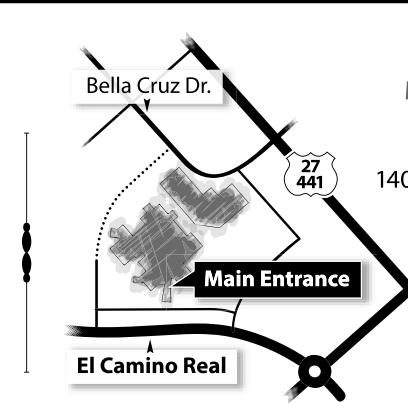


THE VILLAGES HEALTH**MEDICAL CAMPUS**

Specialty Care Center
1400 N. U.S. Highway 27/441,
Building 810, 674-8731

The Villages Regional Hospital
1451 El Camino Real,
751-8000

Urgent Care: 751-8863



america's healthiest hometown



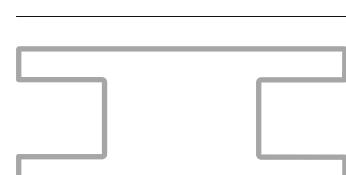
George Horsford | Daily Sun

Dr. Jeffrey Lowenkron, chief medical officer of The Villages Health, speaks to a group of Villagers about health care recently. Lowenkron, formerly of USF Health, is a graduate of Johns Hopkins University and Creighton University School of Medicine. He completed his residency at Georgetown University Hospital, where he also served as chief resident. He has a master's degree in public policy from Georgetown and is board certified by the American Board of Internal Medicine.

Lowenkron Joins Staff Of The Villages Health

Physician comes from USF, will oversee quality, outcomes as chief medical officer.

By LARRY D. CROOM
Daily Sun Ombudsman



In many ways, Dr. Jeffrey Lowenkron's hiring at The Villages Health is like coming home.

Formerly with USF Health, the longtime physician served as the chairman of the department of comprehensive medicine in The Villages, with responsibilities for overseeing all facets of the 25,000-square-foot specialty care center here. But that role changed last July when The Villages Health assumed responsibility for specialty care and the University of South Florida moved more into an academic role of providing research, education and training. So when the chance to become chief medical officer of The Villages Health became an option, Lowenkron called it an opportunity he couldn't pass up.

"It feels like getting a chance to complete unfinished business," he said. "Having been involved with things earlier,

it's a major plus in being able to step in and be effective."

During his three years with USF Health, Lowenkron also oversaw the USF Physicians Group, which included 450 doctors. Prior to that, he spent 17 years with Kaiser Permanente Medical Group, working with physicians to develop a successful integrated health care delivery model similar to the one The Villages Health is establishing.

"You make sure you do the right thing for the right patient at the right time by the right person in the right setting," he said. "Having that understanding is just helpful as we're getting started and building things out."

Lowenkron said he has been quite pleased to join a team that already is providing excellent care and exceeding expectations.

"With the rapid growth, it's incredible to see," he said. "But even more impressive is while having all that growth, the performance here from the group has really been tremendous."

Lowenkron cited two different health care rating systems that show how well The Villages Health is performing. He said the organization scored a 9.2 in the Consumer Assessment

of Healthcare Providers and Systems survey, with an 8 to 8.5 being considered very good. And, he added, in scores awarded by the Healthcare Effectiveness Data and Information Set, The Villages Health scored top rankings of 5 on most of the measures, with ratings of 4 on a few others.

"We still have some work to do, but that's best in the region," Lowenkron said. "You don't get that type of performance by accident. This is a top-notch group of people, all completely committed to making this work."

As for his new role, Lowenkron said he is thrilled to have the chance to provide the best care possible for residents of Florida's Friendliest Hometown.

"Health care really should be built around the needs and desires of the patients," he said.

Dr. Elliot Sussman, chair of The Villages Health, said Lowenkron will be responsible for many different areas, including the quality of the overall care provided by the organization's seven care centers, working closely with each medical director and care center manager and measuring outcomes for individual patients as well the entire population the practice services.

