

A Monthly Newsletter

♥ **Happy Father's Day** ♥

June 2021

2021 GMDM OFFICERS



Left to right: **Djuana Parker**, President-Elect, Cone Health Community Care Clinics; **Kristin Gilbert**, Secretary, Guilford Orthopaedic and Sports Medicine Center; **Chanel McKethan**, President, Cone Health Community Care Clinics; **Deanna Thompson**, Associate Member Representative, Thompson Communications; **Pamela Olson**, Past President, Pennybyrn; **Misti Sellars**, Treasurer, Triad Internal Medicine.

Thanks to our officers for stepping up to the plate to serve in their respective positions.

2021 MAY CLOTHING DRIVE



GMDM members donated women's and men's clothing to the annual May Clothing Drive, which benefits the Women's Resource Center and The Bargain Box.

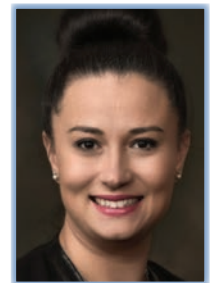
The event was coordinated by GMDM Community Service Committee chair Tyler Hmiel, pictured above right with Lisa Hmiel, both with Home Helpers of the Triad.

PROGRAM TITLE

"What Public Health Services Does Guilford County Provide for Our Citizens?"

ABOUT THE SPEAKER

Dr. Iulia Vann joined the Guilford County Department of Public Health in March 2019 as assistant health director and became health director in May 2020.



Dr. Vann's efforts have been crucial in the establishment of a COVID-19 testing campaign for residents at highest risk in Guilford County while working with area partners.

She also is working to evaluate ways to further expand services in the areas of Communicable Disease, Emergency Preparedness, Immunization Tracking, Refugee Health, Clinical, Allied and Community Health Services.

NEXT MEETING

RESERVATIONS ARE REQUIRED

Date and Time:

Wednesday, June 16, 2021
 11:45–1:00 p.m.

Meeting Place:

Starmount Forest Country Club

Program:

What Public Health Services Does Guilford County Provide for Our Citizens?

Speaker:

Dr. Iulia Vann
 Health Director
 Guilford County Department of
 Public Health

Cost: \$20.00 for a guest

MESSAGE FROM THE PRESIDENT

Chanel McKethan



Welcome to the month of June! The first day of summer is on June 20, 2021, but let's not forget our fathers this month. Father's Day is also on June 20. On Father's Day, fathers around the world will be thanked for all that they have done and continue to do in the lives of their children. Like mothers, fathers view the birth of their children as precious, unforgettable moments. There are also those individuals who have stepped in to fill the gaps for children in need of father figures. Therefore, please remember to thank all the fathers and father figures who have gone above and beyond to make every day special.

Did you know that June is National Men's Health Month? This month is all about encouraging the men in your life to take care of their bodies by eating right, exercising and working to prevent disease. The official symbol for the month is a blue ribbon, and the purpose of Men's Health Month is to heighten the awareness of preventable health problems and encourage early detection and treatment of diseases, including cancer, heart disease and depression. For more information on how to observe National Men's Health Month, please visit <https://nationaltoday.com/national-mens-health-month>

Let's get back into the swing of things now that gathering restrictions have been lifted. For now, members will continue to wear face coverings and maintain appropriate distancing between seating at the GMDM luncheons held at the Starmount Country Club. Also, please do not forget to bring a guest. Every guest could be a potential new member.

The May luncheon was a success. Debra Farrington, chief of staff with North Carolina Medicaid, provided an update on the upcoming changes in North Carolina Medicaid. She shared a wealth of information and answered questions to expand the knowledge of everyone in attendance. Please contact Wayne Ford at wayne.ford@lpl.com if you are interested in learning more about the Education Committee.

Thanks for making the GMDM May clothing drive a success. We sincerely appreciate all of your donations. A special thank you to Tyler Hmiel for his determination and hard work on this project.

PRESIDENT'S MESSAGE (CONTINUED ON PAGE 5)

GETTING TO KNOW YOU – ASSOCIATE MEMBER



NAME AND PRESENT POSITION:

BILL STRICKLAND, CCIM, is a Commercial Broker/Realtor® with Brown Investment Properties., Inc.

GMDM COMMITTEES:

I originally joined as an active member in 1995. I've been an associate member and on the Communications Committee since 2007. I recruit members for the Getting To Know You column of the monthly GMDM newsletter. Please contact me if you like free advertising in our newsletter!

CLUBS/ORGANIZATIONS OUTSIDE GMDM:

I am a member of the Greensboro Regional Realtors® Association, the North Carolina Association of Realtors® and the National Association of Realtors®. I am a CCIM (Certified Commercial Investment Member) designee. I am also a member and elder at First Presbyterian Church in Greensboro and am involved in various community-focused activities in Greensboro, including several nonprofit boards. I also am past president of the Western Guilford High School PTSO. I have served on the boards of the Greensboro Regional Realtors® Association and the Realtors® Commercial Alliance. I am a past member of the City of Greensboro Board of Adjustment.

