



Forecast C2

Mostly sunny

Today's high: 86

Tonight's low: 62

The Villages®

DAILY SUN

Classifieds E1-E14
Comics, Puzzles D6-7
Lifestyles D1-D14
Local C1-C10
Obituaries C4
Sports B1-B10
TV Grid D12

50 CENTS

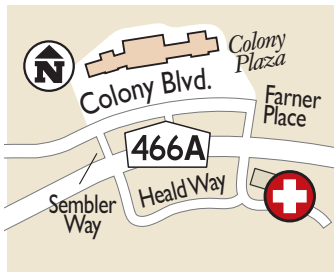
THURSDAY, MAY 9, 2013

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America's Healthiest Hometown

The Villages has announced that four new primary care centers will join the Colony Care Center already in operation. The centers will open weekdays at 7:30 a.m. with the last patients seen at 5:30 p.m. Officials are considering keeping them open additional days as demand increases.

For a community-wide map, see Page A10



1 **Opened in December 2012**
Colony Care Center
280 Farner Place



2 **October 2013**
Santa Barbara Care Center
1575 Santa Barbara Blvd.



3 **November 2013**
Pinellas Care Center
2485 Pinellas Place



4 **February 2014**
Mulberry Grove Care Center
Address pending



5 **March 2014**
Lake Sumter Care Center
Address pending

HEALTH CARE – VILLAGES STYLE



Photos by Bill Mitchell; Graphics by Mike Orton / Daily Sun

Coming soon: More primary care centers built around 'Marcus Welby' doctors

By LARRY D. CROOM / DAILY SUN OMBUDSMAN

(One in an ongoing series on The Villages' efforts to become America's Healthiest Hometown.)

The Villages Health is taking an ambitious journey that's designed to change the face of health care and create America's Healthiest Hometown.

The goal – turn primary care, specialty care and health insurance upside down to correct problems that are plaguing health care across the country.

The solutions involve bringing in a variety of medical professionals from across the United States, including doctors who always put the patient first. Toss in the expertise of USF Health in specialty care, as well as an innovative insurance provider in United Healthcare, and the pieces are coming into place to create an environment that puts Villagers at the center of their health care experience.

First on the agenda – revolutionary primary care centers and the important connection to a primary care specialist who knows you and your medical history inside out. Those 21st century "Marcus Welbys" will work hand-in-hand with patients as partners and trusted advisers to make sure their health and well-being stay at the top of the priority list.

This radical shift involves several steps. Care centers – patient

See PRIMARY, A11



Q What's it like inside

A "If a building can be revolutionary, this one is it," said Dr. Joe Hildner, chief medical officer. The centers, like the Colony Care Center shown here, are designed to create a warmer, more comfortable patient experience. Patients can watch medical teams consult in areas called "Huddle Zones" (top). Patients are greeted by staff in the expansive lobby (above, left). Learning centers accommodate 10-15 people, a small group visit room, a health coach office and a knowledge pharmacy (above, center). The traditional waiting room is replaced with a "living room" – an inviting place just like home to await your medical visit.

More Q&A with Dr. Hildner and Elliot Sussman, Villages Health chair, Page A11



Developer's annual address

Morse: Villages' winning recipe extends to health care system

By CURT HILLS
DAILY SUN MANAGING EDITOR

THE VILLAGES Business-community partnerships and championship teams alike might be envious of the winning formula that's produced by the teamwork in play at The Villages.

And this recipe for success is poised to do it again, according to its developer, Mark Morse, who gave Villages Homeowners Association members a glimpse into the community's crystal ball Wednesday evening.

The place known as "Florida's Friendliest Hometown" has surged to 48,238 households for its 98,000-plus residents and is on a current pace to become the state's 14th largest population center by early 2016, Morse said.

Signs of that winning formula are evident everywhere. Home prices for both new and pre-owned homes continue to climb, making

See MORSE, A10



George Horsford / Daily Sun
Mark Morse addresses Villages homeowners.

See the speech

Mark Morse's speech will be broadcast in its entirety on Saturday at noon, 3 p.m., 6 p.m. and 9 p.m. on Channel 2.

Coming Sunday

■ A special health care journey is under way and Larry D. Croom will be your guide.

