

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**
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Did you know?

Dr. Brooks Betts, who practices at Colony Care Center, is an avid reader with a special interest in history.

Fixing health care: All about Dr. Helene Aisenstat

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 decide to become a doctor?

First I was a nurse. Then from there I worked in an ER and started seeing paramedics come in and thought that would be really enjoyable to do. So then I became a paramedic and worked in South Florida. And then on calls and taking people to the ERs, I thought, ‘gee, I’d like to do that. I’ll bet I could really be good at that.’ And that’s when I decided to be a doctor, because I wanted to grow and keep going in medicine.

What is your favorite thing about being a doctor?

I just love taking care of patients. I love the different people, the different illnesses. One day you might do one thing for one person, something for somebody else. That’s my favorite part.

What is your philosophy on health care?

Medicine is a joint venture between patient and physician. ... I have to be there to listen so that when my patient tells me what’s wrong with them, I understand that and I can diagnose that and I can make up the best plan possible for them.

Why is it important to have a primary care physician?

Your primary care physician is the person you come to help you navigate everything in medicine. If your primary care (doctor) is skilled in whatever your problem is, they take care of it there. If



Care center: Pinellas
Age: 65
EMT, paramedic training: Broward Community College; Miami Dade Community College; Jackson Memorial Hospital (Miami)
Undergraduate school: Jeanne Mance School of Nursing/St. Michaels College (Vermont)
Medical school: Universidad Tecnologica De Santiago (Dominican Republic)
Internship, residency: Lutheran Hospital/Deaconess Hospital (St. Louis)
Board certified: American Board of Family Medicine
NCQA certified: Diabetes

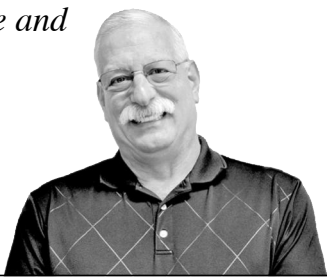
not, they will guide you to to the right place to get that taken care of, and then come back so your primary care (doctor) can monitor everything that’s going on.

Next week Find out all about Caroline Mathis, an Advanced Registered Nurse Practitioner who works with Dr. Kathleen Steepy at USF Health Specialty Care Center.

Becoming America’s Healthiest Hometown

Why should you have a primary care doctor?

“It’s the mainstay. To have that navigator – somebody at their side as their partner, their colleague, their guilt. I’m the guy sitting on the shoulder saying, ‘don’t do that.’ I’m the guy sitting on the shoulder saying, ‘do that.’ Nobody does it better than a primary care doctor. ... The prevention of disease and illness and suffering is the wave of the future.”



Dr. Robert Aisenstat, Pinellas 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 spring 2014*)
The Villages Health Lake Sumter Creekside Care Center
1050 Old Camp Road, Building 100 (*Opening spring 2014*)

Specialty care

USF Health Specialty Care Center
1400 N. U.S. Highway 24/441, Building 810
352-674-8731



George Horsford / Daily Sun

Dr. Robert Reilly, who was recently promoted to the position of medical director, says he’s looking forward to working alongside his colleagues to create America’s Healthiest Hometown.

Leading the charge

Reilly prepares for new role in opening two care centers

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

Dr. Robert Reilly has his sights set on one clear goal – to play a key role in making The Villages America’s Healthiest Hometown.

Now, thanks to a recent promotion to medical director, Reilly will have an even bigger say in helping to shape that important mission.

“I’m humbled by it,” Reilly said. “It’s an opportunity to really be on the cutting edge of leading what I think is just an amazing health care institution.”

Reilly, who joined The Villages Health in July 2012, is seeing patients at Colony Care Center. This spring, he’ll play a leadership role in the opening of the new Mulberry Care Center before taking his post as medical director of Creekside Care Center at Lake Sumter Landing.

Reilly said he’s glad he had the opportunity to start his Villages Health career at Colony Care Center before moving up the role of medical director.

