

A Monthly Newsletter

*Happy New Year!*

January 2020

## 2020 GMDM OFFICERS



From left to right: Chanel McKethan, President-elect, Cone Health; Lisa Haymore, Treasurer, Guilford Orthopaedic and Sports Medicine Center; Kristin Gilbert, Secretary, Guilford Orthopaedic and Sports Medicine Center; Nicole Reynolds, Past President, Well•Spring Solutions; Pamela Olson, President, Pennybyrn; Deanna Thompson, Associate Representative, Thompson Communications

## FOR YOUR INFORMATION

### ABOUT THE PROGRAM

NETWORKING ...  
WHY IT'S IMPORTANT FOR YOUR  
CAREER SUCCESS,  
and how your membership  
in GMDM can help!

Most people think of networking as "small talk" at a cocktail party. But networking can be a powerful tool for professional development and career advancement. Join networking expert Abby Donnelly to learn how to build your network and achieve your professional goals in life.

## NEXT MEETING

RESERVATIONS ARE REQUIRED

**Date and Time:** Wednesday, January 15, 2020, 11:30–1:00 p.m.  
Buffet line opens at 11:20 a.m.

**Meeting Place:** Starmount Forest Country Club

**Program:** Networking ... Why It's Important For Your Career Success

**Speaker:** Abby Donnelly, Founder of The Leadership & Legacy Group

### ABOUT THE SPEAKER

#### ABBY DONNELLY

is the founder of The Leadership & Legacy Group. She is a well-known speaker and trainer in the Triad. Abby works closely with business owners and professionals to help them navigate through the complex leadership and people dynamics that come with CEO succession and exit. Originally from Poughkeepsie, NY, she serves on a number of public, private and nonprofit boards, including First Bank, Guilford Merchants Association and the Greensboro Society of Financial Service Professionals (SFSP). Abby has also held many leadership roles in Crescent Rotary and District 7690. Abby is the published author of three books, including "Networking Works!", and she is a graduate of the University of Florida with a master's degree in statistics.



Abby Donnelly

## BOSSSES' NIGHT REMINDER!



January 22, 2020



**SPARE TIME**  
ENTERTAINMENT

5502 Hornaday Road  
Cocktails  
Heavy Hors d'Oeuvres

Mark your  
calendars  
NOW!

Please RSVP to Kimberly Mikaelian at  
[kimberly@dentistryrevolution.com](mailto:kimberly@dentistryrevolution.com)

Join • Connect • Grow



## MESSAGE FROM THE PRESIDENT

*Pamela Olson*

Welcome to 2020! I am delighted and honored to serve as your 2020 GMDM president. After attending my first meeting in 2012, I knew immediately that I wanted to be a part of this amazing organization.

During my membership, I have had the opportunity to serve on the Membership and Hospitality Committee and the Golf Committee, and as secretary.

With every New Year comes a clean slate – so what will you do with this fresh start? I am happy to share that we have an exciting year ahead for GMDM. I am thankful for our dedicated board and committee members who volunteer their time and talents to GMDM.

Are you one to make a New Year's Resolution? Many individuals focus on making a change. I prefer to create a "bucket list" with my family. My children have quickly caught on to this – and they are only 7 and 5! This provides an opportunity to reflect on the great year we have had and to make plans for the New Year.

Whether you are making a resolution or creating your 2020 bucket list, I hope you will continue to consider GMDM in your New Year. You can do this by inviting a guest to a meeting, joining a committee, or supporting our community service efforts.

Thank you for your dedication to GMDM. Let's make this our best year yet!  
Happy New Year,  
Pamela

## GETTING TO KNOW YOU – ASSOCIATE MEMBER

### NAME AND PRESENT POSITION:

**KAREN WALL** is the owner of BrightStar Care in Greensboro.

### GMDM COMMITTEES

SERVED ON: Hospitality.

EDUCATION: CSA (Certified Senior Advisor), 2015; CNA (Certified Nursing Assistant), 2015; MBA, UNC-G, 1993; BS, mathematical science with computer science option, UNC-CH, 1983 (back when we rode dinosaurs to school).