EDUCATION: BS and MBA, Elon University.

HOMETOWN/FAMILY: Born and raised in Rocky Mount, NC. Married 30 years to Libby. Two daughters: Sara Kathryn and Carrie.

ONE OF THE THINGS I'VE LEARNED THROUGH GMDM:

Life is short – try not to stress over things you can't control, and love your family and friends.

I WOULD LIKE PEOPLE TO REMEMBER ME AS:

A person who lives his life and practices commercial real estate by the "Golden Rule."

WAYS TO RELAX: Walking, listening to music, cooking, surf fishing, golf, spending time with family and friends.

FAVORITE FOOD(S): Traditional Southern fare is best, but most all food is good!

FAVORITE TRAVEL SPOT: Holden Beach, NC.

FAVORITE MUSIC: Classic rock 'n' roll.

COMMENTS ABOUT GMDM: Great organization, great people, great friends!

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Danny Rudisill, President

MISSION STATEMENT

Guilford Medical and Dental Managers is the premier professional organization for medical and dental practices in Guilford County and surrounding areas, dedicated to providing timely educational programs, strong networking support and personal growth opportunities.

OUR SPOTLIGHT THIS MONTH

IS ON:



Brown Investment Properties, Inc., has been around since the 1940s and is now one of the largest commercial real estate firms in the area. Brown is a full-service commercial real estate company, offering quality products and services for a fair profit in development, management and brokerage. The company is committed to honesty, fairness and professionalism in its relationships with clients, tenants, employees and the general public.

Contact GMDM member Bill Strickland at (336)369-5974 or bstrickland@bipinc.com to discuss how he can help you save money.



The Lawyer's Corner
By Karen McKeithen Schaede

KSchaede@Revolution.Law

Q: *What is information blocking?*

A: Information blocking is a practice by a health care provider, health information network, or health information exchange that they know, or should know, will likely interfere with, prevent or materially discourage access, exchange or use of electronic health information. The Health Insurance Portability and Accountability Act ("HIPAA") defines Electronic Health Information ("EHI") as the electronic protected health information in a designated record set, regardless of whether the records are used or maintained by or for a covered entity.

The Cures Act is meant to comply with federal and state laws which grant patients a right to access their health information, by preventing information blocking. It gives patients a right to access health information that is maintained in their designated record set, including their medical records, billing records, and any other information used to make decisions about the patient.

As a healthcare provider, your primary goal is to remain in compliance with the Cures Act, which went into effect on April 5, 2021, by complying with a variety of laws governing patient access to health information, including HIPAA, state laws, the Promoting Interoperability Programs ("PI"), and the federal law governing substance use disorder treatment records, which may become confusing to a provider. The standard for providing the requested information is that the information is provided in the form and format the patient requests, but only if you are able to do so. This means you do not have to purchase other technology you do not already possess in order to comply with the patient's

After a long campaign to spread awareness to honor fathers, President Lyndon Johnson officially recognized the observance of Father's Day in 1966. His successor, Richard Nixon, recognized Father's Day as a national holiday in 1972.

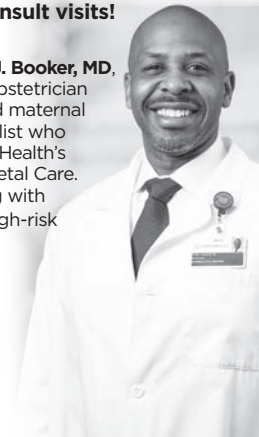
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Ravi Shankar, MD, is board certified in maternal fetal medicine, obstetrics and gynecology. Dr. Ravi Shankar specializes in providing high-risk pregnancy care. He is Medical Director for Cone Health Center for Maternal Fetal Care.

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.



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For scheduling, call **(336) 832-6986**.
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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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and wellness.

NEW MEDCENTER FOR WOMEN COMBINES SERVICES FOR ONE-STOP CARE

The approach not only offers convenience, but a way to reduce health disparities.

Cone Health MedCenter for Women opened May 3 at 930 Third St., Greensboro, offering a host of gynecological and obstetric services. These include:

- High-risk maternal care
- Genetics counseling
- Ultrasound and mammography
- Integrated behavioral health
- Physical therapy
- Prenatal and gynecology care
- Breastfeeding support
- Nutritional education
- Prenatal yoga
- Onsite lab services



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



YOUR SERVICE PARADOX

There's talk that says it's vital:

"Customer service sets us apart from our competition."

