician community.

Since its inception, nineteen physicians have completed the program, with eleven more currently enrolled in the 2019 class.

In 2018, the KPLI program was recognized as the recipient of MediStar’s A.O. Sullivan Excellence in Education Award for its creative approach to enhancing the level of knowledge, education and career opportunity in healthcare.

TEG ranks 33rd largest healthcare architectural firm

TEG Architects, a local architectural and interior design firm, was named 33rd largest healthcare architectural firm in the U.S. in the Giants 300 report by Building Design + Construction (BD+C).

Each year, BD+C ranks top architecture, engineering and construction firms across the nation by annual revenue across more than 20 building sectors and specialties. During this reporting year, healthcare projects accounted for 90 percent of TEG’s work. The firm has consecutively ranked as one of the nation’s largest healthcare firms for seven years. In 2018, the firm ranked 37th in the nation.
New SUD curriculum for primary care providers

Michelle Lofwall, PhD, professor of behavioral science and psychiatry in the University of Kentucky College of Medicine, is one of three national addiction physician experts who led a team of healthcare professionals in developing a new core curriculum designed to educate primary care providers on the prevention, assessment and treatment of substance use disorders (SUD) throughout the continuum of care.

The new 22-module core curriculum was created by Providers Clinical Support System, a program funded by the Substance Abuse and Mental Health Services Administration (SAMHSA). The modules explore such topics as screening, stigma, motivational interviewing, alcohol, tobacco and opioid use disorder. The course provides a comprehensive introduction and overview of SUDs and co-occurring mental disorders for all health professionals.

While the field of medicine is making efforts to provide more training on addiction, many healthcare professionals have received few hours of education. This curriculum is meant to provide a foundation of clinically relevant information that will help clinicians better understand, identify and treat substance use disorders.

KHA receives performance award

Kentucky Hospital Association (KHA) was honored with the American Hospital Association’s Center for Health Innovation Performance Improvement Award during the 2019 AHA Leadership Summit. The award recognized KHA’s Kentucky Hospital Innovation and Improvement Network (K-HIIN) team for their work assisting member hospitals with quality improvement.

McBrayer attorneys receive Best Lawyers distinction

22 attorneys from McBrayer law offices in Lexington and Louisville have achieved a 2020 listing in U.S. News – Best Lawyers in America. The distinction is given based solely on peer review, and for the 2020 Edition, 8.3 million votes were analyzed. Founded in 1981, Best Lawyers highlights the extraordinary accomplishments of those in the legal industry.

State launches health information exchange

The Kentucky Health Information Exchange has launched a new platform with enhanced functionality and features for health providers across the commonwealth.

The updated system was unveiled at the 2019 eHealth Summit in Lexington. KHIE is administered by the Division of Health Information, within the Cabinet for Health and Family Services. The secure, statewide network allows providers to locate and share electronic medical records to improve care of the patient.

More than 100 hospitals and approximately 2,500 ambulatory healthcare sites are connected through KHIE. The system is designed to improve the quality, safety and efficiency of care.
PEOPLE IN BRIEF

Apellis Pharmaceuticals Inc.
Lucia Celona was named chief people officer.

Kentucky Education & Workforce Development
Lana Gordon has been appointed the new commissioner of the Kentucky Department of Workforce Investment.

Lexington Clinic
Michael Totten, MD, is joining general surgery.

Sullivan University
Kimberly Daugherty, PhD, has been elected chair of the American Association of Colleges and Pharmacy Assessment Special Interest Group.

Baptist Health
Abigail Weisenburger, MD, joined Baptist Health Madisonville’s Family Medicine Residency program.

Kentucky Hospital Association
Nancy Galvagni has been named president and CEO.

McBrayer
Governor Matt Bevin appointed attorney Anne-Tyler Morgan to Advisory Council for Medical Assistance.

Trilogy Health Services
Leigh Ann Barney has been named president and CEO.

Kentucky Hospital Association
Lilly Yusufi, MD, joined Baptist Health Medical Group Family Medicine.

Kindred Healthcare
Kim Perry, MD, was appointed senior vice president and Chief Medical Officer.

University of Louisville
Lee Bewley was promoted to director of Healthcare Management Programs at the School of Public Health and Information Sciences.

ElderServe
Julie Guenthner, CEO, is stepping down.

McBrayer
Jeff Reibel has been named CFO.

University of Louisville
Kimberly Daugherty, PhD, has been elected chair of the American Association of Colleges and Pharmacy Assessment Special Interest Group.

Kentucky Department for Public Health
Angela Dearinger, MD was recently named commissioner.

Lexington Clinic
Bruce Bradley, MD, is joining Lexington Clinic Cardiology.

Stites & Harbison
Rebecca Weis was selected to participate in the Leadership Louisville Class of 2020.

ElderServe
Joe Johnston has been hired as the new tax director.

PharmaCord
Jun Liu was promoted to chief technology officer.

ElderServe
Julie Guenthner, CEO, is stepping down.

WRITE FOR MEDICAL NEWS
We are seeking experts in the aging care field to share knowledge with our readers in the October issue.

Contact sally@igemedia.com for more information.
Medical News: Why did you choose this specialty? Lori Caloia: I embrace each person as an individual who is influenced by their biological, psychological, social and spiritual environments.

As a resident, one of my attending physicians used to say, “Family physicians have a ringside seat to the Circus of Life.” I was horrified because I felt like life should be considered more elegant or sacred than a “circus.”

Through time I think he meant that life can be chaotic, odd, unusual, and that the experiences of others are often very different than we might imagine they would want for themselves. As a family physician, I have come to know the privilege of this statement of the “ringside seat” in the context of sharing the full complement of life with others. I don’t know that there is the privilege of witnessing the miracle of the human experience as profoundly as you do as a family physician.

MN: Is it different than what you thought? How? LC: I was surprised at how much mental healthcare and social work was required of a family physician. I was also disappointed that primary care is not more of a focus in the U.S. healthcare system.

