

A Monthly Newsletter



Happy Independence Day



July 2021

## 2021 GOLF TOURNEY CHAMPS



Left to right: Wes Stanley, Ben Henrick, Ryan Gioffre, Todd Pittman

The 2021 GMDM Charity Classic ended in a 3-way tie, with an unbelievable score of 19. That resulted in a run-off, and the team shown to your left took 1st place. Even though it was a wet morning, the rain soon stopped, and the golfers finished in an afternoon of sunshine.

Chair of this ninth annual golf tournament is the “wizard” of all golf tournaments, Bruce Barton, with Cone Health Medical Group. His staff of volunteers, headed by GMDM member Teresa Rakestraw of Wendover OB/GYN & Infertility, assisted Bruce and pulled off another successful fundraiser to benefit Camp Carefree, a summer camp for children with chronic illnesses, and the GMDM Scholarship Fund, which provides scholarships for area medical and dental students.

More golf information on Pages 4-5.

## GOLF TOURNAMENT VOLUNTEERS



Left to right: DJ Parker, Cone Health Community Care Clinics; Nicole Reynolds, Well-Spring Solutions; Lisa Haymore, Guilford Orthopaedic and Sports Medicine Center; Pamela Olson, Pennybyrn; Allison Fuqua, Greensboro Imaging & Breast Center; Lisa Hmiel, Home Helpers Home Care; Teresa Rakestraw (chair of volunteers), Wendover OB/GYN & Infertility; Danny Rudisill, Piedmont Printing & Graphics; Bob Ring, MICA Information Systems; Misti Sellars, Triad Internal Medicine; Chanel McKethan (not pictured), Cone Health Community Care Clinics.

### NEXT MEETING

RESERVATIONS ARE REQUIRED

**Date and Time:**

Wednesday, July 21, 2021  
 11:45–1:00 p.m.

**Meeting Place:**

Starmount Forest Country Club

**Program:**

Scholarship Awards and presentation:  
 “The Education of Our  
 Future Medical Heroes”



**Speaker:**

Dr. Kevin Ford  
 Dean of the Congdon School of Health  
 Sciences at High Point University

Cost: \$20.00 for a guest

**MESSAGE FROM THE PRESIDENT**

Chanel McKethan



Welcome to the month of July! The Fourth of July has been a federal holiday in the United States since 1941, but the tradition of Independence Day celebrations goes back to the 18th century and the American Revolution. On July 2, 1776, the Continental Congress voted in favor of independence, and two days later delegates from the 13 colonies adopted the Declaration of Independence, a historic document drafted by Thomas Jefferson. From 1776 to the present day, July 4 has been celebrated as the birth of American independence.

Did you know that July is Hemochromatosis Screening Awareness Month Hemochromatosis (HH) is a disease that results from excessive amounts of iron in the body (iron overload). Hereditary (genetic) hemochromatosis (HHC) is an inherited disorder of abnormal iron metabolism. For more information on hemochromatosis, please visit <https://irondisorders.org/july-is-national-hemochromatosis-screening-and-awareness-month>.

The June luncheon was a success. Dr. Iulia Vann, director of the Guilford County Department of Public Health, provided information on public health services offered to citizens in Guilford County. Please contact Wayne Ford at [wayne.ford@lpl.com](mailto:wayne.ford@lpl.com) if you are interested in learning more about the Education Committee.

A special thank you to Bruce Barton and GMDM volunteers for making this year's annual golf tournament a huge success! The golf tournament was held on June 10, 2021, at the Greensboro Country Club Farm Course. This year, proceeds from the golf tournament help to fund GMDM scholarships and Camp Carefree. Please contact Bruce Barton at [bruce.barton@conehealth.com](mailto:bruce.barton@conehealth.com) if you are interested in becoming a member of the Golf Committee.

GMDM's over 40 years of existence will be celebrated on October 14, 2021, during the annual Bosses' Night celebration. Please contact Nedra Baldwin at [nedra.baldwin@pacetriad.org](mailto: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." Invite your colleagues to join, connect and grow with GMDM.

Many Blessings,  
Chanel

**GETTING TO KNOW YOU – ASSOCIATE MEMBER**



NAME AND PRESENT

POSITION: BRUCE BARTON, is the director of business development/practice enhancement for Cone Health Medical Group.

GMDM COMMITTEES: Golf, Membership, Bosses' Night, Scholarship. Joined in 1992.

CLUBS/ORGANIZATIONS OUTSIDE

GMDM: Project Challenge, Community Alternatives for Youth, ALS Team Lead.

EDUCATION: UNC-Chapel Hill, BS in Business Administration.

HOMETOWN/FAMILY: Rutherfordton, NC. Mother, 93; wife Mary; three sons, and two grandkids: Grant and Zelda.

