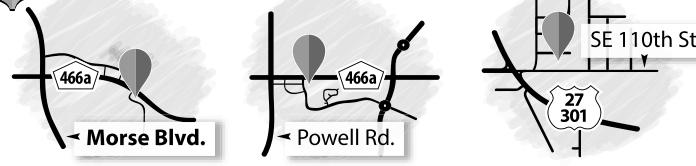


THE VILLAGES HEALTH



Colony Care Center
280 Farmer Place, 674-1710

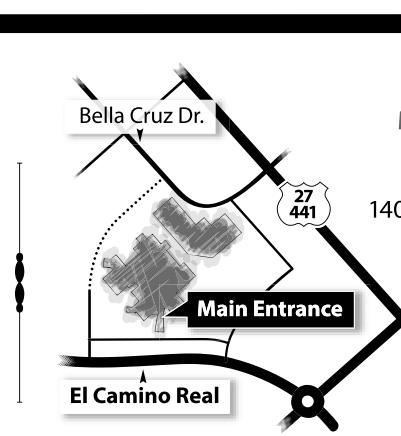
Pinellas Care Center
2485 Pinellas Place, 674-1720

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



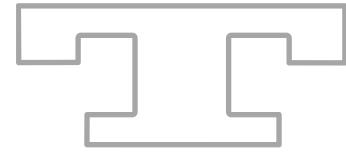
Peter Travers | Daily Sun

Guests at the UnitedHealthcare MedicareStore in Lake Sumter Landing take part in a 1960s-themed trivia game during a party to celebrate Medicare's 50th birthday last week.

Villagers Celebrate as Medicare Hits Milestone

UnitedHealthcare's MedicareStores host parties to celebrate 50 years of landmark health insurance program.

By LARRY D. CROOM
Daily Sun Ombudsman



The '60s were alive and well last week as Villagers celebrated a special milestone — Medicare's 50th birthday.

All three UnitedHealthcare MedicareStores in Florida's Friendliest Hometown held parties for beneficiaries to commemorate the monumental occasion, complete with refreshments, cupcakes, '60s-themed trivia questions and lots of fond memories of days gone by from five decades ago.

"You don't see that very often," said George Rutkoskie, when asked his thoughts about the event at the Lake Sumter Landing MedicareStore. "Generally, when you hear from your insurance company, it's the premium's going up. But not with health care here."

Joanne Ling of the Village of Caroline, was all smiles when asked what Medicare has meant to her.

"Thank you, Medicare," she said with a huge smile, while enjoying a cupcake and listening to trivia questions. "It's been very good to us. My husband and I both have benefitted from it and are still

benefiting from it. I'm glad I was able to live in the time that it's been going on."

Joyce Knolmayer, of the Village of Amelia, also stopped by Thursday to celebrate the 50th year of the landmark health insurance program for those 65 and older. Like many other guests at the event, she said she appreciated the opportunity to mingle with other Villagers and the UnitedHealthcare staff members — each decked out in '60s attire.

"They've been super nice anytime I've stopped in," she said. "I always get all the answers I want, when I want them. They're very, very helpful."

Knolmayer, who has a Medicare Advantage plan through UnitedHealthcare and is a Villages Health patient, said she appreciates the many resources that are available to her at the MedicareStores.

"You don't get this anywhere else, and you really want this kind of thing to be handy," she said. "I don't like talking to people on the phone. I prefer face to face, and that's what we get when we're here."

JOYCE KNOLMAYER

Village of Amelia, on the resources available at UnitedHealthcare's MedicareStores

COMING AUG. 9

UnitedHealthcare Medicare Advantage patients share stories about The Villages Health.

You don't get this anywhere else, and you really want this kind of thing to be handy. I don't like talking to people on the phone. I prefer face to face, and that's what we get when we're here."

like \$5,000. So yes, Medicare deserves a big celebration."

The Village of Virginia Trace resident added that she's had great luck getting questions answered by the licensed representatives at the MedicareStore.

