

**2021 GMDM EXECUTIVE COMMITTEE**

**ABOUT THE PROGRAM**



**PRESIDENT**  
 CHANEL MCKETHAN  
 Cone Health Community  
 Care Clinics



**PRESIDENT-ELECT**  
 DJUANA PARKER  
 Cone Health  
 Community Care  
 Clinics

**TREASURER**  
 TO BE ANNOUNCED



**PAST PRESIDENT**  
 PAMELA OLSON  
 Pennybyrn at  
 Maryfield



**ASSOCIATE REPRESENTATIVE**  
 DEANNA THOMPSON  
 Thompson Communications



**SECRETARY**  
 KRISTIN GILBERT  
 Guilford Orthopaedic/  
 Sports Medicine Center

What Is LabCorp's Role in Fighting the COVID-19 Pandemic?

**ABOUT THE SPEAKER**

CLAY GIPSON, Ph.D., Vice President of Business Development, Laboratory Corporation of America

Clay Gipson has over 15 years of experience in the clinical diagnostic industry. He received a Ph.D. in Microbiology and Immunology



from the University of North Carolina at Chapel Hill and was a post-doctoral fellow at Emory University in the Department of Pathology and Laboratory Medicine, focusing on molecular genetics.

Since leaving the academic arena, Gipson has served as a clinical liaison for both Quest Diagnostics and LabCorp. He currently is responsible for overseeing all of the clinical business in the Atlantic division of LabCorp, in addition to a number of specialty teams that educate clinicians on a variety of esoteric subjects, such as oncology, genetics, and infectious disease. In addition, he is responsible for interacting directly with clinicians and medical staff to educate them on emerging technologies and clinical/society recommendations.

**IT'S TIME TO PAY YOUR 2021 GMDM DUES!**

Please see insert in this newsletter for details on how to pay your dues and information about a reduced-fee option for 2021.

**2021 GMDM BOARD/COMMITTEE CHAIRS**

- COMMUNICATIONS - Shay Rumsey, *Medical & Dental Communications*
- HOSPITALITY/MEMBERSHIP - Kevin Pearce, *AuthoraCare Collective*
- BOSSSES' NIGHT - Nedra Baldwin, *PACE of the Triad*
- GOLF COMMITTEE - Bruce Barton, *Cone Health Medical Group*
- EDUCATION - Wayne Ford, *Innovative Financial Solutions, LLC*
- SCHOLARSHIP - Jen Arrington, *Vascular & Vein Specialists*
- SOCIAL MEDIA - Bob Ring, *MICA Information Systems*
- COMMUNITY SERVICE - Tyler Hmiel, *Home Helpers Home Care*
- RESUME RESOURCES - Teresa Rakestraw, *Wendover OB/GYN & Infertility, Inc.*
- COLLABORATIVE EVENTS - Lisa Hmiel, *Home Helpers Home Care*

**MESSAGE FROM THE PRESIDENT**

Chanel McKethan



**H**appy New Year, GMDM! First, let me say how excited I am to be your new GMDM President. I look forward to the new year, and I am hopeful about the many opportunities in our future.

As we enter this new year together, we leave behind one that was filled with many challenges. The pandemic caused us to focus on our health, families, jobs, friends and loved ones. We have all risen to overcome those challenges and can celebrate the efforts of so many that contributed to helping others. As a healthcare professional, I am confident with the advent of promising vaccines that our nation will recover from this scourge.

Now we all can be occupied with the hope for a bright new future that will allow a return to normal activities. In that same manner, we look to have GMDM back to a robust year of meetings and networking strategy sessions in which we can collaborate with one another.

Let's make our resolutions for the new year a commitment to play active roles, celebrating January as Blood Donor Month while resolving to make this a phenomenal GMDM year!

Thank you for allowing me to serve as your 2021 GMDM President.

