

A Monthly Newsletter



October 2021

EMPLOYEE MORALE AND MOTIVATION

Do you have a morale problem in your office? Have you seen symptoms of low morale or have the results of an employee survey indicated that you may have a problem? Maybe it's time to determine what is going on and how best to fix it.

Here are three simple strategies:

1. Build employees' involvement
2. Build employees' self-esteem
3. Reward employees

Here are some steps that build commitment and involvement:

1. Identify problems that might be obstacles by making sure your employees understand your mission, vision and goals.
2. Empower your employees by giving responsibility and latitude for decision-making, which fosters a sense of commitment.
3. Encourage "out of the box" thinking. Create a culture where employees feel comfortable trying something new.
4. Reward staff. When a staff member deserves recognition and a reward, be generous.

Gestures such as "employee of the month" plaques and holiday parties that

reward the entire staff can show how much they are appreciated.

For many people, how they perform at work is a direct reflection of who they are as a person. Employees with low self-esteem will generally exhibit poor job performance. Ways to boost self-esteem include rewards and recognition or sponsoring continuing education and professional development.

Excerpts from Great Management Ideas



NEXT MEETING

RESERVATIONS ARE REQUIRED

Date and Time:

Wednesday, October 20, 2021
11:45–1:00 p.m.

Meeting Place:

Starmount Forest Country Club

Program:

"Health Care Services Available for the Uninsured and Underinsured in Guilford County"

Speaker:

3 Panelists (See column on right.)

Cost: \$20.00 for a guest

PROGRAM TITLE

"Health Care Services Available for the Uninsured and Underinsured in Guilford County"

SPEAKERS: 3 PANELISTS



LISA DUCK, MPH, MCHES
Executive Director

Guilford Community Care Network



URSULA ROBINSON

Executive Director

PACE of Guilford/Rockingham
Counties



JANE BRAZEAU

Cone Health

Community Health and Wellness

MEMBERS – PLEASE NOTE!



COMMUNITY SERVICE PROJECT FOR THE SALVATION ARMY

Please bring a gift card to the **November meeting** to benefit a child or senior during the holiday season. A suggestion is to give a \$50 Walmart gift card for a child and a \$25 food gift card for a senior. If you are unable to attend, google "Salvation Army Greensboro" and follow the directions to make an online donation.

MESSAGE FROM THE PRESIDENT

Chanel McKethan



Welcome to the month of October! We are now in the third season of the year. In autumn, countrysides burst with beautiful colors and leaves begin to fall. During the month of October, hearts are warmed, and people begin to get excited for the upcoming holidays. People begin to smile and appreciate each other. As a matter of fact, World Smile Day is celebrated on October 1, 2021. Prayerfully, each of you will always remember that your smile is a wonderful part of who you are and use your smile to warm the hearts of those around you.

The September luncheon was a success. Jeff Shell, certified licensed, independent insurance broker, provided information on how individuals can simplify their Medicare and prescription drug insurance needs. He explained the major differences between Medicare Part A and Part B. Please contact Wayne Ford at wayne.ford@lpl.com if you are interested in learning more about the Education Committee.

Due to the pandemic, Bosses' Night has been postponed until 2022. However, please remember the bosses in your workplace on October 16, 2021. Let them know how much you appreciate them. Please contact Nedra Baldwin at nedra.baldwin@pacetriad.org if you are interested in learning more about the Bosses' Night Committee.

Did you know that October is Breast Cancer Awareness Month and Dental Hygiene Month? Breast cancer is a disease in which malignant (cancer) cells form in the tissues of the breast. In 2021, an estimated 281,550 new cases of invasive breast cancer will be diagnosed in women in the U.S., as well as 49,290 new cases of non-invasive (in situ) breast cancer. Although rare, men can get breast cancer, too. In 2021, an estimated 2,650 men will be diagnosed with breast cancer in the U.S. There are over 3.8 million breast cancer survivors in the United States. For more information on breast cancer, please visit <https://www.nationalbreastcancer.org/about-breast-cancer/>

In the midst of a global pandemic, the dental hygiene community came together in extraordinary ways. Please remember to recognize them for their hard work and dedication in your communities. For more information on Dental Hygiene Month, please visit <https://www.adha.org/national-dental-hygiene-month>

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.

Many Blessings,
Chanel

GETTING TO KNOW YOU – ASSOCIATE MEMBER

NAME AND PRESENT POSITION:

DEANNA THOMPSON, owner, Thompson Communications.

