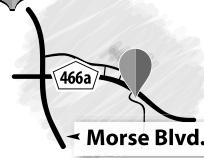


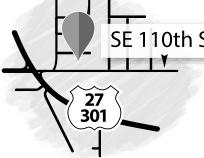
THE VILLAGES HEALTH



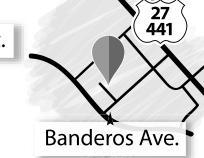
Colony Care Center
280 Farmer Place, 674-1710



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

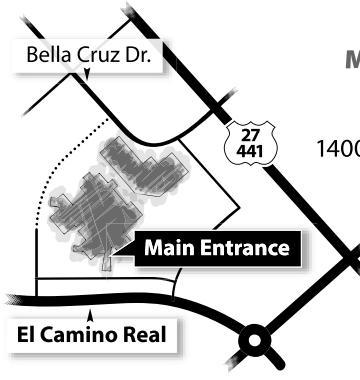
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SUNDAY, JULY 26, 2015 C5

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



Alan Campbell | Daily Sun

Dr. Saul Rosenblum, right, medical director of the Santa Barbara Care Center, confers with Lea Boisvert, a certified medical assistant, recently. Rosenblum says the recent Patient Service Excellence Award that was presented by UnitedHealthcare, as well as the top scores in national rankings, is a sign that The Villages Health is accomplishing its goals of providing excellent patient-centered care.

Medical Providers Proud Of National Rankings

Villages Health among top performers in patient satisfaction, quality of care.

By LARRY D. CROOM

Daily Sun Ombudsman



Medical providers at The Villages Health are walking with an extra pep in their step these days, thanks to the recent accolades they received from UnitedHealthcare and two national health care ranking systems.

"We're improving health care for the better," said Dr. Christine Stopryra, medical director of the Mulberry Grove Care Center. "Health care used to be a lot about quantity, but now it's about quality."

In addition to being named the top performer in Florida and among the top 4 percent in UnitedHealthcare's vast network of physician groups across the country, the health care organization here finished among the top in rankings from the Consumer Assessment of Healthcare Providers and Systems survey and the Health Care Effectiveness Data and Information Set.

"This is just a tremendous credit to the work that gets done here every single day, by everybody," said Dr. Robert Reilly, medical director of the

Creekside Care Center. "It's not just the doctors — it's the staff, the check-in, the check out. It's the folks who do the diligent work in the trenches every day. And it really reflects that we're taking great, quality care of patients."

CAHPS uses consumer data to rank patients' experiences with health care, while HEDIS measures performance on important dimensions of care and service, such as preventive screenings. The Villages Health's CAHPS score was a 9.2 out of a possible 10, while the organization exceeded targets in 14 of 17 HEDIS measures — 12 were superior five-star ratings and two were 4s.

"It's one thing to say that you care about quality, but proving it is a different matter," said Dr. Joe Hildner, director of medical affairs for The Villages Health. "It takes a lot of people working together, using systems that are designed to deliver quality. And you have to know what you've delivered and what you haven't delivered. That doesn't just happen."

Hildner added that he's quite proud the organization achieved high marks in both customer satisfaction and quality of care.

"That's very important," he said. "If you can go to a doctor that patients love in terms of their satisfaction, and who's

We're improving health care for the better. Health care used to be a lot about quantity, but now it's about quality of care."

DR. CHRISTINE STOPRYRA
medical director of the
Mulberry Grove Care Center

COMING AUG. 2
Q&A with Dr. Robert Skotnicki, a cardiologist at the Specialty Care Center.

also measurably and demonstrably delivering excellence in terms of clinical quality, that's fantastic."

Dr. Saul Rosenblum, medical director of the Santa Barbara Care Center, said he's confident the things that are happening here will help change the face of health care across America.

"If you have the better mousetrap, why wouldn't other people want to look at it?" he asked. "I think we have the best mousetrap going right now."

