Caregivers are vital to our increasingly overburdened healthcare system: patients with identified caregivers have lower healthcare costs, close gaps in care at a higher rate, participate in clinical care programs more often, and feel more satisfied with their healthcare experience than those without identified caregivers. Even so, caregivers often report they struggle to find critical resources fragmented throughout the healthcare system and community.

To address this growing problem, the Louisville Healthcare CEO Council (LHCC) challenged innovators to submit their best technology solutions for caregivers, to be showcased at a Kentucky Derby week pitch event called CareTech. LHCC members include the CEOs from top healthcare companies headquartered in Louisville, including Anthem, Apellis Pharmaceuticals, Baptist Health, BrightSpring Health Services, Galen College of Nursing, Hosparus Health, Humana, Kindred Healthcare, Norton Healthcare, Passport Health Plan, Signature HealthCARE and Trilogy Health Services.

“Unpaid caregivers provide an astounding $506 billion of care for their loved ones each year, and many report they operate in a near-constant crisis mode,” said Tammy York Day, president and CEO of LHCC. Since providing caregivers access to the resources they need to feel comfortable caring for their loved ones is an opportunity that touches all LHCC member companies, finding relevant solutions was a priority for LHCC.

“Everyone in the community is focused on driving collaboration and innovation throughout the state of Kentucky.”

CareTech’s placement at the beginning of a busy Derby weekend was by design. Through CareTech, LHCC created a unique opportunity for innovators in the caregiver space to get acquainted with the city of Louisville and connect with healthcare CEOs, investors and experts around a Derby experience.

“We know anecdotally that the Derby is an accelerant for business deals,” said York Day. “Why not channel this uniquely-Louisville experience to solve a healthcare problem while increasing economic vibrancy for our community?”

The CareTech pitch event kicked-off a curated Derby weekend for these stakeholders, where finalists had the opportunity to connect with LHCC VIPs throughout the weekend, which included a cocktail reception, a steampunk-themed costume party sponsored by LHCC member Apellis Pharmaceuticals, the Unbridled Eve Gala, the Kentucky Derby Green Room and the Derby. This curated experience approach makes CareTech unique among traditional pitch competitions, where startups pitch, network for an hour and go home.

Finalists for the CareTech event were chosen from a pool of over 200 international innovations by investors, subject matter experts in the caregiver space, other healthcare representatives, and members of LHCC. The technology represented in the applicant pool included everything from personal robotics, to big data solutions, to smart home connected technology, to big enterprise solutions. Also represented were community-focused solutions that use social determinants of health data to connect caregivers to the resources they need.

Ultimately, three early stage finalists

IN SEARCH OF INNOVATIVE SOLUTIONS FOR CAREGIVERS

Unpaid caregivers provide an astounding $506 billion of care for their loved ones each year, and many report they operate in a near-constant crisis mode.”

— Tammy York Day, president and CEO of LHCC
UK receives grant to support opioid treatment

The University of Kentucky recently received an $8.8 million grant from the National Institute on Drug Abuse (NIDA), part of the National Institutes of Health, to establish a Clinical Research Center as part of the Justice Community Opioid Innovation Network (JCOIN) to support research on quality addiction treatment for opioid use disorder (OUD) in criminal justice settings nationwide.

The awards, totaling an estimated $155 million, will support the multi-year innovation network, including 10 research institutions and two centers that will provide supportive infrastructure.

At UK, the grant will be used to create the Kentucky Women’s Justice Community Opioid Innovation Network (WJCOIN) to enhance access to opioid use disorder treatment for women as they transition from jail back to the community. In Kentucky, women represent the fastest-growing demographic in the criminal justice system and are also susceptible to unique vulnerabilities that can lead to opioid overdose.

Michele Staton, associate professor in the UK College of Medicine Department of Behavioral Science, will serve as principal investigator on the project. Staton will lead a team of experts from across UK’s campus including the colleges of Medicine, Nursing, Public Health and Arts & Sciences; the Center on Drug and Alcohol Research; and UK HealthCare’s Kentucky Telecare.

This partnership also includes collaborators at Research Triangle Institute and the University of Miami, as well as the Kentucky Department of Corrections (DOC) and the Kentucky Department for Behavioral Health, Developmental and Intellectual Disabilities (BHID).

The plan for WJCOIN involves implementing telehealth services in six Kentucky jails in both rural and urban areas to deliver pre-treatment for medications used to treat OUD. Community providers will connect with women in jail prior to their release to conduct screenings, assessments, medical evaluations and education about the benefits and risks of medications for OUD. Additionally, when women are released from jail, they will be able to enter treatment with those community providers.

How Kentuckians are coping with prescription drug costs

AARP Kentucky released new state data and an infographic illustrating the impact of high prescription drug prices for Kentucky residents, specifically those living with cancer, prediabetes or diabetes and heart disease. AARP unveiled the infographic at the National Academy for State Health Policy (NASHP) annual conference as part of AARP’s nationwide Stop Rx Greed campaign to lower drug prices for all Americans.

In 2016, 212,639 of Kentuckians stopped taking a prescription drug as prescribed due to cost, as shown in the infographic.

The infographic also highlights recent price increases for select prescription drugs commonly used to treat cancer, diabetes and heart disease. Between 2012 and 2017, the price of these name brand drugs increased:

- Revlimid, used to treat cancer, increased from $147,413 per year to $247,496 per year in Kentucky.
- Lantus, a form of insulin used to treat diabetes, increased from $3,030 per year to $5,930 per year in Kentucky.
- Aggrenox, a heart disease medication, increased from $1,030 per year to $4,702 per year.

In 2017, 28% of Kentucky Residents stopped taking medications as prescribed due to cost. Here are the impacts of high prescription drug costs:

- 3 Among 19-64 year old population. State Health Access Data Assistance Center (SHADAC) analysis of National Health Interview Survey data, State Health Compare, SHADAC, University of Minnesota, statehealthcompare.shadac.org, Accessed September 5, 2019

Kindred, Anderson Healthcare receive approval for rehabilitation hospital

Kindred Healthcare and Anderson Healthcare announced that the Illinois Health Facilities and Services Review Board has granted Certificate of Need approval for a 34-bed acute rehabilitation hospital to be constructed on Anderson Healthcare’s Goshen Campus in Edwardsville, Illinois. This hospital will be the first freestanding rehabilitation hospital in the Central and Southern regions of Illinois.

Anderson Rehabilitation Hospital is a joint venture between Kindred and Anderson Healthcare. Groundbreaking is expected in the summer of 2020. Kindred will manage the day-to-day operations of Anderson Rehabilitation Hospital and Anderson Hospital will provide any medical support services.

Landmark Outpatient Services opens in Louisville

Landmark Outpatient Services, Kentucky’s newest behavioral health program, is opening in Louisville. Landmark Outpatient Services is a branch of Landmark Recovery that is dedicated to helping patients with their psychiatric health needs.

