

AMERICA’S HEALTHIEST HOMETOWN

A weekly report on The Villages’ efforts to become “America’s Healthiest Hometown” compiled by Daily Sun Ombudsman **Larry D. Croom**. Email larry.croom@thevillagesmedia.com. Or call him at 753-1119, ext. 9366.

Contact The Villages Health at 352-674-1700 or visit the website at thevillageshealth.com.

Did you know?

Dr. Roger Sherman, medical director of the USF Health Specialty Care Center in The Villages, is a huge fan of the 1942 hit movie “Casablanca,” starring Humphrey Bogart and Ingrid Bergman.

Fixing health care: All about PA-C Shira Small-Cangialosi

Primary care doctors, specialists and other medical providers have been recruited as part of an initiative to revamp health care right here in Florida’s Friendliest Hometown. The Villages Health is partnering with USF Health to bring in family doctors, care providers and specialists who will work as a team, all in the best interests of serving patients. This weekly feature will introduce these innovative medical providers who have joined this effort.

Why did you become a physician assistant?
When I was a child, I wanted to do medicine and be an actress. I’d done all of this kind of acting and stage management stuff and I said, ‘OK, it’s time to do the medicine part, because I think that’s how you’re going to be most effective in humanity.’ So I went to a cast party on a Sunday night and the next morning started taking pre-med classes and became a PA.

What is your favorite thing about being a physician assistant?
Being able to help people get power over their own health, to help them feel that they can do things for themselves to maintain their health.

What is your philosophy on health care?
It needs to start well before people get sick, and if we do that we’ll have a lot fewer people in the hospital getting sicker and sicker and sicker. Your health is your lifestyle.
How does it feel to be part of a health care initiative that’s being looked at closely by other communities?
Wonderful. I love being a part of something like this at



Care Center: Santa Barbara
Age: 57
Certified: PA-C
Undergraduate: Lehman College (City University of New York)
Physician assistant training: Touro College (Coney Island Hospital)

the beginning.
Do you think the initiative here can change health care across America?
Absolutely. Because although we treat people who are ill and that is necessary, the emphasis is on wellness. That becomes the norm. So specializing in having to see a specialist is not the norm.

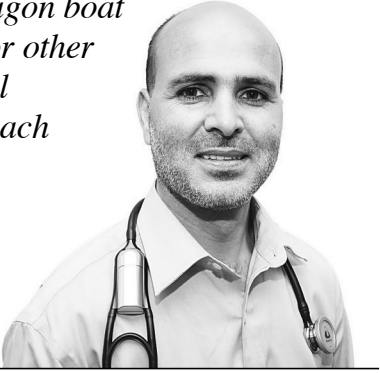
Next week, find out all about Dr. Denise Ollivierre, a primary care physician who practices at the Colony Care Center.

Creating America’s Healthiest Hometown

What is it like to treat patients who are so active and into their health?

“It really is amazing to see people at different stages in their life, still able to do the things that sometimes we think, ‘Oh, after this age, how can I do it?’ But here you see people doing it. It changes the way you approach the later years of life. With people engaging not only in cross-country running, they go for dragon boat competitions, they go for other sports activities, so it all changes how you approach the patient care in their later ages.”

Dr. Nasseer Masoodi,
Santa Barbara Care Center



Care Centers in The Villages

Primary care

- The Villages Health Colony Care Center**
280 Farner Place, 352-674-1710
- The Villages Health Santa Barbara Care Center**
1575 Santa Barbara Blvd., 352-674-1740
- The Villages Health Pinellas Care Center**
2485 Pinellas Place, 352-674-1720
- The Villages Health Mulberry Grove Care Center**
8877 S.E. 165th Mulberry Lane (Opening Monday)
- The Villages Health Lake Sumter Creekside Care Center**
1050 Old Camp Road, Building 100 (Opening mid-April)

Specialty care

USF Health Specialty Care Center
1400 N. U.S. Highway 27/441, Building 810
352-674-8731



Construction is almost complete at the Lake Sumter Creekside Care Center at 1050 Old Camp Road, Building 100. The care center is scheduled to open in mid-April and will become the fifth Villages Health facility in Florida’s Friendliest Hometown. Those wishing to learn more about the Creekside Care Center are invited to attend a Villages Homeowners Association informational meet-and-greet at 7 p.m. March 20 at Lake Miona Recreation Center.

