

A Monthly Newsletter



# BOO!



October 2018

## CONGRATULATIONS TO OUR 2018 SCHOLARSHIP RECIPIENTS



Insert: Scholarship recipient Scotty Switzer. Picture, left to right: Jamie Cambareri; GMDM Scholarship chair Allison Peschell; and scholarship recipient Liz Fitzpatrick.

GMDM presented \$1,000 scholarships to three deserving students at the August luncheon. The winning students are attending nursing schools in the Triad.

**Jamie Cambareri** is attending UNCG-Raleigh School of Nurse Anesthesia.

**Liz Fitzpatrick** is attending North Carolina A & T State University School of Nursing accelerated BSN-RN. **Scotty Switzer** is pursuing an associate nursing degree at Guilford Technical Community College.

Scholarship winners were selected based on criteria including grades and financial need.

The scholarships were funded by proceeds from the 2018 GMDM Charity Classic golf tournament, held annually to raise funds for various charities and the scholarship fund. Thanks to **Allison Peschell**, chair of the Scholarship Committee, and Bruce Barton, chair of the golf tournament.

GMDM has been awarding medical and dental scholarships for 19 years.

## FOR YOUR INFORMATION

### ABOUT THE PROGRAM

Can You Afford to Have Disengaged Employees?

### ABOUT THE SPEAKER

Ross Cox is in his 49th year in business, including 35 years in the corporate world and 14 years coaching both business owners and C-suite executives.



Ross Cox

Born, raised and educated in Virginia, Ross has worked in multiple cultures and environments including small Southern towns, Ireland, the UK, Italy and New York City before moving to Greensboro in 1986. Ross exited the textile world in 2004 to pursue a career of coaching other business owners, using the model created by ActionCOACH Business Coaching.

Ross has been recognized in North America and globally with two awards for exemplifying the culture of ActionCOACH, "Most Awarded Clients" and "Team Coach of the Year."

Always looking for areas of personal and professional growth, Ross became a Certified DISC Coach, a Certified Executive Coach and Certified "Engage & Grow Coach." He was recognized as the "North American Engage & Grow Coach of the Year" in 2017 and 2018.

Ross resides in Greensboro with his wife of 47 years, Debbie. Ross also has two married children and three grandchildren, with their fourth due in January 2019.

## NEXT MEETING

RESERVATIONS ARE REQUIRED

### Date and Time:

Wednesday, October 17, 2018

11:45–1:00 p.m.

Buffet line opens at 11:20 a.m.

### Meeting Place:

Starmount Forest Country Club

### Program:

Can You Afford to Have Disengaged Employees?

### Speaker:

Ross Cox  
Business & Executive Coach

Cost: \$20.00 for a guest

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## MESSAGE FROM THE PRESIDENT

Nicole Reynolds

It is hard to believe it is already October! The year is quickly coming to an end, as is my role as president. It has been an amazing journey, and I feel fortunate to have had the experience.

I took a networking class last year, and one of the recommendations was to join an organization relevant to your line of work and take on a visible role. They reiterated the importance of being active in the organization to fully reap the benefits. I took this advice, and they were right!

As the end of the year approaches, we will be looking for members to take on board positions. I urge you to take the advice that I was given and take a more active role in GMDM. If you have questions or are interested in taking on a board position or heading up a committee, please see me or any of our other current board members. I will ask all board members to stand at the next membership meeting so you can see all of their beautiful faces.

Organizations like GMDM are ever-changing and having new blood on the board can be just the push we need to take us to the next level. It also could be the experience that you need to take your career to the next level!

Nicole

## GETTING TO KNOW YOU — ASSOCIATE MEMBER



NAME AND  
PRESENT

POSITION:

WAYNE

FORD is a risk management insurance advisor with the Greensboro firm of

Innovative Financial

Solutions, LLC.

### GMDM COMMITTEES/JOINED

**WHEN?:** Associate member for 17 years, and he is currently the chair of the Program/Education Committee. He also co-chaired the Bosses' Night Committee for seven years.

