

A Monthly Newsletter

**LUCKY YOU!**



*Happy St. Patrick's Day!*

March 2020

## NETWORKING AT BOSSES' NIGHT



Seated left to right: Kevin Pearce, *AuthoraCare Collective*; Mary Jean Nelson and Allison Fuquae, *Greensboro Imaging*; Bruce Barton, *Cone Health Medical Group*; Pamela Olson, *Pennybyrn* - President of GMDM; Debi Bryant, *Home Instead*; Wayne Abraham, *Personal Care, Inc.*

## FOR YOUR INFORMATION

### ABOUT THE MARCH PROGRAM AND SPEAKER

#### PROGRAM TITLE:

**"Trends in the Business of Healthcare: Population Health & Opioid Use Disorder"**

**MATTHEW HANIS**, the founder and executive producer for the Business of Healthcare (BOH) Series, will present insights from recently published interviews on Population Health and Opioid Use Disorder. BOH serves 19,000 senior healthcare

executives with proven ways to elevate healthcare mission and margin. His website is [www.BOHseries.com](http://www.BOHseries.com).

A business of healthcare national expert, Matthew works with healthcare providers and the innovators serving them. Prior to founding BOH, Hanis held leadership roles with St. Louis-based health system Mercy, AT&T and Thomson Reuters.

Hanis earned undergraduate degrees in History & Economics (Tulane University) and certificates in Internetworking Science (Washington University in St. Louis), Accounting & Statistics (University of Michigan), and Product Management (Pragmatic Institute). He resides in Charlotte, NC, with his wife and children. Hanis strongly believes in achieving the balance between "mission and margin" in healthcare.

We are excited to announce that this luncheon will be a joint meeting with members of the sister organization, the Greater Greensboro Medical Group Management Association (GGMGMA).



Matthew Hanis



BRING CANNED AND DRY FOOD TO THE MARCH MEETING.



## NEXT MEETING

### RESERVATIONS ARE REQUIRED

#### Date and Time:

Wednesday, March 18, 2020  
11:45–1:00 p.m.

Buffet line opens at 11:30 a.m.

#### Meeting Place:

Starmount Forest Country Club

#### Program:

**Trends in Business: Population Health & Opioid Disorder**

#### Speaker:

Matthew Hanis  
Founder & Executive Producer for the Business of Healthcare (BOH) Series

Cost: \$20.00 for a guest

## MESSAGE FROM THE PRESIDENT

*Pamela Olson*



Welcome to March! If you are anything like me, you are welcoming March with open arms. March 19 is the official first day of Spring. Flowers will be blooming, trees will have color, and hopefully we will see a consistency of warmer temperatures!

Spring is also a symbol for a fresh start. Are you one to participate in "spring cleaning"? In May, GMDM will host our annual clothing drive, so save all your closet goodies until then. I can assure you they will go to a great cause and many young men and women will appreciate your kindness.

If you or someone you know is interested in starting a new career, put a little sparkle into your resume and submit it to Teresa Rakestraw at [ta.rakestraw@wendoverobgyn.com](mailto:ta.rakestraw@wendoverobgyn.com). Teresa is the chair of our Resume Resources Committee and will share your information with other GMDM members that are looking to fill positions in their offices.

I am happy to share that the GMDM Board held its annual board retreat in February. There is great momentum for 2020. Areas of focus are membership recruitment and retention. Our board members engaged with one another to understand why each of our organizations value being GMDM members. I challenge you to do the same. Why are you a GMDM member? What is the value? How can you share your talent and interests with other members? We are very excited to continue to grow GMDM together and appreciate your support.

Whatever fresh start you are looking forward to this Spring, I hope you will pursue it with excitement!

Happy Spring,  
Pamela

## GETTING TO KNOW YOU – ACTIVE MEMBER

### NAME AND PRESENT POSITION:

PAMELA OLSON is the transitional services coordinator for Pennybyrn.

### GMDM COMMITTEES SERVED

ON: Membership Committee, Golf Committee, Secretary, President-Elect (2019), President (2020).

EDUCATION: Bachelor of Science from Murray State University; major: Public Relations; minor: Organizational Communication.

