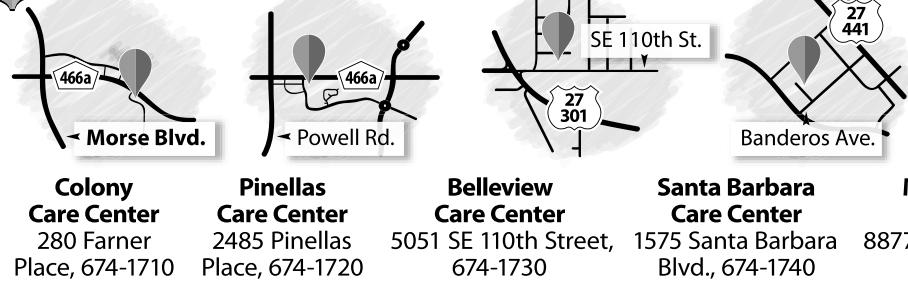


THE VILLAGES HEALTH



**Colony
Care Center**
280 Farmer
Place, 674-1710

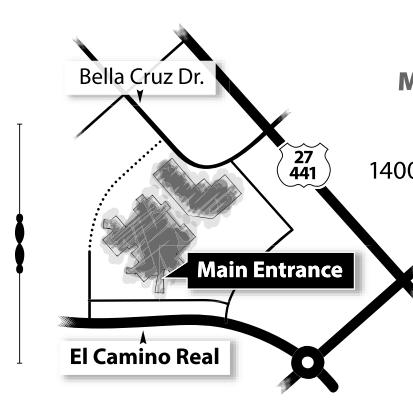
**Pinellas
Care Center**
2485 Pinellas
Place, 674-1720

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

**Santa Barbara
Care Center**
1575 Santa Barbara
Bld., 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



Alan Campbell | Daily Sun

Dr. Saul Rosenblum, right, medical director of the Santa Barbara Care Center, talks about a patient with Dr. Frank Melidona recently. Rosenblum says that while he and other Villages Health providers are proud of their recent accomplishments, the organization is always looking for ways to move forward and has no intention of resting on its laurels.

Patients, Doctors Say Villages Health on the Right Path

Recent accolades, national rankings highlight importance of providing patient-centered primary care, officials say.

By LARRY D. CROOM

Daily Sun Ombudsman

UnitedHealth Group boasts 70 million customers, nearly 1 in 5 Medicare beneficiaries and is the largest Medicare Advantage provider in the country, the accolades obviously send a strong message to Villages Health patients.

"It's validation that patient-centered medical care works — that teams of professionals working on behalf of a patient works," said Pete Clarkson, CEO of UnitedHealthcare Medicare & Retirement for North/Central Florida. "It's phenomenal."

In addition, The Villages Health also finished quite high — a score of 9.2 out of 10 — in the Consumer Assessment of Healthcare Providers, which measures patients' experiences. And to top it off, the group exceeded targets in 14 of 17 measures taken by the Health Care Effectiveness Data and Information Set, which measures performance on important dimensions of care and service, such as preventive screenings.

Not surprisingly, those ratings didn't go unnoticed by Villages Health patients.

"That's not a surprise to me," said Betty Dulban, of the Village of Virginia Trace. "I just knew it was really good when I saw it."

Another patient, Carol Branham, of the Village of Glenbrook, agreed.

"To have that in a doctor's office, from the moment that you walk in until the moment that you walk out, that's

We're serious when we say we're patient-centered. And we're serious when we say we're looking for the highest quality of care that we can give."

DR. DAVID JORDAHL
medical director,
Colony Care Center



COMING OCT. 18
Villages Health doctors offer their thoughts on pertinent questions.

incredible," she said. "It says a lot for this staff."

Patient Patt Reed, of the Village of Pinellas, said the high marks bring her peace of mind when it comes to her medical care.

"It ensures that there are outside agencies looking at the medical qualities and outcomes of what's going on here," Reed said. "And it ensures me and everybody else who uses The Villages Health that they can be assured they are getting the best care that's available in the area."