■ A closer look at primary care and the importance of putting patients first.



VHS expands early college courses
Local C1

Mallory Hill, Palmer advance to finals
Sports B1

Panel votes to ban VA bonuses
Washington A8

Fracking amendment fails in northeast Ohio
Nation A18



Vol. 16 Issue 129

Elliot Sussman,Villages Health chair

Q: Who leads each primary care center?

A: Every care center has a medical director. She or he will also be seeing patients, but will also be responsible for those other doctors and providers in that care center, doing their evaluations regularly, looking over their charts, giving them feedback.

Q: What are you are looking for in medical professionals you hire?

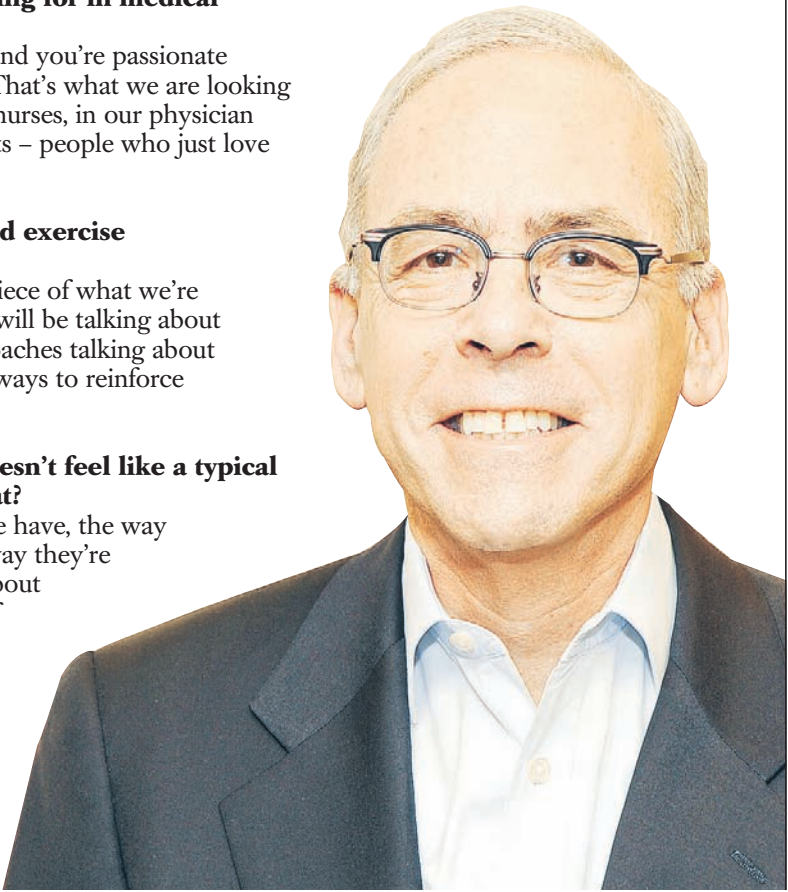
A: If you love what you do and you're passionate about it, then it's not work. That's what we are looking for in our physicians, in our nurses, in our physician extenders, in our receptionists – people who just love what they do.

Q: Is preventative care and exercise part of this plan?

A: Absolutely. That's a big piece of what we're talking about. And the docs will be talking about it. I think you'll see health coaches talking about it. We'll look for all kinds of ways to reinforce healthy behaviors.

Q: The Colony Center doesn't feel like a typical doctor's office. Why is that?

A: It's the kinds of people we have, the way they were trained after the way they're selected. It's people caring about people, people taking care of people, and then it's giving them the tools to do that – the right building in terms of patient flow, the right electronic health system, the right phone system, the right place where restrooms are. No detail is too small.



Dr. Joe Hildner, chief medical officer

Q: If I think I need a specialist, should I still visit my primary care center first?

A: You go home, to your patient-centered medical home, where you go for everything. If you need a cardiologist or some other specialist, you are going to get to one. I will get you there.

Q: Does the doctor in the primary care center personally take care of every detail when it comes to my health care?