I see the role of a primary care physician as evaluating the whole patient, developing an evidence-based, patient-centered comprehensive health plan that can be executed over time. This is difficult to accomplish in the 15 to 30 minutes allotted for a typical primary care appointment, particularly with patients who have complex social problems, such as homelessness, food insecurity and transportation challenges.

I am hopeful that as we continue to push for value-based care models, primary care teams can be better supported in this endeavor.

MN: What is the biggest misconception about your field? LC: Unfortunately, when I was in training, family medicine was not a highly respected specialty, and this attitude still exists today and is perpetuated in medical school training. What I have learned is that family medicine requires both a depth and breadth of knowledge that is not found in any other specialty.

MN: Who are your heroes in healthcare? LC: Now that I work in public health, I see that my public health colleagues are some of the unrecognized heroes in healthcare. They are the ones trying to prevent healthcare from being necessary!

Read Caloia’s full profile at medicalnews.md.
Webinar: Trauma Informed and Culturally Competent Care
Time: 2:30 to 3:45 pm
Info: kahcf.org

2019 SOAR Summit
Location: Appalachian Wireless Arena, 126 Main St., Pikeville, Ky. 41501
Info: thereisafuture.org/summit19

Gold Standard of Optimal Aging Luncheon
Location: Crowne Plaza, 830 Phillips Ln., Louisville Ky. 40209
Info: tragerinstitute.org

Inclusive Health Summit
Time: 9 am to 4:30 pm
Location: Gatton Student Center, 160 Ave. of Champions, Lexington, Ky. 40508
Info: uky.edu/cgd/inclusive-health-summit

23rd Annual Kids are Worth It Conference
Location: Lexington Convention Center, 430 W. Vine St., Lexington, Ky. 40507
Info: pcaky.org

Driving Health Improvements Through Measurement Alignment Community Health Forum
Time: 7:30 am breakfast; 8 to 10 am program
Info: Khcollaborative.org

Webinar: PCMH/PCSP Transformation and Benefits
Info: Kentuckyrec.com

Hosparus Health Dancing with Our Southern Indiana Stars
Location: Huber’s Orchard & Winery, 19816 Huber Rd., Borden, Ind. 47106
Info: Hosparushealth.org

Palliative Care Leadership Center Training
Location: Bluegrass Care Navigators, 2312 Alexandria Dr., Lexington, Ky. 40504
Info: For questions contact twest@hospicebg.org.

9/11 Stars & Stripes Gala
Info: Presented by Republic Bank. louisville@varep.net

24th Annual Research! Louisville Symposium
Location: Kosair Clinical & Translational Research Building, 505 S. Hancock St., Louisville, Ky. 40202
Info: researchlouisville.org

Healthcare Financial Management Association Tri-State Conference
Location: Belterra Casino Resort & Spa, 777 Belterra Dr., Florence, Ind. 47020
Info: bfmaky.org

2019 IHCA/INCAL Convention
Location: JW Marriott, 10 S. West St., Indianapolis, Ind. 46204
Info: ihca.org

Converge Louisville: Aging Care + Innovation
Time: 7:30 am networking; 8:30 am conference; 4:30 pm cocktail reception
Location: UofL Swain Student Center Ballroom, 2100 S. Floyd St., Louisville, Ky. 40292
Info: healthenterprisesnetwork.com

10th Annual KARRN Conference
Time: 9 am to 5 pm
Location: Perkins Conference Center, 202 Kit Carson Dr., Richmond, Ky. 40475
Info: kyma.org

KMA Annual Meeting
Location: Marriott Louisville East, 1903 Embassy Square Blvd., Louisville, Ky. 40299
Info: kyma.org

Health Policy Forum: Medical Marijuana
Time: 9 am to 4:15 pm
Location: Marriott Griffin Gate, 1800 Newtown Pike, Lexington, Ky. 40511
Info: healthy-ky.org

Kentucky Cancer Policy Summit
Time: 11 am to 3 pm
Location: The Lyric Theater & Cultural Arts Center, 300 E. 3rd St., Lexington, Ky. 40508
Info: Fightcancer.org/kysummit2019

HAVE AN EVENT FOR OUR PRINT OR ENEWS CALENDAR?
Email news@igemedia.com
**UofL’s Leadership & Innovation program expanding**

UofL’s School of Medicine’s Leadership & Innovation in Academic Medicine (LIAM) 2019 graduates were honored and the class of 2020 announced at a ceremony at the Novak Center for Children’s Health.

The mission of the LIAM program is to develop the next generation of leaders at the Health Sciences Center by investigating how best to apply leadership and innovation principles to influence a group or an organization to achieve a common goal. Faculty enroll in an 11-month training program that includes discussions and team projects.

During the program, members of the class worked in teams to develop projects to improve some aspect of healthcare delivery and education at UofL. At the graduation ceremony, the teams presented their projects to incoming program members, program administrators and other graduates.

Beginning with the 2019-2020 year, LIAM will expand to include faculty members in other schools on the Health Sciences Center campus as well as Belknap campus. The third cohort will include three faculty members each from the Schools of Nursing and Dentistry and five faculty members from the School of Arts & Sciences.

**GLI named 2019 National Chamber of the Year**

The Association of Chamber of Commerce Executives has named Greater Louisville Inc. (GLI) the 2019 Chamber of the Year for large chambers of commerce. The announcement was made at the ACCE conference last month.

The Chamber of the Year award is given by the Association of Commerce Executives (ACCE) and the organization only invites a limited number of the 7,000 chambers in the nation to apply.

**Sts. Mary and Elizabeth Hospital offers bilingual program**

Kentucky has the fifth-highest rate of obesity in the country, while the Hispanic population has the highest age-adjusted prevalence of obesity at 47 percent.

To help address these statistics, Sts. Mary & Elizabeth Hospital, part of KentuckyOne Health, has created a bilingual weight loss support program for Spanish-speaking patients seeking bariatric surgery, specifically the Lap Band System. It is the first program of its kind in the country.

A key component of this effort is the addition of a Bilingual Bariatric Care Navigator. Paola Mott, LPN, a native of the Dominican Republic who speaks Spanish as her first language, has six years of nursing experience and earned a certificate as a medical interpreter from Catholic Charities.