### CLUBS/ORGANIZATIONS OUTSIDE

**GMDM:** I am very active in professional organizations: past president of the Greensboro Estate Planning Council and past president of the Greensboro Chapter of the Society of Financial Service Professionals. I am also active in the Greensboro Kiwanis Club and First Lutheran Church.

**EDUCATION:** BA from Wake Forest University, with a degree in political science and government.

**HOMETOWN/FAMILY:** Born and raised in Richmond, VA, but I have lived in Greensboro for 40 years. Married to Myra Mayse of Boone for seven years. I have one daughter, Sandy, and one grandson. Since marrying Myra, I also now have three stepchildren, and – between us – we are blessed with six grandchildren.

**HOBBIES:** Spending time with our grandchildren, playing strategy board games and working out.

### ONE OF THE THINGS I'VE

**LEARNED THROUGH GMDM:** An appreciation of the dedication of the people who work in the field of medicine, and how difficult it is to deal with the over-regulation by the federal government.

### I WOULD LIKE PEOPLE TO REMEMBER ME BY MY LIFE'S

**MOTTO:** "Dance like no one is watching, sing like no one is listening, love like you've never been hurt, and live like it's heaven on earth." (Mark Twain)

**COMFORT FOOD(S):** All seafood – fish, shrimp, lobster and crab.

**FAVORITE TRAVEL SPOT:** Our second home in the mountains.

**WAYS TO RELAX:** I relax by going to movies and watching college and pro football and basketball.

**COMMENTS ABOUT GMDM:** A great organization of true professionals and good friends.

### ONE THING WE DO NOT KNOW

**ABOUT YOU:** I love playing Rummikub and other games of strategy.

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Danny Rudisill, President

## OUR SPOTLIGHT THIS MONTH

IS ON:



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Our mission statement is: "We believe in always representing our clients FIRST, and the insurance companies second."

## WHAT IS MUSTARD SEED?

**M**ustard Seed Community Health was formed to assist in delivering quality health care to the 80,000 uninsured people in Guilford County. It was initiated in 2014 as a 501(c)3 nonprofit organization in response to a large number of uninsured and underserved people in Guilford County.

Mustard Seed Community Health partners with other entities, including the Cottage Grove Initiative, the Greensboro Housing Coalition, Cone Health, NC A&T State University, and UNC Greensboro.

### Services include:

- preventive medical care
- complete physical exams
- sports physicals
- well-child exams
- routine immunizations
- basic urgent medical care



### OUR VISION

*We will live in a healthy community where all people have access to quality healthcare, and individuals, families, faith communities, educational institutions, service organizations, foundations, and businesses work in partnership for the common good.*

Mustard Seed and its entities strive to integrate clinical services with “upstream” health, gardening, housing, education and community engagement to promote wellness rather than waiting until a crisis necessitates Emergency Room visits.

Mustard Seed Community Health relies heavily on support from local communities, businesses, foundations, private donors and volunteers.

### It needs:

- in-kind contributions (medical equipment and supplies)
- volunteers
- help spreading the Mustard Seed message to the community