Dr. Robert Reilly, medical director of the Creekside Care Center, said the success The Villages is seeing is largely because of a solid team working so closely together.

"You don't do this in a solo practice where you're by yourself," he said. "This requires diligent effort and ongoing attention to detail from every level of the team."

Dr. David Jordahl, medical director of the Colony Care Center, said the accomplishments prove that The Villages Health clearly is heading down the right path.

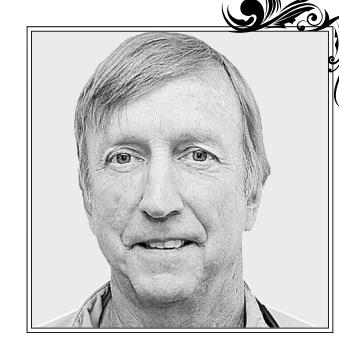
"We're serious when we say we're patient-centered," he said. "And we're serious when we say we're looking for the highest quality of care that we can give."

Tom Menichino, chief executive officer of The Villages Health, said he couldn't be more delighted with the accolades the organization has earned through providing excellent patient care.

"We're building something really special here," he said. "There's nothing like it in terms of the level of care and commitment to each and every individual who comes into our care centers. That's our commitment. We stand by it and we're proving it every day."

TALK WITH A PROVIDER

Answers provided by
DR. JACK HOCUTT,
Colony Care Center



1

Why is it important to have a primary care doctor?

A primary care doctor hopefully becomes your guardian angel and helps guide you through the medical process. There's all different kinds of specialists you may need to see from time to time, so we can help you do that. We can certainly help you do your overall medical care and make sure that it's done thoroughly and done right. We spend a lot of time here just getting ready for simple visits. For instance, the night before, we're looking at your records and making sure we're covering everything.

2

What is the advantage to having primary care doctors and specialists working together under the same umbrella?

That's a very good thing. Our records are the same and we're on the same (electronic medical record) software. It's also easy to pick up the phone and just talk to them for 30 seconds and make sure everything's covered. When I'm in the room with a patient and a question comes up, I can get the question answered and the problem resolved right away.

3

Can Villages Health specialists see the same electronic medical records for patients that you see?

Yes. It's there in the chart and they're looking at the same page we are. They can look at our visits clearly — any visit they want. They can look at the labs. They can look at all the CAT scans and X-rays — any reports that we have. They can see what we're thinking and then they can send us a note directly or they can pick the phone up and call us.

4

How do you feel about Medicare Advantage?

It's good for the patients because they get extra coverages. 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.

What is the importance of having so many different services — X-ray, blood work, audiology, etc. — available under one roof?

ANSWER PROVIDED by
DR. DENISE KENNEDY,
Creekside Care Center



From a patient perspective, it's important because they can come to one place and possibly get multiple things done in one day. That means less time out of their lives — less drive time, convenience, those kinds of things. For a physician, it's also nice. Say I have a patient who has knee pain. I can get an X-ray and be able to look at that X-ray instead of waiting three days to find out that the person fractured something.

As an Air Force veteran, what would you say to somebody who is thinking about a military career in audiology?

ANSWER PROVIDED by
DR. TRESSIE WALDO,
audiologist, Santa Barbara and Mulberry Grove care centers



If you want to have the opportunity to explore all aspects of audiology, then the military is a really good way to do that. You can go to the large medical centers and work with ear, nose and throat physicians. But then you have the opportunity to also have the industrial exposure to working with the noise-exposed.

What is your personal philosophy on health care?

ANSWER PROVIDED by DR. MIRKO ROETHLISBERGER,
Creekside Care Center



I try to practice evidence-based medicine and take care of medical illnesses the way they have to be taken care of. I try to adjust whatever needs to be done, according to the patients. So it's a patient-centered type of medicine. I'll tell people the pros and cons of doing this or that. But eventually, the patient has a choice and I try to guide them through the choices.

DID YOU KNOW?

Mulberry Grove Care Center Manager Jennifer Pavlik is a huge fan of paddleboarding and spending time at Florida beaches.