**News in Brief continued on page 8**
**CHFS launches insurance program**

The Cabinet for Health and Family Services (CHFS) has launched a new Medicaid program. The Kentucky Integrated Health Insurance Premium Payment (KI-HIPP) program helps eligible Medicaid members cover the cost of an employer-sponsored health insurance plan.

Kentuckians qualify for KI-HIPP if they or a member of their household are eligible for Medicaid and have access to comprehensive and cost-effective health insurance through their job. When a member enrolls, KI-HIPP pays them for their share of the cost of the insurance premium.

In addition to saving taxpayer dollars, KI-HIPP provides Medicaid members with access to an expanded network of healthcare providers and more affordable individual and family care without the loss of Medicaid benefits.

As an added benefit, the program may allow an entire family to be on the same plan and access the same doctors.

**PharmaCord expands into Jeffersonville**

PharmaCord, a Louisville-based company that provides customized patient support services, is investing more than $52 million to establish an operations center in Jeffersonville, Indiana. This expansion will create up to 850 new jobs by the end of 2023.

PharmaCord serves as a connector between pharmaceutical companies and manufacturers, doctors and payers. The company provides services to ensure patients receive specialty medications prescribed to them. The company was founded in 2017 with fewer than 20 employees and expects to reach 200 by the end of the year.

**Baptist Health Lexington third best hospital**

Baptist Health Lexington tied for third in Kentucky in the 2019-20 U.S. News & World Report Best Hospitals ranking. The hospital, along with sister hospital Baptist Health Louisville (which also tied for third in the state) is also listed as being "Recognized in the Bluegrass Region" which encompasses both cities.

Baptist Health as a system had three hospitals ranked by U.S. News & World Report for Kentucky as Baptist Health Paducah was ranked sixth. This is the first time for Baptist Health Paducah to be ranked in the Best Hospitals survey.

**CHI Saint Joseph Health Foundations awarded grants**

Three CHI Saint Joseph Health Foundations have been awarded more than $30,000 total in grants from Susan G. Komen Kentucky to support women’s health initiatives. These funds help to expand breast health resources provided by the foundations, including breast cancer screenings and treatments, as well as financial assistance and other support for underserved women in Kentucky.

**Waystar majority stake to be sold**

A deal has been reached in which a majority share in Louisville-based Waystar, a provider of cloud-based revenue management and financial software to healthcare providers, will be sold.

Sweden-based EQT Partners and the Canada Pension Plan Investment Board have reached a definitive agreement with Waystar’s owner, Boston-based Bain Capital LP, to acquire the stake. Waystar is valued at $2.7 billion. Bain Capital will retain a minority stake in the company.
A look inside Humana with William Fleming

By Ben Keeton

As part of an ongoing series, Medical News and the Health Enterprises Network are partnering to tell the healthcare story for the Greater Louisville region. Each month, we will feature an interview with a local healthcare executive as we explore the business of healthcare in our region.

This month, we spoke with William Fleming with Humana. Dr. Fleming is a Kentucky native and graduate of Transylvania University and the University of Kentucky, where he received his doctorate in pharmacy. Although he began his career as a pharmacist, he has spent most of his career with Humana, where he has been part of significant growth for the company. Below are the highlights.

Ben Keeton: What did Humana look like when you first joined and how has the company evolved during your tenure?

William Fleming: Right before I joined, Humana made a very bold decision in its rich history, which was to get out of the hospital business. Our founder, David Jones, made a tough call because he recognized that there was a conflict with the business model, and he basically said we’re getting out of the hospital business. The hospitals got spun out and there was really the rebirth of Humana as this managed care company.

The other big moment in Humana’s career which influenced me and where I’ve advanced is the Medicare Prescription Drug, Improvement, and Modernization Act of 2003 that really gave seniors in America access to prescription drug benefits for the first time ever.

BK: What can we as a community do to encourage more innovation?

WF: When you look at the various Humana assets, we play different roles. There’s a funding and cost aspect, and that’s the insurance side. There’s a delivery of care from a provider perspective. We have provider assets, we have home health assets, pharmacy assets, but more philosophically, more broadly, I think we play a role as being a convener of the various stakeholders because we play on both the payment side and the delivery side.

We can serve as a change agent because we do participate in various programs whether they’re government funded, employer-based or state based with Medicaid. The interoperability in healthcare is something that is so important for us to solve problems as we go forward. And I think Humana plays a neat role in that because of where we sit as being a payor.

BK: What do you see Humana’s role in the larger healthcare ecosystem?

WF: We have a lot of students who rotate through the company, either pharmacy perspective, nursing perspective or physician perspective. They’re all surprised by the level of clinical thinking that we have. Yes, there’s Humana, the insurance company, but the focus on quality, the focus on clinical, the focus on slowing disease progression, the focus on making it simple for the patient, making it simple for the doctor. I’m not sure a lot of people have visibility into that because they see the payor, they see the insurance company. As we continue to operate, it’s some of these other items that many people don’t understand. I would characterize it as our focus on clinical quality. We spend a lot of time every day thinking about that. How do we help slow down disease progression?

WF: You’re going to hear a little bit about the role of social determinants of health, that there’s so many things we do that are health related, but until you understand the context of someone’s life, you may or may not be able to impact their health until you understand what’s important to them.

As a teaser, in one of my videos during my talk, we’ll meet Jo, a Humana Medicare member from south central Kentucky with multiple chronic conditions. We recognized quickly that until we help her solve the one thing in her life that mattered (getting her disabled son access to things that he needed) we were not going to get her attention.
Norton Healthcare hospitals recognized

Norton Healthcare hospitals were recognized during a presentation by the American Heart Association with Mission: Lifeline Gold Plus and Gold awards for the treatment of patients who experience severe heart attacks.

Norton Hospital received the Mission: Lifeline Receiving Gold Plus Quality Achievement Award, the highest achievement given. Norton Audubon and Norton Brownsboro hospitals both received Mission: Lifeline Receiving Gold Quality Achievement Awards.