Happy New Year,  
Chanel



**GETTING TO KNOW YOU – ACTIVE MEMBER**

NAME AND PRESENT POSITION:

CHANEL MCKETHAN, MBA, is the director of community care clinics for Cone Health.

GMDM COMMITTEES: Current president for GMDM; Social Media Committee member, August 2018-December 2019.

CURRENT CLUBS/ ORGANIZATIONS

OUTSIDE GMDM: American College of Healthcare Executives chairperson for diversity and inclusion; National Association of Social Workers, member; National Association of Health Services Executives, member; Medical Group Managers Associations, member; American College of Healthcare Executives, member.  
EDUCATION: Actively pursuing Doctor of Strategic Leadership at Liberty University in Lynchburg, VA; Master of Business Administration, Strayer University, 2007; Bachelor of Social Work, Appalachian State University, 1995.

HOMETOWN/FAMILY: Hometown: Enfield, NC. Family: I have two children and am blessed to have a two-year-old granddaughter.

HOBBIES: Due to COVID, I have a newfound love in online shopping!

ONE OF THE THINGS I'VE LEARNED THROUGH GMDM:

I learned the benefits of networking with counterparts from other organizations.

I WOULD LIKE PEOPLE TO REMEMBER ME AS:

An authentic and transformational leader who is passionate about serving others and loves the community.

WAYS TO RELAX: I enjoy spending time with my 72-year-old father, my children and my granddaughter. I also enjoy planting flowers, traveling and retail therapy!

COMFORT FOOD: Spicy Thai.

FAVORITE TRAVEL SPOT: I love the Appalachian Mountains.

FAVORITE MUSIC: I enjoy jazz, instrumentals and smooth R&B.

COMMENTS ABOUT GMDM:

GMDM provides educational opportunities each month relevant to medical, dental and business professionals. Membership really has its privileges.

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**Danny Rudisill, President**

**OUR SPOTLIGHT THIS MONTH IS ON:**

**CONE HEALTH COMMUNITY CARE CLINICS**

The Community Care Clinics are patient-centered practices. They provide integrated care to achieve positive patient experiences and improve patient health care outcomes. Their team is there to support patients in their wellness journeys and provide chronic disease management, lab testing, health education and much more.

- **Community Health and Wellness Center** services ages 18 and up at 201 E. Wendover Avenue, Greensboro, NC 27401.
- **Primary Care at Elmsley Square** services people of all ages at 3711 Elmsley Court, Shop 101, Greensboro, NC 27406.
- **Patient Care Center** services all adults at 509 N. Elam Avenue, Suite 3E, Greensboro, NC 27403
- **Renaissance Family Medicine** services ages 12 years and up at 2525-C Phillips Avenue, Greensboro, NC 27405.
- **Cone Health Mobile Screening** is a 24-foot sprinter van offering health screenings, patient education, annual wellness visits and other services as requested throughout the community. This unit is wheelchair-accessible, with two screening areas and a lab.
- **Cone Health Mobile Medicine** is a 42-foot motor coach that offers basic acute/primary care services, patient education, and diagnosis and treatment of acute and chronic illnesses. This unit is wheelchair-accessible, equipped with two exam rooms, lab, registration area, lobby, restroom and private consultation area.



## Ask The Lawyer

By Karen McKeithen Schaeede

Send your questions to  
KSchaede@Revolution.Law

**Q:** Can employers require employees to get a COVID-19 vaccine?

**A:** The Equal Employment Opportunity Commission issued anticipated guidance on December 17, 2020, as to whether employers can require employees to get the COVID-19 vaccination. The simple answer is yes.

The employer may also administer the vaccine. This is not considered a medical examination under the Americans with Disabilities Act (ADA). Employers can require employees to obtain the COVID-19 vaccination if it is needed for their workplace duties. Employers may also ask for proof of vaccination. This is not a disability-related inquiry, according to guidance from the EEOC.

