

# The Villages Health

MARCH AGENT NEWSLETTER

## Insider Agent News



## An Interview With Our Executive Director of Sales & Marketing

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### Emilio Noble

As you learned in our last issue, we welcomed a new Executive Director of Sales and Marketing in the Fall. We sat down with Emilio in a one-on-one interview to showcase the new and exciting improvements he is initiating to better serve your needs.



### **Q: What new things can we expect for 2021?**

A: The Marketing and Sales Teams have made an impactful contribution through all of the challenges The Villages Health (TVH) faced in 2020. In 2021, now that we have a vaccine that will bring preventive solutions to combat the Covid-19 crisis, we can now re-focus our efforts toward a better outcome as a result of more direct outreach and education. In 2021, we will be looking to become a more integral part of the communities we serve and those on the outside

looking in. In addition to these efforts, we are streamlining our tracking of incoming calls received from marketing pieces. This will help us better understand what pieces best drive traffic to our Health Insurance Resource Centers (HIRCs) and care centers.

**Q: What support will be given to agents to help them succeed?**

A: Our team will continue to support our agents as we always have, but we also want to collaborate with community partners that will generate more traffic to the HIRCs. We have recently hired a new Community Relations Coordinator to assist with community outreach and education and to partner with community-based organizations and their leaders. The intent is to create effective alliances and partnerships that share our vision to provide quality health services. This will ultimately help you while building an automated referral system beneficial to all partners. Learn more about Heidi later in this newsletter.

**Q: What kind of growth potential do you project for the future of The Villages Health?**

A: We are looking for consistency in our growth while maintaining the high level of quality our patients consistently receive. Our expansion in 2021 is expected to significantly out pace that of 2020 with new patient enrollments and retention of our existing patient base. Our goal is to maximize our patient enrollments based on the need of our care center capacities. As a result, we will simultaneously continue to hire more primary care physicians to meet our patient growth expectations. This will continue to preserve the quality of health care that sets us apart while establishing multiple avenues conducive to our growth expectations.

**Q: What are your newest marketing efforts to help boost interest in new patients joining TVH?**

A: Our population is always in search of quality healthcare. To provide effective education and marketing initiatives for our patients, we are looking at a more "grass roots" and direct outreach approach. Our messages to them will always be the same - excellent health care,

clinicians that care, a pleasant environment, and a receptive team of professionals to serve their healthcare needs.

**Q: What sort of support will be offered by the TVH Sales Team (NPSs)?**

A: The New Patient Specialists (NPSs - formerly known as Patient Service Representatives) and the Call Center Team will continue to support our patients and agents with guidance, effective representation, and ongoing sustenance when necessary. The role of our NPSs is a key function that offers trust, reliance, and approachability without the “sales” connotation that many people fear. In our Call Center, the New Patient Advisors (NPAs) will be focused on driving more new patient traffic to the Care Centers and HIRCs.



## Our Sales Force - **New Patient Specialists**

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You are probably already familiar with our sales force here at TVH. In the past, we have referred to them as Patient Service Representatives. To better reflect their main role of new patient acquisition, we have updated their titles to **New Patient Specialists**.

This new title is just a small part of our overall strategy to better unify our sales efforts with our agent partners.

The map displays the following care centers and agents:

- Mulberry Grove Care Center**  
**Ginger Cormier | 352-674-8888**  
8877 South East 165th Mulberry Lane  
The Villages, Florida 32162  
[GET DIRECTIONS >](#)
- Santa Barbara Care Center**  
**Lorrie Moneymaker | 352-674-8889**  
1575 Santa Barbara Boulevard  
The Villages, Florida 32159  
[GET DIRECTIONS >](#)
- Creekside Care Center**  
**Debra Siwinski | 352-674-8891**  
1050 Old Camp Road, Building 100  
The Villages, Florida 32162  
[GET DIRECTIONS >](#)
- Pinellas Care Center**  
**Debbie Gillespie | 352-674-8890**  
2485 Pinellas Place  
The Villages, Florida 32162  
[GET DIRECTIONS >](#)
- Colony Care Center**  
**Patty Sidoti | 352-674-8887**  
280 Farmer Place  
The Villages, Florida 32163  
[GET DIRECTIONS >](#)
- Brownwood Care Center**  
**Angie Cole | 352-674-8989**  
2910 Brownwood Boulevard  
The Villages, Florida 32163  
[GET DIRECTIONS >](#)
- Specialty Care at the Center for Advanced Healthcare at Brownwood**  
**Janie Hathcox | 352-674-8700**  
2955 Brownwood Boulevard  
The Villages, Florida 32163  
[GET DIRECTIONS >](#)



## Drop that "E" like it's Hot(line). 844-TVH-AGNT

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We that noticed you haven't been using our Agent Hotline... that makes us sad... because you're missing out on an easy way to get answers to questions about doctor availability, general questions about TVH or anything else that you might need to know! To encourage you to utilize this number for when you have questions, we've given the number a new name!

Drop that "E" to make it easy! Call **844-TVH-AGNT** and speak with a New Patient Advisor to get the answers you need!