UofL’s Envirome Institute to support community health

A new online data resource hosted by the Envirome Institute will allow citizen scientists and researchers to access and contribute to public knowledge about the health of the air, water and soil in Greater Louisville.

Louisville Data Commons is a new online data repository available to anyone interested in the state of our local environment or involved in citizen science or related data-gathering projects.

To provide credibility for the data, Louisville Data Commons is hosted by the Envirome Institute and governed by a volunteer board of community members. These community members will ensure the data sets maintained on the site are reliable, objective and useful to researchers. Members of the volunteer board will review data submitted by the public or non-profit organizations prior to making it available within the portal.

XLerateHealth selects healthcare startups

XLerateHealth (XLH), a healthcare accelerator based in Louisville, Kentucky, announced the selection of nine startup companies to join its 2019 Louisville accelerator cohort.

XLH was founded to help startup healthcare companies successfully commercialize their businesses. The 75 companies in XLH’s portfolio cover a broad range of healthcare domains including biomedical devices, diagnostics, drug therapies, digital health, telemedicine, healthcare services and aging care. Each company selected in the accelerator cohort will complete a 12-week bootcamp.

XLH Louisville is funded by the Kentucky Cabinet for Economic Development as part of the Regional Innovation for Startups and Entrepreneurs (RISE) grant and is part of the Louisville Entrepreneurship Acceleration Partnership (LEAP). XLerateHealth’s 2019 Louisville cohort includes:

- Assay Me (New York) has developed an at-home test kit for monitoring diabetes.
- Briocare (Frisco, Texas) has developed an AI-driven Senior Care platform that uses voice technology to eliminate caregiver anxiety while improving the quality of life for seniors.
- Celllogithmics (Chicago, Illinois) is developing a proprietary CRISPR/Cas9 based, genetic programming platform technology that converts cells into biological computers using DNA based instructions that read like lines of code.
- Clinitraq (Irvine, California) helps capture and analyze radiation data for healthcare workers through The Smart Radiation Dosimeter device that uses real-time location-based radiation dosimetry IoT technology.
- DSC Technologies (Louisville, Kentucky) is developing a point-of-care blood plasma assay to distinguish between Type I and Type II heart attacks.
- Hardin Scientific (Los Angeles, California) designs and manufactures smart, modular laboratory equipment to aid research and diagnostic companies in the discovery of life-saving treatments and pharmaceuticals.
- Kare Mobile (Louisville, Kentucky) is an innovative mobile platform and app for concierge style dental treatment on demand.
- NohoMed (New York) has developed an intelligent monitoring system that detects COPD exacerbations early.
- Prodigy Biosciences (Louisville, Kentucky) has developed a personalized, innovative approach to food testing and allergy management.

$9M in grants for Kentucky’s opioid crisis

Vice President Mike Pence traveled to the Eastern Kentucky University to talk about the Innovative Readiness Training program, which aims to provide medical care and infrastructure needs to rural and underprivileged communities.

He also announced $10 million in federal grants to help fight Kentucky’s opioid epidemic as a part of a total of $400 million that the Department of Health and Human Services awarded.

The funding includes more than $3.5 million in Integrated Behavioral Health Services awards which will support 21 health centers across the state. The Kentucky Rural Health Information Technology Network in Corbin and Northern Kentucky University will each receive $1 million in Rural Communities Opioid Response Program awards. St. Claire Medical Center in Morehead will receive $725,000 in medication-assisted treatment funding.

The University of Kentucky and the University of Pikeville are receiving $1.35 million and $750,000 respectively for Opioid Workforce Expansion Program training.

News in Brief continued on page 13
Meet the 2019 MediStar Award Nominees

The A.O. Sullivan Award for Excellence in Education
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.
- Baptist Health Floyd
- Leadership and Innovation in Academic Medicine (LIAM)
- Nazareth Home

The Bluegrass Care Navigators Aging Care Award
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.
- Family Directed
- Signature HealthCare
- UK HealthCare

The Centerstone Healthcare Advocacy Award
Presented to an individual who has worked to raise awareness of health challenges in our region and worked to affect change.
- Jill Bell, Passport Health Plan
- Gwen Cooper, Hosparus Health
- Amanda Corzine & Vicki Yazel, UofL Hospital
- Robert DiPaola, MD, UK College of Medicine
- Bonnie Hackbarth, Foundation for a Healthy Kentucky
- Martha Hasselbacher, Doctors & Lawyers for Kids
- Mary Haynes, Nazareth Home
- Cheri Levinson, PhD, MD, Louisville Center for Eating Disorders
- Emily Messerli, UK Health Services
- Kim Moser, Kentucky General Assembly
- Sanesha Naicker
- Jamie Studts, PhD, UK Markey Cancer Center

The Healthcare Innovation Award
Presented to an organization that has developed a new procedure, device, service, program or treatment that improves the delivery of care.
- BehaVR
- HIVE
- Kentucky Spinal Cord Injury Research Center
- Lucina Health
- MedaPrep
- Metro United Way / United Community
- NASCEND

The Hosparus Health Leadership in Healthcare Award
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.
- Jill Conway, Bluegrass Care Navigators
- Teresa Couts and Randa Deaton, Kentuckiana Health Collaborative
- K. Dawn Forbes, MD, NASCEND
- David Henley, Passport Health Plan
- Whitney Jones, MD, Gastroenterology Health Partners
- London Roth, Humana
- Osawaru Omoruyi, MD, Pearl Geriatrics and Palliative Medicine
- Chuck Scoggins, MD, UofL Hospital

The Nurse of the Year Award
Presented to a nurse who has gone above and beyond their normal responsibilities to improve best practices and contribute to patient education.
- Stephanie Alvey Banks, Hosparus Health
- Kathy Brotzge, Centerstone
- Sue Snider, Bluegrass Care Navigators
- Jessica Sumner, Baptist Health Floyd
- Terri Weaver, Bluegrass Care Navigators