Landmark Outpatient Services provides psychiatric evaluations and a personalized care plan to give patients the tools they need for their diagnoses. Landmark Outpatient Services works with patients to offer the best treatment options available to improve and preserve their mental well-being.

Landmark Outpatient Services hopes to open an additional facility in Lexington, Kentucky soon.

Highlands ARH Regional Medical Center celebrates merger

Highlands ARH Regional Medical Center hosted its ribbon-cutting ceremony, celebrating the recent merger of Highlands Regional Medical Center with Appalachian Regional Healthcare.

ARH purchased Highlands in August, making the hospital the thirteenth in the region to operate under the ARH umbrella. The official celebration ceremony, with guest speaker Congressman Hal Rogers, served to usher in the new era of medical care in Floyd County.

UK receives grant to support opioid treatment

The University of Kentucky recently received an $8.8 million grant from the National Institute on Drug Abuse (NIDA), part of the National Institutes of Health, to establish a Clinical Research Center as part of the Justice Community Opioid Innovation Network (JCOIN) to support research on quality addiction treatment for opioid use disorder (OUD) in criminal justice settings nationwide.

The awards, totaling an estimated $155 million, will support the multi-year innovation network, including 10 research institutions and two centers that will provide supportive infrastructure.

At UK, the grant will be used to create the Kentucky Women’s Justice Community Opioid Innovation Network (WJCOIN) to enhance access to opioid use disorder treatment for women as they transition from jail back to the community. In Kentucky, women represent the fastest-growing demographic in the criminal justice system and are also susceptible to unique vulnerabilities that can lead to opioid overdose.

Michele Staton, associate professor in the UK College of Medicine Department of Behavioral Science, will serve as principal investigator on the project. Staton will lead a team of experts from across UK’s campus including the colleges of Medicine, Nursing, Public Health and Arts & Sciences; the Center on Drug and Alcohol Research; and UK HealthCare’s Kentucky Telecare.

This partnership also includes collaborators at Research Triangle Institute and the University of Miami, as well as the Kentucky Department of Corrections (DOC) and the Kentucky Department for Behavioral Health, Developmental and Intellectual Disabilities (BHID).

The plan for WJCOIN involves implementing telehealth services in six Kentucky jails in both rural and urban areas to deliver pre-treatment for medications used to treat OUD. Community providers will connect with women in jail prior to their release to conduct screenings, assessments, medical evaluations and education about the benefits and risks of medications for OUD. Additionally, when women are released from jail, they will be able to enter treatment with those community providers.

How Kentuckians are coping with prescription drug costs

AARP Kentucky released new state data and an infographic illustrating the impact of high prescription drug prices for Kentucky residents, specifically those living with cancer, prediabetes or diabetes and heart disease. AARP unveiled the infographic at the National Academy for State Health Policy (NASHP) annual conference as part of AARP’s nationwide Stop Rx Greed campaign to lower drug prices for all Americans.

In 2016, 212,639 of Kentuckians stopped taking a prescription drug as prescribed due to cost, as shown in the infographic.

The infographic also highlights recent price increases for select prescription drugs commonly used to treat cancer, diabetes and heart disease. Between 2012 and 2017, the price of these name brand drugs increased:

- Revlimid, used to treat cancer, increased from $147,413 per year to $247,496 per year in Kentucky.
- Lantus, a form of insulin used to treat diabetes, increased from $3,030 per year to $5,930 per year in Kentucky.
- Aggrenox, a heart disease medication, increased from $1,030 per year to $4,702 per year.

In 2017, 28% of Kentucky Residents stopped taking medications as prescribed due to cost. Here are the impacts of high prescription drug costs:

- 3 Among 19-64 year old population. State Health Access Data Assistance Center (SHADAC) analysis of National Health Interview Survey data, State Health Compare, SHADAC, University of Minnesota, statehealthcompare.shadac.org, Accessed September 5, 2019

Kindred, Anderson Healthcare receive approval for rehabilitation hospital

Kindred Healthcare and Anderson Healthcare announced that the Illinois Health Facilities and Services Review Board has granted Certificate of Need approval for a 34-bed acute rehabilitation hospital to be constructed on Anderson Healthcare’s Goshen Campus in Edwardsville, Illinois. This hospital will be the first freestanding rehabilitation hospital in the Central and Southern regions of Illinois.

Anderson Rehabilitation Hospital is a joint venture between Kindred and Anderson Healthcare. Groundbreaking is expected in the summer of 2020. Kindred will manage the day-to-day operations of Anderson Rehabilitation Hospital and Anderson Hospital will provide any medical support services.

Landmark Outpatient Services opens in Louisville

Landmark Outpatient Services, Kentucky’s newest behavioral health program, is opening in Louisville. Landmark Outpatient Services is a branch of Landmark Recovery that is dedicated to helping patients with their psychiatric health needs.

Landmark Outpatient Services provides psychiatric evaluations and a personalized care plan to give patients the tools they need for their diagnoses. Landmark Outpatient Services works with patients to offer the best treatment options available to improve and preserve their mental well-being.

Landmark Outpatient Services hopes to open an additional facility in Lexington, Kentucky soon.

Highlands ARH Regional Medical Center celebrates merger

Highlands ARH Regional Medical Center hosted its ribbon-cutting ceremony, celebrating the recent merger of Highlands Regional Medical Center with Appalachian Regional Healthcare.

ARH purchased Highlands in August, making the hospital the thirteenth in the region to operate under the ARH umbrella. The official celebration ceremony, with guest speaker Congressman Hal Rogers, served to usher in the new era of medical care in Floyd County.
UK College of Medicine-Northern Kentucky campus opens

The University of Kentucky College of Medicine joined partners St. Elizabeth Healthcare and Northern Kentucky University last month for a ribbon cutting ceremony that officially marked the opening of its new Northern Kentucky Campus.

The new site welcomed an inaugural class of 35 medical students during a white coat ceremony in August. This will be the UK College of Medicine’s second four-year regional campus. The first in Bowling Green opened in 2018.

“At the University of Kentucky, we know that working together—across disciplines and across the commonwealth—is the best way to ensure real, positive change for those we serve,” said UK Provost David Blackwell. “Thanks to the collaboration and enthusiastic support from so many leaders from NKU and St. Elizabeth, as well as from citizens throughout Northern Kentucky, we have effectively and efficiently found an answer in meeting this important need in training more physicians for Kentucky.”

The UK College of Medicine has continuously met capacity at its Lexington campus with a deep applicant pool for medical students. Its new campuses in Northern Kentucky and Bowling Green not only provide more openings for potential applicants, but also represent the University’s efforts to address Kentucky’s physician shortage by training more future healthcare leaders so they’re prepared to better the health of surrounding communities.

“We are incredibly grateful to such revered organizations to open a campus that will help us educate more physicians to improve health and wellness for Kentuckians,” said Robert DiPaola, MD, dean of the UK College of Medicine. “This is an exciting time for our college and for these students who will pave the way for upcoming classes.”