HOMETOWN/FAMILY: Grew up in Winston-Salem. I have one sister who lives in Florida. My dad died of cancer six years ago, and my mom has dementia; hence, the interest in

home care. Married to

Steve (35 years!); two sons (24 and 22) who are out of school and living "on their own." They say they are not thriving, just surviving. We also have one dog, Mickey.

HOBBIES: I started painting "house portraits" many years ago. I started a picture-framing business called "On the Wall," and that business funded my painting hobby. I paint once a year now when I go on vacation.

### ONE OF THE THINGS I'VE

LEARNED THROUGH GMDM: I joined GMDM to network and "sell" for BrightStar Care, but I have found that I personally LEARN more than anything else. I have learned that, as much as you think you are going through something alone, there are many people in the same situation. I have learned so many pearls of wisdom from our speakers and members about dementia and caregiving.

### I WOULD LIKE PEOPLE TO

REMEMBER ME AS: Full of joy. I have a small tattoo on my foot that says JOY. I try to not let anything or anybody steal my joy.

WAYS TO RELAX: College basketball, football, baseball (MLB) and golf. Bowling, ax-throwing and poker! I am able to "turn off" business – unless the Tarheels are playing, and then I am in full FAN mode.

COMFORT FOOD(S): Pizza, chocolate, wine.

### FAVORITE TRAVEL SPOT: Italy.

We had the pleasure of an expense-free Mediterranean cruise last summer with my in-laws and our sons. Our sons had not been to Europe before, and it was a treat to see the sights again through their eyes.

### FAVORITE MUSIC: Steve sings with

our Praise Team at church, so I listen to contemporary Christian music most often. Also, Zac Brown Band and Chris Stapleton. We saw Queen with Adam Lambert in Toronto this summer, and I am so amazed at their talent! Springsteen, however, is my all-time favorite artist.

### COMMENTS ABOUT GMDM: I

thoroughly enjoy the friendliness of our members. I always feel welcome and valued. Starmount CC does an excellent job with the meals, and Wayne has found amazing speakers. I hope to contribute more in the future.

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Danny Rudisill, President

## OUR SPOTLIGHT THIS MONTH

IS ON:

**BrightStar Care**  
A HIGHER STANDARD OF HOME CARE

**B**RIGHTSTAR CARE is a private-duty home care agency that provides premium personal and skilled care to all ages, but mostly seniors.

My husband, Steve, and I started it in 2015, and it has grown to over 50 employees. We do not have a medical director; we have a director of nursing, RN, MSN, who oversees everything clinical. The other fulltime employees are our scheduler, customer care manager, CNA, business development manager, RN, MSN; and branch manager – me!

We provide transportation, respite care, assistance with ADLs, injections, infusions, wound care, medicine management and even medical staffing. We are a home care agency – not a home health agency. Our payers are either the clients themselves or their long-term care insurance agency. We do not provide care using Medicare or Medicaid.

What sets us apart from other home care agencies is that we are Joint Commission Accredited, have a real person to talk to 24/7, can provide skilled services and have no minimum number of hours. We also have many 5-star reviews on Google that speak volumes.





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## Ask The Lawyer

By Karen McKeithen Schaeede

Have a question about the law?  
Send your questions to  
[KSchaede@ConnorsMorgan.com](mailto:KSchaede@ConnorsMorgan.com)

**Q:** I recently read about a fine for improper breach notification. What does this mean and what was the case?

**A:** Sentara Hospitals was fined \$2.175 million for a HIPAA violation related to improperly notifying patients of a breach. In April 2017, Sentara accidentally sent billing statements containing personal health information (PHI) of patients to the wrong individuals. There was a disclosure of the PHI of 577 patients. Sentara did a risk assessment after discovering the breach and reported it to the U.S. Department of Health and Human Services (HHS).

Unfortunately, Sentara did not have a clear understanding of PHI and incorrectly reported that only eight patients were affected by the breach. The statements contained patient names, account numbers and dates of service, all considered PHI by HHS.

An investigation also revealed that Sentara did not have Business Associate Agreements (BAA) with several business associates. In addition to paying \$2.175 million, Sentara must also develop a corrective action plan. They must come up with policies and procedures for breach notification and have these reviewed and approved by HHS.

Make sure your staff understands exactly what PHI is and how to report a breach.

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.