The Dean Dorton Physician of the Year Award
Presented to a physician who has shown outstanding leadership and vision and has contributed to their workplace leaving a lasting legacy.
- Lori Caloia, MD, Louisville Metro Dept. of Public Health & Wellness
- Todd Cote, MD, Bluegrass Care Navigators
- Alexander Digenis, MD, Digenis Plastic Surgery Institute
- William Dillon, MD, Baptist Health Louisville
- Robert DiPaola, MD, UK College of Medicine
- John Huber, MD, Baptist Health Louisville
- Bruce Scott, MD, Kentucky Medical Association

EVENT DETAILS:
Applications have been sent and are due September 3, judging begins September 9 and concludes September 20 and honorees (winners) will be announced on September 30. Join us as we celebrate the seven honorees in person at the:

13th Annual MediStar Awards
The Muhammad Ali Center, Louisville, Ky.
TUESDAY, OCTOBER 29
4:30 pm • Registration & Cocktail Reception
6:00 pm • Award Ceremony

SPONSORED BY:
Marketing in the healthcare industry

Continued from cover

more than 120,000 people were vaccinated. We were able to tackle the epidemic in half the time of other cities across the country. In fact, the CDC called our city’s response the gold standard for others to emulate.

Andrea Brady
C2 Strategic Communications

A public outreach campaign, helping Hope Scarves grow its reputation and better communicate its story and expanded mission around the city, region and nationally was particularly rewarding for our agency.

Hope Scarves, a nonprofit organization that partners with survivors to share scarves, stories and hope with women facing cancer, enlisted help from C2 to increase the number of stories collected, grow donations and break into regional and national markets with earned media. The first annual Story-thon collected an additional 100 stories of hope to include with future scarf sends. C2 also helped Hope Scarves reach almost five million people, secure a sizeable matching donation and garner thousands of dollars in earned media value.

Matt Stull
Lucina Health

A year ago, no one outside of a small circle had ever heard of Lucina Health. In the last 12 months, our story has been featured by Tech Republic, Wired Magazine, Modern Healthcare nationally and by several local outlets. It worked because we had a great story to tell about success in reducing preterm birth and NICU days for Medicaid moms in Kentucky.

Erin Jones
in.Mode Marketing

I helped launch the Life Lift mobile application with the Kentucky Organ Donor Affiliates and The Kentucky Circuit Court Clerks’ Trust For Life. It was successful because it created a new way to target communications about organ donation education to a much younger generation.

Life Lift is like action style games with an endless runner style, featuring air transport of organs to hospitals; races against time and navigation through obstacles to deliver organs and save lives. Life Lift teaches the urgency of donation, the crucial need for organs and the shortage of those organs.

Norton Healthcare’s Look for the N campaign plays on the idea of approachable expertise. Doctors are the face of healthcare, so by pairing images of experienced doctors with relationship-based messaging, the campaign can sell the ideal healthcare experience. If patients Look for the N, they’ll find more than a doctor or hospital, they’ll find approachable expertise.

Family Health Center’s, Inc. (FHC) best marketing strategy is our reputation and referrals we receive from current patients and partners on the ground. We pay close attention to what our patients are saying about us, online and at the health center.

Each month, we survey our patient’s experience using a random sampling of the previous month’s patients. We look for trends and feedback that is meaningful for our patient’s time with us and we compare this data with other key operations metrics.

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SAVE THE DATE

The 13th annual MediStar Awards

Tuesday, October 29, 2019

4:30 pm Registration/Cocktail Reception
6:00 pm Award Ceremony
Muhammad Ali Center
144 N. 6th St., Louisville, Ky. 40202

Celebrating excellence in the business of healthcare since 2007.
to see where we need to be focusing our attention for improvement.

We also monitor online reviews on social media and developed an internal process for responding to negative experiences in a HIPAA compliant manner. People are not going to eat at a restaurant that consistently gets two stars from patrons—and they certainly are not going to a doctor’s office with two stars. Your online presence and what people are saying about you must imbue confidence in your organization. Your patients experience begets good reviews and likely referrals to others.

Take care of your patients, listen to their feedback, provide a meaningful experience and they will become your best marketers.

Medical News: Explain the benefits of Google Business to Family Health Centers.

Melissa Mather
Family Health Centers

From a marketing perspective, especially if you are trying to make your dollars stretch, you cannot ignore Google Business or other free tools that increase your online visibility. Often people look for doctors that are convenient where they live or work and Google uses their own tools to help deliver on their search engine results.

Google Business allows you to create a listing that compliments your web site and helps people find your services, leveraging geographic proximity to your location and increasing your Google SEO.

Creating an up-to-date engaging Google Business listing is relatively easy and updates can be made from their interface or integrated with platforms like Hootsuite.

Further, Google Business pushes out requests for people to leave public reviews when it sees you have visited a location. This has increased our public, patient feedback ten-fold. A few years ago we may have had a few reviews a month online, where now people are leaving reviews and comments multiple times daily. Our Google Business reviews are generally good and that bodes well for a business when people are looking for services that we offer.

The backend tools and analytics of Google Business offer insight as to how people are searching for us, what zip codes they are coming from, calls made, web site visits, etc. This is all helpful data especially when you are developing a location-based marketing strategy.

Medical News: How have you worked to build your brand over the past year?

Matt Stull
Lucina Health

I make a point to say yes to any legitimate opportunity to tell the Lucina Health story. A web site that features startups called Hypepotamus contacted us earlier this summer and did a nice feature on our work. We got more positive feedback on that article on social media than just about anything else we have done. We have also said yes to every speaking opportunity and even held our first town hall discussion on preterm birth and maternal mortality. Aside from those large efforts, we post daily on issues related to moms and babies trying to keep that conversation active.

Medical News: What is a marketing trend you are seeing this year? Do any of your clients follow the trends?

Claire Tidmore
Doe Anderson

There’s been a push to focus on the patient experience, while also acknowledging how younger generations (millennials) are consuming healthcare differently than older generations. The younger consumer expects to be engaged in their care from research to treatment. Norton Healthcare surveys patients to ensure they’re providing positive experiences and information before, during and after treatment.

