

A Monthly Newsletter

Hello, Autumn!

October 2019

BE A BOSSES' NIGHT SPONSOR!

Please consider being a sponsor for our 33rd annual Bosses' Night event on **January 22, 2020 at Spare Time**, 5502 Hornaday Road 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 event program and on posters that are displayed at the event.
4. Recognition by name from the podium at Bosses' Night and the January luncheon.
5. Four (4) complimentary tickets for your guests at the event.

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 event.

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 event.

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 CONTACT KIMBERLY MIKAELIAN AT
KIMBERLY@DENTISTRYREVOLUTION.COM
TO SIGN ON AS A SPONSOR**



FOR YOUR INFORMATION

ABOUT THE PROGRAM

"Trash Talk: What Are Employer Rights in Response to Gossip and Defamation on Social Media?"

ABOUT THE SPEAKER

ERIC DAVID is an attorney with the Greensboro law firm of Brooks Pierce. David focuses his practice on business litigation, First Amendment law, and media and communications law. David has advocated on behalf of media and broadcast clients in a variety of First Amendment and news-gathering matters, including disputes over the North Carolina Public Records Act and access to public meetings. He has substantial experience defending both large and small publishers against defamation claims. David earned his undergraduate, master's and law degree from the University of North Carolina at Chapel Hill.



ERIC DAVID

NEXT MEETING

RESERVATIONS ARE REQUIRED

Date and Time:

Wednesday, October 16, 2019
11:30–1:00 p.m.
Buffet line opens at 11:20 a.m.

Meeting Place:

Starmount Forest Country Club

Program:

Trash Talk: What Are Employer Rights in Response to Gossip and Defamation on Social Media?

Speaker:

Eric David, Attorney

Cost: \$20.00 for a guest



**Fun Times
at
Last Year's
Bosses'
Night**



Join • Connect • Grow



MESSAGE FROM THE PRESIDENT

Jamie Alston

Happy October! Can't you smell the deep-fried fair foods in the air? Aside from the North Carolina State Fair opening, this month holds many celebratory moments for me. It's my (and my husband's!) birthday month, it's Halloween (I love seeing my children dress up), it's time for fall festivals, and it's Breast Cancer Awareness Month. I know, breast cancer awareness isn't really a celebration. But it's a celebration when you have watched your mother be diagnosed, complete a mastectomy, undergo rigorous chemotherapy and radiation, and survive – for more than 10 years.

I will never forget this battle with her, every day by her side tending to whatever need she might have. I will never forget having to walk out of the bathroom while another family member shaved her head, because my heart couldn't bear it. I will never forget the strength that she showed in her weakest moments, and the vulnerability when she needed help for what would seem to be a mundane task. I will never forget the moment she was cancer-free.

To every woman, and man, that has survived this horrible disease, I salute you. I am in awe of you. You are a brave and powerful human. To have faced this fear, the unknown, and won – you are celebrated and you are loved. You are an inspiration. For those that have lost the battle, you are not forgotten.

About 1 in 8 women will develop invasive breast cancer over the course of her lifetime. Be vigilant about breast cancer detection. If you notice any changes, such as a new lump or skin changes, consult your doctor. Also, ask your doctor when to begin mammograms and other screenings based on your personal history.

"The human spirit is stronger than anything that can happen to it"

– C.C. Scott

GETTING TO KNOW YOU – ASSOCIATE MEMBER



NAME AND PRESENT

POSITION:

DANNY RUDISILL is the owner of Piedmont Printing & Graphics.

GMDM COMMITTEE

SERVED ON/JOINED: Member of GMDM for past 15 years. Served on Hospitality Committee and currently on the Golf Committee.

CLUBS/ORGANIZATIONS OUTSIDE

GMDM: DayStar Church member.

HOMETOWN/FAMILY: Born in Burlington, NC, and have lived in Greensboro since 1982. Wife Donna shares ownership of Piedmont Printing & Graphics where she works in accounting and human resources. We have two sons: Lawson, a senior at UNC Asheville; and Logan, a senior at Piedmont Classical High School.

HOBBIES: Coach for rec baseball. Avid reader of murder mysteries. Love to do odd jobs around the house.

I WOULD LIKE PEOPLE TO

REMEMBER ME AS: A good father, husband and businessman.

COMFORT FOOD(S): All of them!

FAVORITE TRAVEL SPOT: The beach.

WAYS TO RELAX: Trips to Myrtle Beach at least twice a year in our 30' travel trailer.