That said, Rosenblum added, patients can be assured that The Villages Health won't rest on its laurels. In fact, he said, there's still a great deal of work to be done and plenty of goals to be accomplished.

"There's so much you can do in the field of health care that's innovative and exciting," he said. "It's great that we have an organization that encourages it."

Deneal Sullivan, a registered nurse who serves as the Pinellas Care Center manager, agreed.

"This is a public confirmation of what we know we've been doing well," she said. "It will be tough to get a 10 on that CAHPS score, but that's what we'll be shooting for."

Sullivan added that one of the great things about The Villages Health is that the learning curve never stops.

"We're still a brand-new organization, and we're all humans, so we're going to make mistakes," she said. "But we can assure patients that we will correct them, learn from them and hopefully not repeat them again."

MEET A DOCTOR

Dr. Heidi Zimmerman is a primary care physician at the Colony Care Center. She earned her medical degree from Penn State College of Medicine and completed her residency/internship at Reading Hospital and Medical Center in Pennsylvania. She is certified by the American Board of Family Medicine and is a Fellow in the American Academy of Family Physicians.



1

Why did you decide to become a doctor?

When I was in sixth grade, I had this terrible crush on Chad Everett, who was the star of a TV show called "Medical Center." I thought it would be cool to be a doctor. The idea grew and the more of my life experiences that I had, I would select those to support my desire to be a doctor. When they did testing in high school to tell you what you're good at, I came out off the chart in sales. Ultimately, as a family doctor, a lot of what I do is sales. I'm trying to sell people on how they can be healthy and they have to buy into what I am telling them.

2

What is your favorite thing about being a doctor?

Probably generational medicine. At one point in my practice, I had two families of five generations. I took care of everybody in the whole family. If you understand the concept of family, there's so much more than what somebody's blood pressure reading is. When you understand all of the things that are going on in their life, you get a view of the whole person and it makes it challenging but fun to take care of them. I feel privileged that they share those things with me.

3

What is your philosophy of health care?

To establish the relationship and credibility, so that when somebody comes to me, we can dialogue back and forth. Sometimes there's just not one right answer. Sometimes there's a couple of right answers. So it's trying to find the right answer that's best for the patient, both in outcomes and how it feels to them. I don't pretend to know everything. In family medicine, you know a little bit about a lot of things. I think patients get that, I don't think they expect us to know everything. But I think they appreciate when we try and stay abreast of a lot of different things.

What does it mean to Villages Health doctors to have the opportunity to train USF Health medical students?

Answer Provided by DR. JOE HILDNER
director of medical affairs



It's an honor. Primary care is a noble specialty. It's just an honor to have the opportunity to show both the science and the art and to pass on that tradition to the next generation of doctors. We're the ones to do it, because I believe that the primary care of the future is actually being invented here. This is where primary care does its thinking, does a little research and development and introduces a better approach to something that's been around as long as there has been people and doctors. It's just that we're here continuing to improve it. So this is the place I would want to go as a student to learn. It's certainly very humbling to be asked to show the next generation how it's done.

Why is primary care so important in someone's life?

Answers Provided by DR. ROBERT AISENSTAT
Pinellas Care Center



Primary care is the mainstay. To have that navigator, to use that analogy, a patient has somebody at their side as their partner, their colleague and 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.' Having the guidance of a trained professional in your health care — your body and your illnesses — nobody does it better than a primary care doctor. We don't want to wait until the third or the fourth thing happens and you're beyond what a primary care doctor may have been able to prevent. The prevention of disease and illness and suffering is the wave of the future and we need to address that.

DID YOU KNOW?

Dr. Frank Melidona, a primary care physician at the Santa Barbara Care Center, is a huge fan of the hit television show "The Big Bang Theory," which debuted on CBS on Sept. 24, 2007, and stars Jim Parsons, Johnny Galecki, Kaley Cuoco, Simon Helberg, Kunal Nayyar, Mayim Bialik and Melissa Rauch.