"I had a question and I couldn't find the answer, so I came here," she said. "A gentleman here got on the phone with somebody and he had the answer within 10 minutes. And it was exactly what I needed to know."

Villager Mike Lanza agreed.

"They're easy to do business with," the Village of Summerhill resident said. "You can call them, and they'll answer any question. They're really quick and very professional."

Rutkoskie, of the Village of Hadley, said there's something else he also appreciates about the answers to questions he receives from the MedicareStore.

"The two or three questions that we have had have been answered immediately, in a language that we can understand," he said. "It's not all written in legalize."

Pete Clarkson, CEO of North/Central Florida for UnitedHealthcare Medicare & Retirement, said everyone working at the MedicareStores appreciated the opportunity to mingle with Villagers on such a special occasion.

"We hope our party guests not only had a good time, but also had an opportunity to reflect on just how significant of an impact Medicare has had on our country," he said. "Life here in The Villages would look starkly different were it not for Medicare, which has given millions of older adults access to life-saving health care. We can all agree that's something to celebrate."

TALK TO A DOCTOR

Answers Provided by
DR. ROBERT SKOTNICKI
cardiologist, Specialty Care Center



1

What is the importance of having an electronic medical record?

With The Villages Health having primary care and the specialists sharing the electronic medical record, that has been a blessing. I know everything about the patients. It saves my time, my efficiency and makes sure that nothing is missed. It's always good to have more eyes looking at the medical record. Maybe somebody sees something that somebody else doesn't see. And the specialists, of course, look at it with a different viewpoint. I think that's really the No. 1 thing. I know systems all across the country are trying to do that. So The Villages Health is ahead and way out in front and is certainly a model for what other systems want to be.

2

Do you enjoy being part of a team of medical providers?

I do like being a part of a team. I like being a part of a team that all has the same philosophy. Everyone here, from management to primary care docs to support staff to the person that checks the patient in, we're all on the same team. I have the philosophy that I'm not any better than anybody else. My job is to do this and their job is to do that. We are all on the same team and I can't do a good job unless they do a good job. And I want to do a good job so they look good as well. We want everybody, and most importantly, the patients to feel like they're getting good care from the moment they walk in the door.

3

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

I think it's going to be a great example to change health care across America in terms of providing great primary care. Having the patients involved in their care is really something that I think is going to be one of the benchmarks of The Villages Health that will be followed with the interaction that the patients provide and that we encourage. In the old days, the doctors would come in and the patients never had any idea what was in their medical record. Here, we encourage the patient to participate. They have access to their charts and I think that's going to provide better health care. The more engaged the patient is in their care, the better their outcome is going to be.

ASK A DOCTOR

What is your philosophy of health care?

Answer Provided by
DR. ROBERT AISENSTAT
Pinellas Care Center



I think education of the patients is of primary importance. Patients need to understand, to a certain extent, what their disease is, where we're going and what we want to accomplish. Recently, I was telling a patient that we're kind of like going on a road trip out West. She's the driver and I'm the navigator. She's still in charge, but I'm going to point the direction. I'm going to tell her the short cuts. I'm going to try and keep the costs down. I'm going to try to improve the quality of the ride and we're going to get there together.

Can what's happening in The Villages change health care across America?

Answer Provided by
DR. MICHAEL VOGT
Bellevue Care Center



It certainly could. We're trying to establish a better relationship with patients and their primary care doctors, which is certainly a good step toward a solution.

Do you have rules that you live by when treating patients?

Answer Provided by
DR. AL TURRI
director of audiology,
The Villages Health



Yes. We've got two rules. If you have a hearing loss, you've got to tell me that it's bothering you. And then you've got to ask me for help. I'm going to tell if you need (hearing aids), but if you don't ask me to help you, you're not ready. So why should we put hearing aids on somebody like that who will wind up putting them in a drawer?

DID YOU KNOW?

Dr. Heidi Zimmerman, a primary care physician at the Colony Care Center, enjoys watching British television shows like "Midsomer Murders," "Call the Midwife" and "Sherlock."