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Norton Healthcare earns LGBTQ designation

Norton Healthcare’s five hospitals and Norton Cancer Institute have been named LGBTQ Healthcare Equality Leaders by the Human Rights Campaign Foundation for the second year in a row.

Norton Healthcare was one of 406 facilities nationwide to earn a top score of 100 points and receive the LGBTQ Healthcare Equality Leader designation.

Grant will expand healthcare education, training at BCTC

A $3,040,000 Work Ready Skills Initiative (WRSI) grant from the Education and Workforce Development Cabinet (EWDC) and funds from community partners will help complete the newly renovated 37,000-square-foot nursing and allied health building at Bluegrass Community and Technical College (BCTC). The completed project has classrooms and simulation labs with medical equipment that mirrors what is currently used in hospitals.

This project brings most BCTC’s nursing and allied health programs in one building on the Leestown Campus. The investment is allowing the college to add healthcare programs and classes and increase the number of students enrolled to more than 730 including over 500 adults for a gain of 16 percent over last year.
Bluegrass.org rebrands to New Vista

Resulting identity evokes an approachable brand to connect within communities served.

By Sally McMahon

On July 1 of 2019, Bluegrass.org, headquartered in Lexington, Kentucky, changed its name to New Vista. This was bigger news than it may have seemed at first blush.

Since 1966, the organization has been providing mental health, substance use services and intellectual and developmental disability services in Central Kentucky. And it is a large operation.

With over 2,000 employees and operations in 20 Kentucky counties, New Vista provides a wide range of services to more than 25,000 Kentuckians and their families each year. The impetus for a rebranding needs to be strong in order to justify a wide ranging and profound shift in a corporate identity that is so important to so many.

The reasons had been building for some time. First, there was the legacy name. Bethany Langdon, corporate director of Communications and Marketing at New Vista, explained “In this part of the world, Bluegrass is in so many different business names, it was hard to immediately peg what we did, for whom, and why it was important. We saw an opportunity to differentiate and reclaim the organization’s presence in the communities we serve both at the clinic and residential treatment locations as well as in the digital landscape.”

“The logo itself is laden with meaning. The design depicts the rolling hills of a Kentucky landscape. Keeping the letters all lowercase denotes balance and stability. The gradient in the brand design represents positive change that staff and clients experience. The green represents the land, blue is the sky and the yellow/orange dot is the sun. The logo is a literal representation of a promising New Vista.”

New Vista is their people. New Vista is the mission. New Vista is a promise to the communities served to see the good ahead.

Langdon knew that a change in corporate identity needed internal collaboration with several divisions in management, informed by research and executed with outside help. Two years before the July announcement a methodical process began. New Vista began a collaboration with Work + Play, a Lexington-based branding and design consultancy to develop the brand strategy and identity. Langdon and Ana Maldonado-Coomer, principal at Work + Play led the rebranding initiative under the vision of Paul Beatrice, CEO, Dana Royse, CFO and Mickey Sexton, corporate director of Human Resources and Administrative Services.

New Vista engaged administrators, clinicians and staff across every level of the organization. This collaboration provided invaluable insights that shaped the strategy, positioning and identity design for New Vista. The Board of Directors played an important role conveying the historical legacy of the organization.

By the nature of its mission, New Vista’s name needed to be welcoming, positive and reassuring. The look had to be distinctive. Langdon noted of the process, “We took the time to ensure every decision was thoughtful and practical in application. The team fully vetted naming options, nomenclature systems for the entire organization, and conducted extensive experiments in design and messaging to create dialogue with those we serve.”

After exploring more than five names and over 15 logo variations, the resulting identity evokes the approachable brand needed to connect within the communities New Vista serves. New Vista evokes the change their clients are a part of every day. New Vista is their people.

New Vista is the mission. New Vista is a promise to the communities served to see the good ahead.

Planning and Research

New Vista is their people. New Vista is the mission. New Vista is a promise to the communities served to see the good ahead.

Introduction and Execution

There was a multi-pronged effort to launch and introduce the new brand, which involved multi-media presentations and outreach as well has hands on introduction and training for employees.

The rebrand launched with a 30-second brand essence film, called

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Sunrise. Designed for social sharing, the video sets the tone for New Vista’s mission and vision, achieving over one million impressions to date.

Additionally, six videos were produced featuring staff sharing their stories and passion that led them to a career with New Vista. The social videos accompany a series of digital ads, a comprehensive print campaign and traditional TV and radio.

Internally, there was a concerted effort at new brand promotion. There were over 15 lunch and learn sessions. Employees were encouraged to realize how living the brand—to see the good ahead in the lives of clients—leads to brand loyalty which in turn cultivates brand authority for New Vista in the communities they serve.

Such a comprehensive campaign has helped build awareness and improved the company’s competitive share of voice in the marketplace, particularly with current and prospective clients and their families who can change their lives with the comprehensive services New Vista provides. The New Vista brand has created a renewed sense of purpose and re-invigorated staff dedication to their mission.

Lessons Learned
Langdon is pleased with the payoff for a long hard process. “The meaningful work that Work + Play put forth has helped clarify market confusion, and the positioning of “We See The Good Ahead” not only welcomes prospective clients in their time of need, but this hope-filled message lives up to what our people are doing every day as they lead with optimism and expertise. They feel that now more than ever.”

“Some organizations are afraid to make change, or those ready for needed change can become fearful of including too many voices. Our experience has proven business and nonprofits alike can guide a process over time that yields inclusive collaboration and insights to positively shape corporate culture and create powerful and positive change for the organization.” A new vista, indeed.

— Bethany Langdon, corporate director of Communications and Marketing at New Vista.
Catching up with KSHPRM
Supporting healthcare providers through marketing and PR programs.

By Allison Gordon

The Kentucky Society for Healthcare Public Relations and Marketing (KSHPRM) is a group of public relations, marketing, physician recruiters/liaisons and development practitioners that represent Kentucky’s hospitals and healthcare-related organizations. It promotes the understanding and support of healthcare providers through marketing and public relations programs.