For more information, visit  
<http://mustardseedclinic.org/>



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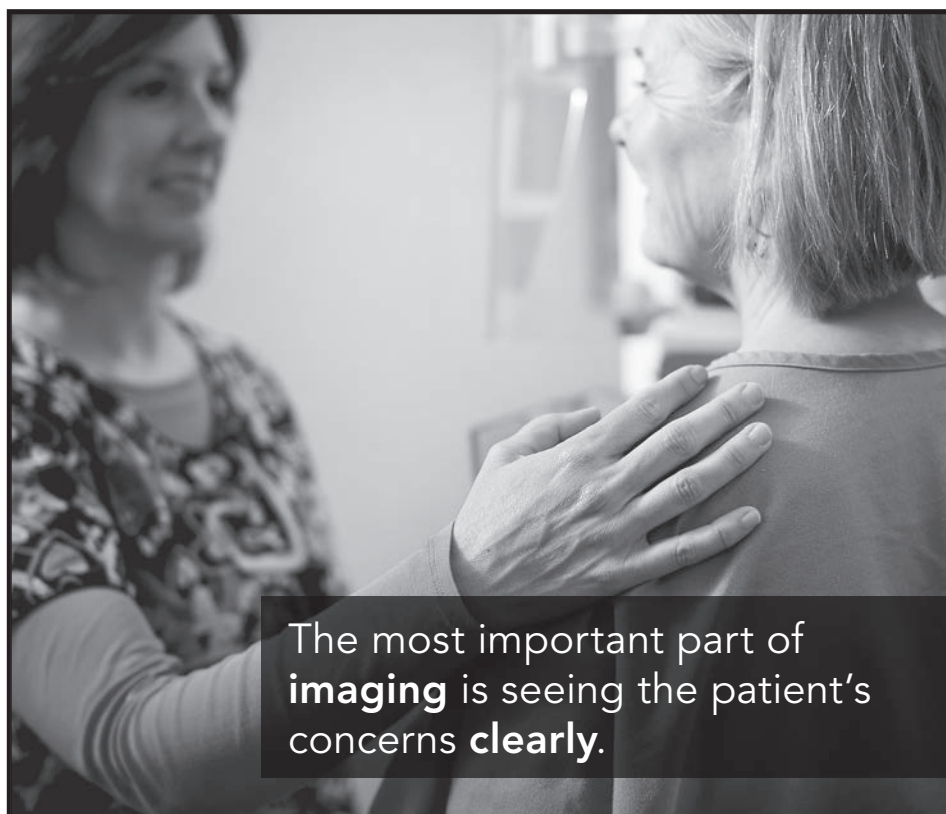
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## THANKS TO OUR ADVERTISER

THE WELL•SPRING GROUP MARKS MILESTONE ANNIVERSARY WITH EXPANSION AND CLIENT GROWTH



The Well•Spring Group is marking the 25th anniversary of its flagship operation – Well•Spring, A Life Plan Community – with the completion of a \$30-million expansion of amenities for its residents.

The newly opened Bauman Bistro and Special Occasions Room nearly triple the dining space for Well•Spring's 420 residents. A new lounge, which can seat approximately 65 people, will offer residents a full bar with mixed drinks for the first time.

The new Resident Activity Center features a 340-seat theater, art studios, a woodworking and hobby shop, rehearsal space and the Jo Safrit & Cathy Ennis Gallery, showcasing rotating exhibits of artworks from the collection of UNCG's Weatherspoon Art Museum.

The project marks the largest addition of amenities to Well•Spring's main campus since the opening of its Aquatic and Fitness Center in October 2002.

"Our residents are thrilled over the exciting new options we are providing them with this important addition," said K. Alan Tutterow, executive director. "These new spaces are very much in tune with what our residents and prospective new residents are looking for in a well-rounded, active and rewarding lifestyle."

With the opening of the Bauman Bistro, work has begun on a complete renovation of the Weaver Dining Room. "With the reopening of our updated Weaver Dining Room, we will continue the long, highly regarded tradition of fine dining for which Well•Spring is so well known," Tutterow said.

Meanwhile, another branch of the company – Well•Spring Solutions, providing home and community-based services for older adults – continues to grow after a rebranding in 2017. Its Just1Navigator program has proved very popular among a wide demographic, including individuals seeking care for themselves, loved ones trying to help and physicians whose older patients need guidance.

Just1Navigator is a program featuring a social worker who can be reached via one phone number. The Navigator will meet with the individual in need of service and/or their caregiver, provide – free of charge – an assessment of the person's situation, living environment and caregiver's abilities, and recommend a strategy for addressing their new needs. This may include home care, adult day care, medication management and independent or assisted living, among other strategies.

Finally, The Well•SpringGroup has entered its second year of managing The Village at Brookwood, a life plan community in Burlington owned by Cone Health.

For more information regarding any of our services, please contact us through the Navigator at (336) 545-5377 or visit [www.Just1Navigator.com](http://www.Just1Navigator.com).