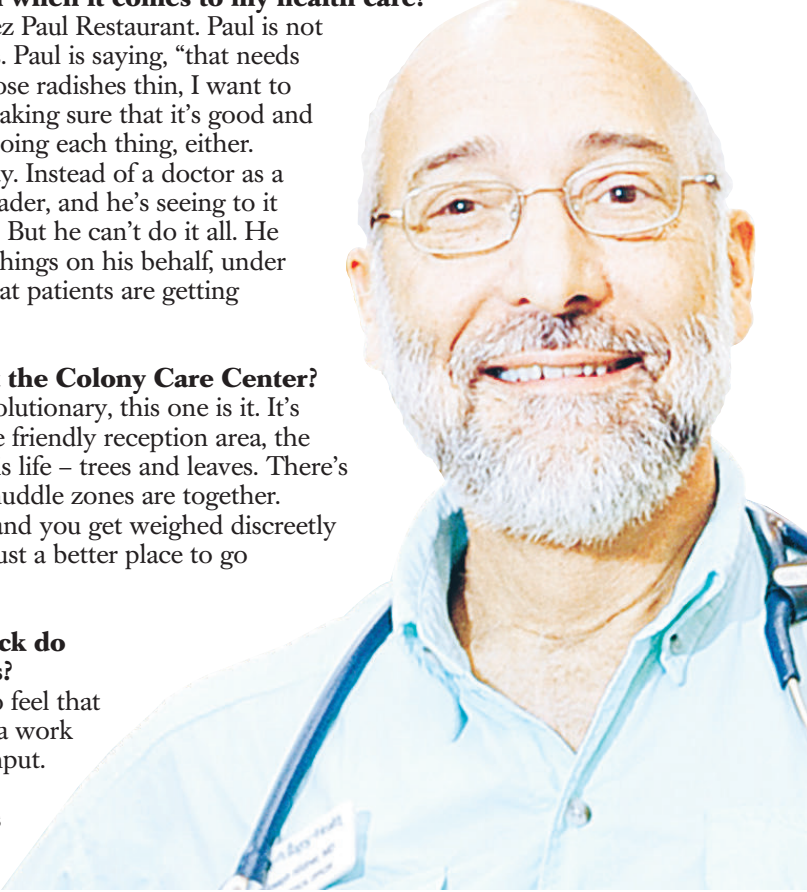
A: I always talk about Chez Paul Restaurant. Paul is not back there sauteing onions. Paul is saying, "that needs more vinaigrette, shave those radishes thin, I want to see through them." He's making sure that it's good and it's his food. But he's not doing each thing, either. The doctor is the same way. Instead of a doctor as a doer, it's doctor as team leader, and he's seeing to it that you get the right care. But he can't do it all. He has to have people doing things on his behalf, under his close supervision, so that patients are getting what they need.

Q: What's unique about the Colony Care Center?

A: If a building can be revolutionary, this one is it. It's got the learning center, the friendly reception area, the living room. All of the art is life – trees and leaves. There's privacy at checkout. The huddle zones are together. There's a teaching center and you get weighed discreetly off the main corridor. It's just a better place to go to the doctor.

Q: What kind of feedback do you want from Villagers?

A: We need the patients to feel that this is their project. We're a work in progress and we need input. We need people to tell us what's working and what's not. How can we better meet your needs?



PRIMARY, from A1

centered medical homes – are opening throughout the community. Electronic health records – information that can be accessed by doctors and patients alike – will be available day and night to every primary care physician and specialist a patient visits. And most importantly, the recruitment and hiring of doctors and other medical professionals who long for the days of putting patients first.

"Every Villager who wants it can have access to that kind of relationship with a primary care provider, plain and simple," said Elliot Sussman, chairman of The Villages Health. "The majority of Villagers will be within a 15-minute golf car ride of a care center in their community."

