



## Join Us for a Festive and Fun Holiday Luncheon

### THE PROGRAM

We hope you will attend the GMDM luncheon on Wednesday, Dec. 20, to savor a bit of peace and joy in the midst of a busy season. We'll listen to live holiday music by singer-guitarist Victoria Evans, enjoy a holiday meal, play an interactive game, vie for prizes, sign up for committees, and kick off another great GMDM year with the announcement of our 2024 officers.

### THE LUNCHEON

WHEN: 11:45 – 1:00 p.m.,

Wednesday, Dec. 20, 2023

WHERE: Starmount Forest Country Club

COST: Free with membership;

\$35 for guests

RSVP: Visit the website at

[www.gmdm.org](http://www.gmdm.org)

to register for the luncheon

RESERVATIONS REQUIRED;

PLEASE NOTE ANY DIETARY RESTRICTIONS



### GMDM Newsletter Moves Online

Beginning in January, you will no longer receive your GMDM newsletter via postal mail. Instead, it will be posted on the GMDM website. The first week of each month, you will receive an email alerting you to key stories in the newsletter, with a link you can click to read or download the full newsletter.

Moving the newsletter online will provide many advantages to members and advertisers. Now, all websites in the newsletter can be live, allowing you to use links in the newsletter to easily register for the luncheon, email the Puzzler answer, and click for more information about events, stories or ads as you read. You also can forward the newsletter to others at your practice or business.

The email announcing that the newsletter is available online will come from [GMDMnewsletter@gmail.com](mailto:GMDMnewsletter@gmail.com). Please mark that as a safe address and check your spam folder if you don't receive an email about the January newsletter by Monday, Jan. 8.



## MESSAGE FROM THE PRESIDENT

by Kevin Pearce



This is my last president's column. It has been an honor and a privilege to serve as your 2023 president. You are in excellent hands with your competent and visionary 2024 president, Jody Clayton. He already has and will continue to serve you well.

By now, you should be aware that GMDM has raised its annual dues to \$395. This is our first rate increase in some time. With this change, both membership categories (active and associate) will pay the same amount. As good stewards, we are simply covering our costs, not indebting GMDM. We believe you will find it well worth what you receive from GMDM. (See Page 4 for details.)

December is our delightful Holiday Luncheon, where we ask you to join a committee and share your gifts with GMDM. Please plan on visiting each committee table and sign up to serve on one.

Next, your GMDM newsletter is changing. Beginning in January, it will be published online only. I am sure you will agree that is a positive change.

Finally, here's wishing you and yours the happiest of holidays and the very best in the new year!

*Do you have questions or comments about GMDM? Email President Kevin Pearce at [Kevin.Pearce@authoracare.org](mailto:Kevin.Pearce@authoracare.org).*

## Getting to Know You: Active Member



**MISTI SELLARS, PRACTICE ADMINISTRATOR**  
**CHMG – Triad Internal Medicine Associates**

**JOINED GMDM WHEN:** Previous member, but renewed membership in 2020.

**WHY YOU JOINED:** Membership is a great way to network with other managers and local associates.

**GMDM COMMITTEES SERVED ON/OFFICES**

**HELD:** GMDM Treasurer, Golf Committee.

**EDUCATION:** CPC; BS, Finance, MSM, Management Information Systems from NC A&T State University.

**HOMETOWN/FAMILY:** Currently live in McLeansville; married to Charles Sellars; 3 children (2 sons-in-law); 1 grandchild, with 1 on the way in January.

**SOMETHING YOU MAY NOT KNOW ABOUT ME:** I compete in 100% natural fitness/figure competitions with OCB (Organization of Competitive Bodybuilding). I started at age 50 and have competed against competitors as young as 18. I'm

still striving to get my Pro Card but have ranked in the top 3 in my division at each competition.

**WAYS TO RELAX:** Spending time with family, watching "rom-coms" and comedy, and listening to music (gospel, R&B and smooth jazz).

**I WOULD LIKE PEOPLE TO**

**REMEMBER ME AS:** A woman of integrity with a heart for people and a sincere desire to do all that God has planned for me to do, enjoying a few laughs along the way.