The new campus, located on the third floor of the Albright Health Center, tours 19,806 square feet and includes two large classrooms, two conference rooms, five standardized patient rooms, a physical exam lab and six group study rooms.

“This is an historic day for NKU and for the region. We are proud to partner with UK and St. Elizabeth to establish a medical school in Northern Kentucky, that is designed to educate and keep physicians here,” said NKU President Ashish Vaidya. “This project aligns well with NKU’s academic focus on health and related fields to address critical issues facing the Northern Kentucky/Greater Cincinnati region through collaboration and innovation.”

The Northern Kentucky campus is fully functioning and utilizes the same curriculum and assessments as the Lexington campus. Faculty have UK College of Medicine appointments, teach in small groups and provide simulated, standardized patient experiences. Third- and fourth-year medical students gather clinical experience at St. Elizabeth Healthcare.

The College of Medicine’s expansion aligns with its strategic plan to make an impact through a transdisciplinary strategy in areas of education, research, clinical care, diversity and inclusion, and community engagement. Through this plan, the college has committed to educate more physicians in Kentucky for Kentucky.

News in Brief continued on page 7
PEOPLE IN BRIEF

Baptist Health

William Davis II, DO, joined Baptist Health Medical Group.

Clark Memorial Health

Sabrina Taylor, DO, joined Clark Primary Care (formerly Havens Medical Group).

Lexington Clinic

Andrea Colton, MD, joined the Center for Breast Care.

Louisville Department for Public Health and Wellness

T. Benicio Gonzales is the new director of the Center for Health Equity.

Urologist L. Andrew Evans, MD, joined Baptist Health Medical Group Urology.

Allison Beavers joined the Clarksville Clark Primary Care.

W. Jeffrey Grantham, MD, joined the Orthopedics – Sports Medicine Center.

Timothy Farley, MD, joined Baptist Health Medical Group Hospital Medicine.

Aaliyah Eaves joined as partner of counsel with the healthcare practice group.

Sasha Neace, MD, joined Obstetrics and Gynecology.

Allison Rains, MD, was appointed to the Kentucky Board of Emergency Medical Services.

Chief information officer Brian LeClaire will retire later this year.

Chief medical officer Travis Sewalls, MD, has been named Chief Medical Officer of Saint Joseph Hospital and Saint Joseph East.

Ashli Watts was named president and CEO.

John Yanes has been named president of Saint Joseph London and Saint Joseph Berea.

Benjamin Breier was appointed as the board chair of the Louisville Healthcare CEO Council.

WRITE FOR MEDICAL NEWS

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

Contact sally@igemedia.com for more information.

CHI Saint Joseph Health

Travis Sewalls, MD, has been named Chief Medical Officer of Saint Joseph Hospital and Saint Joseph East.

Kentucky Chamber of Commerce

Ashli Watts was named president and CEO.

WRITE FOR MEDICAL NEWS

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

Contact sally@igemedia.com for more information.

CHI Saint Joseph Health

Travis Sewalls, MD, has been named Chief Medical Officer of Saint Joseph Hospital and Saint Joseph East.

Kentucky Chamber of Commerce

Ashli Watts was named president and CEO.

WRITE FOR MEDICAL NEWS

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

Contact sally@igemedia.com for more information.

CHI Saint Joseph Health

Travis Sewalls, MD, has been named Chief Medical Officer of Saint Joseph Hospital and Saint Joseph East.

Kentucky Chamber of Commerce

Ashli Watts was named president and CEO.

WRITE FOR MEDICAL NEWS

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

Contact sally@igemedia.com for more information.

CHI Saint Joseph Health

Travis Sewalls, MD, has been named Chief Medical Officer of Saint Joseph Hospital and Saint Joseph East.

Kentucky Chamber of Commerce

Ashli Watts was named president and CEO.

WRITE FOR MEDICAL NEWS

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

Contact sally@igemedia.com for more information.

CHI Saint Joseph Health

Travis Sewalls, MD, has been named Chief Medical Officer of Saint Joseph Hospital and Saint Joseph East.

Kentucky Chamber of Commerce

Ashli Watts was named president and CEO.

WRITE FOR MEDICAL NEWS

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

Contact sally@igemedia.com for more information.

CHI Saint Joseph Health

Travis Sewalls, MD, has been named Chief Medical Officer of Saint Joseph Hospital and Saint Joseph East.

Kentucky Chamber of Commerce

Ashli Watts was named president and CEO.

WRITE FOR MEDICAL NEWS

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

Contact sally@igemedia.com for more information.

CHI Saint Joseph Health

Travis Sewalls, MD, has been named Chief Medical Officer of Saint Joseph Hospital and Saint Joseph East.

Kentucky Chamber of Commerce

Ashli Watts was named president and CEO.

WRITE FOR MEDICAL NEWS

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

Contact sally@igemedia.com for more information.

CHI Saint Joseph Health

Travis Sewalls, MD, has been named Chief Medical Officer of Saint Joseph Hospital and Saint Joseph East.

Kentucky Chamber of Commerce

Ashli Watts was named president and CEO.

WRITE FOR MEDICAL NEWS

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

Contact sally@igemedia.com for more information.

CHI Saint Joseph Health

Travis Sewalls, MD, has been named Chief Medical Officer of Saint Joseph Hospital and Saint Joseph East.

Kentucky Chamber of Commerce

Ashli Watts was named president and CEO.

WRITE FOR MEDICAL NEWS

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

Contact sally@igemedia.com for more information.

CHI Saint Joseph Health

Travis Sewalls, MD, has been named Chief Medical Officer of Saint Joseph Hospital and Saint Joseph East.

Kentucky Chamber of Commerce

Ashli Watts was named president and CEO.

WRITE FOR MEDICAL NEWS

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

Contact sally@igemedia.com for more information.

CHI Saint Joseph Health

Travis Sewalls, MD, has been named Chief Medical Officer of Saint Joseph Hospital and Saint Joseph East.

Kentucky Chamber of Commerce

Ashli Watts was named president and CEO.

WRITE FOR MEDICAL NEWS

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

Contact sally@igemedia.com for more information.

CHI Saint Joseph Health

Travis Sewalls, MD, has been named Chief Medical Officer of Saint Joseph Hospital and Saint Joseph East.

Kentucky Chamber of Commerce

Ashli Watts was named president and CEO.

WRITE FOR MEDICAL NEWS

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

Contact sally@igemedia.com for more information.

CHI Saint Joseph Health

Travis Sewalls, MD, has been named Chief Medical Officer of Saint Joseph Hospital and Saint Joseph East.

Kentucky Chamber of Commerce

Ashli Watts was named president and CEO.

WRITE FOR MEDICAL NEWS

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

Contact sally@igemedia.com for more information.

CHI Saint Joseph Health

Travis Sewalls, MD, has been named Chief Medical Officer of Saint Joseph Hospital and Saint Joseph East.

Kentucky Chamber of Commerce

Ashli Watts was named president and CEO.