The first facility, Colony Care Center, opened in December 2012. That center, which already has more than 1,400 patients, set the stage for the similar ones that are coming in the next few months. Those include:

- Santa Barbara Care Center (opening in October);
- Pinellas Care Center (opening in November);
- Mulberry Grove Care Center (opening in February 2014)
- Lake Sumter Creek-side Care Center (opening in March 2014)

Feeling of comfort

The idea behind these primary care centers, Sussman said, is to provide an environment where patients feel comfortable visiting with their family physician and his team of medical professionals – physician extenders (physician assistants and nurse practitioners), nurses, medical assistants, health coaches, psychologists, audiologists, etc. In fact, Sussman added, when patients have medical issues and need to see a doctor – short of an emergency situation – the first call should be to their primary care center. That's where their

Continuing health care coverage in Villages

Keep following the Daily Sun in the weeks and months ahead to learn more about The Villages Health, primary care, specialty care, Medicare Advantage and much more.

doctor – a care provider who will never be responsible for more than 1,250 patients, or about half the number most primary care doctors see – will be waiting to see them and have the time to set up an effective treatment plan and offer other health advice if needed.

"We set this up from the get-go saying that we're not going to be like the rest of the United States and be set up for failure with these huge patient panels," Sussman said. "That makes it impossible to get to know your patients."

Better experiences

Dr. Joe Hildner, chief medical officer for The Villages Health, said his goal is to anticipate and then eliminate every possible negative experience a patient could have at one of the primary care centers.

"Central to almost all complaints that people have about the current health care system is that they don't feel like the reason for the care, they feel like victims of it," he said. "Their particular wishes, their interest, their philosophies, their questions just don't count. They're not given personal or proper attention."

For example, Hildner said, a patient should never leave a visit with a primary care physician without having questions fully answered and options explained – a scenario that often plays out in a typical doctor's office.

"A nurse will come in and say, here, he wants you to take one of these three times a day for the rest of your life," Hildner said. "And that patient says, 'is

the doctor coming back? I have a couple of questions about this, side effects, costs.' No, he's already seeing his next patient, but he wants you to come back in four months.

"That's what I'm talking about, that sort of experience where the patient is kind of part of what is going on, but not the reason for it. That is what primary care targets."

Hildner, who opened his first medical practice in Belleview in 1989 and founded Family Doctors of Belleview, said it's important for Villagers to know that they can have peace of mind about their medical issues once they join with The Villages Health.

"We're going to put the patient at the center of everything and the first order of business is to take a primary care doctor, a specialist in primary care, and put that patient in touch with that doctor," he said. "Everything else just takes its place after that."

The idea of making patients feel comfortable was at the forefront when the Colony Care Center was designed, Hildner said. That facility, like the others that are being built, feature a porch with rocking chairs, lobby hosts, friendly faces waiting to help at the reception area, a sun-splashed "living room" where patients wait a short time to see their doctor, and "visit rooms" for the actual time spent with the physician.

"It should feel like you're going to visit a friend because that's exactly what you're doing," Hildner said. "It's very relaxed and peaceful."

When a patient is called back to see their doctor, Hildner said, they will see huddle zones, where doctors and other medical professionals talk with each other and compare notes. There's also a teaching center, a knowledge pharmacy where patients can learn about health topics, and large computer monitors where patients can see their X-rays or other medical information.

"We designed it so there's a love seat where you and your caregiver can come and we're near each other," he said. "I'm not standing with a white coat. It's just patient-centered."

Eliminating fear

Sussman agreed, adding that he believes these unique primary care centers will help eliminate the fear people may have when it's time to see a doctor.

"I think to the extent that

people can get more involved in their health, how they take care of themselves, regular exercise, what they eat, taking their medications regularly, all of that is far more likely to occur when they feel that their health system is not a place to be dreaded," he said. "It's a partner. It's a place to go to when you need help."

And Sussman added, he believes that health care model is a plan for success.

"The whole idea is being healthy and staying healthy for as long as you possibly can," he said. "What we're trying to do for Villagers is to turn the system upside down and make this America's Healthiest Hometown."

Larry D. Croom is the Daily Sun's ombudsman. He can be reached at (352) 753-1119 or by email at larry.croom@thevillagesmedia.com.



