

Join Us at the November Luncheon



AMANDA CLARK
Drug and Injury Prevention
Manager, Guilford County

▶ **THE PROGRAM** **The Opioid and Overdose Crisis in Guilford County**

What are the national and local overdose trends? And how do you identify and respond to a drug overdose? This presentation will provide information on both of those topics and more, including the work that is being done locally in this area. You'll also learn the community resources that are available to help people struggling with substance use.

▶ **THE PRESENTER**

Amanda Clark has worked in the public health field for over five years. She holds an undergraduate degree in sociology and a master's degree in public health, both from UNC Greensboro. She previously worked as a substance use and mental health educator in Forsyth and Surry counties before coming to Guilford in January 2023 to serve as the county's first Drug & Injury Prevention Manager. She has personal experience with mental health.

▶ **THE LUNCHEON**

WHEN: 11:45 – 1:00 p.m., Wednesday, Nov. 15, 2023

WHERE: Starmount Forest Country Club

COST: Free with membership; \$25 for guests

RSVP: Visit the website at www.gmdm.org to register for the luncheon

RESERVATIONS REQUIRED; PLEASE NOTE ANY DIETARY RESTRICTIONS



ANGEL TREE

Bring a Gift for a Child or a Senior to the November Luncheon

The holidays are just around the corner, and the Salvation Army is already working to make Christmas brighter for people in need. As in past years, GMDM will embrace the spirit of the season a little early at our November luncheon so we can help the Salvation Army help others through its Angel Tree Program.

We ask all GMDM members to consider bringing one of the following to the November luncheon:

- ◆ a new or gently used toy for donation to a child.
- ◆ a \$50 Walmart gift card to "Adopt an Angel."
- ◆ a \$25 food gift card to "Adopt a Senior."

Donations will be delivered to the Salvation Army for distribution to those in need. Just imagine the smiles on Christmas morning!

MESSAGE FROM THE PRESIDENT

by Kevin Pearce



It is late Fall, and 2024 is just around the corner! GMDM is working hard on nominations for the upcoming year, and we need your help.

Would you be willing to serve as an officer or a committee chair if asked? You can bring new energy, new vision and new skills, if you are willing to serve!

Or, would you be willing to serve on a committee? In December, you will have a chance to learn more about our committees and sign up to serve on one. Please consider getting involved!

The GMDM Board is also looking hard at how to make sure we are in the best shape we can be to continue to be the premier healthcare professional networking group in Guilford County. Please be ready to consider how you can support those efforts as well. More information will be coming soon.

We look forward to seeing you at our Nov. 15 luncheon, where we will have our annual holiday toy and gift card drive to help the Salvation Army. (See Page 1 for details.) Please bring a friend or colleague with you. We will have another excellent program and an opportunity to network.

Do you have questions or comments about GMDM? Email President Kevin Pearce at Kevin.Pearce@authoracare.org.

Getting to Know You: New Member



APRIL MOORE, CENTER ADMINISTRATOR
AFC Urgent Care New Garden

JOINED GMDM WHEN: July 2023.

WHAT PROMPTED YOU TO JOIN: I was a visitor of Mark Cheek and enjoyed the opportunity to collaborate with other managers in the area.

EDUCATION: Certified Medical Assistant (CMA), but have a large background in clinical management.

HOMETOWN/FAMILY: I was born on Langley Air Force base in Hampton VA. I have a daughter, a son-in-law and two grandkids. I take care of my mom full-time.

CLUBS/ORGANIZATIONS OUTSIDE GMDM: I am new to the area so this is my first group.

HOBBIES: Fishing, the beach, the mountains, and outdoor festivals.

COMFORT FOOD: Cookies 'n' cream milk shakes.

FAVORITE TRAVEL SPOT: Cairo.


FAVORITE MUSIC/BOOKS: Love all music and love hopelessly romantic books.

I WOULD LIKE PEOPLE TO

REMEMBER ME AS: The hard-working person that is willing to always give back.

COMMENTS ABOUT GMDM:

GMDM welcomed me with open arms when I attended my first meeting, and I feel like I can grow from the amazing people in the group.