There's action that demonstrates it's dispensable:

- Low wages
- Shrinking budgets
- Little professional development
- No strategic partnership within the organization



Spend \$500 to gain a new customer, then resist investing \$50 to solve the problem that will retain them and create long-term loyalty.

If you think your products or services drive repeat buyers and referrals, then you're not listening to your customers/clients/patients.

They're telling you that it's the caring interaction, thoughtful service, prompt response and knowledgeable conversation that brings them back and motivates them to become your evangelists.

Human experience outshines and outlasts your product promises.

So, which is it? Vital (words) or dispensable (actions)?

It's time to be true to your words and unleash the power of action.

To ensure your thriving future, invest in the people who drive and the processes that deliver a memorable customer experience.

THE LAWYER'S CORNER (CONTINUED FROM PAGE 3)

requested form or format, such as a new patient records portal, if you do not already have it.

When there is a discrepancy between state law and federal law, the rule of thumb is that whichever law provides greater access to the patient is the rule you must comply with. For example, if a state law requires that physicians provide patient records to the patient within fifteen (15) days following a records request and HIPAA requires the physician to provide records within thirty (30) days following a request, then the provider must produce the records within fifteen (15) days, since the state law provides greater access to the patient. Denial of records requests may be acceptable if they fall under an exception found in the Cures Act, or if the requests are made by a third party, as those do not fall under the patient's right of access under HIPAA.

Overall, the purpose of the Cures Act is to prevent information blocking by providing patients with greater access to their medical records.

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.

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THE PUZZLER???

What is the nickname for George Herman Ruth?

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

HEALTHY NEWS



We've all heard that laughter is the best medicine. Here, according to researchers, is why:

1. It heightens mental functions – by increasing delivery of oxygen, producing a hormone that improves alertness and memory.
2. It reduces blood pressure – by improving circulation and speeding delivery of oxygen and nutrients to tissues throughout the body.
3. It improves breathing – by helping clear mucus from the lungs, allowing them to expand and take in more oxygen.
4. It helps fight infection – by increasing delivery of oxygen, and thus production of white blood cells, which boosts immunity and helps fight cold and flu.

PRESIDENT'S MESSAGE (CONTINUED FROM PAGE 2)

All clothing donations were to support women in need.

GMDM has some exciting events coming soon. We will have our annual golf tournament on June 10 at the Greensboro Country Club Farm Course. All proceeds from the golf tournament go toward helping to fund GMDM scholarships and other community needs. Please contact Bruce Barton at bruce.barton@conehealth.com if you are interested in volunteering or providing a sponsorship.

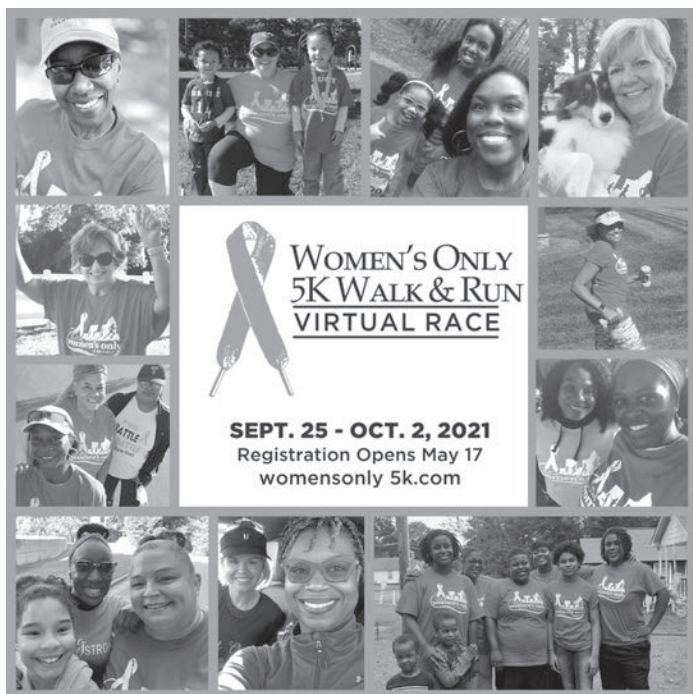
Lastly, please save the date for the annual Bosses' Night celebration on October 14, 2021. We will celebrate over 40 years of existence in the community. Please contact Nedra Baldwin at nedra.baldwin@pacetriad.org if you are interested in joining the Bosses' Night Committee.

As always, let's continue to be thankful and meet the GMDM mission of being "the premier professional organization for medical and dental practices in Guilford County and surrounding areas, dedicated to providing timely educational programs, strong networking support and personal growth opportunities." Invite your colleagues to join, connect and grow with GMDM.

"What you do makes a difference, and you have to decide what kind of difference you want to make."

- Jane Goodall

Many Blessings,
Chanel





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