"At the end of the day, what that translates into is as a patient of The Villages Health, you're going to live happier, healthier and longer," Sussman said. "I think Jeff Lowenkron is a great addition to help us accomplish that."

DR. JEFFREY LOWENKRON
chief medical officer

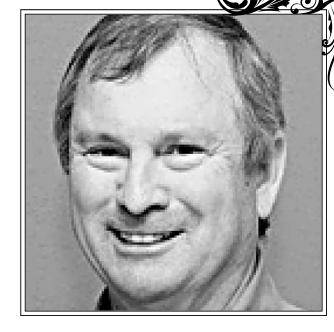


COMING MARCH 15

Robert and Helene Aisenstat, Villagers who serve as primary care physicians at the Pinellas Care Center, share stories from their days as paramedics.

MEET A DOCTOR

Dr. James Flaherty a urogynecologist at The Villages Health's Specialty Care Center, is board certified in female pelvic medicine and reconstructive surgery. Flaherty earned his undergraduate degree from the University of Maine and his medical degree from Kansas City College of Osteopathic Medicine. He completed his residency at Letterman Army Medical Center in San Francisco and served 12 years in the Army.



1

What is urogynecology?

It's a specialty that treats conditions in women that involve problems in support, such as uterine and bladder prolapse, problems with urinary or bowel problems such as incontinence or altered function, and problems that occur after menopause, such as vaginal dryness or painful intercourse. Urogynecologists treat medical and surgical issues that are unique to women.

2

What is your favorite part of being a urogynecologist?

I help people have a higher quality of life than what they currently do. It's very rewarding to take somebody who has limited what she does because of, perhaps incontinence problems or prolapse problems, and restore that normal function so they can live a better life than what they had been living.

3

What is your philosophy on health care?

The patient is in charge of their own destiny. I'm there not to tell them what to do, but to help guide them through their reasonable options as to what they can do. My job is to be a partner with the patient, to answer their questions and get them where they need to go.

4

Can what's happening here change health care across America?

Absolutely. This could be a perfect model. We're putting together a group of folks in primary care who now, rather than being expected to simply write a referral or prescription and send you out the door, are actually being encouraged to provide medical care. And even better, now they're bringing in specialty physicians who can work together with primary care.

ASK A DOCTOR

Can anyone along the chain of treating a patient make or break the experience?

Answers Provided by
DR. ELLIOT SUSSMAN
Chair of The Villages Health

I'd absolutely agree that anybody, whether it's the specialist physician, a billing clerk, the receptionist who greets you and welcomes you when you're announcing that you're here to see the physician, the medical assistant — any one of those people can break the experience for the patient and turn it into, frankly, a mini-disaster. Likewise, any one of them can make it more special and more memorable. And as a result, it means that it's much more likely that the patient is going to follow through on the recommended set of therapies, whether those are medicines, whether that's to do more of a certain thing or do less of something else. The way we get patient engagement is by having care that's patient-centered. It's delivered by people who understand that. And that means people working in a health system like The Villages Health who enjoy people, who like being around people, who like helping people and who like having positive relationships with people.

**Why is it important to have a really solid relationship with your primary care doctor?**

I think it's important so your primary care doctor knows all about you. He or she knows your medical conditions and your situation. Is there stress because of the kids or grandkids? Is there some financial reversal that you've experienced that's to provoke more anxiety? Is it that you're concerned about something — maybe not your own health but the health of somebody else? And what about how you best manage chronic conditions — high blood pressure, diabetes, osteoarthritis, a cancer that was treated back up North and cured? What's the kind of followup care you should have? How worried should I be? All those are issues that really should be on your radar screen and you should feel comfortable talking to your primary care physician about them.

DID YOU KNOW?

Dr. Edward Morris, a rheumatologist with The Villages Health Specialty Care Center, collects antique medicine bottles and pocket knives. The Village of Virginia Trace resident also enjoys playing golf.

