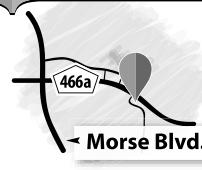
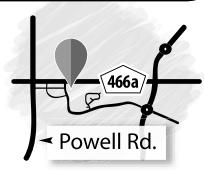


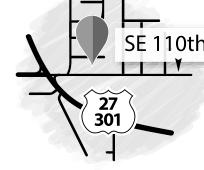
THE VILLAGES HEALTH



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



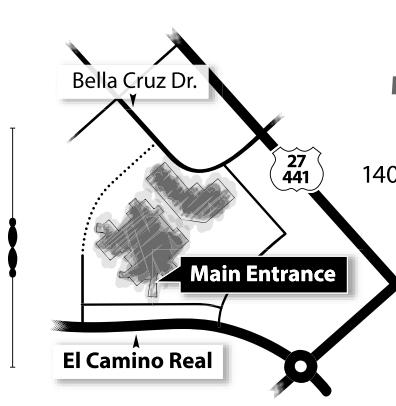
Santa Barbara Care Center
1575 Santa Barbara Blvd., 674-1740



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



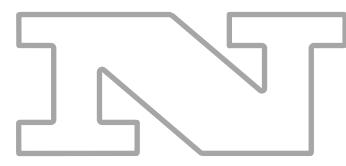
George Horsford | Daily Sun

Pete Clarkson, CEO of UnitedHealthcare Medicare & Retirement for North/Central Florida, talks about Medicare with a group of Villagers during a National Medicare Education Week workshop that was held at the Lake Sumter Landing MedicareStore last year. National Medicare Education Week begins Tuesday here in Florida's Friendliest Hometown.

Learn More About Medicare This Week

National Medicare Education Week begins Tuesday in Florida's Friendliest Hometown.

By LARRY D. CROOM
Daily Sun Ombudsman



National Medicare Education Week is coming back to Florida's Friendliest Hometown.

The UnitedHealthcare-sponsored event, which begins Tuesday, is designed to provide key information to area residents about Medicare before the annual open enrollment period, which begins Oct. 15 and runs through Dec. 7. During that time, beneficiaries can make selections or changes regarding their coverage.

"We conducted surveys of senior consumers and determined that 1 out of 5 had a fair or poor knowledge of Medicare and how to use the Medicare benefits," said Pete Clarkson, CEO of UnitedHealthcare Medicare & Retirement in North/Central Florida, when explaining why his company started National Medicare Education Week in 2012. "That's a problem, because the regulations and the benefits can change year over year. So it's really important to take Sept. 15 through Oct. 15 to evaluate your options."

In fact, Clarkson said, beneficiaries should do an inventory of changes they've faced this past year before making any Medicare decisions.

"Your health status may have changed," he said. "You may have changes in terms of premiums or in terms of out-of-pocket expense. You could have changes in terms of additional prescriptions, or maybe changes in those prescriptions."

Clarkson said the goal of National Medicare Education Week is to help beneficiaries get answers to key questions before making decisions about their health care coverage. Along those lines, he added, his company will be sponsoring three different workshops — New to Medicare, Medicare Advantage Part C and Prescription Drug Plan Part D — offering answers about all facets of the health care program.

"We've held over a hundred types of seminars across the country, with really high satisfaction rates, so the content has been really good for the senior beneficiary," Clarkson said. "We get input from the seniors who attend these events — what they want to hear about and what they're interested in. And that's what we try to put together in terms of the workshops."

Clarkson encouraged seniors from throughout the community to attend the various workshops, beginning with those who are preparing to sign up for the first time.

"If you're new to Medicare, you want to understand the basics," he said. "What does Medicare Part A, B, C and D mean? How am I covered for those? What's the difference

WORKSHOP SCHEDULE

Tuesday: New to Medicare, 1-1:45 p.m. (UnitedHealthcare MedicareStore, Brownwood, 2627 W. Torch Lake Drive)

Wednesday: Medicare Advantage Part C, 9:30-10:30 a.m. (The Villages Health Pinellas Care Center, 2485 Pinellas Place); 1-2 p.m. (The Villages Health Mulberry Grove Care Center, 8877 SE 165th Mulberry Lane)

Thursday: New to Medicare, 2-2:45 p.m. (UnitedHealthcare MedicareStore, Spanish Springs, 979 Del Mar Drive)

Friday: Prescription Drug Plan Part D, 9:45 a.m., 10:30-11:15 a.m., 1-1:45 p.m. (UnitedHealthcare MedicareStore, Lake Sumter Landing, 1049 Lake Sumter Landing)

*Those wishing to attend any of the workshops can pick up free tickets at any UnitedHealthcare MedicareStore in The Villages.