ONE OF THE THINGS I'VE LEARNED THROUGH GMDM: People are wonderful. Everyone has goodness in them.

I WOULD LIKE PEOPLE TO REMEMBER ME AS: The funny guy who was smart and cared about people.

WAYS TO RELAX: Naps at stoplights, watching Atlanta Braves and waiting on people.

FAVORITE FOOD(S): Fried chicken with rice and gravy, chocolate pudding and lots of ice cream.

FAVORITE TRAVEL SPOT: Oak Island, NC, at my wife's beach house.

FAVORITE MUSIC/BOOK: All types of music (especially when I can show my dance moves). Favorite book is *Siddhartha*.

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

**OUR SPOTLIGHT THIS MONTH**

IS ON:



**Cone Health Medical Group**  
*Partnering for exceptional care.*

The goal of Cone Health Medical Group (CHMG) is to ensure the health care of all people in our community.

With more than 500 physicians and providers, 30 medical specialties and 100 locations, CHMG is focused on helping patients prevent illness and improve their overall health and well-being. CHMG also supports physicians and makes sure they are comfortable with their assigned medical facility.

**PIEDMONT**  
PRINTING & GRAPHICS, INC.

*We do it all!*



**Printing, Graphics, Apparel & Promotional Products**

- Great personal service
- Free typesetting on any existing business form

317 S. Westgate Dr. • Ste. A  
Greensboro, NC 27407  
(off Dundas near Pomona)

(336) 273-2120

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.

**A FAMILY AFFAIR**



GMDM golf tournament chair Bruce Barton (left) is shown with his team: brother Bobby Barton (second from left), brother Boyce Barton (right) and Boyce's wife, Diane Barton (second from right).



*The Lawyer's Corner*

By Karen McKeithen Schaede

[KSchaede@Revolution.Law](mailto:KSchaede@Revolution.Law)

**Q:** How can cyber risk management help health care?

**A:** As health care organizations are becoming more dependent on digital systems to store patient information, the risk of cybersecurity is escalating. Therefore, a trend of “standard of care” has emerged that requires the attention of healthcare leaders. Standard of care emphasizes reasonable over customary. In other words, doing what is reasonable might be more important than what is usually done.

There are three sources that health-care providers may rely on to articulate standard of care: Health Insurance Portability and Accountability Act (HIPAA), which established national standards for the use and disclosure of individuals’ health information; Office of Civil Rights (OCR), which contains guidance related to cyber risk management; and Institute of Standard and Technology (NIST), which provides a collaborative process to develop a cybersecurity framework.

As a healthcare provider, the primary goal should be to apply the standard of care and adopt sources such as HIPAA, OCR or NIST to conduct day-to-day business with confidence and avoid any claims of negligence.

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.

**SPECIAL THANKS**

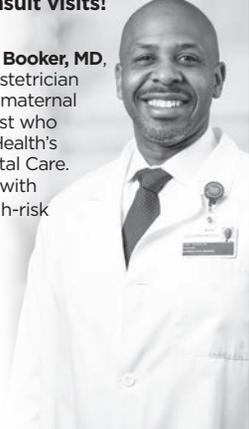
to **TERESA RAKESTRAW**, our golf tournament photographer.

~ **AUGUST PROGRAM** ~  
**SPEAKER:** Marshall Clement, Certified Long-Term Care Planning Specialist  
**PROGRAM:** “The ABC’s of Long-Term Care Planning, and How Does LTC Insurance Work?”

**Exceptional Care for High-Risk Pregnancies**  
 Available for same-day and/or scheduled *virtual* consult visits!



**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 and wellness.**



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.

  
[greensboroimaging.com](http://greensboroimaging.com)

**9TH ANNUAL GMDM CHARITY CLASSIC**



The Guilford Medical & Dental Managers would like to thank the following sponsors for supporting the GMDM Charity Classic.

**PLATINUM SPONSOR**



**GOLD SPONSOR**



**SILVER SPONSORS**



**THANKS TO OUR ADVERTISER**

**PIEDMONT**  
PRINTING & GRAPHICS, INC.

*We do it all!*

When we say “WE DO IT ALL!” we mean it. Piedmont Printing & Graphics, Inc. is a printing and promotional products distributor that has been in business since 1990. We can produce virtually any and all types of printed materials available on the market today, as well as any type of promotional product that you might envision for your next marketing project. With our complete graphic capabilities, we can take what you have envisioned to the end product. We also provide mailing services to get your marketing pieces out to existing or potential clients quickly.

Our philosophy is to give you great personal service and to produce a product in a timely fashion at a reasonable price. We make every effort possible to be your advocate when you are making a decision to purchase one of our products. We research many sources to have your job produced to your specific needs and specifications. We guarantee all of our work and strive diligently to adhere to the highest standards of quality. We want to be your one-stop shop for all of your printing and promotional product needs.