There are 187 members, 85 hospitals and organizations involved and 14 board members.

It is one of the Kentucky Hospital Association’s (KHA) 22 allied societies. According to KHA, professional membership in these groups provides essential networking and educational development in the areas of each discipline.

KSHPRM is also part of the American Hospital Association’s affiliated the Society for Healthcare Strategy and Market Development (SHSMD). SHSMD is the largest and most prominent voice for healthcare strategists in planning, marketing, communications, public relations, business development and physician strategy, serving more than 4,000 members.

KSHPRM’s goal is to expand opportunities for career growth as professionals tap into the knowledge and experience of their peers, exchange ideas and learn from experts in their fields.

KSHPRM’s board of directors is comprised of individuals from different regions and hospitals across the state.

Membership to KSHPRM is free and entails several benefits including participation in educational opportunities and networking abilities. The main driver for these benefits is the KSHPRM spring and fall conferences.

Conferences

KSHPRM hosted a spring conference at Shaker Village in June in Harrodsburg, Kentucky. Four speakers discussed topics ranging from NASA’s public relations strategy during the space exploration period to storytelling through video and rebranding strategies for healthcare organizations.

“The spring conference was rewarding both professionally and personally,” said Michael Cunningham, a speaker at the spring conference. “While I was honored to share some tips on re-branding a healthcare organization from my own experiences, I also gained insights from unlikely sources. Personally, it was a joy to network, share stories and compare notes with many talented marketing and communications pros from around the state.”

The fall conference in November includes the Thoroughbred Awards. These awards recognize healthcare marketing/public relations professionals who achieved excellence in projects ranging from publications and multimedia to advertising and fundraising. Thoroughbred and meritorious award winners are recognized during the fall conference.

“The Thoroughbred Awards is a great opportunity for healthcare marketing and public relations professionals. Just submitting your work provides a beneficial opportunity to review the projects you’ve completed and reminds you of your accomplishments throughout the year,” said Ginger Dreyer, director of communications at KHA. “However, winning a Thoroughbred statue is a boost to know your work is valued by others.”

KSHPRM has a few goals in the coming years. One goal is membership growth. KSHPRM added 17 new members to its registry this year. Yet, the society is looking to grow its membership in the western and eastern portions of the state.

— Allison Gordon is with the Kentucky Society for Healthcare Public Relations and Marketing.
UofL to assume KentuckyOne Louisville assets

To prevent the closure of struggling Jewish Hospital and other vital Louisville-area medical facilities, the University of Louisville has reached an agreement to assume KentuckyOne Health’s Louisville-area assets.

UofL will pay $10 million to acquire the assets from KentuckyOne’s parent company, CommonSpirit Health. As part of the agreement, CommonSpirit will forgive $19.7 million in outstanding promissory notes from University Medical Center Inc. UofL will receive more than $76 million of working capital in the form of accounts receivable and cash to meet future operating expenses.

The purchase includes:
- Jewish Hospital, including the Outpatient Center, Rudd Heart and Lung Center, offices and parking garages
- Frazier Rehab Institute
- Sts. Mary & Elizabeth Hospital
- Our Lady of Peace hospital
- Jewish Hospital Shelbyville
- Jewish Medical Centers East, Northeast, South and Southwest
- Physician groups affiliated with KentuckyOne

To help secure the purchase, Kentucky Gov. Matt Bevin and Economic Development Cabinet Secretary Vivek Sarin have pledged support for a $50 million, 20-year loan, half of which will be forgiven if the university meets certain criteria in areas of employment or service to currently underserved areas of the community and commonwealth. Kentucky Senate President Robert Stivers and Speaker of the House

Two local foundations, the Jewish Heritage Fund for Excellence and the Jewish Hospital and St. Mary’s Healthcare Foundation, also are investing in the future of the facilities, contributing $10 million and $40 million, to be paid over four years, respectively.

Approved by the UofL Board of Trustees, the sale is expected to close Nov. 1, pending regulatory approvals and the consent of the Catholic Church, which must approve the sale of Sts. Mary & Elizabeth and Our Lady of Peace. As part of the agreement, the facilities will be branded under the UofL Health umbrella. UofL will assume management of the facilities upon closing.

The University of Louisville will remove the religious naming elements of the formerly Catholic hospitals it’s planning to acquire. It will not be changing the name of Jewish Hospital.

Community Healthcare employees rally

Community Healthcare employees rallied in August to raise awareness about the hospital’s financial problems and to try to avert its closure.

Pineville Community Healthcare will no longer receive city funding, partially due to auction company Tranzon’s decision to delay bidding in the auctioning of the hospital. As a result, the hospital is looking for potential buyers as it tries to stay afloat.

Pineville Community Healthcare, formerly called Southeastern Kentucky Medical Center, was owned and operated by the Pineville Community Hospital Association until 2017, when it entered into an agreement with Fort Lauderdale, Fla.-based Americore Health. The hospital association owns the hospital real estate, but other assets were sold to Americore.

The hospital has struggled to keep its doors open and lost Medicare and Medicaid funding, prompting the city to take control of it after it was seized in bankruptcy.

The city in July decided to bid on the hospital “to protect the current assets and to continue to ensure the availability of quality healthcare for the general public.” But when the city found out it would not be the highest bidder and would not operate the hospital, it decided in August to cut off its funding.
Kentuckians need relief from Rx greed

By Charlotte Whittaker

For decades, Big Pharma has raised drug prices with impunity. In Kentucky, the average annual cost of brand name prescription drug treatment increased 58 percent between 2012 and 2017, while the annual income for Kentuckians increased only by 3.6 percent. Prescription drugs don’t work if patients can’t afford them.

The Senate needs to pass the Prescription Drug Pricing Reduction Act when they return from August recess. Senators McConnell and Paul should back this vital legislation, which passed the Senate Finance Committee in July with strong bipartisan support.

No Kentuckian should be forced to choose between putting food on the table or buying a lifesaving medication.

