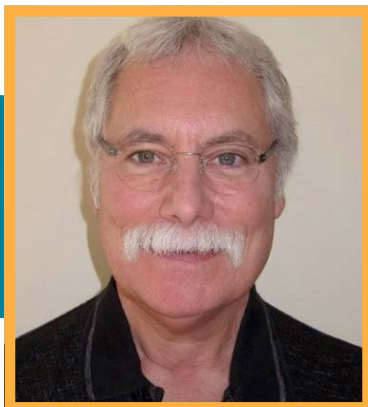


Join Us at the July Luncheon



**JAMES GRANFORTUNA,
 MD, FACP**
 Retired Hematologist-
 Oncologist, Cone Health

▶ **THE PROGRAM** **Recent Advances in Cancer Medicine**

Dr. Granfortuna will outline advances that are making a difference in cancer treatment today, sharing knowledge he gained concerning general cancer and blood cancer during his many years as a hematologist-oncologist. He also will discuss characteristics he sees in the new generation of internal medicine physicians, whom he helped teach during the last years of his career.

▶ **THE PRESENTER**

James Granfortuna, MD, FACP, is a fellowship-trained hematologist-oncologist. In 1990, he joined the hematology-oncology practice of Dr. John Lusk, which later became part of Cone Health. He practiced general hematology-oncology with a special interest in leukemia, lymphoma, myeloma and clotting disorders for 30 years. He also served as a faculty member in the Cone Health Internal Medicine Teaching Program. Since retiring in 2020, he has enjoyed community service and pursuing his hobbies, which include playing the banjo and gardening (he has a mini-vineyard and makes wine from the grapes).

▶ **THE LUNCHEON**

WHEN: 11:45 – 1:00 p.m., Wednesday, July 17, 2024

WHERE: Starmount Forest Country Club

COST: Free with membership; \$35 for guests

RSVP: Click [here](#) to log in and register for the luncheon

RESERVATIONS REQUIRED; PLEASE NOTE ANY DIETARY RESTRICTIONS

CLEAN OUT YOUR CLOSETS!

**Bring Donations to July
 GMDM Meeting to Help**



Needed items include:

- ◆ Gently used or new clothing (men/women/children)
- ◆ Household goods
- ◆ Small appliances
- ◆ Shoes and purses
- ◆ Jewelry and accessories
- ◆ Toys

The items you bring will be donated to the Junior League's Bargain Box, which issues a credit voucher to WRC for your donation. WRC clients use the vouchers to shop for clothing for themselves and their families at the Bargain Box. WRC gives over \$30,000 in clothing vouchers to women in need each year.

WRC's typical client is a single mom, trying to raise kids on an income of less than \$20,000 per year. In addition to vouchers, the WRC helps with jobs, legal info, classes and connections to community services.

**GMDM Golf Tournament Results,
 See Pages 4-5**

MESSAGE FROM THE PRESIDENT

by Jody Clayton



As we transition from spring to summer, I am reflecting on the themes of evolution and inspiration. Evolution is an essential and ongoing process, while inspiration ignites the spark of creativity that drives us forward.

Our esteemed association, GMDM, must embrace both evolution and inspiration to stay relevant and impactful.

Recently, at our annual GMDM Charity Classic golf tournament, I was inspired by the passion and dedication of our members and guests.

It became clear to me that GMDM has the resilience to adapt and thrive in a changing landscape. However, this evolution requires the commitment and support of every individual within our organization as we look ahead to 2025.

In addition, we need creative ideas – yes, inspiration – to keep our organization moving forward.

I urge all members to embrace change and recommit to our shared goals. Together, we can navigate the road ahead and emerge stronger than ever before.

Trust me, the journey will be rewarding and the destination worth every effort. Moreso, we will walk this journey together – as GMDM.

Do you have questions or comments about GMDM? Email President Jody Clayton at Jody.Clayton@kiscosl.com.

Getting to Know You: Active Member



HOWARD DRIGGERS, OWNER

ComForCare Home Care

JOINED GMDM WHEN: ComForCare has been a member for at least 10 years.

EDUCATION: BS, Economics, Francis Marion University (Go, Patriots!); MBA, UNC Wilmington.

CLUBS/ORGANIZATIONS OUTSIDE GMDM:

Downtown Rotary, TRLA.

HOMETOWN: Lake City, SC (just below Florence).

WAYS TO RELAX: Tennis, hanging out with family.

FAVORITE TRAVEL SPOT: The next place I'm going

to is my favorite. Right now, that would be Iceland.

COMFORT FOOD(S): Too many, but start with sushi.

FAVORITE MUSIC: Jack Johnson, Amy Winehouse.

SOMETHING YOU MAY NOT KNOW ABOUT ME: I built my first house (duplex) when I was 21 years old, and it's still standing today.

I WOULD LIKE PEOPLE TO

REMEMBER ME AS: Someone who did the right thing and was patient with those who didn't.

COMMENTS ABOUT GMDM: The current GMDM vibe is the best I've ever experienced. It's a well-run organization, and it's a pleasure to attend the meetings.

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The Puzzler???



