Join fellow physicians for an all-day CME symposium in conjunction with the Kentucky Medical Association Annual Meeting. Event will provide physicians with strategies to enhance positive outcomes related to quality data, social media, patient communications, and reimbursement.

OTHER TOPICS AND SPEAKERS INCLUDE:

- **Community Health Needs Assessments**
  Alison F. Davis, PhD, Professor and Executive Director, Community & Economic Development Initiative of Kentucky, University of Kentucky

- **Winning Patients for Life**
  Nancy M. Wiser, APR, Fellow, PRSA, President, Wiser Strategies

- **Physician Compare and Hospital Compare Website/Data**
  Richard E. Wild, MD, Chief Medical Officer, Centers for Medicare and Medicaid Services, Atlanta Region

- **The Status of Rural Hospitals: A Perspective of National and State Trends**
  Brock Slabach, MPH, FACHE, Sr. Vice-President for Member Services, National Rural Health Association

To register, visit kma2015annualmeeting.eventbrite.com

This event is sponsored by the Kentucky Foundation for Medical Care through a grant awarded by the Physicians Foundation.

Attendance Required for Community Connectors (see 2nd page of flyer for more information)
**What is a KMA Community Connector?**

Physicians who are engaged in their communities in an effort to promote KMA policies and the practice of medicine in Kentucky by working alongside business, government and civic leaders.

**Why should an individual become a KMA Community Connector?**

As the practice of medicine changes and evolves, business, government and civic leaders are engaged in many facets of health care, which sometimes leads to encroachment on the practice of medicine. In the past, these non-medical parties have often identified the practice of medicine as a cost-savings opportunity. In this time of business and government austerity, these attempts to impact medicine in an effort to cut costs has sometimes negatively impacted patient care and the physician-patient relationship. Business, government and civic leaders must be educated on the importance of quality medical care by physician leaders in order to avoid further intrusions on the practice of medicine. **Upon completion of the program, participants will be recognized in their community and among their colleagues for their achievements.**

**Who is eligible to become a KMA Community Connector?**

Active KMA members are eligible to become a KMA Community Connector.

**How does a KMA member become a Community Connector?**

In order to become a KMA Community Connector, an individual must show initiative in reaching out to community leaders by completing the activities listed below:

- Be an active member of the Kentucky Medical Association;
- Complete informational webinar at [www.kyma.org](http://www.kyma.org) to learn details of the program.
- Serve in a leadership role within medicine. This can include a leadership position in an organized medical society, organized medical staff, group practice or public health department.
- Serve in a leadership role in the community at large. This can include a leadership position in a civic, religious or political group.
- Participate in a public education activity designed to improve public health or educate the public on health issues.
- Attend and complete the KMA Leadership Academy, Saturday, August 29, 2015, which will equip physicians with the tools needed to become effective leaders within their profession and community.

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**Sign up to be a KMA Community Connector!**

Please inform KMA staff of your intent to participate by returning this form or emailing hartz@kyma.org. KMA staff will be in contact with participants regarding important dates and program information.

Name: __________________________ email: __________________________
Address: __________________________
Phone: __________________________