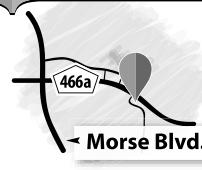
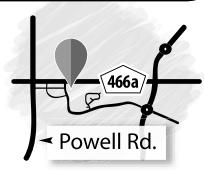


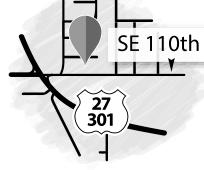
THE VILLAGES HEALTH



Colony Care Center
280 Farmer Place, 674-1710



Pinellas Care Center
2485 Pinellas Place, 674-1720



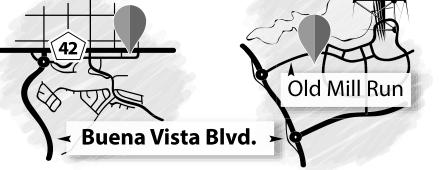
Bellevue Care Center
5051 SE 110th Street, 674-1730



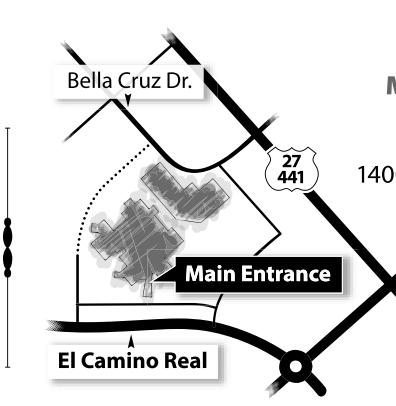
Santa Barbara Care Center
1575 Santa Barbara Blvd., 674-1740



Mulberry Grove Care Center
8877 SE 165th Mulberry Lane, 674-1750



Lake Sumter Creekside Care Center
1050 Old Camp Road, Building 100, 674-1760



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. David Jordahl, left, looks over a patient's chart with Certified Medical Assistant Nikki Carter in the huddle zone of the Colony Care Center. Jordahl says he's a fan of Medicare Advantage plans because they provide physicians with more tools for tracking compliance with medications and preventive services, such as colorectal cancer screenings and mammograms.

Villages Health Physicians Talk Medicare Advantage

Doctors offer thoughts on benefits of preventive services, data collection and team approach to health care.

How does Medicare Advantage help you as a primary care physician?

Answer Provided by
DR. JACK HOCUTT,
Colony Care Center

or a mammography for breast cancer screening. We can see if there are any care gaps where patients haven't quite had that done. And we can intervene and try to get these well-documented, evidence-based ways to prevent a variety of illnesses and get those services accomplished for the patient.

It's good for us because we have extra help through other people watching our patients (through data, such as when and if prescriptions are being filled) and alerting us when something's not going right. It gives us time to get extra attention to people who need more help at certain times in their lives to keep them out of the hospital. And the data collection is really nice, because then we can see when things just aren't right ahead of time — long before something happens."

Answer Provided by
DR. DAVID JORDAHL,
medical director, Colony Care Center

Medicare Advantage definitely allows me to take care of patients much more thoroughly. It makes me a better doctor. It makes all of us better doctors. We have a lot more tools available for tracking and managing complicated patient diagnoses and so forth — from outpatient to hospitalization. We can track compliance with medications and how patients are doing with preventive services, such as a colorectal cancer screening

Answer Provided by
DR. ASHOK OJHA,
Santa Barbara Care Center

The ability to be able to coordinate and direct the care. Basically being able to function like a quarterback for the patient's care, coordinating different specialties and being able to keep track of each of these specialty's inputs. That's a big advantage for us in taking care of the patient. And apart from just taking care of problems, you have the ability to prevent problems and do some of the preventive care that was previously not covered. So I think that's a big advantage for Villages Health patients.

Answer Provided by
DR. JEFFREY LOWENKRON,
chief medical officer,
The Villages Health

It makes us more capable of helping you be a healthier patient. It's designed around you remaining healthy. Other ways doctors get paid are built around sickness. The more sick you are, the more the



The data collection is really nice, because then we can see when things just aren't right ahead of time — long before something happens."

DR. JACK HOCUTT
Colony Care Center



doctor gets paid. Whereas with Medicare Advantage, it's more about what we can do together to keep you well. Patients and doctors can work together to achieve and improve outcomes instead of doctors simply being paid to generate more services. Medicare Advantage just aligns better with patients' health. Medicare Advantage also provides information for doctors that other programs — like original, fee-for-service Medicare or Medicare with a supplemental policy — simply do not have available. This information is used in a way to help assure that patients are getting the very best care.