WRITE FOR MEDICAL NEWS

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

Contact sally@igemedia.com for more information.
Meet Colleen Swartz, DNP, VP for Hospital Operations at UK HealthCare

Medical News: What trends are you seeing in healthcare, as it relates to finance, costs and revenue?

Colleen Swartz: The most significant emerging trend is the nationwide shift to a value proposition for every aspect of care. No longer will we be reimbursed and evaluated by looking at volumes, but instead on our ability to deliver on quality care, carefully measured by outcome metrics.

Our daily work in every healthcare venue: ambulatory, inpatient, outpatient, telehealth, community centers, etc. will have an expectation from consumers and payers to deliver on the value proposition—high quality healthcare at low cost. The rigor of measurement and continued migration of health systems to high reliability organizations will continue and accelerate across our nation.

MN: What deal or transaction (Kentucky or elsewhere) do you find most interesting?

CS: There continues to be consolidation of health systems across the country. Consolidation of payers also continues across the country. Consolidation could bring less competition in the marketplace which may weaken healthcare economics.

Severity of illness continues to rise in regional referral centers as community hospitals struggle with staffing all aspects of the workforce including specialty providers, nurses, pharmacist, therapists and information technology professionals. The volume of transfers to large tertiary systems continues to rise and system coordination is imperative to meet and exceed expectations around value.

MN: What keeps you up at night? What can Kentucky do to create a better healthcare environment?

CS: Several key themes and stressors weigh heavy on my thinking and decision making. First and foremost, I worry that we always have the right staff, in the right amount, at the right time for every patient. Many of our workforce shortages are very real and can impact our quality imperative.

One of the other concerns I have is the escalation of workplace violence in our health systems. Verbal and physical assaults of our team members by patients, visitors, family members are real. We are working very hard to ensure safety at the workplace so our team members feel safe at work and can focus on their work with patients and family members. Kentucky is rich with opportunity to improve our healthcare environment.

One of our key challenges and barriers is the adequacy of care access for all Kentuckians. Improving access to preventive care strategies as well as primary care provision could allow us to take a huge step forward with our healthcare environment.

MN: Are there trends outside the healthcare industry that you would like to see applied to healthcare companies?

CS: We have been working diligently for about eight years to model many of the aspects of Lean thinking and integrate key principles into our everyday work. Some of our key aspects of Lean processes include creating standard work for processes, looking for and eliminating waste, using scientific methods to evaluate and improve throughput across our system, reduction in care variation where appropriate and an organized and rigorous approach to problem solving so the same problems do not keep recurring.

The Lean principles have emerged from industry and have become quite valuable to our thinking when we consider processes across all healthcare systems. Healthcare is also advancing more quickly now with technology integration and leveraging technology to improve effectiveness and efficiency of our models of care.

Continuum of Care | Reshaping Design for the Aging

Health Care Thought Leaders
www.teg123.com | 812.282.3700
**Kentucky Healthcare Ethics Consortium Conference**

**Location:** Hilton Lexington Downtown, Lexington, Ky. 40507  
**Info:** https://ukhealthcare.uky.edu/bioethics-program/bioethics-consortium

**CBD360 Lexington – Hemp for Healthcare Professionals**

**Time:** 8:30 am to noon  
**Location:** The Campbell House Lexington, 1375 S. Broadway, Lexington, Ky. 40504  
**Info:** anandaprofessional.com

**Fall Meeting Fatigue: A Complex Diagnosis and Treatment Dilemma**

**Location:** The Galt House Hotel, 140 N. Fourth St., Louisville, Ky. 40202  
**Info:** aaemonline.org

**Addiction & Substance Abuse: Communities at a Crossroad**

**Time:** 9 am to 3 pm  
**Location:** Grand Rivers Community Center, 155 W. Cumberland Ave., Grand Rivers, Ky. 42045  
**Info:** Kyhra.org

**Private Payer Roundtable**

**Time:** 7:30 to 9:30 am  
**Location:** The Foundation for a Healthy Kentucky, 1640 Lyndon Farm Court, Suite 100, Louisville, Ky. 40223  
**Info:** kyma.org

**Lexington Medical Society Opioid Symposium**

**Time:** 6 to 9 pm  
**Location:** Signature Club of Lansdowne, 3256 Lansdowne Dr., Lexington, Ky. 40502  
**Info:** lexingtondoctors.org

**Healthcare Cybersecurity Workshop**

**Time:** 11:30 am to 1 pm  
**Location:** Paducah Area Chamber of Commerce, 300 S. 3rd St., Paducah, Ky. 42003  
**Info:** paducahchamber.org

**KPCA Annual Conference**

**Location:** Embassy Suites, 1801 Newtown Pike, Lexington, Ky. 40511  
**Info:** Building for success in value-based reimbursement. Kpca.net

**UK HealthCare Post-Acute Care Expo**

**Time:** 1 to 4 pm  
**Location:** UK Albert B. Chandler Hospital Auditorium Pavilion A, 800 Rose St., Lexington, Ky. 40536  
**Info:** ukhealthcare.uky.edu

**Statewide Trauma & Emergency Medicine Symposium**

**Location:** Lexington Center, 430 W. Vine St., Lexington, Ky. 40507

**KAPA 2019 Fall CME Symposium**

**Location:** Lexington Center, 430 W. Vine St., Lexington, Ky. 40507  
**Info:** kentuckypa.org/fall-symposium

**Markesbery Symposium on Aging & Dementia**

**Time:** 8:30 a.m. to noon  
**Location:** Lexington Convention Center Bluegrass Ballroom, 430 W. Vine St., Lexington, Ky. 40507  
**Info:** Presented by UK Sanders-Brown Center on Aging. Free and open to the public. Registration required at uky.edu/coa.
Dean Dorton launches Women’s Initiative Committee

Recognizing the importance of recruiting, developing and retaining talented women in the accounting, business consulting and technology industries, Dean Dorton, launched an internal Women’s Initiative Committee last fall. During its initial year the Committee has made significant impacts across the firm.

The Women’s Initiative Committee’s mission is to promote a firm culture that provides women with support, mentorship and training in order to fully develop their potential as leaders. The Committee, comprised of seven women across multiple service lines and office locations, represents a total of 132 female team members in the firm. The Committee spent the last year identifying potential barriers women face both in the industry and at Dean Dorton through various means, including a survey of the women in the firm.

As a result of the survey and discussions with team members, the Committee created a monthly breakfast series to allow all women of Dean Dorton to interact and learn from each other. The breakfast meetings include conversations with recognized female leaders in the community, panels of

Dean Dorton leaders sharing their stories and advice and opportunities for women of the firm to build and strengthen social connections.

“The monthly breakfasts have been a great avenue for the women at Dean Dorton to connect with one another,” said Natalie Schuler, manager of Tax Services and Chair of the Women’s Initiative Committee. “The two panel discussions with our own women leaders led to very open and honest discussions. I am grateful to work for a firm that supports this kind of open dialogue.”

The Committee also recently launched a pilot mentoring program specifically designed to support women in reaching their leadership goals, pairing Committee members with leaders within the firm. Once the program is fully established, the Committee members will become mentors to other women within the firm.