GMDM COMMITTEES

SERVED ON: I am the associate member representative on the GMDM board. I also have served on the Communications Committee since joining in 2007. My duties include presenting the Puzzler Contest prize at the monthly luncheon. In addition, I proofread the monthly newsletter.

EDUCATION: BS, Journalism, Ohio University, Athens, OH.

HOMETOWN/FAMILY: I have lived in Greensboro for more than 20 years. My family includes my husband, two sons and a daughter. And just last month, we added a new member to the family: our first grandchild, a boy born Sept. 19. He is a Cutie, with a capital "C."

HOBBIES: Walk-jogging and reading.

COMFORT FOOD: Dark chocolate. It's health food, right?

FAVORITE TRAVEL SPOT: Take me to the water. I find peace in the ocean's tide and the river's rippling currents.

COMMENTS ABOUT GMDM: This organization is a vital educational resource for our members who are involved in healthcare – and for the associate members who provide services to them. I come away from every luncheon with information I can use.

ONE THING WE DO NOT KNOW

ABOUT YOU: I once had to evacuate an island on a shrimp boat in the middle of the night as a hurricane approached!



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Danny Rudisill, President

OUR SPOTLIGHT THIS MONTH

IS ON:



Thompson
COMMUNICATIONS

How are you staying in touch with your patients or clients? How are you reaching new customers? Simply having a website is not enough. You need to have a marketing plan in place that is designed to drive customers to your website – and, by extension, to your business. Thompson Communications, owned by GMDM member Deanna Thompson, can help you reach your audience and ensure that your messaging is on target.

Our services include:

- Strategy development
- Writing and ghostwriting
- Publicity
- Online and print advertising
- Websites
- Brochures
- Social media
- Online and print newsletters
- Trade show displays

Healthcare organizations that have used Thompson Communications' services include Mission Health, ALEF Behavioral Group, Murphy Wainer Orthopedic Specialists, Northwest Pediatrics, Hearing Life, Piedmont Orthopedics, Carolina Vein Specialists, Spine & Scoliosis Specialists, Urgent Medical & Family Care and Cone Health.

View an online portfolio at www.ThompsonOnline.biz or email Deanna at deanna@thompsononline.biz for more information.



The Lawyer's Corner

By Karen McKeithen Schaede

KSchaede@Revolution.Law

Q: You have decided to make the vaccine mandatory for your employees. What do you do now?

A: You, as an employer, must try to accommodate employees who have a medical condition or religious objection to the vaccine. You can start by having them fill out a form requesting the accommodation and explaining their reason.

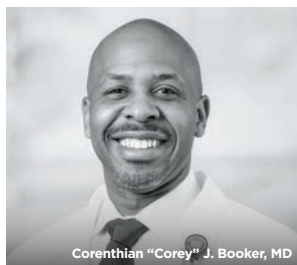
If it is due to medical reasons, you, as the employer, may ask for documentation from their doctor. If you accept the medical exemptions document, also make it clear to the employee what the accommodation will be. Will it be wearing a mask and getting weekly testing? Who will pay for the test? These are some things you should think about and come up with a policy before employees start asking about the exemption.

Look at how you will decide who gets an exemption and who does not. Employers may want to look at contacting a health professional to get some guidance. It is always a good idea to contact your attorney and review these steps with him or her to make sure everyone is on the same page.

If you do not honor medical exemptions, then the next step for the employee is to file with the U.S. Equal Employment Opportunity Commission under the Americans with Disabilities Act.

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.

REMINDER: Please bring a gift card to benefit a child or senior to the November meeting. A suggestion is to give a \$50 Walmart gift card for a child and a \$25 food gift card for a senior. If you are unable to attend, google "Salvation Army Greensboro" and follow the directions to make an online donation.



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TIPS FOR AVOIDING LONG WAITS IN THE EMERGENCY DEPARTMENT AT CONE HEALTH

Here's how you may get care in less time.

Many of the most common reasons that people come to emergency departments can be taken care of quickly and easily using virtual care. That is medical care over the phone, cellphone or computer. Very long waits are common in emergency departments across the country right now. This is due to the surge of unvaccinated people with COVID-19 seeking care and health care staff shortages. "There are many conditions that I can diagnose over a computer or your cellphone. And the virtual care that I provide is both high quality and very convenient for my patients," says Dr. Brian Miller, an emergency medicine and virtual care physician with Cone Health. "Commonly the wait times are less than 10 minutes." The care is provided by a board-certified physician and often includes electronically transmitting appropriate prescriptions to the patient's pharmacy of choice.

Here are five conditions that Cone Health emergency department doctors often see that can be treated virtually.