For too long, drug companies have been price gouging seniors and hardworking Americans. Consider insulin, which people with diabetes rely on. Its price nearly tripled from 2002 to 2013. But it isn’t a breakthrough drug: insulin was invented nearly a century ago, yet modern formulations remain under patent, thanks to drug makers manipulating the system. Some patients trek to Canada, while others risk their lives by rationing or skipping doses.

Even those of us who don’t need insulin or other prescription drugs are affected by skyrocketing drug prices. We pay not only at the pharmacy counter, but through higher insurance premiums, and through the higher taxes we need to pay to fund programs like Medicare and Medicaid.

Older Americans are hit especially hard. Medicare Part D enrollees take an average of 4-5 prescriptions per month, and their average annual income is around $26,000. One in three Americans has not taken a medication as prescribed because of the cost.

Root Cause

The root cause of the problem is clear: the high prices of prescription drugs set by pharmaceutical companies when they first come on the market, which then increase faster than inflation year after year.

In March AARP launched a nationwide campaign called Stop Rx Greed to rein in drug prices for all Kentuckians and all Americans. The bill under consideration in the Senate would cap out-of-pocket drug costs for seniors and crack down on drug makers whose price hikes outpace inflation. The nation clearly needs this reform: the average drug price increase in the first six months of 2019 was 10.5 percent -- five times the rate of inflation. Kentuckians, like all Americans, already pay among the highest drug prices in the world.

Meanwhile, Big Pharma is fighting for the status quo -- and blocking needed improvements to the system that could bring relief to seniors, families and small businesses. Drug giants Merck, Amgen and Eli Lilly actually sued the Trump administration so they could keep the list prices of their drugs secret from the public. The industry is spending record sums to hire Washington lobbyists, and they are running ads claiming that more affordable drugs will actually harm consumers.

Turning Tide

But the tide is turning. The National Academy for State Health Policy reports that, so far this year, 29 states have passed 47 new laws aimed at lowering prices for prescription medications. Ultimately, drug costs are a national issue, so federal action is equally essential.

In D.C., there is rare bipartisan agreement that something must be done. President Trump addressed the issue in his State of the Union, saying: “It is unacceptable that Americans pay vastly more than people in other countries for the exact same drugs, often made in the exact same place. This is wrong, unfair, and together we can stop it.” Kentucky’s congressional delegation is in the position to lead on this issue and make a difference for every Kentuckian.

We urge the Senate to pass the Prescription Drug Pricing Reduction Act in the fall, when the House is expected to act on its own drug pricing bill.

While there is reason to be hopeful that drug prices will come down, hope is not enough. Too much is at stake. No Kentuckian should be forced to choose between putting food on the table or buying a lifesaving medication. Congress needs to act to stop Rx greed. This legislation should be at the top of the agenda when the Senate returns to Washington.

The National Academy for State Health Policy reports that, so far this year, 29 states have passed 47 new laws aimed at lowering prices for prescription medications.

— Charlotte Whittaker is the AARP Kentucky volunteer state president.
Annual Appalachian Research Day set for September in Hazard

The University of Kentucky Center of Excellence in Rural Health (CERH) has released the agenda for the fifth annual Appalachian Research Day: Come Sit on the Porch. The one-day event, which shares results of health research conducted with communities in Appalachia, will be held Wednesday, Sept. 18 at the First Federal Center in Hazard.

UK researchers work closely with communities throughout Appalachia to learn more about health issues and improve wellbeing. Appalachian Research Day is an opportunity to highlight community-based research that begins at the local level and builds upon relationships between people, neighborhoods and groups who have common interests and concerns.

Highlights of this year’s conference include:
- Understanding and Improving Health: Lessons from Kentucky and America’s Poorest State, by Randy Wycoff, East Tennessee State University
- Health Disparities in Hard to Reach Populations: A Community Health Worker Perspective, Kentucky Homeplace panel
- A Regional Approach to Improving Health Outcomes in the Kentucky River Area Development District, Scott Lockard, Kentucky River District Health Department
- Leveraging Strengths and Assets to Improve Health and Well-Being in Appalachia, Mike Meit, Walch Center for Rural Health Analysis
- Operation Change Perry County, featuring an Operation Change Participant Panel moderated by Keisha Hudson, UK Center of Excellence in Rural Health

Family Health Centers, Inc. earn Quality Improvement Awards

Family Health Centers (FHC), a federally qualified community health center in Louisville, Kentucky, received $242,324 from the Health Resources Services Administration (HRSA) under its Quality Improvement Awards (QIA).

FHC, which serves more than 43,000 medically underserved patients annually through a network of eight primary care locations, received the highest quality award among Kentucky’s 22 community health center grantees.

Family Health Centers received recognition and funding in six out of eight QIA award areas, including awards in Federally Qualified Health Centers (FQHC) submit Uniform Data System, a universal set of demographic, quality, and cost data to HRSA each February. HRSA publishes this data each August and makes cost data available for publication.

FHC meet or exceeded National results out of 15 indicators year-over-year, and FHC for 2018 shows improvement nine of care indicators all FHQCs report. QIA decisions based upon the 15 quality improvement categories.

Study to explore reasons rural communities are less healthy

A new study hopes to help researchers understand what causes high rates of heart, lung, blood and sleep disorders (HLBS) in rural Kentucky, Alabama, Mississippi and Louisiana.

Dubbed the Risk Underlying Rural Areas Longitudinal (RURAL) study, Stephanie Boone, PhD, assistant professor, University of Louisville School of Public Health and Information Sciences, will lead the research in Kentucky.

The overall study is coordinated by Boston University School of Medicine and funded by the National Heart, Lung and Blood Institute, part of the National Institutes of Health. The six-year, $21.4 million multi-site prospective epidemiology cohort study includes 50 investigators from 15 other institutions.
CONQUERING CANCER IN KENTUCKY

MARKEY CAN.

Kentucky has some of the highest cancer rates in the nation. That’s why we’ve made it our mission to drastically reduce cancer in our state, through education, research and life-changing treatments.

See how at ukhealthcare.com/markeycan