

What's Making News at GMA

- Welcome to Alice Kay Jones, a new member of our Billing and Insurance Department.
- Robert Bowen III, MD, the son of one of our nurses, Yvonne Bowen, has been named one of the Best Doctors in America for 2008.
- We want to hear from you! If you have a question, comment, or suggestions for a topic to be addressed in our newsletter, please let a staff member know.

In Case you missed it last month...

Zostavax (Shingles Vaccine)

The Centers of Disease Control (CDC) recently updated its recommendation regarding shingles vaccination (Zostavax): All persons aged 60 or older (including those with a prior shingles outbreak) should receive the single dose vaccine unless there is an individual contraindication. Common contraindications include an allergy to gelatin or neomycin, conditions that may weaken the immune system (such as current steroid use or chemotherapy), or those with a history of leukemia or lymphoma. The physicians at GMA have worked hard to ensure that our patients have access to this important vaccine. Zostavax is currently available (by appointment) at the following locations:

- Guilford County Health Department (641-5563)
 - Best option for patients who do NOT have Medicare
- Gate City Pharmacy (292-6888) OR Burton's Pharmacy (272-7139)
 - Best Option for patients who have Medicare Part D plans (that cover the vaccine)

For more information about Shingles/Zostavax, visit www.cdc.gov/vaccines/vpd-vac/shingles/default.htm

MEDICAL UPDATES

"Patient-Centered Medical Home"

Have you heard about the "new" concept of "medical homes"? Many organizations, including the American College of Physicians, have supported a move back to a traditional model of medicine in which the Primary Care Practice serves as a "medical home" for its patients. This model values the primary care physician's role in coordinating care while providing an array of ancillary services to its patients. This is not a new concept for GMA. We have always and will continue to serve as your "medical home" by offering:

- Physicians who provide comprehensive medical care which includes quality chronic disease management, preventive care, and availability for acute issues when they arise
- 24 hour on-call physician availability for emergent needs after office hours
- Hospital care provided by your personal MD
- Physicians who provide nursing home care at two highly-respected Greensboro facilities
- Doctor of Pharmacy who provides individual consultations for patients regarding their medical treatments
- Licensed Certified Diabetes Educator
- On-site Laboratory which processes all labs
- On-site Chest X-Ray, Bone Densitometry, EKG, and 24 hour blood pressure monitor
- Referral Coordinator who facilitates specialty referrals and schedules outside studies
- Staff members who obtain prior authorization for medications and tests ordered by your doctor, when required by insurance
- A friendly staff who greets you at the front desk, returns your calls, and gets to know you

Studies indicate that patients who utilize a "medical home" have better outcomes and lower medical costs. GMA is proud to be on the forefront of this evolving model which recognizes the importance of the Primary Care Practice in coordinating patient care. (Visit www.usatoday.com/news/health/2008-07-13-medical-homes_n.htm for a recent story on "Medical Homes".)

**CHECK OUT OUR UPDATED WEBSITE AT
WWW.GUILFORDMEDICAL.COM**

PharmQuest

A Clinical Research Company

Every day, research uncovers new information concerning medical conditions and possible therapies.

You can become part of this development of medications and help others by becoming involved

Laboratory Updates

You may have noticed recent additions in our lab. We have added SAM, a chemistry analyzer that gives us the capability of analyzing the majority of your blood work in-house, resulting in quicker turn-around time on lab reports. To make room for SAM, we moved doors, cabinets, and drawing stations.

We have also extended our lab hours to better accommodate our patients. Effective February 1, Annual Physical Exam labs will be done from 7:45 until 8:45 AM. We will take walk-in labs from 9 until 12 AM and 2 until 4:30 PM.

You can use linked text boxes to flow text in parallel "columns" from page to page. This method gives different results than using the Column command on the Format menu, which causes text in column 1 to flow or "snake" to column 2 on the same page. By using linked text boxes, you can instead have text from column 1 flow to column 1 on the next page. The text beside it in column 2 can flow to column 2 on the next page, parallel to column 1. This technique is useful if you need to group two similar articles, for instance, an article translated in English on the left and the same article translated in French on the right.

To flow text in parallel, display paragraph marks in

your document. Click at the top of the page where you want the side-by-side columns to start, and press Enter twice. Click in the first paragraph mark on the page. On the Insert menu, click Text Box and drag on the page where you want the first column. Click Text Box again and then click and drag where you want the second column. Click in the last paragraph mark on the page, and press Ctrl + Enter to create a page break.