Which U.S. President was born on the Fourth of July?

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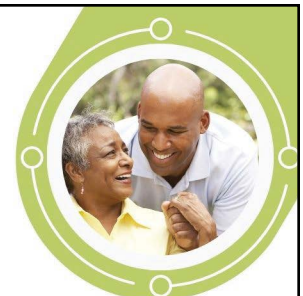


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Let's End Bad Math in the Workplace

"We're gonna do more with less."

It's one of those common corporate sayings. What's meant as a rallying cry is really a demoralizing message from out-of-touch leadership.

Let's take a deeper look at this word equation:

"Do more" is focused on the team's responsibility to improve results in key areas like:

- Productivity
- Quality
- Customer experience
- Revenue
- Profitability

"With less" represents the organization's decision to reduce support in key areas like:

- Tools
- Resources
- Encouragement
- Payroll
- Bench Depth

At every level, this is bad math. It's not sustainable and is deflating to the human spirit. It's time to change this message so it aligns with reality. Your organization can either do more with more or do less with less. Decide which it will be. Let's put an end to the nonsense.

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



HEALTHCARE LAW & YOU

by Karen McKeithen Schaede



Artificial intelligence (AI) is becoming more popular in the healthcare setting. Not only is it used to streamline procedures, but it also is beginning to affect patient care.

As there is a shift to implement more AI in healthcare, it is crucial that healthcare entities ensure they are considering the Health Insurance Portability and Accountability Act (HIPAA), which provides protections for medical information. HIPAA defines Personal Health Information (PHI) as any health information that can identify an individual.

Q: What should healthcare organizations do to ensure HIPAA compliance in a time of AI?

A: Key steps include:

◆ **Assessment:** Assess the risks of dealing with AI, including the vulnerabilities of the system.

◆ **Guidelines:** Establish clear policies with specific guidelines for using AI in compliance with HIPAA.

◆ **Training:** Develop comprehensive training for staff that explains the risks and nuances of AI and emphasizes the importance of complying with HIPAA.

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.



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Thanks to the volunteers who worked at the 2024 GMDM Charity Classic (left to right): Kristin Gilbert, Jessie Pinnix, Lisa Haymore, Jody Clayton, Bob Ring, Sarah Barker, Mark Cheek, Alyssa Green, Teresa Rakestraw, Kaitlyn Pearson and Channing Pizzuto.

GMDM Tournament Attracts 75 Golfers

The 12th annual GMDM Charity Classic golf tournament was a huge success. A total of 75 golfers on 19 teams, representing a variety of companies, participated in the tournament on Monday, June 17, 2024, at the Greensboro Country Club's Farm Course.

Winners received trophies and prizes: 1st place, \$100 each; 2nd place, \$75 each; 3rd place, \$50 each.

Proceeds from the tournament will benefit Freedom House and GMDM's Scholarship Fund.

Thanks to Bruce Barton, chair, and the rest of the GMDM Golf Committee for their hard work, including Lisa Haymore, who headed up the volunteers.

See Winning Teams, Page 5



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- Gold:** Anesthesiology Consultants of North Carolina; Cone Health
- Silver:** Abbotswood at Irving Park/Heritage Greens; Alpha Omega; Blue Cross Blue Shield of NC; Health Team Advantage; Home Helpers; The Health Insurance Shoppe; Total Computer Solutions
- Closest to Pin:** Cox Family Practice; Triad Internal Medicine; Vascular & Vein Specialists
- Practice Range:** Home Instead Senior Care
- Beverage Cart:** BrightStar Care; Guilford Orthopaedic and Sports Medicine Center
- Putting Contest:** Pennybyrn
- Long Drive:** ComForCare Home Care
- Most Accurate Drive:** GMDM
- Breakfast Sponsor:** FirstLight Home Care
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2024 GMDM Charity Classic Winning Teams Announced



1st This team won 1st place with a score of 52. Left to right: Kevin Shifflett, Tyler Olson, Trey Hudson and Patrick Dempsey.



2nd The TurfMasters Lawn Care team won 2nd place with a score of 53. Left to right: Andrew Gates, Ron Brady, Ryan Hodges and Jeremy Kilgore.

Photos by Channing Pizzuto

3 Things You May Not Know About Home Instead

1 On June 1, 1994, Home Instead® was born. After 30 years, there are over 650 offices in North America and Home Instead is the largest home care franchise organization in the country.

2 Our Home Instead® office in Guilford County has provided in-home care services for older adults for over 24 years. We appreciate the support of our community.

3 In 2023, Meals on Wheels America, Home Instead® and its parent company, Honor, launched a fundraising campaign, matching all donations made to Meals on Wheels – donating \$2 for every \$1 raised, up to a \$50,000 match. In total, the campaign raised \$103,215 to support Meals on Wheels programs across the U.S.

ADVERTISER FOCUS:



Janice Burns
(janice.burns@homeinstead.com) is the new GMDM rep.



3rd The Home Helpers team won 3rd place with a score of 54. Left to right: Jeremy Webb, Dennis Helms, Tyler Hmiel and Peyton Woody.



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