Realizing the impact that workplace benefits has on an employee’s job satisfaction and retention, the Women’s Initiative Committee worked with firm leadership to enhance the firm’s maternity leave benefit. The Committee also established a family leave benefit designed for team members—both men and women—needing to take off for family medical reasons, which includes the birth of a child.

“I am impressed with the strides the Women’s Initiative Committee has made over the last year,” said David Bundy, CEO and president of Dean Dorton. “When we first started this program, I wanted to make sure we were doing something that actually makes a difference and not just creating a group to have a name. More than half our firm is comprised of women, and we have always had strong female role models within the firm. For several years we have noticed an increase in turnover among our female team members after a certain point in a woman’s career. We selected a group of women who would work to help us change that narrative. The Committee has not taken the task at hand lightly and achieved a great deal thus far. I’m excited to see the accomplishments in future years both from a career development and talent standpoint for the firm.”

News in Brief continued on page 8
Supporters name Bluegrass Care Navigators therapy dogs

Three puppies in training to become the first animal-assisted therapy dogs at Bluegrass Care Navigators now have names, thanks to hundreds of suggestions submitted from supporters around the commonwealth. The names are:
- Sampson, a male yellow Labrador, whose name means "service" and "sun."
- Rosemary, a female yellow Labrador, whose name means "remembrance."
- Grace, a female Golden Retriever who will serve eastern Kentucky, whose name means "in favor or goodwill" and "to honor."

“We were amazed at the thoughtfulness and intention that so many people gave to the names they suggested for our animal therapists,” said program coordinator Whitney Clay. “The final names truly resonate with the care we provide, and they will be a beautiful first introduction that I am confident will bring meaningful connections to our patients and families.”

The puppies are currently in training to become certified animal-assisted therapists, and Bluegrass Care Navigators plans to officially begin the animal therapy program in the spring of 2020.

**Integrative Medicine Program**

Animal assisted therapy is just one of the programs included in the organization's new Bluegrass Integrative Medicine program.

Integrative medicine brings conventional and complementary practices together in a coordinated way as part of the patient’s medical care plan. The program was developed at the recommendation of the organization's board of directors, who identified a need for supportive therapies to help make every moment count for patients and families experiencing serious illness.

The Bluegrass Integrative Medicine program will include mind-body techniques such as music and art therapy; body-based techniques such as acupuncture, massage, yoga and aromatherapy; in addition to animal-assisted therapy. Music and art therapy programs are in development now and will be offered to patients before the end of the year.

Community support for Bluegrass Integrative Medicine is vital to the program's success. To donate to any of the specialties in the program, visit give.bgcarenav.org/puppies.

Bluegrass Care Navigators will seek volunteers who are skilled in various therapies to support our patient needs as each program develops. Volunteers who are interested in lending their expertise to the integrative medicine program can visit bgcarenav.org/volunteers to complete an application.

Headquartered in Lexington, Bluegrass Care Navigators provides hospice care in 32 counties across central, eastern and northern Kentucky. In addition, the agency supports those facing serious illness or chronic disease with private duty nursing, home primary care, transitional care, adult day healthcare and adult and pediatric palliative care services.

---

**WHEN IT COMES TO HEALTHCARE LAW, DOES YOUR LAW FIRM EVEN HAVE A PULSE?**
Nigel Smith, Director Hatchery Ventures, AARP Innovation Labs

By Ben Keeton

The Health Enterprises Network recently hosted Converge Louisville, a conference focused on innovative solutions to the social and clinical determinants of health impacting seniors. During the conference, Medical News spoke with Nigel Smith, Director Hatchery Ventures, AARP Innovation Labs about orchestrating the value exchange in age tech.

Medical News: A lot of our readers may not know that there is an innovation lab at AARP. Can you talk a little bit about what the lab does and why it was created?

Nigel Smith: Five years ago, AARP started seeing a lot of big trends happening, tied to the changing demographics, people living longer, getting older. So every day, 10,000 people turning 65, fastest growing age demographic, people over 85 fastest, people over 100, fact that my 11 year old daughter has a one in two chance of living until 104. So with these changes, we saw a lot of big challenges and opportunities unfolding in the health, wealth and self-spaces and as an organization we realized that we needed to be more innovative in order to continue to deliver on our mission.

We went through what I can only describe as an innovation renaissance; it was a really beautiful thing. Not many organizations do what AARP did, when we invested very heavily in innovation internally to shift our culture square feet in the heart of DC and within Innovation Labs we are doing two things. One, we are developing our own disruptive solutions internally, something we’ve never really done before. We’ve always had a model of if we thought something was going to be important, we would find a company that would create it for us and we’d endorse it.

Now we have internal entrepreneurs, we call them innovation catalysts, that are developing new businesses on our behalf, and we also have a focus on disruptive startups and that’s where I come in. So I go around the country, trying to find startups that have really cutting-edge technologies that I can bring on board and help shape for an agelsess consumer, help develop new use cases and then help them scale and grow for impact.

Medical News: When you find a company that you are interested in investing in or partnering in that you find that is doing innovative work, how do you work with them? Do you all have a fund that is investing dollars, or are you lending services? Are you finding potential customers? What does that relationship look like?

Nigel Smith: So we are providing a bundle of non-cash services in exchange for warrant with companies and the services that we are providing is extraordinarily valuable for companies in that early stage, that seed series A stage. So basically within AARP, within Innovation Labs, we have a very strong design function, human-centered design function. So we unleash the power of our design team with our startups, we help our startups think about the features and benefits of their solution so that what they’re currently doing can be extended to a broader consumer base than they’ve currently thought about. So the gold standard are those suitcases in the airport, where whether you’re one year old or 99 years old, you can push it around. Or the Amazon Echo where my mom or my daughter can both use, they speak to Alexa, “Tell me the weather.”

The second thing is really what are the different use cases? So you have these amazing technologies that can address one particular use case but what are the other use cases? So a good example would be virtual reality. We have a problem with social isolation today; one in five people over the age of 65 believe are socially isolated, which is a lack of connection to friends, family, community. The new virtual reality technologies right now, are deeply immersive, and there are some killer apps we think that are already out there that can take you different places, connect you with other people.

Medical News: Louisville is home to a number of healthcare aging companies. What advice do you have for these companies? Whether they’re large, or whether it’s somebody that’s looking to build a startup? What advice do you have for them as they pursue innovative opportunities?

Nigel Smith: So, keep the consumers just understand the market, the size of the consumers, that’s number one. Number two, understand that it’s not very simple. So I kind of shared with you, startups are thinking about the consumers, but they may have to go through businesses or enterprises, so it could be a complex path. So understanding the complexities potentially of the business models for execution.

Medical News: I really appreciate your passion for this. What brought you to the Innovation Lab?