That's right, just call our hotline at 844-TVH-AGNT (844-884-2468) Monday-Friday from 8 AM - 5 PM and we'll get you taken care of!

Sophie Ferenz  
Sales & Marketing Manager



We are pleased to announce that Sophie Ferenz has been promoted to a newly formed position, Sales and Marketing Manager. Together with Emilio Noble, Executive Director of Sales and Marketing, she will oversee day-to-day management of the sales and marketing teams.

She will continue to manage the marketing team and will also manage the sales team comprised of TVH's New Patient Specialists (formerly known as Patient Service Representatives). Sophie recently celebrated her one-year anniversary with TVH after serving first as the Senior Marketing Specialist and then later as Marketing Supervisor.

Look for a Q & A feature with Sophie in the next edition of this newsletter.

Heidi Walters

Community Relations Coordinator

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Please welcome Heidi Walters to the Sales and Marketing Department. As the Community Relations Coordinator, Heidi will assist The Villages Health in spreading the word about our exemplary care model while generating new patient referrals to our primary and specialty care centers and the Health Insurance Resource Centers. She will do so by building key relationships with local individuals and organizations in The Villages® and surrounding communities.

Heidi was previously a guest coordinator with The Properties of The Villages®. Prior to that, she has many years of experience in national sales management with pharmaceutical companies and various roles in physician relations and marketing. Heidi will report to Emilio Noble, Executive Director of Marketing and Sales.












## Specialty Care

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Don't forget to recommend one of our board certified specialists to your clients. From Audiology to Urology, we've got them covered!

*Speaking of covered*, we welcome patients over the age of 18 and accept most major medical insurance plans, including Medicare Supplement Plans.

 Audiology	 Behavioral Health	 Cardiology	 Dermatology
 Diabetes Education	 Dietetics	 Endocrinology	 Gastroenterology
 General Surgery	 Gynecology	 Neurology	 Orthopaedics
 Pain Management	 Podiatry	 Rheumatology	 Urology

Click the button below for more details:

SPECIALTY CARE

Experience  
the Difference

2021 Medicare Advantage Primary Care

# Physician Directory & Resource Guide

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**Want to put a face to a name? View our Provider Directory to help find a physician's name, location and more!**

Follow the link below to view our recently updated 2021 Provider Directory. Physician availability is subject to change, so use the search bar on our website to verify that the doctor you choose is currently accepting new patients.

[CLICK TO DOWNLOAD](#)



The Villages Health  
*Stay Healthy. Heal Quickly.*

## Now Accepting New Patients

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**Adam Kakar, DO**  
Pinellas



**Codie Crew, MD**  
Pinellas



**Ashok Ojha, MD**  
Santa Barbara



**Netrali Patel, MD**  
Colony



**Lubna Aslam Rashid, MD**  
Brownwood

The following physicians currently have the most availability:

- Adam Kakar, DO - Pinellas Care Center
- Netrali Patel, MD - Colony Care Center
- Codie Crew, MD - Pinellas Care Center
- Lubna Rashid, MD - Brownwood 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.



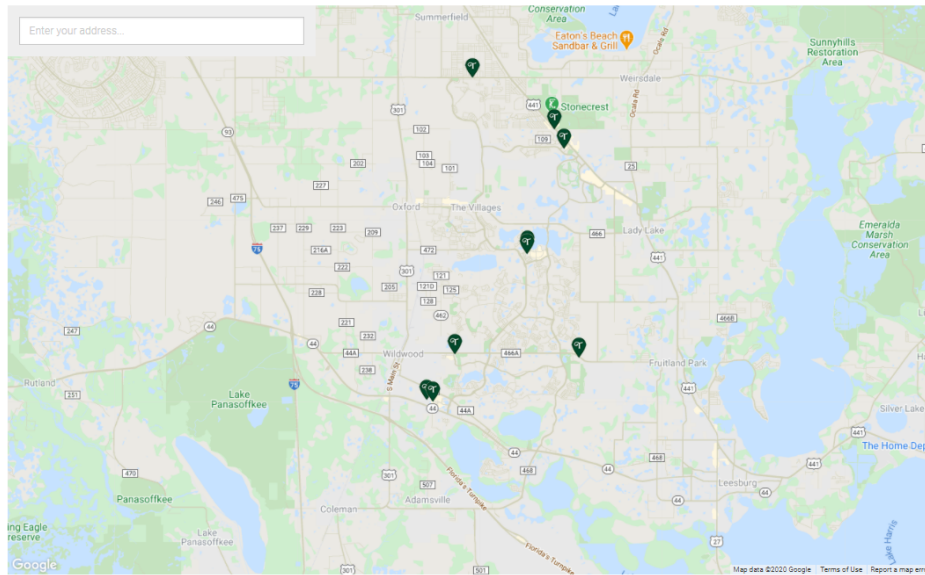
## Location Finder Tool

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Use our handy location finder to help your clients find their nearest care center.

[FIND A LOCATION](#)

## Find Your Closest Care Center



1020 Lake Sumter Landing  
The Villages, FL 32162

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