

# The Villages Health

OCTOBER 2020 AGENT NEWSLETTER

## Insider Agent News



## Annual Enrollment Period Kickoff

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**Ladies and gentlemen, start your engines...**

**We're off to the races as we rev up for Annual Enrollment Period!**

Here at The Villages Health, work is already well underway to ensure an exciting successful AEP! Our marketing department and sales teams have been hard at work coming up with new initiatives to welcome Medicare Advantage eligible patients during this critical period. We're confident you will be excited with these fresh, new ideas and together with your support, we expect to see a lot of new patients soon. Rest assured, we will be able to accommodate all those new clients.

**You spoke and we listened!**

Some of you were concerned about bringing new patients to TVH only to find some of our Primary Care Physicians (PCPs) may be unable to see your new clients immediately. To remedy that issue, Dr. Jerry Jones, DO and Mary Cunningham, APRN will provide healthcare services for new patients joining The Villages Health with Individual Insurance

(Commercial, FFS-type plans) at the Brownwood Care Center.

**What does this mean for you and your clients?**

It means that your Medicare Advantage clients will have greater access to our PCPs. By providing service to FFS patients only at Brownwood Care Center until they are Medicare eligible (at which time they can choose a PCP at one of the other care centers if they elect one of our accepted MA plans), more new patient appointment slots will be available for MA patients. For you, this means happier clients. For us, it means we are fulfilling our mission and vision to empower our patients to live out their dreams by keeping them healthy and healing them quickly. And, as our valued partners in doing so, you are helping us create America's Healthiest Hometown®.

As you visit with your clients during AEP, we want you to know the following physicians currently have the most availability:

- Lubna Rashid, MD – Brownwood Care Center
- Netrali Patel, MD – Colony Care Center
- Susan Hill, MD – Colony Care Center
- Joseph Rizzi, DO – Creekside Care Center
- Codie Crew, MD – Pinellas Care Center
- Ashok Ojha, MD – Santa Barbara Care Center

As a reminder, you can always use the Agent Corner to search for PCPs welcoming new patients. It is very important that you schedule the new patient appointment for the patient once they have completed the application. This helps speed up the process of getting your clients established.

[SEARCH FOR PCPs](#)

Thank you for your continued support. Here's to a successful AEP!



## We Created a Phone Number Just for You

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Do you have questions about scheduling your clients with The Villages Health? We have created an Agent Hotline for you! You can get your questions answered by calling **352-706-5052**, Monday-Friday from 8 AM - 5 PM.

2021 AEP Medicare Advantage Primary Care

# PHYSICIAN DIRECTORY & RESOURCE GUIDE

# 2021 Medicare Advantage Primary Care Physician Directory & Resource Guide

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**This year, we have made finding physicians with openings even easier!**

We've created a special AEP edition of the Physician Directory to include listings by care center only with physicians currently welcoming new patients. This will make it easier for you to locate a PCP for your client as you sign them up with your MA plan. We hope you and your clients will enjoy this enhancement during your busiest season.

Finding a physician for your clients is easy with our Physician Directory! Please click on the button below to download & print it for your client meetings.

[CLICK TO DOWNLOAD](#)

*Welcome*  
to  
*The Villages Health*

## Please Welcome Our NEW Physicians!

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**Netrali Patel, MD**  
Colony



**Lubna Aslam Rashid, MD**  
Brownwood



**Greg Jun, MD**  
Brownwood

## Welcome: Emilio Noble



## Executive Director of Sales and Marketing

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We are pleased to announce Emilio Noble has joined The Villages Health as our new Executive Director of Sales and Marketing. Emilio will manage and oversee all aspects of our patient-based growth, marketing and community outreach

efforts.

Prior to joining TVH, Emilio served the Medicare and Medicaid population in New York, New Jersey and Florida for more than 30 years. During that time, he worked closely with brokers, HMOs and managed care organizations. In New York, he was instrumental in helping Affinity Health Plan expand from two to 17 counties.

During his tenure there, he was accountable for over 300 team members with responsibilities in sales, marketing, community relations, transportation, member retention, and re-certification. He developed and led unique and innovative strategies which made the company the fastest growing health plan in the state of New York.

In Florida, Emilio made significant contributions to WellCare Florida and Physicians United Plan, where he led the Tampa regional sales team, the largest Medicare/Medicaid/CHP sales force in Florida. Later, he joined Physicians United Plan in Orlando, Florida, where he built and trained a team which ultimately grew membership from 3,000 to 11,000 in one year.