Employers must be careful when asking any subsequent questions, such as why they are not getting the vaccine. This could lead to further discussion of an employee's medical history, which could be an ADA violation.

If employees put an employer on notice that they are refusing the vaccine due to religious practices or beliefs, then the employer has to honor this and must make reasonable accommodations for these beliefs.

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This article is for informational purposes only and not for the purpose of providing legal advice. You should contact your attorney to obtain advice with respect to any particular issue or problem. The information contained in this article does not create an attorney-client relationship between Revolution Law Group and the reader.

**MEMBERS, PLEASE READ:**  
A list of our GMDM committees and the chairs of each committee will be featured in next month's issue. Please plan to sign up to be on a committee in 2021. It's one of the best ways to connect and grow.

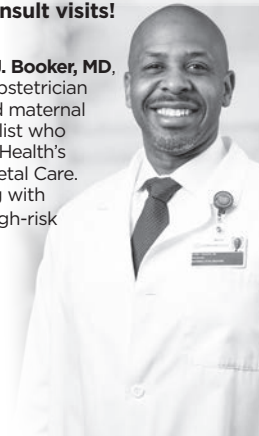
## Exceptional Care for High-Risk Pregnancies

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**Ravi Shankar, MD**, is board certified in maternal fetal medicine, obstetrics and gynecology. Dr. Ravi Shankar specializes in providing high-risk pregnancy care. He is Medical Director for Cone Health Center for Maternal Fetal Care.

**Corenthian "Corey" J. Booker, MD**, is a board-certified obstetrician and gynecologist and maternal fetal medicine specialist who recently joined Cone Health's Center for Maternal Fetal Care. He enjoys connecting with families to address high-risk pregnancy needs.



**CONE HEALTH**  
Center for Maternal Fetal Care

For scheduling, call **(336) 832-6986**.  
Visit **ConeHealth.com** for more information.

520 N. Elam Avenue, Second Floor, Suite B, Greensboro, NC | Hours: Monday - Friday, 8 a.m. - 5 p.m.

## The care between safety



Taking extra health and safety measures now during the COVID-19 pandemic is our way of helping patients stay in control of their long-term health.

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## COVID-19 RESPONSES BY CONE HEALTH AND NOVANT HEALTH WIN RECOGNITION

Hospitals from 28 countries receive International Hospital Federation 'Beyond the Call of Duty for COVID-19' award.

Cone Health and Novant Health were among 103 hospitals in 28 countries that were recognized for their COVID-19 response action plans in the International Hospital Federation "Beyond the Call of Duty for COVID-19" Program.

Cone Health's Green Valley campus received the recognition badge after a review by an international review committee consisting of 16 industry experts from the health care industry.

"Opening this Green Valley campus in only 28 days and doing what we have done consistently day in and day out ever since has required valiant effort from our staff," says Debbie Cunningham, DNP, RN, Cone Health senior vice president. "This recognition is international validation for what we are doing for our local community."

Novant Health was lauded for addressing the needs of both staff and patients during the pandemic. Among other initiatives, Novant Health became the first in the country to launch a long-distance emergency drone to deliver personal protective equipment (PPE), the IHF noted.

# MONTHLY E-COURAGEMENT

PROVIDED BY RICH SCHLENTZ, FOUNDER OF EXTRAORDINARY! INC.  
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CONTACT HIM AT [RICH@EXTRAORDINARYINC.COM](mailto:RICH@EXTRAORDINARYINC.COM)  
336-317-4603



## THE CUSTOMER IS OFTEN WRONG

“The customer is always right.”

If this statement is true, you have very special customers – who aren’t human.

Since they are human, the reality is ... your customer/patient is often wrong.

Wrong about what they heard. Wrong about what they said. Wrong about what they did and when they did it.

This extends beyond your customers/patients.

It’s the same for your partner, children, friends, community, and even your place of worship: people are often wrong.

And let’s remember to include ourselves: we’re often wrong, too.