Nigel Smith: I’ve been with AARP for a long time. It’s been, gosh, about 12 years. I’ve been in a variety of strategy and innovation roles. I wake up everyday just hungry to go to work because of the platform that AARP represents, the fact that we touch 38 million people, we are just hungry to go to work because of the need for disruptive innovation and this is where Innovation Labs come in. We thought it was important to have a very, very myopic focus on disruptive innovation. So we launched our own innovation lab space, 10,000
CELEBRATING THE 2019 MEDISTAR HONOREES

TUESDAY, OCTOBER 29, 2019

4:30 pm • Registration & Cocktail Reception
5:30 pm • Award Ceremony

13th Annual MediStar Awards
The Muhammad Ali Center, Louisville, Ky.

THE AWARDS:

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.

The 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.

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.

The Hosparus Health Innovation Award
Presented to an organization that has developed a new procedure, device, service, program or treatment that improves the delivery of care.

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.

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.

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.

Purchase tickets online at medistarawards.com

SPONSORED BY:
Jamie Studts, PhD
University of Kentucky
College of Medicine

Guiding a comprehensive, multilevel effort to: a) Raise awareness of lung cancer screening among individuals, families and communities; b) Educate clinicians regarding the opportunity to engage patients and refer appropriate candidates for lung cancer screening and c) Work with lung cancer screening programs to facilitate implementation of high-quality screening.

Robert DiPaola, MD
University of Kentucky
College of Medicine

Leads a medical education institution that’s working vigorously to combat its state’s physician shortage and provide greater, more affordable access to quality care.

Directed the college’s advocacy efforts toward ensuring its learners are fully equipped to treat Kentucky’s sickest patients in order to improve overall health and wellness within the state.

Jamie Studts, PhD
University of Kentucky
College of Medicine

Guiding a comprehensive, multilevel effort to: a) Raise awareness of lung cancer screening among individuals, families and communities; b) Educate clinicians regarding the opportunity to engage patients and refer appropriate candidates for lung cancer screening and c) Work with lung cancer screening programs to facilitate implementation of high-quality screening.

Recent data from the American College of Radiology Lung Cancer Screening Registry shows that Kentucky has achieved the highest per capita rate of lung cancer screening in the nation.
KMA meeting celebrates physician leaders, tackles public health issues

By Emily Schott

Physicians from across the state convened in Louisville in late September for the 2019 Kentucky Medical Association (KMA) annual meeting. The theme of this year’s meeting, “Moving Medicine: Together for Tomorrow” celebrated and encouraged the unification of physicians around issues of importance, particularly public health advocacy.

Friday evening’s VIP board dinner honored graduates of two of KMA’s leadership programs, the Community Connector Leadership Program (CCLP) and the award-winning Kentucky Physicians Leadership Institute (KPLI). Receiving recognition as CCLPs were Bruce Scott, MD of Louisville, Sarah Moyer, MD of Louisville and Khalil Rahman, MD of Lexington. Eleven physicians completed the 2019 KPLI program and were recognized. The evening also included a special “fireside chat” between 2018-2019 KMA President Bruce Scott, MD and current American Medical Association (AMA) President Patrice Harris, MD.

Attendees heard from a dynamic array of speakers during the Kentucky Physicians Leadership Academy (KPLA). United States Attorney for the Western District of Kentucky Russell Coleman discussed the federal response to the state’s opioid epidemic, accompanied by Assistant U.S. Attorneys Stephanie Zimdahl and Bill Campbell. Ben Chandler, president and CEO of the Foundation for a Healthy Kentucky, gave members an update on Kentucky’s public health issues, and was also presented with KMA’s Advocacy Award for his work addressing solutions to issues such as tobacco use and influenza. The KPLA concluded with a discussion on social media and advocacy.

Attendees were invited to attend the taping of “Prescription for Health: A KET Forum” which featured physicians, public health officials and policymakers discussing some of the state’s most pressing public health issues. The first-of-its-kind special, which is scheduled to air on KET at 9 p.m. on Oct. 7, was moderated by Emmy award-winning Connections host Renee Shaw with Kentucky Health host and KPLI graduate Wayne Tuckson, MD interviewing additional physicians in the audience.

Participants were also asked to share their stories encountering barriers to care their patients face related to these health issues using KMA’s new patient advocacy web site, AIMforBetterCare.com.

The annual KMA leadership dinner highlighted the installation of KMA’s 169th President, R. Brent Wright, MD of Glasgow, as well as recognize recipients of KMA’s awards program and graduates of the Medical Student Outreach and Leadership (MSOL) Program.

Gordon Tobin, II, MD of Louisville received the KMA Distinguished Service Award, the Association’s highest professional honor. Members elected physicians to its Board of Trustees and AMA delegation as well as set Association policy during the House of Delegates. Louisville emergency room physician Robert Couch, MD was selected as KMA president-elect, Dale Toney, MD was elected vice president, and Frank Burns, MD was selected secretary-treasurer. Danesh Mazloomdoost, MD, and Monalisa Tailor, MD were elected speaker and vice speaker of the House of Delegates, respectively.
Through CareTech, LHCC created a unique opportunity for innovators in the caregiver space to get acquainted with the city of Louisville and connect with high-powered healthcare CEOs, investors and experts around a once-in-a-lifetime Derby experience.”

I know that I’m in the right place.”

The Family Health Centers are dedicated to providing primary and preventive health care to all, regardless of ability to pay. We serve the working poor, the uninsured, those experiencing homelessness, refugees from all over the world, and anyone in need of affordable, high quality health care.

To learn more about opportunities in any of our seven Louisville Metro locations, please contact: recruitment@fhclouisville.org | 502-772-8574 www.fhclouisville.org  

Create more moments.

Your patients desire to live their lives to the fullest. Help them make sure there’s a satisfying end by referring them to Hosparus Health for a specialty consult. Start with an NP/MD consult, so together, we can provide the care they deserve. Reach out to us at 800.264.0521 or visit HosparusHealth.org.
Bellarmine University has aging on its mind
Multifaceted approach to address challenges associated with the aging population.

By Kevin Hansen, PhD, JD

Population statistics show that by the year 2030, more than 20 percent of Americans will be over the age of 65 (U.S. Census Bureau), and the number of older adults age 85 and older continues to grow.

With this booming aging demographic, Bellarmine University in Louisville, Kentucky, recognizes the importance of preparing students for future careers in health and aging services, senior care and enrichment programs that embody the essence of cura personalis: care of the whole person in mind, body and spirit. Bellarmine has undertaken a multifaceted approach to address some of the challenges and opportunities associated with the aging population.

Health Services and Senior Living Leadership

The Health Services and Senior Living Leadership Department prepares students for a range of careers as leaders in health services and senior living, or for continuing their education in graduate programs. The program helps students understand the broader context of health services delivery to prepare for careers in nursing homes, assisted living communities, home- and community-based services organizations and hospice and palliative care organizations.

Students have the option to choose from one of three majors to pursue a career in health and aging services. The curriculum focuses on several important factors, including historical context and current trends, quality assurance and performance improvement, financial implications, leadership strategies and ethical considerations in delivering care. Students strive to synthesize contemporary best practices to include programmatic, financial, clinical, logistical and technological aspects in the development and implementation of an organization’s strategic plan.