Emilio resides in Land O' Lakes, Florida with his wife, Grisel and two out of four children, Liara and Ethan. His other two adult children are Daphnie and Angel. Emilio and his wife enjoy spending time with family and traveling whenever possible.

# Introducing: Deborah Jelley



## Patient Service Representative Supervisor

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If you haven't already met her in-person or through email, please welcome Deborah Jelley. Deborah joined us in June as the Patient Service Representative (PSR) Supervisor to lead the PSR team, which operates in the care centers. As you know, our PSR team is critical to your efforts in the fact that they encourage new patients to meet with agents in the Health Insurance Resource Centers to learn more about your Medicare Advantage plans and services.

Prior to joining TVH, Deborah served seven years with UnitedHealthcare as Operations Manager at the Medicare Sales Offices in The Villages®, where she was responsible for increasing Medicare Advantage sales within Lake, Sumter and Marion Counties as well as promoting patient relationships with The Villages Health. Prior to this, her career included 25 years with Lincoln Financial Group where she lead customer service and complex change areas until transferring to Lincoln's Southeast Regional Sales Office.

Deborah has lived in both New Hampshire and Florida and now resides in Lady Lake, Florida. She enjoys traveling, spending time at the beach and getting together with her

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family and grandchildren.



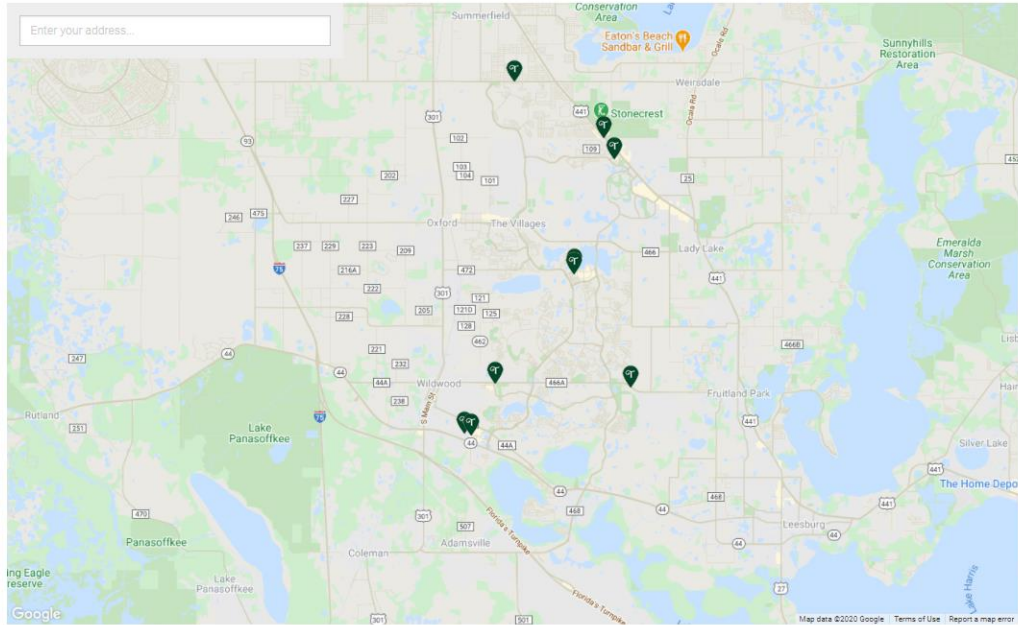
## Location Finder Tool

Please use our location finder to help your clients find their nearest care center.

[FIND A LOCATION](#)



## Find Your Closest Care Center





## Introducing Our Newest Patient Interfacing Platform!

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The Villages Health has enhanced our patient scheduling and interfacing experience. Patient communication from The Villages Health will be powered by a groundbreaking patient relationship management platform with the following features:

### **Intelligent Scheduling**

Smart enabled messaging with personalized links to cancel or reschedule your patient appointments via text message, email, or automated voice calls.

### **Appointment Reminders**

A multi-channel messaging approach for patient appointment reminders and targeted outreach messaging, sent via text message, email, and automated voice calls.

## **Patient Feedback Survey**

Capture real-time, actionable patient feedback via text message and email to ensure we continue to provide exceptional service.

Please be on the look-out for text messages and emails from The Villages Health.



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