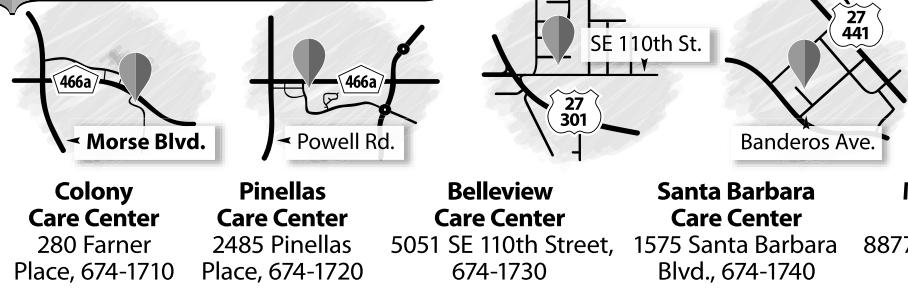


THE VILLAGES HEALTH



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

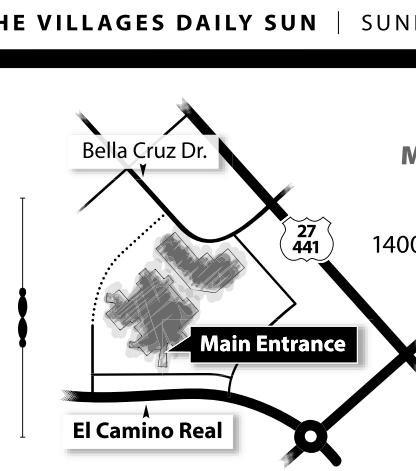
**Pinellas
Care Center**
2485 Pinellas
Place, 674-1720

**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

Ed Stafford, right, of the Village of Sanibel, talks with his primary care physician, Dr. David Jordahl, recently at the Colony Care Center. Stafford, who spent 26 years in the Marine Corps and retired from the Florida Department of Law Enforcement, says he appreciates the fact that Jordahl is the quarterback of his health care team.

Resident Touts Villages Health, His Physician

Stafford says medical experience here is much different than in other communities.

By LARRY D. CROOM
Daily Sun Ombudsman



Ask Villager Ed Stafford what he thinks about The Villages Health and his answer is quite succinct.

"I am an advocate of this type of treatment," said the Village of Sanibel resident, who moved here about three years ago after retiring from the Florida Department of Law Enforcement in Tallahassee. "I'll tell everybody that will listen to me that this is what medicine should migrate to."

Stafford said his medical experiences here in Florida's Friendliest Hometown are much different than they were in Tallahassee.

"The doctors that I had up there, you go into one of those offices and it's just like going to a cattle call," he said. "You go in here, it's relaxing. You're met at the door with a good attitude and that just carries on through all the treatment."

Along those same lines, Stafford added, the fantastic treatment at his care center begins right at the front check-in desk with clerical assistants Patti Bonner and Pam Iserloth.

care center isn't something that should be overlooked.

"You're probably sick to begin with, or there is a condition that you're concerned about, so you don't need a lot of hassle along the way," said Stafford, who sees Dr. David Jordahl, medical director of the Colony Care Center. "That would just aggravate your state of mind, your mental preparedness, and all of that."

Stafford, who has been seeing Jordahl since the Colony Care Center opened in December 2012, said there are two things about his physician that really sealed the deal — he has a great sense of humor and he's a Christian.

"I can relate to him," Stafford said. "He knows my three-year medical history and everything that happened before that because I've had records transferred. I've had double knee replacement surgery and he's aware of all of that. He's got a good, solid foundation on my health and how he can relate to that."



You go in here, it's relaxing. You're met at the door with a good attitude and that just carries on through all the treatment."

ED STAFFORD
Village of Sanibel, on
his medical experiences
in Florida's Friendliest
Hometown



COMING JULY 26
Meet Dr. Heidi Zimmerman, a new primary care physician at the Colony Care Center.

Jordahl said Stafford's satisfaction with his medical care sends a clear message to Villages Health providers.

"It tells me that we're doing the right thing in serving the needs of patients," he said. "It really boils down to having that relationship with them. If you get that right, everything else seems to work out."

Jordahl said he truly appreciates the fact that his patients care about him and want to discuss personal things with him as well.

