



Spring 2026



A Word From Your President

By Dr. Terrence Truong

Primary Care Wayward Communication - I recently had the occasion of spending an extended period traveling with several older couples from across the country. They hail from the East Coast, Midwest, and West Coast. A common theme emerged in every conversation about health care: confusion about preventive services, recommended screenings and immunizations in light of recent changes and discussions involving federal health policies, whom they should trust for accurate information, and difficulty in reaching their doctor despite having access to patient portals.

Unfortunately, social media has amplified this uncertainty. Patients are exposed to an endless stream of opinions, misleading interpretations, and sensationalized health claims. The rapid growth of artificial intelligence has introduced another challenge, as inaccurate or fabricated information can be presented with remarkable confidence. Many patients arrive at appointments carrying questions generated by online content that are incomplete, misleading, or simply wrong.

These conversations reminded me that primary care providers must reclaim their role as trusted communicators. We cannot assume that accurate information will naturally rise above the noise. Patients continue to value the judgment of their personal physicians, but they need us to be visible, accessible, and proactive in explaining changes in preventive care and public health recommendations. While many physicians and practices have embraced social media as a platform for professional visibility and public engagement, they remain difficult for their own patients to reach with questions.

There is a growing disconnect between broadcasting information and engaging in meaningful communication. If we want to counter misinformation and restore trust, we must prioritize direct conversations with our patients and create opportunities for questions, clarification, and guidance. The most effective response to confusion is not another post or video. It is a trusted physician who is available to listen and explain. Proactively reaching out to our patients has gotten easier with technology, but providing clear communication is harder with competing messaging. It is a challenge that we must undertake. It is our clinical responsibility.

In The Spotlight

Olivia Lust, DO



Dr. Lust does not disappoint as this edition's In The Spotlight focusing on one of our OKPRN members. Her dedication to medicine is unprecedented and her strive for excellence is impressive.

After graduating from North Texas Health Sciences Center, College of Osteopathic Medicine, Dr. Lust moved north where she completed her Family Medicine residency at the University of Oklahoma Health Sciences Center (OUHSC) in 2020. Her career with OUHSC continued becoming faculty at OU Health Physicians Family Medicine Center in Oklahoma City.

With 60 residents and faculty in the practice, any given time can be challenging. Dr. Lust, however, always seems to rise to the challenge and find only the positive attributes of her role. She reflects, "What I appreciate most about practicing at the University of Oklahoma is the opportunity to care for patients while also helping shape the next generation of physicians." She goes on to talk about her position allowing her to combine Family Medicine with her passion for medical education. "I love practicing in an environment where collaboration, mentorship, and innovation are valued, and where I get to work alongside incredible residents, students, faculty, and staff every day." She finds one of the most rewarding parts of her career to be building long-term relationships with her patients while also watching learners grow into compassionate, capable physicians who will serve communities across Oklahoma and beyond. Dr. Lust's excitement for the field of Family Medicine is not just held within the walls of her practice. She is quick to share her experience and expertise through several organizations including OKPRN.

Dr. Lust has been an active OKPRN member and has held a seat on the Board of Directors since 2021. She said, "One of the greatest benefits of being an OKPRN member is being connected to a statewide network of physicians who are passionate about improving patient care, advancing primary care research, and supporting one another." Dr. Lust has been an exceptional example of what OKPRN stands for. Utilizing her role on the Board, she has taken the initiative to create more opportunities for residents across the state. She and a small committee of other OKPRN Directors partnered with the Oklahoma Academy of Family Physicians (OAFP) to continue building the resident and medical student poster session at the annual OAFP conference by creating an event that has a bit more of a competitive edge to it now. Dr. Lust said, "It has been incredibly rewarding to encourage learners, both medical students and residents, to become involved in research and scholarly activity and to watch their excitement as they share their work."

Interviewing Dr. Lust, I've learned that not only are tacos, diet coke (lovingly called fridge cigs), and live music a few keys to her heart, but she also has a bit of a competitive streak in her. Apparently, this was something she's had in her blood for quite some time. Did you know, she was the first female football player in Austin to score a point on a varsity football team? That's right! She was the kicker for both her middle school and high school football teams. She said, "To this day, residents will randomly send me YouTube videos of me playing or doing interviews for the local news because my boss, Dr. Coleman, loves to share this fun fact."

There seems to be no end in sight for Dr. Lust's thirst for competition and excellence in her career. Let's keep our eyes on her. I have no doubt there is a lot more to come. Thank you, Dr. Lust, for your ongoing dedication to medicine.

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WHAT'S HAPPENING IN RESEARCH?

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For questions, contact Dr. Elisabeth Ponce-Garcia at elisabeth-poncegarcia@ou.edu

This study was approved by the OUHSC IRB #19142



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For questions, contact Dr. Zsolt Nagykaladi at zsolt-nagykaladi@ou.edu



OKPRN Mission

Supporting primary care through a professional network for peer learning, resource sharing, and practice-based research.

OKPRN Vision

Promoting a healthy Oklahoma by excellence through primary care research.

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Upcoming Conferences

Association of Oklahoma Nurse Practitioners (AONP)
32nd Annual Conference
Oklahoma City, OK ~ September 9-11, 2026

Oklahoma Academy of Physician Associates (OAPA)
53rd Annual Fall CME Conference
Oklahoma City, OK - September 30-October 2, 2026

Rural Health Association of Oklahoma
Oklahoma Rural Health Conference
Broken Arrow, OK - September 30-October 2, 2026

American Academy of Family Physicians (AAFP)
2026 FMX Conference
Nashville, TN ~ October 20-24, 2026

American College of Osteopathic Family Physicians (ACOFP)
64th Annual Convention & Scientific Seminar
Louisville, KY ~ March 31-April 4, 2027

American Osteopathic Academy of Sports Medicine (AOASM)
Clinical Conference
Location & Dates - TBD

Oklahoma Academy of Family Physicians (OAFP)
ELEVATE Primary Care Summit & 79th OAFP Scientific Assembly
Location & Dates - TBD