Answer Provided by
DR. PAUL DALUGA,
Mulberry Grove Care Center

It allows us to take care of the patient in a team approach. It puts the patients at ease with the group of folks here in the office that see them. What I hear from patients is that it's just a much easier system for them because they don't have multiple entities to call. If they have a problem with their drug coverage, with a prior approval or with a bill or something like that, there's one place to call. They really appreciate that. Plus, in our hospital, our Medicare Advantage patients get to see our (hospitalists). They appreciate being able to see somebody from The Villages Health and that really creates a good continuity experience for both the patients and the doctors. We also have nurse navigators that take the ball when a patient's in the hospital. They make sure that they get all their followup done correctly. They make sure their medications are right. And the patients really like that, having somebody to kind of coordinate it.

THE VILLAGES HEALTH

The Villages Health is only accepting patients who have Medicare Advantage plans provided by UnitedHealthcare. For more information, visit any of the MedicareStores that are located in each town square or speak to a representative at any care center.

TALK TO A DOCTOR

Answers provided by
DR. SAUL ROSENBLUM,
medical director, Santa Barbara Care Center



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Where do you see medicine headed these days?

As people get older, I think the biggest need will be primary care, which is what The Villages Health is all about — reintroducing the importance and the technical competency of primary care physicians. People have a burning desire to have a contact person. They want a coach in the health care industry they can go to with their issues and either get it taken care of by the primary care doctor or be guided to the right people at the right time. Medicine is so complex these days. It's confusing to people who aren't sophisticated in what medicine has to offer. They need someone they can trust to say, "Am I doing the right thing or am I not doing the right thing?" They also need to have someone they trust to have discussions about end-of-life issues.



What can Villagers do to live longer, happier lives?

There is no secret fountain of youth. There is the knowledge that we can make every effort to maintain our vigor as long as possible. And the components are activity, healthy diet, good weight. And did I mention activity? Many studies have shown that a good daily exercise and even mild activity can lead to a healthier and longer life. I often tell patients that it is my observation after being in health care for over 30 years that the Grim Reaper has a tough time with moving targets. Keep moving, exercising and eat healthy.



When you did your rotations as a medical student, did you ever see anything like The Villages Health?

No. Everything was hospital-based and specialty-based. You were taught mostly by the specialists in the hospital and that's where you thought most of health care was being delivered. It was never talked about that probably the biggest impact on health care is not in the hospital — it's in health care from a primary-care perspective. Lifestyle changes, maintaining good health initiatives, immunizations — these are the areas where more lives are saved and more quality years are put into people's lives.

ASK A PROVIDER

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

Answer Provided by
AUTUMN TRIPP,
Colony Care Center manager



Absolutely. A lot of organizations across the country are trying to do it, too. We happen to have a great deal of support and the right infrastructure. We definitely have the right community to see this through and I'm confident we will be what people write about and talk about across the country.

Answer Provided by
SHERI HARWOOD,
Creekside Care Center manager



Beyond a shadow of a doubt. Health care is broken. The way that things are set up, for the last 30 years, it's always been, "What are our stats. We have to see this many people to keep the lights on. We have to see this many people for payroll. We've got to squeeze one more in." So the physicians didn't really have an opportunity to sit down and develop those relationships and get to the root cause of the problems. There wasn't time. Here, we're looking at it from a different perspective. We have a great insurance partner (UnitedHealthcare) that gets that if we keep somebody healthy and we focus on wellness and looking at how we can impact their lives in a positive manner, it'll help emotionally, spiritually and, of course, physically. That will reduce health care costs. And having a relationship with your provider will improve patient satisfaction. That's what's going to impact this country — the health care delivered will be better. It will be focused health care on the patient. Not necessarily, "OK, I need this test, this test, this test." It will be efficient and cost-effective health care. And it's patient-centered. That's the key. Everything is based upon the patient and developing that relationship — actually listening to the patient to hear what they're saying.

DID YOU KNOW?

Dr. Smita Ojha, a primary care physician at the Creekside Care Center, enjoys traveling, scrapbooking and cooking. She also is a fan of PBS' popular "Frontline" television show.