HOMETOWN/FAMILY: Originally from Parsons, TN, population of 2,400. My parents reside there in the same home I was raised in. The day after I graduated from Murray State University, I moved to Greensboro and have been here ever since! I am married to my college sweetheart Tyler, and we are proud parents to two of the most amazing children: Brooks (7) and Illa June (5). We also have a four-legged baby, Jasper James. He is a Goldendoodle.

HOBBIES: I love being outdoors. My family loves hiking and exploring the trails that Greensboro has to offer. I enjoy yoga and working out. My son, Brooks, plays travel soccer. I love cheering for him and his team!

### ONE OF THE THINGS I'VE LEARNED THROUGH GMDM:

I love that this organization continuously discovers opportunities to give back to those in our community. I attended my first meeting as a guest in 2011, and it was one where scholarships were being awarded. After that experience, I knew I wanted to be a part of GMDM.

### I WOULD LIKE PEOPLE TO

REMEMBER ME AS: Someone who is fun, optimistic and willing to help others.

WAYS TO RELAX: Getting a massage, acupuncture or yoga! Working out is my go-to stress reliever.

COMFORT FOOD(S): Being from the South, I have many. My mom's chicken and dumplings, fried chocolate pies, and macaroni and cheese definitely top my list!

FAVORITE TRAVEL SPOT: I love the mountains!

### SOMETHING YOU MAY NOT

KNOW ABOUT ME: I was a college cheerleader. Go, RACERS!

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**Danny Rudisill, President**

## OUR SPOTLIGHT THIS MONTH

**IS ON:**



**PENNYBYRN**  
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Pennybyrn has designed a transitional rehabilitation program that combines high quality, professional care with a nurturing, home-like environment. Patients who are recovering from surgery, a stroke, a fall or an illness regain independence so they can return home. Therapy is available seven days a week to best meet the goals and timelines of each individual patient. Pennybyrn Transitional Rehabilitation is a comprehensive, multi-disciplinary rehabilitation program with the goal of restoring strength so patients can return home. Professional staff are dedicated to enhancing one's quality of life through exceptional clinical outcomes and extraordinary customer service. Weekday and weekend admissions are accepted as well as pre-surgical reservations.

Patients and families appreciate the personalized care provided by Pennybyrn staff. In fact, 100% of patients surveyed say they would recommend Pennybyrn Transitional Rehabilitation to friends and family.

Services provided include independent living apartments and cottages, assisted living apartments, memory support services, skilled nursing and short-term transitional rehabilitation services.





## 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 attended a seminar about the Notice of Privacy Practices. What exactly is required?

**A:** Under HIPAA, the Notice of Privacy Practice must contain certain elements.

- It must be written in plain language.
- It must have the header "This Notice Describes How Medical Information About You May Be Used and Disclosed And How You Can Get Access To This Information." Please review this carefully.

The uses and disclosures must include examples.

- There must also be a description and statement of the uses and disclosures requiring written authorization.
- There should also be something that allows the covered entity to provide appointment reminders or other health-related benefits.

If someone will be contacted for fundraising purposes, this should be stated. If it is a group health plan or health insurance, there should be a disclosure about who information may be released to. There should also be information about individual rights, revising the notice, complaints and who to contact if someone has complaints. Last, but not least, when is the effective date?

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.

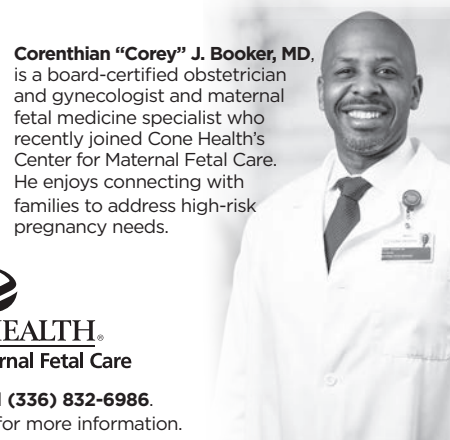


- **MARCH FOOD DRIVE.**
  - **MAY CLOTHING DRIVE.**
- Clean Out Your Closet!

## Exceptional Care for High-Risk Pregnancies



**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.

801 Green Valley Road, Greensboro, NC

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

## The care between questions



Our preventive and diagnostic care helps give patients a clear idea of what's next, so they can move forward with confidence.