Repeat the process for each page that will contain side-by-side columns in your document and then return to the first text box you created. Click the text box on the left once to select it. Click your right mouse button and then click Create Text Box Link. The pointer becomes a pitcher. Click the text box on the left side of the second page to create a link. Create links for all text boxes within the same article on the left side of the document. Repeat the process for every text box in the right chain or article.

Pressing Enter twice at the top of each page will create an extra empty paragraph. This blank paragraph is useful if you want to insert text or graphics outside of the text boxes. You can delete the extra blank paragraph if you don't need it.

Copying linked text boxes

You can copy an article or a chain of text boxes that are linked together, to another document or to another location in the same document. To copy linked text boxes and the text they contain, you must copy all the linked text boxes in an article. Select the first text box in an article. Hold down Shift, and click each additional text boxes you want to copy. On the Edit menu, click Copy. Click where you want to copy the text boxes and then click Paste.

To copy some of the text from an article, select the text you

want to copy from the article and then copy it. Do not select the text box. You can paste text you've copied directly into your document, into another location within the same article, or into another article. ❖

This sidebar article was created with a text box. You can use a sidebar article for any information you want to keep separate from other articles or information that highlights an article next to it. These could include a list of contributors, addresses or contact information, a smaller self-contained story, a preview of the next issue, or a calendar of schedule. The example below shows a Calendar of Events.

SPECIAL EVENT

PLACE

TIME

Type a description of your event here.

SPECIAL EVENT

PLACE

TIME

Type a description of your event here.

homes". Until then, increasing insurance requirements have forced us to charge nominal fees for uncovered services, such as prior authorization requests. Feedback has been positive because our patients recognize Guilford Medical's commitment to serving as your "Medical Home" and appreciate the many ways in which we accomplish this mission.

See reverse side for the USA Today article, [Medical News You Can Use](#)

March Madness means more than just exciting basketball at GMA. With the beautiful blooms and green grass come many frustrated patients who struggle with allergies. Allergic Rhinitis is characterized by itchy/watery eyes, sneezing, (typically) clear nasal drainage, and cough due to post-nasal drip.

Treatment of allergies aims to reduce the body's reaction to external triggers, or allergens. Limiting exposure to common triggers such as pollen, weeds, or pet dander may help. Unfortunately, during the spring months in North Carolina, avoidance may be impossible. Treatment options include (often used in combination):

- Antihistamines with or without decongestants (Claritin, Zyrtec, and Benadryl are now all available over-the-counter. Other prescription options are also available).
- Nasal Steroids (Flonase, Nasonex, Rhinocort Nasocort Aq, Veramyst) are prescription nose sprays that reduce nasal and sinus drainage.

MORE WAYS TO CUSTOMIZE THIS TEMPLATE

FOOTERS

To change the text at the very bottom of each page of your newsletter, click Headers and Footers on the View menu. Use the Header and Footer toolbar to open the footer, and replace the sample text with your own text.

INSERT SYMBOL

It is a good idea to place a small symbol at the end of each article to let the reader know that the article is finished and will not continue onto another page. Position your cursor at the end of the article, click Symbol on the Insert menu, choose the symbol you want, and then click Insert.

BORDERS

You can use page borders and text box borders to change the appearance of your newsletter. Borders on text boxes help keep different articles separate, and can set off sidebar articles from the rest of the page. To change a text box border, select it, double click its edge and choose the Colors and Lines tab in the Format Auto Shape dialog box.

Return Address
Street Number and Name
City, State 98765-4321

ADDRESS CORRECTION REQUESTED

Inserting and Editing Pictures

Type your sub-heading here

You can replace the pictures in this template with your company's art. Select the picture you want to replace, point to Picture in the Insert menu, and click From File. Choose a new picture and then click Insert. Select the Link to File box if you don't want to embed the art in the newsletter. This is a good idea if you need to minimize your file size; embedding a picture adds significantly to the size of the file.

To edit a picture, click on it to activate the Picture toolbar. You can use this toolbar to adjust brightness and contrast,

Choose a new picture, and click the Link to File box if you don't want to save the art with the newsletter.

change line properties and crop the image. For more detailed editing, double-click on the graphic to activate the drawing layer. ■

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US POSTAGE
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PERMIT NO.
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Mailing Address
Street Number and Name
City, State 98765-4321

