

Promoting Wellness & Preventing Illness



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KPCA

Kentucky Primary Care Association

- Founded in 1976
- Not-for-profit
- Members include Community Health Centers, Rural Health Clinics and some primary care provider groups
- Improving health access and outcomes for the underserved populations in both urban and rural settings
- Collaborate with federal, state and local legislators, regulatory agencies, health policy organizations, foundations and other stakeholders





KPCA Mission

To promote access to comprehensive, community- oriented primary health care services for the underserved.

KPCA Partners





Serving Our Members

- Provide contracting and policy support
- Supply education for the clinical staff and patient educational materials
- Give billing and coding assistance
- Assistance with data collection for year end HEDIS measures
- Provide representation for Primary Care in federal state and local governments
- Stimulate and support development of primary health care services throughout the Commonwealth
- Provide guidance and support when seeking Patient Centered Medical Home Certification
- Marketing services
- Substance abuse support service guidance
- Assist medical offices to streamline processes

KPCA Primary Care Providers Serve their Patients:

- Offer Primary Care Services
- Dental Clinics onsite
- Provide Behavioral Health Services onsite
- Encourage and provide Immunizations for individuals throughout their lifespan
- Provide health education
- Pharmacy onsite at several locations



Prevention and Wellness Promotion

- Provide education on new vaccines and increase awareness on new vaccine schedule guidance
- Services includes:
 - Infant and child vaccines
 - Adolescents –HPV
 - Flu
 - Shingles
 - COVID
 - Pneumococcal
 - Tdap boosters



COVID-19 Vaccines

- Our members have arranged numerous vaccination clinics
- COVID-19 mobile vaccine units
 - Mountain Comp travels to businesses, churches, and other locations to conduct covid vaccine clinics in local neighborhoods
- COVID testing
 - Across state
 - Park DuValle in Louisville
 - Rural health clinic locations in west Ky
- COVID Care Coordination
 - Cumberland Family Medical Centers- found that a lot of people testing positive for COVID did not have a primary care provider and did not know what to do or what to expect after testing positive
 - One-on-one counseling and support for those patients—guiding them through the process, and connecting them to resources after they tested positive for COVID.





COVID-19 Partnerships

- Foundation for a Healthy Kentucky, and several other organizations, for a vaccine promotional campaign back in the Spring.
 - We are revising that campaign this Fall in hopes of persuading more people to get their COVID shot.
- Kentucky Department for Public Health on a COVID 19 roundtable.
 - The first roundtable, earlier this summer, discussed covid response and vaccine rollout.
 - We have a second roundtable event planned for our Annual Conference, coming up next month.
 - You are invited to attend the roundtable and join in the discussion!
- Federal HRSA grant funding through American Recovery Plan
 - Stay in Game social media campaign
 - Care coordination and outreach for delays in primary care
 - Including vaccines and wellness visits
 - Chronic care management



Stay In the Game

- VIDEO IN PRESENTATION



Member COVID-19 Programming

- With the recent COVID surge, more of our providers are making the vaccine available to those in their community. This story is from Blount Rural Health Center in Elkton, which is in southwestern Kentucky: <https://www.facebook.com/KentuckyPCA/videos/1095942180932238> (August 2021)
- Vaccination Rates: <https://www.facebook.com/KentuckyPCA/videos/484555692765482> This story focuses on the push to increase vaccination rates in counties like McCreary, in southeast Kentucky. (June 2021)
- Our members organize community/neighborhood vaccination clinics targeting specific populations: <https://www.facebook.com/KentuckyPCA/videos/961444267933096>. This story is from Lexington (May 2021)
- Flu shot story: <https://www.facebook.com/KentuckyPCA/videos/420827132236875> This was before the COVID-19 vaccine. It shows how we work collaboratively with the state. (story in October 2020)



Member COVID-19 Programming

- We partnered with several groups, including the Foundation for a Healthy Kentucky, for the “Take it from Me” COVID vaccine promo campaign. We produced an on-site ad with one of our members. This is a “behind the scenes” look at the production:

<https://www.facebook.com/KentuckyPCA/videos/1179407859184552> (March 2021)

- NKY flu shot clinic with HealthPoint Family Care:

<https://www.facebook.com/KentuckyPCA/videos/3846656538720143>. It shows collaboration between our member, the state and the health department to administer COVID vaccines in the most efficient way possible. (story in January 2021)

- Vaccine preps story: <https://www.facebook.com/KentuckyPCA/videos/494086914899466> This is from Bowling Green; shows how our members prepared for the vaccines and put infrastructure in place to get “shots in the arms” when they became available. (story from December 2020)



Questions and Answers



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KENTUCKY PRIMARY CARE
ASSOCIATION