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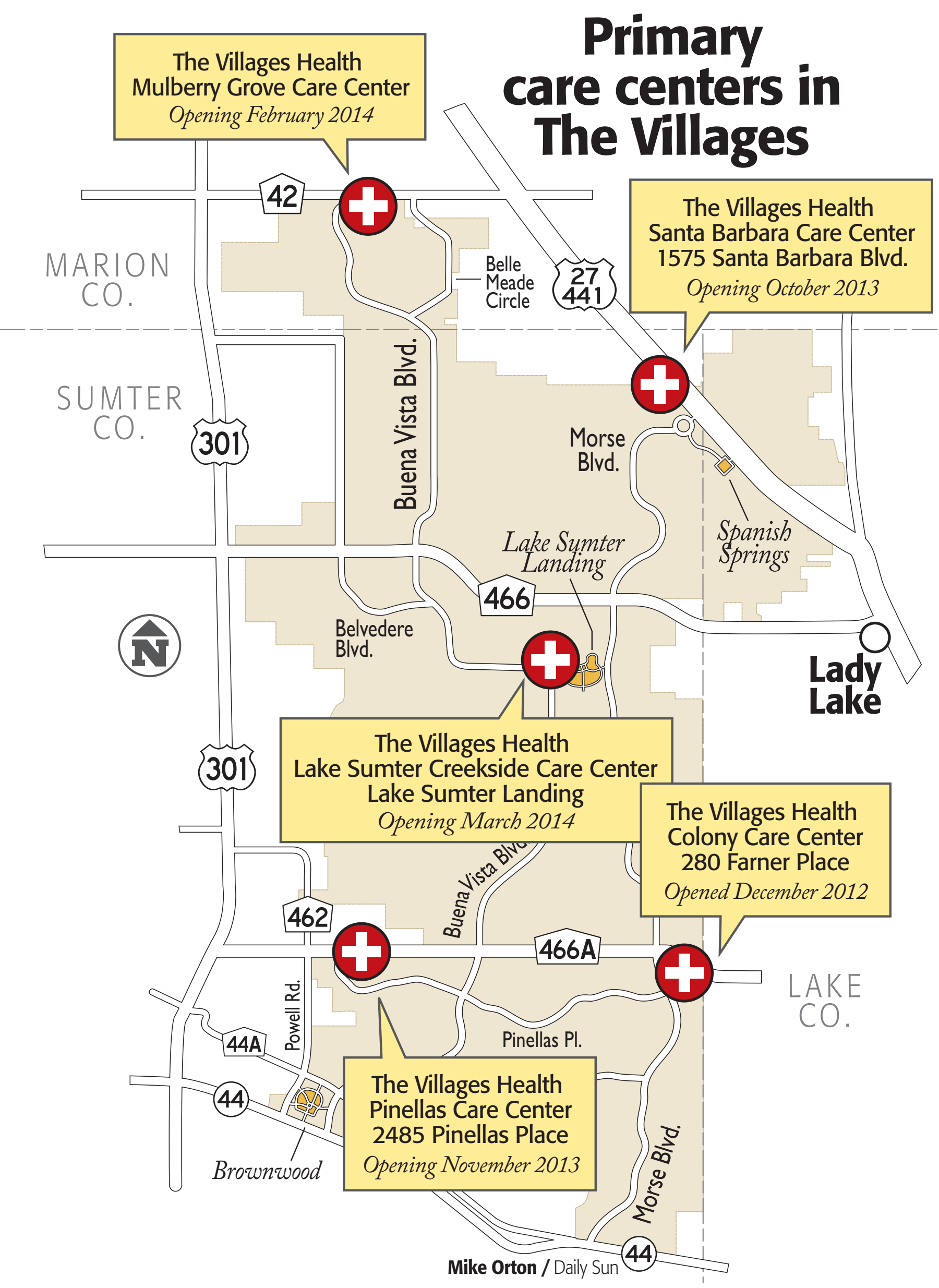
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GOLF CART APPROVED



MORSE, from A1

residents here look like savvy investors. Businesses continue to sign on to join or remain in this frenzied buyers' climate.