AFC Urgent Care New Garden is a new center in Greensboro, offering urgent care, primary care, occupational health, and x-rays. It is part of a franchise with over 300 locations nationwide and is owned locally by Dr. Mark Featherston and his wife Joy. The office's mission is to provide the best healthcare possible, in a kind and caring environment, while respecting the rights of all patients.

More info: www.afcurgentcare.com/new-garden



The Puzzler???

What is another name for road goo?

Look for the answer in one of the ads. Once you find it, email the answer and the ad in which the answer appears to newsletter editor Deanna Thompson at deanna@thompsononline.biz.



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'Raw Talent, Like Raw Meat, Goes Rancid'

Early in my career, I noticed something troubling. I was inconsistent.

Running out of excuses to make and people to blame, I had a realization. It was me.

I was good enough to be good enough ... and that wasn't good enough. Up to that point I was relying on raw talent. Over time, raw talent, like raw meat, goes rancid.

To be a professional, I had to prepare like one. It required hard work and courageous reflection.

The world has plenty of amateurs. Break through your barrier of raw talent. Allow the pro in you to express itself.

In what area of your life do you want to up your game? Whether it's in your profession, your passion, your relationships, or your community...

Call it out. Let it out. Work it out.

Rich Schlentz is the founder of EXTRAordinary! Communication (www.reviveyourwork.com)
Contact him at rich@reviveyourwork.com or 336-317-4603.

MONTHLY ENCOURAGEMENT

by Rich Schlentz



HEALTHCARE LAW & YOU

by Karen McKeithen Schaede



Q: What are trade secrets? And are they protected under the law?

A: A trade secret is valuable information that a company uses to function that is not available to the public and is kept confidential.

There are many laws, both federal and state, that protect trade secrets. Most conform to the Uniform Trade Secrets Act, which imposes civil and at times criminal penalties.

If you steal someone's trade secrets and use them to make money for you and try to put a competitor out of business at the same time, this is a real problem and can result in monetary awards to the other party.

If your company has trade secrets, it's critical that they are truly kept secret. This information cannot be available to all employees. It must be classified as "top secret," with only a few people privy to it. Many companies require top-level employees to sign an agreement holding them personally liable for the release of such information. These are key if a violation of a trade secret is alleged.

Karen McKeithen Schaede, a principal in Revolution Law Group (www.Revolution.Law), can be reached at KSchaede@Revolution.Law. This article is for informational purposes only, not for the purpose of providing legal advice, and does not create an attorney-client relationship between Revolution Law Group and the reader.

3 Things You May Not Know About MICA Information Systems

1 MICA provides certified EHR software, hardware installation and support, and professional medical billing services to independent medical and therapy practices.

2 In business since 1979, the company was built on a culture of outstanding customer service and support. They go above and beyond to ensure software implementation is quick and effortless, and their medical billing service consistently exceeds industry averages for days in receivables and claim resolution.

3 MICA offers EHR products designed specifically for 30 specialties, from "A" (Audiology) to "U" (Urgent Care), as well as multi-specialty EHR software for offices with more than one specialty.

Provided by MICA Information Systems – Bob Ring, GMDM Member

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GMDM's Annual Recognition Event Features Fun, Food and a 'Roast' of Longtime Member Bruce Barton

The GMDM annual recognition celebration was truly a night to remember, especially for longtime member Bruce Barton. The Oct. 26, 2023, event included a comedic "roast" of Barton with quips, jabs and funny stories shared by members and friends.

Barton, a member of GMDM for 25 years, is a past President and has been the chair of GMDM's Golf Committee for a decade. During that time, the golf tournament has raised well over \$200,000, with proceeds after expenses going to support GMDM scholarships and local nonprofit organizations.

Barton is known for his outgoing and fun demeanor, persistence and dedication to GMDM and golf. He was presented with an engraved clock (symbolism – more time for golf). Since leaving Cone Health, Barton has worked part-time as a Walmart greeter. Bob Ring of MICA Information Systems saw an opportunity for some teasing about that and asked Rafe Martin with ComTech to create a photo of Bruce at Walmart using AI (artificial intelligence) software. The "Super" result, presented to Barton as a keepsake poster, is shown above.

Teresa Rakestraw was also recognized for her nearly 30 years of support as a GMDM member and board member. Rakestraw retired from Wendover OB/GYN & Infertility earlier this year.

Scholarship Committee chair Jennifer Arrington announced the 2023 GMDM scholarship winner. (See story, Page 5.)