In addition, students complete an experiential learning component through a 90-hour or 1,000-hour internship. Bellarmine partners with several care communities to host students for this experience, where administrators serve as a “preceptor,” and students gain experience while assisting their site with projects to improve the quality of care delivered to residents, as well as increase organizational efficiency and effectiveness.

The Department is guided by an Advisory Board of local health services leaders, representing companies such as Trilogy Health Services, Nazareth Home, Atria Senior Living, as well as provider associations such as the Kentucky Association for Healthcare Facilities/KCAL, LeadingAge Kentucky and the Kentucky Senior Living Association.

Graduate and Post-Graduate Education

Individuals interested in health and aging services can enroll in relevant, practical graduate-level degrees at Bellarmine to enhance their abilities and better serve older adults. Healthcare professionals can elect to pursue a Master of Health Services (MHS) degree or a PhD in Health Professions Education.

The MHS program is designed for practicing healthcare professionals and is delivered in an online format. Graduates of the MHS program are equipped to advance into leadership positions or pursue other career paths in healthcare related to advocacy, health promotion, or education. The Ph.D. in Health Professions Education degree can help individuals further advance in their careers, or pursue a career in university teaching, leadership, or research related to senior care issues. This program was also designed to serve working professionals by having three to six weekend meetings per semester and including online work in the curriculum.

Additionally, as a component of their academic and clinical training, Doctor of Physical Therapy students are exposed to physical and cognitive changes that occur with aging through a gerontology course, taught by an interdisciplinary team that includes board-certified Geriatric Clinical Specialists.

Physical therapist students and faculty also partner with several local organizations, including the Thrive Center, to host regular “Strive to Thrive” events for community-dwelling older adults. These events promote...
healthy aging through a “high-tech, high-touch” approach with traditional and state-of-the-art technology assisted interventions.

Bellarmine also offers a post-graduate residency program accredited by the American Board of Physical Therapy Residency and Fellowship Education. The program is one of only 18 in the country which provides advanced post-licensure specialized clinical and research training in the area of geriatric rehabilitation.

Professional Certificate

Bellarmine University also offers individuals the option to pursue a Professional Certificate in Gerontology, geared at preparing graduates for a wide range of careers including nursing, social services, public health agencies and long-term care positions that serve the aging population.

The certificate helps distinguish individuals as knowledgeable, committed professionals in the field of gerontology and prepares them for careers to improve the lives of older adults.

Veritas Society

The mission of the Veritas Society is to help people 55 and older keep their minds active and growing by taking collegiate coursework at their own pace. Veritas has a board of directors elected by the membership, and partners with Bellarmine faculty to have members in courses with undergraduate students (e.g., the Introduction to Gerontology course offered by Health Services and Senior Living Leadership). Veritas also works to develop its own programs to serve members, and individuals have a multitude of ways to become involved with the program.

As the older adult population continues to grow, Bellarmine University is responding by constantly evolving its academic programming and community partnerships to better meet the needs of this burgeoning group of individuals.

Faculty and administrative leaders with aging services expertise are continually working to propose and deliver new initiatives – in partnership with local healthcare companies and organizations, in many cases – to prepare future Bellarmine Knights for careers focusing on the older adult population. Our graduates continue to be well-equipped and prepared to provide highly skilled care to promote healthy and successful aging in the Louisville community.

— Kevin Hansen, PhD, JD, LLM is assistant professor in the Department of Health Services and Senior Living Leadership at Bellarmine University. Assistance also from Dr. David Wolf, Dr. Tony Brosky, Dr. Christy Kane and Dr. Mark Wiegand.

healthy vitals

ProAssurance has been monitoring risk and protecting healthcare industry professionals for more than 40 years, with key specialists on duty to diagnose complex risk exposures.

Work with a team that understands the importance of delivering flexible healthcare professional liability solutions.
Aging care is an important component of the overall healthcare system. It is also one of the areas where our region excels. With a cluster of companies focused on aging innovation, the future of aging care is being set in our community.

To explore what aging innovation means, we spoke with several local healthcare leaders for their perspective.

For me, aging innovation has many separate components. It’s not a single program or initiative – it involves all aspects of senior care, from lifestyle programming to clinical care. Providers must be innovative across the board if they want to succeed.

Baby boomers are very tech-savvy. As they enter the marketplace, they will be searching for providers who offer programs and technology that support their personal preferences and enhance their lifestyle. There are also many opportunities to be innovative in Alzheimer’s and dementia care. The knowledge we have now about the disease will lead to innovations in the way we care for those with memory loss.

In the skilled nursing sector, we are caring for more acute patients than ever before. We need to be at the top of our game when it comes to clinical technology. I think you will see many providers investing in in-house clinical services like labs and x-rays, as well as additional trainings for their employees. As you innovate, it’s important that you give your employees the education they need to provide the best care.

I don’t like to think of it as “aging innovation.” What we are doing is “living innovation.” We are empowering individuals to live the life they desire. Whether we are improving the quality of in-home care, modernizing appliances for safer use, or introducing new communications technology to reach clinical teams, we are giving people the opportunity to choose how they live. Who we serve just happens to be a little older.

The home will continue to be a focal point for healthcare. As we all contribute to living innovation, I’m confident we will not only see improved health outcomes but a more vibrant segment of our population.

Innovation in aging is absolutely critical, as 20 percent of the U.S. population will be 65 or older by 2030. We have a responsibility as a community to find creative solutions to issues we know are imminent. Louisville is home to a particularly diverse and dense cluster of healthcare businesses representing every step along the continuum of care. LEAP has a unique opportunity to leverage this strength as we work with our partners across the region to identify innovative approaches to pressing challenges in healthcare related to an aging demographic.

As people live longer with more complex and chronic conditions, it is essential delivery, care and reimbursement models will need to adapt and innovate to serve this growing patient trend.

Aging innovation or innovation in aging, contemplates scalable best practices that enable our population to move seamlessly across a continuum of care which aligns with an individual’s healthcare needs as they naturally move from good health, to restorative health, to palliative care, to advanced illness care and until their last breath.

These innovations will undoubtedly affect our healthcare sector by successfully and sustainably meeting the demands of a growing number of aging people, all whom deserve dignity and respect in all stages of care.

Investing in aging innovation is not just about technology but entails a change in culture about how we approach aging as a concept. We must change the mindset that associates aging with disability, dependency and despair. Once we have embraced fresh attitudes about aging, only then technological and innovative frameworks will empower the aging communities to continue to add value to the society.

At Signature, aging innovation
As the epicenter of aging innovation, our local entrepreneurs will be vital to maintaining this moniker, so we often invite local entrepreneurial companies into our organization to meet with senior leadership to share their story and share ideas on where we must be looking next.”

– Phil Marshall, President and CEO, Hosparus Health

“Whether we are improving the quality of in-home care, modernizing appliances for safer use, or introducing new communications technology to reach clinical teams, we are giving people the opportunity to choose how they live.”

