December 2018

# GMDM PULSE **Guilford Medical** & Dental Managers

## A Monthly Newsletter

HAPPY HOLIDAYS

## GMDM Salvation Army Toy Drive



Left to right: Members Hope Jensen and Jill Vonderhaar (physician liaisons with Cone Health) serve as co-chairs of the Community Service Committee.

 $\mathbf I$  he annual GMDM toy drive for the Salvation Army was another huge success under the direction of the Community Service Committee. The toys are distributed to children of all ages who are served by the Salvation Army and who have no presents to open on Christmas. Thanks to all for your generosity in providing toys for children in need.





**JANUARY 23, 2019** THE ART SHOP 3900 W. Market Street Cocktails • Heavy Hors d'Oeuvres Art Education Speaker

**SEE PAGE 4 FOR DETAILS!** 



## MACRA/MIPS FOR 2019

**Balancing Regulatory** Compliance with **Provider Efficiency** 

DATE: Wednesday, December 12 TIME: 12:15 - 1:00 p.m.

**SEE PAGE 3 FOR DETAILS!** 

## Join · Connect · Grow

## FOR YOUR INFORMATION

## LUNCHEON RSVP

Please RSVP via the website at www.gmdm.org. Select Log In, enter your password or request a new password, click on Events, select Calendar and register.

## ABOUT THE PROGRAM



Wednesday, December 19, 2018 11:45-1:00 p.m. Buffet line opens at 11:30 a.m. **RESERVATIONS REQUIRED** 

Cost: \$20.00 for a guest



MESSAGE FROM THE PRESIDENT Nicole Reynolds

And just like that, another year is coming to a close! Time flies when you are having fun!

Taking on the role of President for GMDM has been one of the most rewarding experiences of my career. Thank you all for allowing me to serve.

A special thank you to all of the 2018 board members. Your dedication, support and hard work carried me through. We have had another successful year, and I look forward to watching GMDM continue to thrive into 2019.

As I have urged in many of my articles, I hope members will consider taking on a leadership role. It is worth your while, I promise! I would like to wish each and every one of you a very Happy Holiday Season!

In closing, I would like to welcome our 2019 GMDM President, Jamie Alston! She is going to do an amazing job! Here we come, 2019!

Nicole

## GETTING TO KNOW YOU – Associate Member



Shay, with daughter Lisa and Gigi.

#### NAME AND PRESENT POSITION:

SHAY RUMSEY is a healthcare marketing/PR consultant and has worked in this field for over 30 years. She is the owner of Medical/Dental Communications. <u>GMDM COMMITTEES:</u> Editor of organization's newsletter since the inception of GMDM in 1980; ongoing chair of Communications Committee; charter member of GMDM.

**EDUCATION:** Bachelor of Science degree in physical education and a minor in health from the State University of New York; healthcare marketing and sales courses throughout career.

**HOMETOWN/FAMILY:** Native of New York state. Children: son, Rhodes; daughter, Lisa; three grandchildren: Alec, Kaite and Chandler (two have graduated from college and are working in their chosen professions – the last one just completed her courses for a paralegal degree and will continue her studies in criminal justice). Dogs: my rescued poodle, Gigi, and four granddogs.

**HOBBIES:** Reading, crossword puzzles, walking my dog twice a day, interior decorating, and just enjoying time with family and friends. I am an ex-golfer and ex-skier and miss both immensely.

#### FAVORITE BOOKS/AUTHORS:

Genres I enjoy most are mysteries, historical and suspense. Authors I enjoy are Henning Mankell, Karen Fossom ,Viveca Sten, Jeffrey Deaver and Ruth Rendell, to name a few.

#### COMMENTS ABOUT GMDM: As

a charter member of GMDM, which was organized in 1980, I have seen so many transitions that the organization has gone through. It is very gratifying to see GMDM survive and grow to such a vibrant organization. It's a great place to learn and keep up with current healthcare issues and a place to make many lasting friends.