**T**riad Internal Medicine Associates is part of Cone Health Medical Group. Their doctors and staff assist patients ages 18 and above in a way that promotes wellness, generates trust, and produces a reduction in health-related risk areas. They are part of Triad Health Care Network, a provider-led collaboration organized to improve healthcare in Greensboro and the Piedmont.

**More info:** [www.conehealth.com/locations/profile/cone-health-triad-internal-medicine-associates](http://www.conehealth.com/locations/profile/cone-health-triad-internal-medicine-associates)



### The Puzzler???

*Who is the most famous reindeer of all?*

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](mailto:deanna@thompsononline.biz).

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## What Is Your Best Investment? Yourself

It's one of the most important investments you'll make. And it has nothing to do with your 401(k) or your IRA.

On average, over the life of your career, you'll invest 90,000 hours at work.

Your worst investment is emerging at the end of those hours no better than when you started.

Your best investment is emerging at the end of those hours a transformed person.

Work is ideal soil for self-transformation because it includes two vital components: time and challenges.

Over time and through challenges, you have the opportunity to learn, grow and mature into the best version of yourself. A you that's more wise, skillful, compassionate, thoughtful and connected to others.

Now, that's a return worthy of your effort. So, get to work investing in yourself.

**Rich Schlentz** is the founder of EXTRAordinary! Communication ([www.reviveyourwork.com](http://www.reviveyourwork.com))  
Contact him at [rich@reviveyourwork.com](mailto:rich@reviveyourwork.com) or 336-317-4603.

### MONTHLY ENCOURAGEMENT

by Rich Schlentz



## HEALTHCARE LAW & YOU

by Karen McKeithen Schaede



**Q: What are some of the federal regulations a practice must follow for compliance?**

**A:** Below are seven statutes that apply to a compliance program:

- ◆ federal anti-kickback statutes, which govern the referral relationship between providers and facilities.
- ◆ the federal Physician Self-Referral Law, often called the Stark Law, which prohibits referrals for certain health services to entities that have a financial investment.
- ◆ the False Claims Act, used to combat fraud and abuse in areas such as Medicare and Medicaid programs.
- ◆ the Civil Penalties Statute, giving the government the power to levy fines for violation of a statute.
- ◆ the exclusionary authority of the Office of Inspector General (OIG), which can be used to exclude an individual or a facility from a federal healthcare program because of previous fraud and abuse violations.
- ◆ the Criminal Health Care Fraud statute, used by the OIG and the Department of Justice in an effort to stop fraud in healthcare programs.
- ◆ HIPAA privacy/security rules.

**Karen McKeithen Schaede**, a principal in Revolution Law Group ([www.Revolution.Law](http://www.Revolution.Law)), can be reached at [KSchaede@Revolution.Law](mailto: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 BrightStar Care of S. Greensboro

**1** In addition to a Greensboro office, BrightStar has a second office in Winston-Salem.

**2** They provide medical staffing, transportation, companion care, personal care and skilled nursing services. They will be licensed to provide physical and occupational therapy by the second quarter of 2024.

**3** Jill and Todd Starceвич started BrightStar of S. Greensboro after both of their fathers needed in-home care and they realized how important it is for loved ones to have confidence in the care their family member receives.

Provided by BrightStar Care of S. Greensboro – Jill Starceвич and Michael Stone, GMDM Members

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## It's Time to Pay Your 2024 Membership Dues

We are excited to begin another year of GMDM luncheon gatherings with informative speakers and plenty of opportunities for networking – and we look forward to seeing you there.

As we prepared to enter 2024, GMDM's board had to make some important decisions on our finances.

Like all companies and nonprofit organizations, we are experiencing the effects of inflation. In the last three years, we have seen the costs of our luncheon meals – which are our biggest expense – go up exponentially. In 2023, annual dues did not bring in enough money to cover the cost of members' meals, requiring GMDM to dip into its reserves to cover those costs.

Realizing we cannot continue to do that, the board has made a decision to raise the cost of membership for the first time in many years. In 2024, all GMDM memberships – active and associate – will be \$395. This amount is just enough to cover the cost of 11 lunches at Starmount for every member. (Typically, the 12th month is our annual recognition event.)