Please keep us in mind for your next printing or promotional project! Please contact GMDM member **Danny Rudisill** at 336-273-2120.



**THE PUZZLER???**

What is the song title spelled out in its lyrics?

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)

**LONG DRIVE SPONSOR:** • Home Instead Senior Care

**BEVERAGE CART SPONSOR:** • Graham Personnel Services

**PUTTING CONTEST SPONSOR:** • Pennybyrn Transitional Rehab

**DRIVING RANGE SPONSOR:** • Medical & Dental Communications

**ACCURATE DRIVE SPONSOR:** • Guilford Medical & Dental Managers

**CLOSEST TO THE PIN SPONSORS:** • Vascular & Vein Specialists • First Point Collections • Cox Family Practice • Greensboro Imaging • Triad Internal Medicine Associates

**TEE SPONSORS:**

- Turf Masters Lawn Care, LLC • Bill Strickland • Aim Hearing and Audiology
- LabCorp • Cone Health • Guilford Orthopaedic and Sports Medicine Center
- The Kolada Family • Guilford Woman Magazine • Piedmont Printing & Graphics
- Thompson Communications • Nicole Reynolds & Pamela Olson • Abbotswood
- Greensboro Imaging • WellSpring • Realty Trust Group

**ACTIVITY CONTEST AND PRESENTING SPONSORS:**

- #3 Closest to the Pin - Vascular & Vein Specialists
- #5 Closest to the Pin - First Point Collections
- #8 Closest to the Pin - Cox Family Practice
- #14 Closest to the Pin - Triad Internal Medicine Associates
- #17 Closest to the Pin - Greensboro Imaging
- #8 Hole in One Contest - Green Lincoln
- #7 Most Accurate Drive - Guilford Medical & Dental Managers
- #11 Longest Drive - Home Instead Senior Care

# 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



## INFLUENCE IS NOT AN OPTION

My high school English teacher would deduct points, with a bright red pen, for the double negative I'm about to write:

You cannot not influence.

Sorry, Mrs. Moses.

You're an influencer. There's no other option.

Yesterday. Today. Tomorrow. You influence the people and environment around you.

Your coworkers. Your significant other. Your friends. Your children. The store check-out clerk.

The issue isn't if, it's how.

How do you influence?  
What's the result of your influence? Are people and spaces better because you show up?



The superpower of influence is in all of us.

How will you use yours today?



**Cone Health Medical Group**  
*Partnering for exceptional care.*

**BRUCE BARTON**  
Cone Health | CHMG  
*Director of Business Development / Practice Enhancement*

**Direct Dial: 336.663.5032 | Cell: 336.944.2969**  
**Website: conehealth.com**



**PACE OF THE TRIAD**  
A Program of All-Inclusive Care for the Elderly

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 in-service for your staff, contact GMDM Member, Nedra Baldwin:

1471 E. Cone Blvd.  
Greensboro, NC 27405  
336-550-4040

www.pacetriad.org  
info@pacetriad.org



## GOLF TOURNAMENT WINNERS



Left to right: Drew Davis, Scott Yingling, Jim Paige  
(not pictured: Brad Latimer)



Left to right: Brad Wicker, Ron Brady,  
Craig Sturdivant, Keith Thomas

*More* choices. **More to love.**

Contact us to learn more about our Independent Living Expansion and the Lillian Congdon Transitional Rehab Center.

**Call today 336-821-4050**



One trusted name. Many life-enriching choices.  
Retirement Living · Assisted Living · Memory Care  
Healthcare Households · Transitional Rehab

109 Penny Road • High Point, NC 27260  
www.PennybyrnLiving.org



PO Box 10735  
Greensboro, NC 27404-0735

The pandemic changed your clients' world in 2020.

Is your company's marketing message on target for 2021?

Contact us for help today.



336-292-6041  
deanna@thompsononline.biz  
ThompsonOnline.biz



We're by your side so your loved one can stay at *home.*

Call (336) 294-0081 or visit  
HomeInstead.com/311



PERSONAL CARE | MEALS & NUTRITION | MEMORY CARE

Each Home Instead® franchise is independently owned and operated. © 2020 Home Instead, Inc.

## SERVICES FOR ADULTS AT HOME



- ▶ In-Home Care
- ▶ Adult Day Care
- ▶ Caregiver Support



well-springsolutions.org • 336-545-5377



Practicing Commercial Real Estate by the Golden Rule

Bill Strickland, CCIM  
Commercial Real Estate Broker/  
REALTOR®  
bstrickland@bipinc.com  
336.369.5974



CCIM IR www.bipinc.com