## Imaging care on your schedule

### Novant Health Imaging

Finding time for an X-ray or CT scan can be hard to do — but Novant Health is making it easier with evening hours and walk-in appointments. At Novant Health Imaging Triad, you can schedule your scan during convenient weekday hours until 8 p.m., or opt for a same-day or walk-in visit. You'll also find lower prices than those at some competitors and board-certified radiologists who provide a remarkable experience at an unparalleled value.

To schedule an appointment, call 336-272-2162.

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## MONTHLY E-COURAGEMENT

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



## LOVE THY EMPLOYEE AS THY PATIENT

World-class patient experience. Many pursue it. Few achieve it. Why? It's hard. The truth of the matter is this: Your patient experience is a direct reflection of your employee experience.

### If you want your patients to experience:

1. Being "seen"
2. Authentic, proactive interactions
3. A personal connection
4. Intentional listening
5. A solution-finding mindset

### Ensure your employees don't experience:

1. Feeling invisible
2. Transactional, check-the-box environment
3. Mechanical interactions from leadership
4. Ignored ideas and lack of feedback
5. Problem-focused management

Inevitably, your employees cast their reality onto your patients ... for better or worse. The value you want your patients to feel must first be felt by your team. Once they get it, they can give it.

## THE PUZZLER ???

Out of which vegetable were Jack-O'-Lanterns originally carved?



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 name the ad in which the answer appears to Shay Rumsey at [shayrumsey@northstate.net](mailto:shayrumsey@northstate.net)



## Ask The Lawyer

By Karen McKeithen Schaede

Have a question about the law?  
Send your questions to  
KSchaede@ConnorsMorgan.com



**Q:** We call all our medical assistants and

certified nursing assistants nurses to our patients. Is there a problem with identifying them this way?

**A:** Yes. Under the NCGS 90-171.43, "no person shall practice or offer to practice as a registered nurse or licensed practical nurse or use the word nurse as a title for herself or himself, unless the person is currently licensed as a registered nurse or licensed practical nurse."

If you are using medical assistants or certified nursing assistants to assist physicians, nurse practitioners or physician assistants, they should be addressed by their certification and not as nurse. This could cause the employee to be charged with practicing nursing without a license.

Make sure your patients are clear on who is providing them with care.

## GMDM FEATURED IN GUILFORD WOMAN MAGAZINE

Did you happen to see the story about GMDM in last month's issue of Guilford Woman magazine? GMDM is being featured in a series of short stories in Guilford Woman highlighting our organization's community service activities.

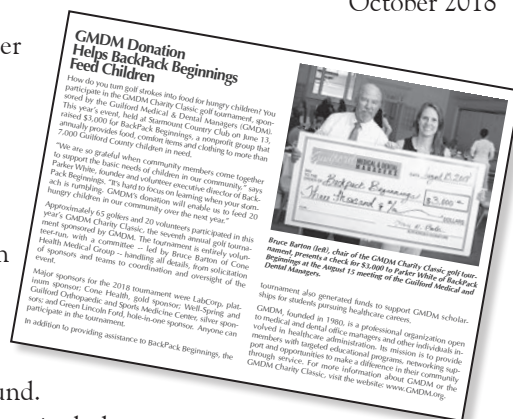
In the September issue, the story (see image on right) focused on the GMDM Charity Classic golf tournament, which raised money to benefit Backpack Beginnings and our Scholarship Fund.

The October issue includes a story about our annual school supplies drive for the Guilford Education Alliance's Teacher Supply Warehouse.

In November, we plan to have an article featuring the amazing stories of our 2018 scholarship winners.

We send a big thanks to GMDM associate member Darlene Hoffman, a sales representative for Guilford Woman, who helped secure this coverage for us. Thanks also to GMDM member Wayne Abraham of Personal Care Inc., chair of the Membership & Hospitality Committee, who brought Darlene's idea to the board, and to GMDM associate member Deanna Thompson of Thompson Communications, who wrote the stories for us.

Be sure to pick up your copy of Guilford Woman. It's available free in medical offices, grocery stores and numerous other locations. You also can view the magazine online at [guilfordwoman.com](http://guilfordwoman.com).



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