Perhaps we can learn from the 13th century Persian poet, scholar and theologian Rumi:

“Out beyond ideas of wrongdoing and rightdoing, there is a field. I will meet you there.”

Imagine what might bloom in the field void of labels that read “wrong” or “right”:

- Understanding
- Forgiveness
- Reconciliation
- Growth

The issue isn’t whether someone is wrong or right – it’s how you handle getting beyond that.

Let’s gracefully meet in the field where being wrong or right isn’t nearly as important as being human.



## THANKS TO OUR ADVERTISER



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Associate member Bill Strickland worked in health care administration for nearly 20 years with Cone Health, Cornerstone Health Care and Greensboro Imaging before joining Brown in 2004. He specializes in medical and dental office properties.

Contact Bill at 336-369-5974 or [bstrickland@bipinc.com](mailto:bstrickland@bipinc.com) to discuss how he can help you save money.



## WISHING Y’ALL A VERY HAPPY & HEALTHY NEW YEAR!



### THE PUZZLER ???

Dictionary companies chose the same word of the year for 2020. What was it?

1. Look for the answer in one of the ads.
2. Identify the answer and the ad in which the answer appears.
3. Email the answer and the name of the ad in which the answer appears to

Shay Rumsey at [shayrumsey@northstate.net](mailto:shayrumsey@northstate.net)

## SOME THOUGHTS FOR THE NEW YEAR

- “A new year. A fresh, clean start! It’s like having a big white sheet of paper to draw on! A day full of possibilities!”  
– Bill Watterson
- “Write it on your heart that every day is the best day in the year.”  
– Ralph Waldo Emerson
- “I don’t care if we have our house, or a cliff ledge, or a cardboard box. Home is wherever we all are, together.”  
– James Patterson
- Home is where you are loved the most and act the worst.”  
– Marjorie Pay Hinckley
- “They say a person needs just three things to be truly happy in this world: someone to love, something to do, and something to hope for.”  
– Tom Bodett
- Let us be grateful for the people who make us happy; they are the charming gardeners who make our souls blossom.”  
– Marcel Proust
- An optimist stays up till midnight to see the New Year in. A pessimist stays up to make sure the old year leaves.”  
– Bill Vaughn
- May all your troubles last as long as your New Year’s resolutions.”  
– Joey Adams

## WHY SHOULD YOU ADVERTISE IN THE GMDM NEWSLETTER?

1. **Your ad will reach a key demographic:**
  - Medical office managers
  - Dental office managers
  - Hospital administrators and office personnel
  - Assisted living, home health and nursing home administrators, staff and sales executives
2. **The cost of advertising is low.**
  - Business-card size ad: \$520/ year
  - 5” wide x 3” tall ad: \$1250/year
  - Back cover ad: \$700/year, full-color, vertical ad, 3.63” tall x 2.33” wide
3. **The perks for advertising are high.**
  - You have an opportunity for a 150-word feature about your business in the newsletter.
  - You receive extra exposure for your ad through the GMDM Puzzler contest, which requires members to look for an answer to a question in all ads in order to win a prize.
  - You receive a free 2-minute info-mercial about your business at a GMDM luncheon meeting when the Puzzler answer is hidden in your ad.



For more information or to order an ad, contact Rita Smith at [rsmith@firstpointresources.com](mailto:rsmith@firstpointresources.com) or [shayrumsey@northstate.net](mailto:shayrumsey@northstate.net).

### NEWSLETTER STAFF

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If you have an article of interest to GMDM members, please submit to: [shayrumsey@northstate.net](mailto:shayrumsey@northstate.net)  
 Deadline is the 15th of the month prior to the publication date.

**BRUCE BARTON**  
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PACE of the Triad is a non-profit, community-based health and human services agency committed to the wellness of seniors and to improving the autonomy and quality of their lives.

For a tour or inservice for your staff, contact GMDM Member, Nedra Baldwin:  
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