**GREENSBORO**  
**IMAGING**

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

and answers.

## MOVING DAY FOR WOMEN'S HOSPITAL

A day-long procession of ambulances moved women and babies from Women's Hospital to the new Women's & Children's Center at Moses Cone Hospital on Sunday, Feb. 23.

The new center begins a legacy of exceptional women's and children's care for our community. The \$100-million center opened Feb. 23.

**Women's Hospital is now closed.**



**CONE HEALTH**  
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## 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



### THE BEST PROFESSIONAL DEVELOPMENT TOOL OF ALL TIME

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Hoping for it.

The best professional development tool of all time.

Is it a motivational seminar or workshop, a new book, a cutting-edge webinar, an e-learning tool or an executive coaching process?

The answer:

The best tool is the one you use ... consistently ... over time.

There's never been a magic bullet, and there never will be.

The secret to your growth and development isn't a secret at all.

It's a timeless principle that hides out in the open for those who seek it:

#### Application.

Pick a tool you like. Get started. Keep at it.



## 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



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We create a strategic plan that takes into account the current competition, market conditions and property amenities. We provide all signs, full-color brochures, marketing packages and website listings. We promote our clients' properties via NC Economic Development, direct mail, broadcast broker email, market studies, presentations, professional associations and many other approaches.

Associate member Bill Strickland worked in health care administration for nearly 20 years with Cone Health, Cornerstone Health Care and Greensboro Imaging before joining Brown in 2004. He specializes in medical and dental office properties.

Contact Bill at 336-369-5974 or [bstrickland@bipinc.com](mailto:bstrickland@bipinc.com) to discuss how he can help you save money.



## THE PUZZLER ???

Senate cover-up, once.



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)

# GMDM CLOTHING DRIVE

May 2020

Clean your closets and bring in clothes in good condition.  
Get your office staffs involved in donating clothing too!



More information coming soon.

## ST. PATRICK'S DAY TRIVIA

SAINT PATRICK WAS NOT EVEN BORN IN IRELAND

In fact, he was born somewhere in Great Britain. Rumor has it that when he was 16 years old, he was kidnapped by pirates and held in captivity in Ireland for six years. During this time, Saint Patrick found religion, which gave him the hope to survive and eventually escape. He later proved that he was brave by returning to Ireland as a Christian missionary.



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*Director of Business Development / Practice Enhancement*

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[www.pacetriad.org](http://www.pacetriad.org)  
[info@pacetriad.org](mailto:info@pacetriad.org)

## ALAMANCE-CASWELL AND GREENSBORO HOSPICE ORGANIZATIONS FINALIZE MERGER

As a final step in the merger between Hospice & Palliative Care Center of Alamance-Caswell and Hospice and Palliative Care of Greensboro, the combined organization has rebranded as **AuthoraCare Collective (AuthoraCare)**. The new name reflects the organization's signature approach to care and the desire to empower people to live on their own terms in the remaining chapters of their lives.

"For more than 40 years, our community-based hospice organizations have provided outstanding end-of-life care and support for tens of thousands of individuals and families," said Kristen Yntema, president and CEO. "As we came together as one organization, we were inspired by the idea that each person we serve can be the author of their care journey with our support. Each story is unique, and each individual deserves to live on their own terms with our expert physical, emotional and spiritual care."

AuthoraCare is now the third largest hospice organization in North Carolina and remains mission-driven and not-for-profit. The merger eliminated overlapping service areas and improved patient care to allow the organization to better focus on fulfilling its mission in a rapidly changing healthcare environment. AuthoraCare projects it will meet the end-of-life needs of nearly 3,000 patients and families across multiple counties in 2020.

AuthoraCare is represented in GMDM by Kevin Pearce.



**authoracare.org 800.588.8879**

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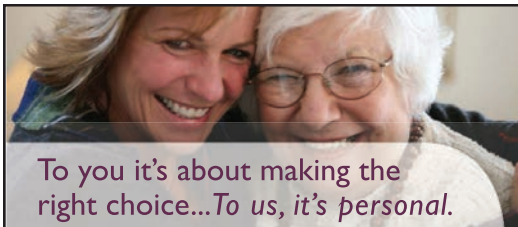
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