“I think it gives you roots, the opportunity to see what everything kind of looks like and feels like,” he said. “You get to work with a number of different people, some of whom you will continue to work with at your care center when you

Undergraduate: University of Notre Dame
Medical school: Stony Brook University School of Medicine (New York)
Internship, residency: Stony Brook University Hospital (New York)

Board Certified: American Board of Internal Medicine|
Spouse: Lisa
Children: Robert, Maya and Ben
Hobbies: Fishing, swimming, spending time with the kids

Favorite color: Green
Favorite TV show: “Downton Abbey”
Favorite movie: “Rudy”
Favorite sports: Watching Notre Dame football and college basketball; playing basketball

When did you decide to become a doctor and why?

It was probably about the third year of school when I really solidified that I wanted to do medicine. The ability to take care of people at their most vulnerable hour and really impact their life, it’s a pretty awesome responsibility. But it also has exceedingly tremendous rewards, and for me, it just seemed to be the best fit.

Health care philosophy: Health care needs to be primary-care driven. You need to have a system in which the patient is at the center of the discussion. Health care really needs to have an emphasis in keeping people well rather than taking care of them after they’re sick. Wellness, prevention and education will lead to the best possible outcomes – and that all needs to be driven through primary care.

Coming next week: Villages Health officials say 2014 is going to be an exciting year.

go there, but others who will stay put. So you form bonds with people that once you’ve left and gone to another care center, you’re still collaborating very closely with.”

Prior to joining The Villages Health, the 37-year-old Reilly served as a program director of a large residency program of internal medicine residents at Stony Brook University Medical Center in New York. He said the experience he learned in that role will help make him a better medical director.

“A lot of it is mentoring, educating and being available, forging relationships,” he said. “It’s all about relationship building and just knowing people and then working to their strengths.”

Dr. Elliot Sussman, chair of The Villages Health, said Reilly’s teaching background will prove to be invaluable for The Villages Health.

“Rob has lots of experience working with and

assessing younger physicians, in training and obviously just out of training,” Sussman said. “As we continue to grow and develop, that’s a group we’ll want to tap into, and a group, frankly, that’s going to be interested in us.”

Reilly said there are many facets of the medical director role that’s he’s excited about tackling, but one of the biggest pluses is the opportunity to work alongside the other medical directors – Dr. Dave Jordahl (Colony), Dr. Saul Rosenblum (Santa Barbara), Dr. J.D. Steed (Bellevue), Dr. Karla Noel (Pinellas) and Dr. Dawn Grinenko (hospital medicine).

“Those folks are a very special group of people who are very driven, conscientious, caring people,” he said. “Everybody brings something special to the table – strengths and background experiences. We all kind of play off of each other very well.”

Dr. Joe Hildner, chief

medical officer of The Villages Health, said Reilly is a “born leader,” adding that he’s thrilled to have him preparing to open two new care centers.

“The medical director role is a key role and they really are the face and the voice of everything that we stand for as a care-giving institution,” Hildner said. “He is the right voice to be communicating that message to his fellow providers, the clinical support staff, the clerical staff and the patients we serve. He just gets it and he can articulate it so clearly.”

For his part, Reilly said his new role truly is a dream job.

“I always felt I could be a good leader and very helpful in leading a mission,” he said. “But to be a part of something as incredible as this, as large as this, and to have such a pivotal role has kind of exceeded my expectations in a great way. I’m just really excited for the opportunity.”

Medicare resources

To learn about Medicare, visit a UnitedHealthcare MedicareStore in The Villages.

Lake Sumter Landing
1049 Lake Sumter Landing
391-5262

Spanish Springs
979 Del Mar Drive
674-7160

Brownwood
2617 W. Torch Lake Drive
674-1240

La Plaza Grande
1124 Bichara Blvd.
460-7924

Information is also available at:

■ medicaremadeclear.com
■ medicare.gov

■ 1-800-Medicare
■ SHINE 1-800-963-5337

■ Send an email to information@elderaffairs.org.