George Horsford / Daily Sun

Walking the walk

Harvard professor: Villages Health on right track with patient-centered care

Editor’s note: This is one in a continuing series of stories on Villages Health scholars – nine experts in a variety of fields such as health care policy, financing and organization who are visiting the community and offering input about the health care initiative designed to create America’s Healthiest Hometown. The scholars program was made possible through a dedicated gift to USF Health to bring together this panel of experts.

By **LARRY D. CROOM** / DAILY SUN OMBUDSMAN

THE VILLAGES
The concept of patient-centered care isn’t new to Dr. Bruce Landon. That’s because the 49-year-old professor of health care policy and medicine at Harvard Medical School has spent many years studying and doing research on the concept of patient-centered medical homes and what that type of care means for patients.

When it comes to Villages Health primary care centers – all of which are patient-centered medical homes – Landon said he was quite impressed when he visited the community recently. “I’d love to practice primary care in the way that they’re setting up their clinics,” he said. “A lot of primary care in the U.S., they sort of talk the talk, but they don’t walk the walk.”

Practices of The Villages Health carry the prestigious label of patient-centered medical home and are recognized by the National Committee for Quality Assurance. That honor carries with it very specific criteria that must be met, all of which involve care centered around patients and the all-important relationship with their primary care physician. Here in The Villages, Landon said, he saw a health system that truly embraces the concept of putting the patient first at all times.

“I think what they’re trying to build here is a new model, a different model, that really is going to meet the vast majority of health care needs of their patients without having to rush them through the door,” he said. “It’s also going to be a



Landon

place where doctors and nurses and medical assistants want to work and want to practice, because it’s a kind of environment that’s conducive to providing good care in a way that’s going to make it more enjoyable to do that.” Landon, who also has done extensive research on how different elements of health care affect quality and cost, said it’s important for a primary care-driven system to have close ties to the community it serves. And, he added, that includes solid relationships with specialists, much like The Villages Health has with the USF Health Specialty Care Center. “Envisioning a primary care system that actually meets the patient’s needs, and frankly, not meets the doctor’s needs, that’s the ultimate of where we’re trying to go,” he said. “The ultimate primary care setting reaches beyond its walls, providing resources to people where they need it, when they need it and how

Coming March 16

Read how The Villages Health’s newest facility, Mulberry Grove Care Center, welcomed patients with an open house event.

they need it.” Overall, Landon said he was quite impressed with the commitment to change the face of health care here in Florida’s Friendliest Hometown. “They’re really putting the resources into building from the ground up a terrific primary care system, and that’s awesome,” he said. “I think the leadership – the people that are here trying to do this – seem like the right people with tremendous health care experience and tremendous primary care experience. If you want to make something like this work, you really need to have the right leadership team in place.” Dr. Elliot Sussman, chair of The Villages Health, said he’s thrilled to have Landon, an internist who also sees patients at Beth Israel Deaconess Medical Center in Boston, as a trusted adviser. He pointed out that Landon also has done extensive work on the importance of networks – doctor, patient and insurer – and how those play into the development and effective functioning of a health care system – important knowledge to have available as The Villages Health continues to grow. “He was very curious to see what we were doing here,” Sussman said. “And he is interested in potentially collaborating with us in the future in terms of what we find, what works, what doesn’t work, and potentially publishing those results so they could be shared more easily with other health systems and other communities throughout the United States.”

Dr. Bruce Landon

Age: 49
Faculty academic appointments: Harvard Medical School
Beth Israel Deaconess Medical Center
Professor of health care policy and medicine

Past faculty academic appointments:
Associate professor of health care policy Harvard Medical School (2004-11)
Associate professor of medicine Harvard Medical School
Beth Israel Deaconess Medical Center (2004-11)

Assistant professor of health care policy Harvard Medical School (2001-04)

Instructor in medicine Harvard Medical School
Beth Israel Deaconess Medical Center (1997-2001)

Instructor in health care policy Harvard Medical School (1997-2001)

Education:
Master of science, health policy and management (1997, Harvard School of Public Health)

Master’s degree, health care management (1992, The Wharton School, University of Pennsylvania)

Doctor of Medicine (1992, University of Pennsylvania, School of Medicine)

Undergraduate degree, finance (1987, The Wharton School, University of Pennsylvania)