All of the things you love about GMDM – including our outstanding series of luncheon speakers, networking events, charity golf tournament and community service events – continue to come with your membership.

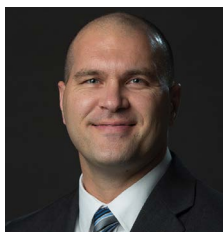
You should have received an invoice for your 2024 dues via email in late November. You can pay via check (preferred method) or via credit card. Please be aware: If you do pay by credit card on our website or at a luncheon, the small processing fee we must pay for all credit card transactions will be added automatically to your bill.

We look forward to seeing you soon at our last luncheon of 2023 and wish you a happy and fulfilling new year in 2024!

## We Learned a Lot from Our 2023 Luncheon Speakers!



**JANUARY:**  
**Overcoming the Five Dysfunctions of a Team in 2023.** Russ Cox, ActionCOACH



**FEBRUARY:**  
**Cybersecurity: Why You Should Care.** Ben Hunter, Bernard Robinson & Company



**MARCH:**  
**The Year Ahead: An Update of Employment, Benefits and Labor Law in 2023.** Natalie Sanders (left) and Patricia Goodson, Brooks, Pierce, McLendon, Humphrey & Leonard, LLP



**APRIL:**  
**Empowering Offices to Make Confident Healthcare Decisions.** Adam Plotts, Labcorp



**MAY:**  
**Stress Is Not the Problem!** Gerald Hutchinson, ActionCOACH



**JUNE:**  
**Where Have All of the Workers Gone?** Mark Moser, Davidson Group



**JULY:**  
**Saving Limbs and Lives: Early Detection of Peripheral Artery Disease.** V. Wells Brabham IV, MD, Vascular & Vein Specialists



**AUGUST:**  
**The Impact of Ageism on Your Medical Practice or Business.** Corinne Auman, Choice Care Navigators



**SEPTEMBER:**  
**What Is Your Sleep Personality?** Cheri Timmons, Cheri Timmons Coaching



**NOVEMBER:**  
**The Opioid and Overdose Crisis in Guilford County.** Amanda Clark, Drug and Injury Prevention

Special thanks to Wayne Ford of Innovative Financial Solutions for developing our always impressive list of speakers.

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## Christmas in November: Thanks to All for Your Generous Donations!



Thanks to everyone who contributed to our holiday toy and gift card drive for the Salvation Army's Angel Tree at the November GMDM luncheon.

From big trucks to baby dolls, from fun games to \$525 in gift cards, you brought it all! Your donations will help make the holidays brighter for families in need.

Thanks also to Tyler Hmiel, chair of the Community Service Committee (left, with the donations) for organizing this and our other community service events in 2023.

## Keep Your Organization's Name Top of Mind with a Newsletter Ad

We all enjoy networking at GMDM luncheons. But how often do you find a member peering at your name badge to remember what organization you represent? Or confusing your company with another one that offers a similar service?

Advertising in the newsletter is a great way to get your organization's name in front of members all year long and remind them of the specific services you offer. Each advertiser also receives two extra perks during the year: a spotlight at a GMDM luncheon and a newsletter story.

### DISPLAY ADS

Our display ads start at \$600 for a whole year – one of the biggest bargains you will find in Greensboro. Members will peruse your ad each month as they search for the Puzzler answer! With the move of the newsletter online, ads also will receive extra exposure, with live links

enabling viewers to go directly to your website for more information.

### ADVERTISING INSERTS

We also offer advertising inserts in the newsletter, priced at \$250 for a single-page insert or \$350 for a two-sided full-page insert.

Inserts are a great way for an organization to communicate a lot of information. For example, you can share background on a new provider joining your practice, detail services

your company offers that would be of interest to GMDM members, or provide details on an expansion, with click-throughs to your website. Inserts also will be printed and distributed at GMDM luncheons, providing hands-on exposure.

For more information or to place an ad, contact newsletter editor Deanna Thompson at [deanna@thompsononline.biz](mailto:deanna@thompsononline.biz) or via phone at 336-292-6041.

## Thanks to Our 2023 Newsletter Advertisers

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