Those in attendance enjoyed a three-course meal catered by Culinary Visions, and instrumental jazz music was played throughout the evening. Special thanks to Nedra Baldwin, chair of the Annual Recognition Event Committee, for a fabulous night of celebration!



TOP ROW – Left: Bruce Barton is recreated via AI as the "SuperGreeter" at Walmart. Right: Event chair Nedra Baldwin presents a gift of a clock to Barton, a longtime GMDM member and Golf Committee chair. **MIDDLE ROW** – Left: President-Elect Jody Clayton helps "roast" Barton. Right: Attendees (left to right) Deb Frisbee, Fran McMeekin, Lauren Chase, Jodi Kolada, Robert Garcia and Sheila Garcia socialize. **LEFT:** Teresa Rakestraw, honored for her nearly 30 years in GMDM, poses with attendees Mark and Lisa Cheek. Thanks to Bill Strickland and Nedra Baldwin for taking photos of the event.

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Exercise Physiology Student Is 2023 GMDM Scholarship Winner

Congratulations to Timothy Isaiah Sellars, who was announced as this year's GMDM scholarship recipient at the annual celebration on Oct. 26.

GMDM has offered scholarships to students in our area who are enrolled in dental, nursing and other health-related programs for many years. Our objective is to provide financial aid that helps students pursuing health care careers succeed in reaching their goals.

Sellars will receive \$1,000, which comes from the money raised through our annual GMDM Charity Classic golf tournament.

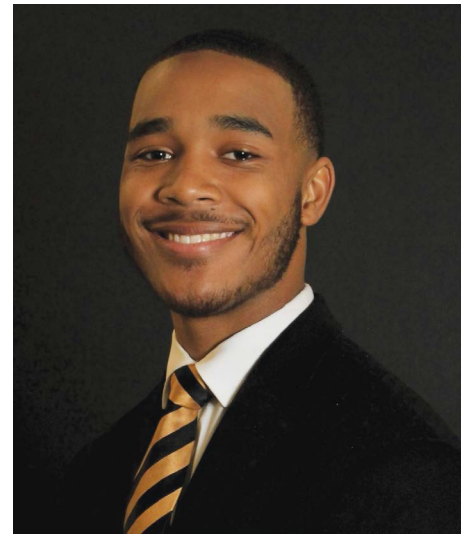
Sellars is the son of GMDM member and current treasurer Misti Sellars. He is a second-semester junior attending Winston-Salem State University (WSSU) as a bilingual exercise science major, with a concentration in exercise physiology

and a 3.98 grade-point-average.

"I chose to pursue a degree in exercise science (physiology) because of the genuine interest I have in the effects of human health and performance as a result of physical activity, exercise and training," he wrote in his scholarship application. "My immediate goal is to apply to graduate school this semester in hopes of getting accepted into the Early Assurance Program for a doctorate in physical therapy at WSSU. My long-term goal is to have my own physical and massage therapy practice."

In his application, he noted that college comes with a lot of costs and that he has taken on a resident advisor position, which provides him with free housing, to help defray the costs of his education.

GMDM's scholarship, he said in his application, would help further



Timothy Isaiah Sellars

with those costs.

"It would be a blessing to be selected and receive this scholarship, as it would help tremendously with funding my education," he said in his application.

Sellars plans to use the funds "to pay for graduate school entry fees and part of the cost of the athletic trainer certification that I intend to obtain along my career path."

Thanks to Our Event Sponsors

A big thanks to the sponsors of the GMDM annual recognition celebration. Their support helped make this event possible.

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AuthoraCare Collective, Kevin Pearce/Channing Pizzuto

ComTech, Rafe Martin

Cone Health, Walidah Karim-Rhoades

PACE of the Triad, Nedra Baldwin/Wanda Williams

Proficient Health, Mary Van der Linden

Triad Internal Medicine Associates, Misti Sellars



Event sponsor representatives attending the celebration included (left to right): Tekia Cleveland, PACE of the Triad; Mary Manley and Kevin Pearce, AuthoraCare Collective; Deb Frisbee, Seniors Helping Seniors; Mary Van der Linden, Proficient Health; Nedra Baldwin, PACE of the Triad; and Rafe Martin, ComTech.

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