#### SOMETHING YOU DON'T KNOW

<u>ABOUT ME</u>: I was on the synchronized swimming team in college and competed against other colleges in the state. Each year we produced a synchronized swimming show for the student body.



317 S. Westgate Dr. • Ste. A Greensboro, NC 27407 (off Dundas near Pomona) (336) 273-2120 Danny Rudisill, President



GMDM is the premier professional organization for medical and dental practices in Guilford County, dedicated to providing timely educational programs, strong networking support and personal growth opportunities. Join. Connect. Grow.



**GIGI WAITING FOR SANTA** 

## **HEARTHSIDE HOME CARE JOINS** FIRSTLIGHT FAMILY

 $F_{
m irstLight}$  Home Care, a leading national provider of nonmedical home care, announces that Hearthside Home Care is joining the FirstLight family, becoming the first independent home care provider to convert to a FirstLight franchise.

Owners and business partners Tina Glenn and Roget de Percin Berendes (a GMDM member) have been operating Hearthside Home Care in the Greensboro area for nearly 20 years, but realized the market is evolving and partnering with FirstLight's national franchise network offers the best opportunity to thrive.

The excellent care and service that Hearthside is known for will continue as they become FirstLight Home Care of Guilford.

FirstLight Home Care of Guilford will serve the Greensboro area with nonmedical home care, helping individuals with many needs - from personal hygiene and household duties such as cooking, cleaning and running errands to mobility assistance and dementia care.





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## LUNCH & LEARN

## EDUCATIONAL WEBINAR - MACRA/MIPS FOR 2019

## BALANCING REGULATORY COMPLIANCE WITH PROVIDER EFFICIENCY

Date: Wednesday, December 12

Time: 12:15 - 1:00 p.m

- How to Participate: • Join the webinar from your computer, tablet or smartphone: https://global.gotomeeting.com/join/317639317
  - For audio, dial in using your phone: 312-757-3121; access code: 317-639-317

 $oldsymbol{P}$ lease join us for a free webinar on the MACRA/MIPS program and Medicare Final Rule changes for 2019. In this presentation, we will share real-life experiences, perspective, tips and potential watch-outs to help simplify the process.

### Topics to be addressed:

- How to know if your providers are covered and required to report
- Implications for therapy-type providers
- How to see your MACRA/MIPS score from 2017 (bonus or penalty?)
- What changes have been made for 2019 reporting
- · How to make regulatory reporting easier and more efficient for providers and administrators

## Presented by:

Scott Yingling, VP of Sales and Implementation, MICA Information Systems. Scott assists MICA's practices with MIPS attestation and regulatory compliance. With his guidance, MICA practices attesting for 2017 were able to achieve high-level MIPS scores, receive bonuses, and avoid all penalties without undue administrative costs or provider inefficiencies.





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## BE A BOSSES' NIGHT SPONSOR

Please consider being a sponsor for our 33rd Annual Bosses' Night event on January 23, 2019 at The Art Shop, 3900 W. Market Street in Greensboro.

## **PLATINUM SPONSORSHIP** – for \$2,000, you will receive:

- 1. Listing on the promotional flyers and in the December and January newsletters.
- 2. A full-page ad in the event program that is received by all attendees.
- 3. Listing at the top of the dinner program and on posters that are displayed at the dinner.
- 4. Recognition by name from the podium at Bosses' Night and the January luncheon.
- 5. Four (4) complimentary tickets for your guests at the dinner.

## **GOLD SPONSORSHIP** – for \$1,000, you will receive:

- 1. Listing on the event program, on event posters and in the January newsletter.
- 2. Recognition by name from the podium at Bosses' Night and the January luncheon.
- 3. Two (2) complimentary tickets for your guests at the dinner.

## **SILVER SPONSORSHIP** – for \$500, you will receive:

- 1. Listing on the event program, on event posters and in the January newsletter.
- 2. Recognition by name from the podium at Bosses' Night.
- 3. One (1) complimentary ticket for your guest at the dinner.