- Advice and treatment for simple COVID infections/exposures
- Ear and eye infections
- Skin problems (minor burns, rashes, and insect bites)
- Cold/flu/allergy symptoms
- Muscle or joint pain

People wanting a virtual visit can go to ConeHealth.com/virtual care to get started. Costs are typically lower than traditional care. While virtual options are often covered by insurance, people should contact their insurer beforehand to learn more.

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



ARE YOU CHECKING-IN OR CHECKING-ON?

Checking-on is **process** focused:

- How's the project coming along?
- Will we hit the deadline?
- Has the order been placed?
- Are the chores complete?
- Did you finish your homework?

Checking-in is **people** focused:

- How are you doing today?
- How are you feeling?
- Tell me how things are going.
- What do you need right now?
- What if I just listen?



Both are important. Both serve a purpose.

However, if you're not intentional, checking-on more than checking-in can quickly disintegrate into micromanagement.

Make sure you give balanced attention to both the process people use and the people using the process.

THANKS TO OUR ADVERTISER

Cone Health MedCenter for Women is conveniently located at 930 Third Street, Greensboro, offering exceptional care for women of all ages and stages of life. Six services located on the campus are specifically available for referrals. Those are:



MedCenter for Women

1. **Cone Health Center for Maternal Fetal Care (336-890-3255)** – The medical team includes perinatologists, genetic counselors, perinatal sonographers and registered nurses specially trained in providing care for both mother and fetus in both normal and complicated pregnancies. A genetic counselor is on-site to assess for risk of genetic conditions based on family history or an abnormal test result during pregnancy. Our specialists partner with obstetricians, family medicine physicians, midwives and women needing care to develop a plan, with the goal of obtaining the best possible pregnancy outcome.

2. **Cone Health Urogynecology at MedCenter for Women (opening soon)** – Refer clients to urogynecology to provide screening and support for people with GYN issues. This service provides expertise in areas that impact the muscles and tissue of the female pelvic floor. To have your patient added to the urogynecology schedule once it is available, please send an email to Rosalind.Burnette@conehealth.com (please put SECURE URO/GYN in the subject line) or fax to (336) 890-3299.

3. **NC Breast and Cervical Cancer Control Program (BCCCP)** – Created

to provide uninsured and underinsured women with free or low-cost breast and cervical cancer screenings and follow-ups. Visit <https://bcccp.ncdhhs.gov/> or call (336) 832-0849.

4. **Mobile Mammography (336-890-3255)** – Available Tuesdays and Thursdays 8 a.m. to 4 p.m. Walk-ins welcome. Routine screening only, not for women with a suspected breast mass.

5. **Physical Therapy specifically for women's needs (336) 282-6339** – Supports patients needing pelvic rehab, incontinence support, chronic gynecological issues, pelvic pain, pelvic floor weakness, and biofeedback. Available Tuesdays.

6. **Outpatient Lactation Support (336) 890-3200** – Provide support for new or veteran mothers who are having difficulty or need assistance overcoming breastfeeding issues. We can help with difficulties like problems latching, low/high milk supply, and infant weight loss/gain.

MedCenter for Women provides quality health care and support services for all women, regardless of their insurance status or ability to pay.



THE PUZZLER???

What is the meaning of the expression, "Take the honey and run?"

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

WHAT TO PACK WHEN YOU MUST GET OUT IN AN EMERGENCY

BASIC ELECTRONICS

Pack an extra phone charger. Also stash a long-lasting LED flashlight. Pack a small hand-cranked or batter-operated AM/FM radio (with extra batteries).

PERSONAL NEEDS

List every toiletry you use; then buy a travel-size version of each. Pack backup eyeglasses, as well as a first-aid kit, baby wipes and a multipurpose tool with a knife and can opener.

CLOTHING

Pack a few days' worth. Include layers, plus lightweight rain gear and waterproof boots.

YOUR MEDS

Pack about three days' worth of each of your prescriptions. If you need larger items, such as an oxygen tank, make sure you have a portable version.

FOOD AND DRINK

Bottled water. Granola or energy bars.

THE PERFECT BAG

Think small and portable. A backpack is ideal, but a lightweight suitcase with wheels will also do.

CASH

In addition to enough money for a few days, include small bills and a roll of quarters to buy something out of a vending machine.

PAPERWORK

Fill a zip-top waterproof bag with photocopies of your birth certificate; driver's license; Social Security and Medicare cards; power of attorney and will; any marriage, adoption or naturalization certificates; proof of address; insurance, medical and immunization records; and information about your credit and ATM cards



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