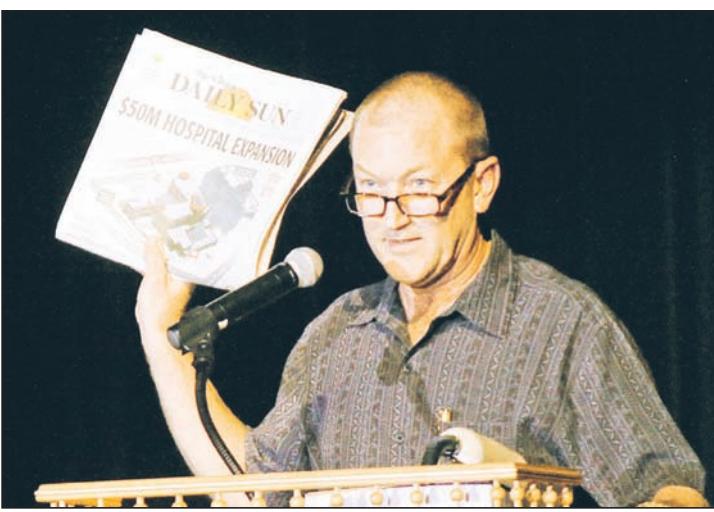
In education, The Villages Charter School is regarded as one of the state's top schools in academic excellence. Residents embrace and cherish the active lifestyle opportunities at state-of-the-art facilities and with roughly 2,110 resident groups.

Speaking at the VHA's 11th annual "An Evening with the Developer" at Savannah Center, Morse said the successes at work in The Villages are derived from a partnership of residents, experts in a variety of fields and the developer's team.

Using The Villages Charter Schools as one example, Morse pointed out how the community got involved in the education business more than a decade ago. Today, the school boasts a 99.8 percent graduation rate, with nine of every 10 graduates bound for college, he said. The school had a record enrollment last year of 2,700 students and was supported by roughly 500 business partnerships and Villagers.

"Here's your part – 8,000 Villages volunteer hours last year," Morse said of residents' commitment to the school.

Speaking before hundreds gathered inside the Scarlet O'Hara Theater and an adjoining overflow ballroom viewing



George Horsford / Daily Sun

Mark Morse talks about the expansion of The Villages Regional Hospital during the Villages Homeowners Association's 'An Evening with the Developer' event Wednesday evening at Savannah Center.

area, Morse told residents it's time to duplicate the success in the education business with a venture into health care.

Morse called attention to The Villages Health care centers – the centerpiece of a new medical delivery system here in The Villages.

"If we attack this medical delivery system like we did the charter school business and surround ourselves with experts, then we're going to succeed."

In the last year, 23 doctors have been recruited to staff a series of primary care centers throughout the community that are designed to handle a majority of each patient's medical needs while providing optimum time between doctor and patient.

"We've been actively

in the emergency department, as well as adding intensive care unit and surgical suites.

"This is the coolest thing ever," Morse said, holding up Wednesday's Daily Sun announcing the expansion project.

But the hospital is just one piece of the medical delivery system, which is centered around the primary care physicians and residents, and which includes United Healthcare, USF Health and other partners.

Besides touting the new medical delivery system, Morse also called attention to other successes in the community.

He noted home sales and average prices, for both new and pre-owned homes, continue to rise.

"It's a testament to you guys making really good buying decisions," he said.

At the current pace, boosted by an all-time record of 733 home transactions in April, The Villages is on pace to hit build out and become bigger than Clearwater, north of St. Petersburg, by early 2016, Morse said.

The retail report was just as strong, with 57 new tenants joining 48 renewing business owners in the last year to call The Villages home, he said.

Morse closed out the evening with a request to the residents.

"Keep being the fantastic Villagers you are," he said. "Stay positive, stay informed and keep engaged."

The Villages



Submitted graphic

A rendering shows the planned addition to the Church on the Square.

Renovations planned for Church on Square

STAFF REPORT

THE VILLAGES – The Church on the Square is being renovated and enlarged.

The facility is scheduled to reopen in the latter half of 2014 with its seating capacity increased from 770 to more than 1,000. The increased seating will be stadium-style, providing better sight lines for viewing the wider variety of programs the building is expected to host.

The improvements, scheduled to start in August, are being paid for by The Villages developer.

"Variety" is one keyword

driving the project, according to architect Larry Krietemeyer.

"Villagers will be able to enjoy a much broader array of activities when we're finished," Krietemeyer said. "It will not just be bigger and more comfortable in terms of seating, but much more multi-purpose. This venue will be able to host all the types of activities we've had in the past – music, religious, weddings, etc. – but, in addition, The Villages will now have a venue suited for more elaborate stage productions. It really adds to the kinds of performances that can come to our community."