– Kiel Dowlin, President, Family Directed - HomeHero

As the epicenter of aging innovation, our local entrepreneurs will be vital to maintaining this moniker, so we often invite local entrepreneurial companies into our organization to meet with senior leadership to share their story and share ideas on where we must be looking next. I would encourage others to consider opening their doors, too.

Medical News: What are the biggest challenges to being innovative?

Leigh Ann Barney
CEO, Trilogy Health Services

We work in a highly regulated industry, so there are challenges that come with that. Offering innovative services usually comes at a higher cost, so we also need to ensure that we are reimbursed for the level of care we provide. Lastly, being innovative creates change and it is extremely important that we continue to invest resources in the fundamentals of our business — excellent healthcare services, superior customer services, and investing in our employees.

Ari Nazir, MD
Chief Medical Officer, Signature HealthCARE

Everyone loves using the phrase innovation but being innovative requires a lot of resolve and commitment. Particularly, in healthcare the environment is not conducive to new ideas as stern regulatory frameworks sometimes disincentivize thinking outside the box.

Moreover, innovative approaches require leadership to be comfortable with taking on risk as many innovative strategies have high risk of failure. One must be comfortable with failure and have systems to learn from failures. Now these are tough asks from post-acute organizations that have recently been struggling due to the ongoing evolution in healthcare. But I am thrilled that with Signature HealthCARE’s sheer focus on innovation as a core strategy, we have had been very successful in leading and implementing many innovative ideas in the post-acute healthcare setting.
LHCC appoints Kindred CEO as board chair

The Louisville Healthcare CEO Council (LHCC) appointed one of its founding members, Benjamin Breier, as new board chair. Breier is president and CEO of Kindred Healthcare. Breier replaces Mark Carter, former CEO of Passport Health Plan, who served as the inaugural board chair.

In conjunction with Breier’s move to board chair, the LHCC board is implementing a new strategic plan that includes three cornerstones: establishing a healthcare aging innovation strategic investment fund; developing a corporate aging innovation center; and hosting a 2020 international conference on aging innovation.

The investment fund initiative will be led by Joe Steier, LHCC member and CEO of Signature Healthcare. In conjunction with a Capital Investment Committee led by Michael Bryant, COO of Trilogy Healthcare.

The innovation center will be overseen by William Altman, senior advisor of strategy to the LHCC. The international conference on aging innovation in healthcare initiative will be led by Tammy York Day, president and CEO of LHCC.

US WorldMeds receives FDA approval

Louisville-based pharmaceutical company US WorldMeds received Food and Drug Administration approval for a new use of its drug Myobloc. Myobloc can now be used to treat sialorrhea, commonly known as drooling. It’s a common and unfortunate symptom that follows many neurological disorders such as Parkinson’s Disease, amyotrophic lateral sclerosis (ALS), cerebral palsy and stroke to name a few.

“Meaningful services for your meaningful use”

IT Services
- Hosted EMR, email, web sites, productivity tools
- Servers, phones, and desktops
- EMR Vendor neutral
- Onsite, hosted, or both
- Disaster Recovery Services

Benefits
- Fast track implementation
- No upfront costs
- No long term commitment
- Local references and support
- Fixed monthly fee

Tom Haselden
tom@ezoutlook.com
www.ezoutlook.com
800-219-1721 ext. 103

KCTCS to expand nursing programs

The Kentucky Community and Technical College System Board of Regents approved a 2020-22 biennial budget request to be submitted and considered by the Council on Postsecondary Education during their quarterly board meeting. This request includes a seven percent increase to performance funding in 2021 and a 10 percent increase in 2022-23. It also includes a request to support the expansion of nursing programs at all KCTCS colleges.

The demand for registered nurses in Kentucky far exceeds the supply. Last year, KCTCS colleges awarded 840 nursing credentials, fulfilling 31 percent of the state’s total need. The funding request will allow the 16 KCTCS colleges to hire more nursing faculty and provide year-round course offerings and is expected to grow the number of nursing graduates by almost 25 percent annually.

LMPHW hosts birth equity townhall

In September, Louisville Metro Department of Public Health and Wellness (LMPHW) hosted a Birth Equity Townhall to consider policy initiatives to close the gap in infant and maternal mortality between the general population and minority communities. The meeting sought input from community residents and heard from local and national experts on best-practice policy solutions.

“Louisville has made progress in lowering overall infant mortality rates over the past twenty years,” said Public Health director and the city’s chief health strategist, Dr. Sarah Moyer. “However, there is still a significant gap between the rate at which white and black babies die before their first birthday. African American women are also still far more likely to die in childbirth.”

While the overall infant mortality rate, the rate at which infants die before their first birthday, has fallen in Louisville from 7.6 to 6.1 per 1000 live births (five year averages of 1995 to 1999 and 2013 to 2017), African American babies still average 5.8 more deaths per 1000 live births than white babies. Also, according to the American Medical Association, African American women in the United States are two to six times more likely to die of complications from pregnancy than white women.

UK College of Social Work awarded money to battle substance use

The College of Social Work (CoSW) at the University of Kentucky has been awarded $2.6 million to support Kentucky families struggling with substance misuse.

More specifically, the CoSW will oversee the Kentucky Sobriety Treatment and Recovery Team (START) in the Kentucky Department for Community Based Services. The program, which provides child welfare-based intervention, aims to help parents achieve lasting recovery and provide a stable home.

The soaring population of children entering the state’s care is further straining a system already overwhelmed. CoSW, through START, hopes to lessen the Child Protective Services (CPS) burden by addressing the mental health needs of parents and children across the Commonwealth. The primary goals focus on ensuring child safety, expanding the quality of behavioral health services and reducing entry into out-of-home care.

START intervenes immediately after a family comes to the attention of CPS. The goal is to provide quick access to a holistic assessment and treatment services. The program provides continued support by pairing a social worker with a family mentor. Together, these trained specialists help guide families through recovery. Family mentors are individuals who have achieved at least three years of sobriety and had previous involvement with CPS.
Bluegrass Care Navigators complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. Life. Well Lived. It's something everyone deserves. And with Bluegrass Care Navigators as your partner, you can be assured of providing the right care at the right time. We now provide a growing continuum of evidence-based care to help patients with most progressing, serious illnesses.

Our range of services include:

- Extra Care
- Home Primary Care
- Adult Day Health Care
- Transitional Care
- Palliative Care
- Hospice Care
- Grief Care

To refer a patient or learn more, call: **855.492.0812**
What does it take to conquer cancer in Kentucky, where cancer rates are some of the highest in the nation? It takes a team of world-class doctors and first-rate researchers, committed to our goal of significantly reducing cancer incidence and mortality in Appalachia by 2020. And as the #1 cancer program in Kentucky, with the highest possible 30-day survival rate, innovative clinical trials, and a growing network of affiliates across the state, Markey Can.

See how at ukhealthcare.com/markeycan