## BE A BOSSES' NIGHT SPONSOR

PLATINUM – \$2,000 GOLD – \$1,000 SILVER – \$500 BRONZE – \$250

Contact Kimberly at [kimberly@dentistryrevolution.com](mailto:kimberly@dentistryrevolution.com)



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](http://ConeHealth.com) for more information.

801 Green Valley Road, Greensboro, NC

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



## Local Business Leader Joins Greensboro Imaging Leadership Team

Kelli Collins has been named the Chief Operating Officer for Greensboro Imaging.

Kelli has served as the VP of Operations for Surgical Care Affiliates (SCA) since 2005. Prior to this, she served as Director of Operations for SCA and an Administrator at HealthSouth Greensboro Specialty Surgical Center. Kelli is the Founder and President of the Ambulatory Surgery Center Association in NC.

**“We’re so glad to have Kelli here. She is an experienced healthcare professional and well-respected business leader who shares our commitment to patient care and the greater Greensboro community.”**

—Natalie Boner

Director of Engagement at Greensboro Imaging

**GREENSBORO  
IMAGING**

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

## 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](mailto:RICH@EXTRAORDINARYINC.COM)  
336-317-4603



### WHY YOU CAN'T FIND GOOD PEOPLE

**I**t's a common complaint: "We just can't find good people."

When faced with a problem, a natural response is to deflect:

*What's wrong with them?*

*What's their problem?*

In the case of locating qualified employees, deflecting the problem won't fix it; owning it will.

Your most powerful tool for attracting and retaining talent is your culture.

A team of engaged employees is more effective at recruiting the right people than any expensive marketing brochure, cutting-edge website or social media strategy.

It doesn't matter what you say about you.

What matters is what your employees say about you.

Word of mouth is TRUTH. And the truth about your culture (good or bad) is out there.

Recruitment and retention is an inside-out job.

There's an abundance of capable, creative and motivated people looking for the right team to join.

When you do the work required to be an engaged culture, the right people will know about it and seek you out.



## Imaging care on your schedule

### Novant Health Imaging Triad

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

**C**one 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 160 practices that employ approximately 700 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???

**I**s the piano considered:

- 1) a stringed instrument?
- 2) a percussion instrument?
- 3) both (string and/or percussion)?

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)

# OUR ACCOMPLISHMENTS IN 2019

## SALVATION ARMY TOY DRIVE



## BOSSSES' NIGHT



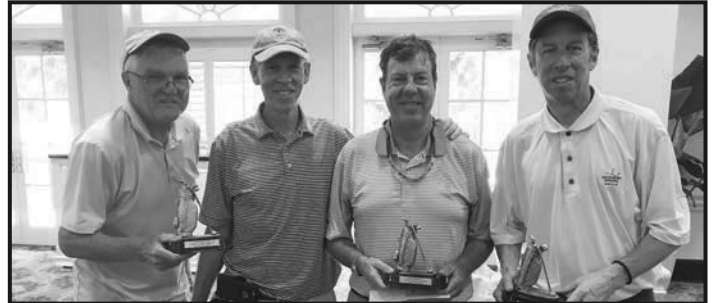
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## CLOTHING DRIVE FOR THE WOMEN'S RESOURCE CENTER



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**BRUCE BARTON**

Cone Health | CHMG

*Director of Business Development / Practice Enhancement*

Direct Dial: 336.663.5032 | Cell: 336.944.2969

Website: conehealth.com



*Next Month ...*

**COMMITTEE CHAIRS AND DUTIES OF  
EACH COMMITTEE WILL BE FEATURED.**

*Sign up for a committee and begin  
networking and serving our community!*



**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 inservice for your staff, contact  
GMDM Member, Nedra Baldwin:

1471 E. Cone Blvd.  
Greensboro, NC 27405

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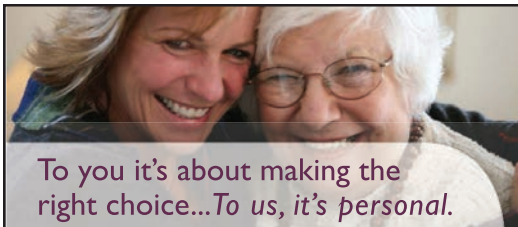
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