FAVORITE MUSIC: Jazz and '70s rhythm and blues.

COMMENTS ABOUT GMDM: GMDM is a great networking resource. It has been instrumental in my business success over the years.

SOMETHING YOU MAY NOT

KNOW ABOUT ME: When I was younger, I was an avid runner and a triathlete. I completed seven marathons in a four-year period, including the 1988 Boston Marathon.

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Danny Rudisill, President

MISSION STATEMENT

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.

OUR SPOTLIGHT THIS MONTH

IS ON:

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and Promotional Products**

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Ask The Lawyer

By Karen McKeithen Schaede

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

Q: *We sometimes get behind on providing medical records to patients. Is there a problem with this?*

A: HIPAA requires medical records to be provided to a patient within 30 days unless there is a reason for delay. If there is a good reason for the delay, the patient:

- should be notified.
- must receive the records within 60 days.

In a recent case, HHS settled its first-ever HIPAA enforcement action arising from violations of the individual's right to access health information. The organization that was in violation had to pay \$85,000 and enter into a one-year corrective action plan.

The patient in this case initiated a complaint in 2018. The patient had initially asked for records in October 2017 and submitted a follow-up request through counsel in January and February of 2018. The patient did not receive through counsel a complete set of records until August 2018 and did not receive the records directly until February 2019.

The moral of this story is: Provide medical records to patients in a timely manner.

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 Connors Morgan PLLC and the reader.



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5-7 P.M.



Cone Health Women's Hospital Welcomes

Ravi Shankar, MD

Board certified in maternal-fetal medicine, obstetrics and gynecology, Dr. Ravi Shankar specializes in providing high-risk pregnancy care.

The Cone Health Center for Maternal Fetal Care team includes perinatologists, genetic counselors, sonographers and registered nurses specially trained in providing care for both mother and fetus in complicated pregnancies. Our specialists partner with obstetricians and midwives to provide the best possible outcome for your patients.



CONE HEALTH

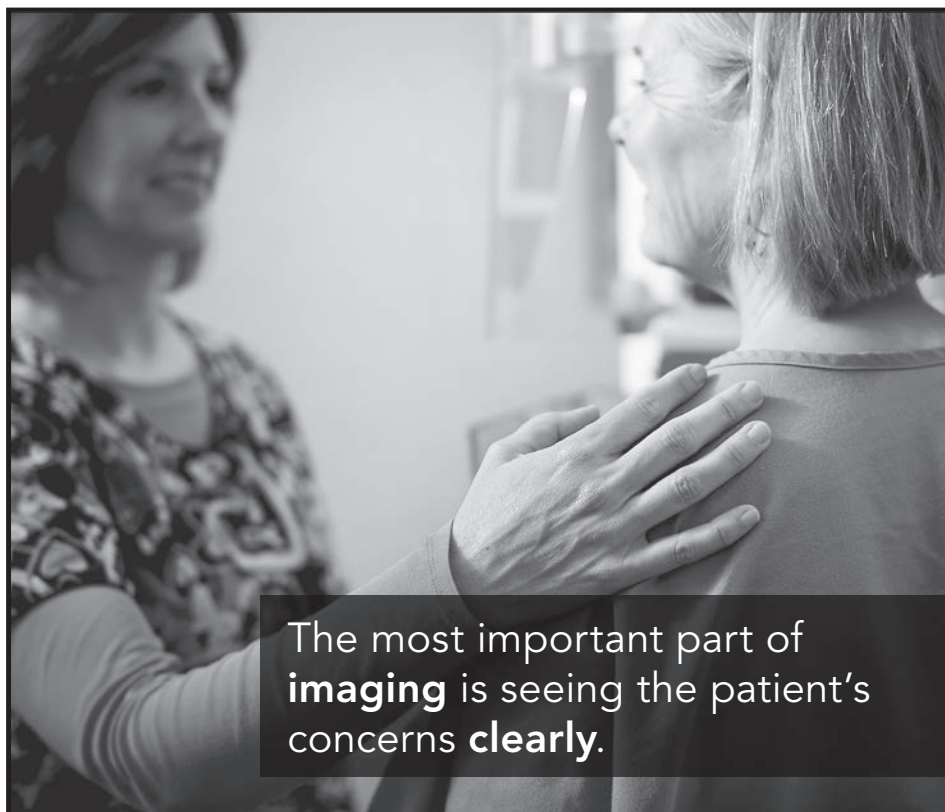
Center for Maternal Fetal Care

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

Visit **ConeHealth.com** for more information.