"I was just on vacation and patients were asking me, 'How was Michigan?'" he said. "To know that I was gone, it just raises the level of that appointment. It's not all just about diabetes or hypertension, which I think the patients would get bored with. It's actually more fulfilling and enriching."

Not surprisingly, Jordahl added, solid relationships with primary care doctors typically lead to healthier patients.

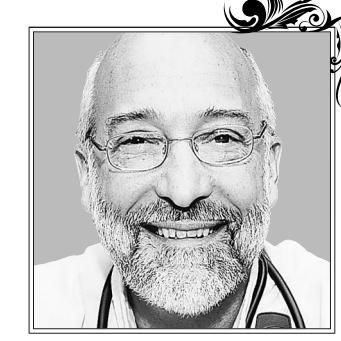
"It just fosters that trust," he said. "When you have that, the sky's the limit in what most patients feel comfortable sharing."

For his part, Stafford said he has a simple message for his fellow residents about the medical care available through The Villages Health.

"It's not going to be anything like you've seen before," he said. "The whole concept is new. You're not going to walk in there and make a snap judgment or a rash decision about your health care based on a first meeting. You have to consider everything."

TALK TO A DOCTOR

Dr. Joe Hildner, director of medical affairs for The Villages Health, offers his thoughts on the benefits of Medicare Advantage:



How do you feel about Medicare Advantage plans?

I'm a better doctor. I'm more capable of helping you be a healthier patient. It just makes sense. It's designed around remaining healthy. All the other ways that doctoring gets paid for and insured and all that are built around sickness. Whereas with Medicare Advantage, it's like, what can we do together to keep you well? And if we can save some money together, that's an incentive, a motivation. So patients and doctors can work together to achieve and improve outcomes instead of simply paying for services. It's just a better idea.



Isn't it true that Medicare Advantage is centered around preventive care?

I think that's why we get so excited about Medicare Advantage. It's just a different way — a better way — to access health care. The whole drive is to get you well. Let's see if we can keep you from breaking a hip. Let's see if we can prevent that stroke in the first place. Let's make sure we get you immunized so you don't get that disease that we can prevent. That's the push in Medicare Advantage. The patients and their primary care doctors are really the drivers of trying to optimize wellness instead of just fixing things once they get broken. To me, that's the difference.



Doesn't it make sense to prevent illnesses instead of just treating them?

You know that thing about a stitch in time saves nine? It makes a lot of sense. I would much rather prevent somebody from having a stroke, heart attack or broken hip than to get paid to fix those things. That's what Medicare Advantage is built to do. It's to encourage patients and their doctors to see each other regularly and to get ahead of the game and do what we can to keep people from suffering illnesses instead of waiting for them to have that illness and then trying to undo it. You can be the hero when you repair a broken hip or something like that. But isn't it better not to break that hip in the first place? Isn't it better to be able to avoid having a stroke or heart attack? That's really where medicine needs to go.

ASK A DOCTOR

What is your personal philosophy on health care?

Answer Provided by
DR. SMITA OJHA
Creekside Care Center



I should guide my patients to the best medical decision-making. That can be based on recent evidence, where studies have shown what's best in terms of outcomes.

Answer Provided by
DR. MICHAEL WALD
Mulberry Grove Care Center



Find yourself a very capable, well-trained primary care physician — an internist or a family practice doctor. That's where it should begin. That's where everybody's medical care should begin.

How does Medicare Advantage make you a better doctor?

Answer Provided by
DR. ROBERT REILLY
medical director,
Creekside Care Center



First and foremost, we get more information about our patients who have Medicare Advantage. More information is fed to us on a regular basis. We are given a report that reflects a lot of the care that the patient's getting — both that we're giving, but also that they may be getting outside of our practice. So, for example, if a patient has diabetes but hasn't had their eye exam this year, we'll know about it. If they're prescribed medications for their blood pressure and they've filled it once and they come back and their blood pressure's high, we may be on to something. We understand that they've not been filling their medicine. Now we get to talk about why. Maybe it's a cost issue. Maybe it's a "they forgot" issue. Maybe they don't understand the importance of it. But the bottom line is that we're aware of what's going on with our patients.

DID YOU KNOW?

Dr. Robert Skotnicki, a cardiologist at the Specialty Care Center, enjoys riding his Harley-Davidson Road King on the back roads of Central Florida.