COMING SEPT. 20

Medical providers answer pertinent health care questions.

between original Medicare, Medicare Advantage and Medicare Supplement plans?"

Clarkson said those attending the Medicare Advantage workshops will learn about the many benefits offered through those plans, which are administered through private insurance companies like UnitedHealthcare.

"There are a number of advantages, with one of them being that you have a team of people that coordinate your care," Clarkson said. "You have your physician and you have the physician's team that's monitoring what's taking place in terms of your care. And if you go to the hospital, you have that after-care delivered by your physician team."

Clarkson said Medicare Advantage plans also offer preventive measures, such as cholesterol screens and colorectal cancer screens, among other benefits.

"When you talk about additional services, like a fitness program, that may be important to you," he said. "Or you're talking about hearing-aid benefits. Maybe it's a dental benefit that you need or it's eyewear or eyeglasses."

Finally, Clarkson said, the prescription drug workshops will address everything from how plans might change to the many different options that are available to an explanation of the "donut hole" — the coverage gap that starts when beneficiaries' total drug costs — including what they and their plan have paid for those prescriptions — reaches a certain amount from the start of the calendar year.

"We're thrilled to have the opportunity to spend some time talking about Medicare," he said. "We'll do everything that we can to help."

TALK TO A DOCTOR

Dr. Kenneth Henschel is a neurologist at the Specialty Care Center. He earned his undergraduate degree from Haverford College in Pennsylvania and his medical degree from the University of Pittsburgh School of Medicine. Henschel completed his internship at Allegheny General Hospital in Pittsburgh and his neurology residency at State University of New York at Buffalo. He is certified by the American Board of Psychiatry and Neurology.



1

What is your personal philosophy of health care?

The first thing is that it's on the patient's terms. The patient comes in with symptoms — possibly deficits or a disabling condition — and it's my job to figure out what's going on and help them in any way possible through approved treatments, based on evidence-based medicine, to do the best that they can and lead meaningful lives.

2

Why did you decide to join The Villages Health?

The Villages is continuing to build an outstanding health system, unique in the type of system for this part of the United States. There isn't a comparable system, really, anywhere close by. It is already an award-winning system known as a patient-centered medical home. And the philosophy of The Villages Health very much parallels and fits my own interest in patient care — helping sort things out for patients and improving their quality of life. I'm glad that I found The Villages Health and they found me. This is what I went into medicine for — to treat patients.

3

What is the advantage to having primary care doctors and specialists practicing under the same health care umbrella?

There's a great benefit. It becomes all the more of a team model for helping the patients. I have direct access to the patient's primary doctor and the patient's primary doctor has direct access to me. We spend a lot of time getting acquainted, both the primaries with me and vice versa. We're all in the same system and we use the same electronic medical records. Their offices are designed the way my office is. We're all under one umbrella and we're all using the same basic system. So I think that there's a comfort level and a level of expectation that doesn't exist when things are fragmented between different offices.

ASK A PROVIDER

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

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 basically were having to put a Band-Aid on everything. They didn't really have an opportunity to sit down and develop those relationships and get to the root cause of the problems. 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. But then it will also improve patient satisfaction because you have a relationship with your provider. That's what's going to impact this country, is that the health care delivered will be better health care. It will be focused health care on the patient.

What is your philosophy of health care?

Answer Provided by
STEPHANIE SCARBROUGH
Santa Barbara Care Center manager

I believe in the patient-centered model. I think the patient has to be at the center of their own care. They need to be engaged in their own care. The Villages Health model helps patients do that and encourages that. There are other models out there that are very focused on the physician telling you what to do. Patients need to have an idea of what they want to do and what's important to them. Their lifestyle is all part of that, as well as medicines and hospital care. But patient engagement in their own health is important.

DID YOU KNOW?

Dr. Helene Aisenstat, a primary care physician at the Pinellas Care Center, was one of the 400,000-plus people who attended the Woodstock music festival in Bethel, New York, in August 1969.