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Hours: **Monday - Friday, 8 a.m. - 5 p.m.**



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YOU DON'T NEED A DIAGNOSIS TO KNOW YOU'RE SICK

We're a data-driven culture.

Over the past decade, data has "proven" that we have a global employee engagement crisis.

Truth is, disengagement existed long before it was measured.

Do you really need external research to validate what's happening inside you?

Trust yourself. When something's awry, you know it ... you feel it. That's all the data you need.

Employee re-engagement starts with you.

You don't need approval to feel more alive at work; give yourself permission to revive.

Conduct some internal research of your own by asking these six questions:

1. What specific work activities or projects make me feel "in the zone"?
2. What unique strengths do I possess?
3. How can I best apply these strengths to my work?
4. What new skill do I want to learn this year?
5. When do I provide the most value for my company?
6. Who might be a good professional mentor for me?

Identify what makes your work meaningful.

Go after it by engaging in what engages you.



Imaging care on your schedule

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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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THANKS TO OUR ADVERTISER



CONE HEALTH

The Network for Exceptional Care

Cone Health Medical Group (CHMG) was formed in 2009. Bruce Barton joined the group in 2010 and had the task of coordinating medical practices with the health system. The goal of CHMG is to assure the best medical care for the community while providing medical practices with help and guidance through Cone Health.

Today, CHMG includes 150 practices that employ approximately 600 providers and 1,800 employees. The future of healthcare is uncertain, and CHMG's goal is to provide support for the community over the coming years. Please contact Bruce if you have any questions about the possibility of aligning with CHMG.

"Thanks to GMDM for the last 38 years of providing a forum and organization where medical practices can share and learn from each other," Bruce says. "I am proud to be a member of this wonderful group."



THE PUZZLER ???

What does a quitter cry?

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

YOUR VOTE HELPS DECIDE How To SPEND \$500,000 OF CITY MONEY

Earlier this year the residents of Greensboro submitted their ideas for how they want their tax dollars to be spent in their city districts. Volunteer residents vetted those ideas, and now it's time for Greensboro citizens to vote on which ones we want funded! This is us deciding directly how we want our tax dollars to be spent. Every city resident age 14 and up can vote.

If you are a city resident, go to www.pbgreensboro.com and vote now! You start by selecting your city district. If you don't know it, you can look it up. Then you vote! Encourage your friends, family and coworkers to vote, too. It couldn't be easier at www.pbgreensboro.com



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BRUCE BARTON

Cone Health | CHMG

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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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www.pacetriad.org
info@pacetriad.org



MEDICAL BILLING – OUTSOURCE OR BILL INHOUSE?

Bob Ring,
Product and Services
Consultant



The primary focus of medical practices is normally on patient care, and revenue cycle management sometimes takes a back seat. As medical billing has become more complicated, many practices have chosen to outsource billing and collections to a third party. How do you know if this is right for your practice? Below are some questions that may help you with that decision:

If you are currently billing in-house:

1. Do you have quality monthly reports to help you manage your Accounts Receivable?
2. Do you know the current status of claims that have not been paid?
3. Is the amount of money you are writing off vs. what could be collected minimal?
4. Do your days-in-receivables average less than 45 days?
5. Is your A/R balance less than 1.25 times your average monthly charges?
6. Is the amount of money in your "90 days and over" bucket less than 10% of your total A/R?
7. Are your billing personnel needed to perform other duties at your practice?
8. Have you done a cost comparison on employing in-house billing staff vs. outsourcing revenue cycle management?
9. Do you have stable personnel, requiring minimal time on your part for recruiting, training and other human resources attention?
10. Do you have confidence in the knowledge level and capability of your billing staff?

If the answers to most of these questions are "yes," then you are probably in pretty good shape. If the answers are "no," then you may want to consider partnering with an outside resource. If you don't know the answers to these questions, it would be advisable to talk with someone who can help you get them.



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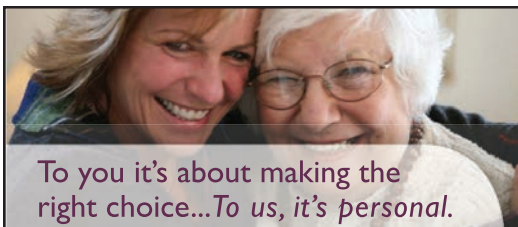
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