



Med Center Health®

[VIDEO TRANSCRIPT]

## Public-Private Partnerships

[MUSIC]

[CONNIE SMITH, PRESIDENT & CEO OF MED CENTER HEALTH]

There's a critical shortage nationwide -- there's more demand in the rural areas, and we still serve a lot of rural areas in Kentucky. We need nurses, physical therapists, physicians...we needed them in the past, we'll need them in the future, we need them today. So, we were trying to solve the problem with workforce in our community. We've been a strong partner with Western Kentucky University for many years; and, over the years we've talked about we have more people, more applicants, that want to get into nursing school. They were limited on how many nurses could apply for the program or how many they would accept. They would have hundreds of applicants and only take 40 students. So, we were able to get creative with a public-private partnership to where we could expand and have more space, bring it on Med Center's campus so they would be able to train and have more nurses to apply and actually be part of the workforce.

[TIMOTHY C. CABONI, PH.D., PRESIDENT OF WESTERN KENTUCKY UNIVERSITY]

One of the things this partnership has allowed us to do is really grow our nursing program and to create a DPT program that we had no option for before. The additional space and the partnership has really allowed us to meet the needs of Southcentral Kentucky on the nursing side and also on the physical therapy side. We couldn't have done this without The Medical Center.

[CONNIE SMITH]

We have absolutely not even one physician in some of the rural areas, so we really started having dialogue with University of Kentucky about what we can do with the physician shortage; and we also know that they have thousands of people applying for med school, but they don't have the space or the financial resources to have more space to allow more physicians to train in Kentucky. Therefore, again, we had done this with Western Kentucky University and decided we wanted to do a public-private partnership with the University of Kentucky so that we could build a medical school here in Bowling Green so that we could train more physicians for Kentucky.

[MARK F. NEWMAN, MD, EXECUTIVE VICE PRESIDENT OF HEALTH AFFAIRS, UK HEALTHCARE]

The speed of the implementation of the Bowling Green campus was amazing. In just over a year from beginning through construction to implementation – you would not expect that to occur in any campus throughout the country. Well, we're proud of this expansion, but we're not satisfied. We won't be satisfied until we have the capabilities to expand graduate medical education and keep as many of these physicians here so we can show a difference in the outcome for our patients that they can have

everything that they need done right here in this state. And I think until we get there we won't be fully satisfied; but I think we can look forward to a new Kentucky and a new vision of Kentucky being a center of how we improve health and make a difference in the lives of our patients and our commonwealth.

[MALLORY VAUGHN, SECOND YEAR MEDICAL STUDENT, UK COLLEGE OF MEDICINE-BOWLING GREEN CAMPUS]

I actually knew I wanted to be a doctor from a young age, and I think that is something a lot of my classmates can share in. I chose the Bowling Green campus specific to its vision, and its purpose – what they wanted to do with it. Trying to counter-act our healthcare in this area is serious, especially in rural parts of Southcentral Kentucky. That's something I'm passionate about. My grandparents both are from a very rural area. They don't necessarily have the healthcare access that they should have, you know, considering this day and age and the number of innovations we've made in healthcare and technology. The idea that we're trying to help kind of lift Kentucky and the commonwealth up as a whole – that's something I want to be part of.

[DOUG GORMAN, CHAIRMAN, WARREN COUNTY DOWNTOWN ECONOMIC DEVELOPMENT AUTHORITY]

A TIF is just an incentive program in the state of Kentucky. It's done nationwide, but it really incentivizes employers to invest in a community and it gives them rebates back on certain taxes, whether that be sales tax or withholding tax for employment. This project that we're standing in front of right here is not only a great project, but it is the project that put us over the top to reach our goal. We had to do \$150 million dollars' worth of economic development in the first six years of the project. The Health Sciences Complex was the one that helped this community reach its goal – and now, for 27 years, tax dollars that would usually go to Frankfort, Kentucky, can now flow back into this community.

[TIMOTHY CABONI]

Sometimes, institutions focus on themselves more than their mission, and this is a wonderful example of a project that brought three separate institutions together focused on one thing: addressing the physician shortage in Southcentral Kentucky. There's no better way for us to do that than focusing on the students, their educational experience and what they leave with. And what they're going to leave this program with is not just a medical degree, it's an understanding of the community in which we're located. Working together as teams with nurses, physical therapists and other folks who are going to deliver healthcare in the future. And, most importantly, hopefully staying here in Bowling Green and Warren County.

[CONNIE SMITH]

Our mission here at Med Center Health is to care for people and to improve the quality of life in the communities we serve. By having this public-private partnership, we are living this mission every single day.

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