## **BRONZE SPONSORSHIP** – for \$250, you will receive:

- 1. Listing on the event program, on event posters and in the January newsletter.
- 2. Recognition by name from the podium at Bosses' Night.

## PLEASE RSVP TO KIMBERLY MIKAELIAN AT KIMBERLY@DENTISTRYREVOLUTION.COM BY 1/10/19

Thank You To Our Platinum Sponsor Well-Spring



# 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. © Novant Health, Inc. 2018



## MONTHLY E-COURAGEMENT

PROVIDED BY RICH SCHLENTZ, FOUNDER OF

EXTRAORDINARY! INC. VISIT RICH AT WWW.EXTRAORDINARYINC.COM CONTACT HIM AT RICH@ EXTRAORDINARYINC.COM 336-317-4603



## 3 Common Reactions That Prevent Customer Loyalty

Loyal customers exhibit powerful behaviors:

- They keep coming back.
- They only have eyes for you.
- They brag about you.
- They seek you out.
- They forgive you.

If these aren't the customers coming through your door, consider this:

Loyalty is not the responsibility of the customer; it is the responsibility of the company.

Here are three common experiences that prevent your customers from choosing to be loyal:

- Policy: "Well, our policy is ..."

   Don't allow policies to become barriers. Instead, consider how you can make things work for the benefit of your customers.
- 2. <u>Problem:</u> "Here's the problem ..."
  Customers have enough problems of their own without you piling more on. Instead, talk about the solutions you can provide.
- 3. <u>Pass-it-along:</u> "That's not my department ..."

• Rather than pass the responsibility of customer care on to someone else, stick with them until the problem is solved.

Loyal customers/clients/patients are rare because mediocre interactions are abundant.

Your customers are seeking an experience that will transform their satisfaction into loyalty. Make loyalty an easy choice by providing an uncommon experience that focuses on them, solves problems and takes responsibility for seeing things through.



## Ask The Lawyer By Karen McKeithen Schaede

Have a question about the law? Send your questions to

CONNORS MORGAN PLLC ....

KSchaede@ConnorsMorgan.com

 $\mathfrak{Q}$ : Do employees have a duty to assist their employer in determining a reasonable accommodation for their disability?

**U**: Yes, the employee has a duty to engage in what is known as the "interactive process." The interactive process requires "employers and employees to discuss openly and candidly issues of physical or mental limitations and to seek to devise reasonable accommodations. The process requires current and complete medical information and bilateral, good-faith communications." Allen v. City of Raleigh, 140 F.Supp.3d 470, 490 (E.D.N.C. 2015).

The employee must be willing to return requested forms, including documentation needed from healthcare providers, and must consider alternative accommodations offered by management.

If the employee refuses to participate in the interactive process, the employer will not be held liable under the Americans with Disabilities Act. Therefore, it is important for legal counsel to ensure the employee engages in the interactive process before filing a lawsuit.

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 attorneyclient relationship between Connors Morgan PLLC and the reader.



## **BRUCE BARTON**

Cone Health | CHMG Director of Business Development / Practice Enhancement

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> 1471 E. Cone Blvd. Greensboro, NC 27405

> > 336-550-4040

www.pacetriad.org info@pacetriad.org

## HALLOWEEN FUN AT THE OCTOBER LUNCHEON



Left to right: Jen Arrington, Stefanie Allen, Rebekah Morris (guest of Lisa Haymore) and Jo Pineyro



Left to right: Mary Jean Nelson, Iill Vonderhaar and Teresa Rakestraw

## THE PUZZLER ???

## What is Oxford Dictionary's word of the year?

1. Look for the answer in one of the ads.

- 2. Identify the answer and the ad in which the answer app
- 3. Email the answer and name the ad in which the answer appears to Shay Rumsey at shayrumsey@northstate.net



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