

THEVILLAGESDAILYSUN.COM 🕫 MONDAY)nv MAY 23, 2022



TOP WORLD AND NATION NEWS

U.S. TRADE REP SEES HOPE IN GLOBAL RECOVERY, A5

Around the World: Russia presses Donbas as Polish leader visits Kyiv. A2 Across the Nation: School bus manufacturer adds 280 jobs. A4 In Florida: "The Greatest Show on Earth" returns without animals. **C5** **HOMETOWN BUSINESS**

MOBILE BUSINESS GAINS POPULARITY IN THE VILLAGES

"Business on wheels" isn't limited to food services. Good Dog Training Village is one of several mobile businesses in The Villages. **A13**

SPORTS NEWS

ORLANDO FACES BIG DECISION IN NBA DRAFT

Daily Sun staff writer Jean Racine writes Orlando has the opportunity to select a franchise-altering player in the top spot. **B10**

LOCAL NEWS

LOCAL OFFICIALS WARN AGAINST FEEDING WILDLIFE

Feeding ibises, egrets, squirrels and other wild animals will not only make them dependent on humans, but it can damage their health. **C3**

COMING UP

GRANDPARENTS: CAMP VILLAGES REGISTRATION OPENS WEDNESDAY

Registration for the first four weeks of Camp Villages — running from June 6 through July 1 opens Wednesday, with sign-up forms available at any regional recreation complex in The Villages. A catalog of activities is available at campvillages.com.

TWO CENTURIES LATER, NATIVE FISH RESURFACES IN MAINE LAKE

A species of fish has returned to a central Maine lake for the first time in generations.

Alewives, a kind of



herring, reached China Lake this month. That hasn't happened since the Revolutionary War era, the station reported.

Alewives return to Maine rivers from the ocean. However, dams have long prevented them from reaching some of their native areas, and conservation groups have spent years working to change that.

River herring species like alewives have shown signs of growing in numbers on East Coast rivers. The fish are critically important to ecosystems because of their place in the food chain.

— The Associated Press

Villages Health Creates Patient Support Center

By CURT HILLS | Daily Sun Senior Managing Editor

Bob Trinh says the telephone calls don't stop. They come in from across the country, usually from other medical providers or those intertwined in the medical community — all wanting to learn about The Villages Health's unique operation. "I get that every day," Trinh said of inquisitive callers. As CEO of The Villages Health, he is directing a community-based, patient-centered health care system that is known for its innovation, quality, passion and service, intentionally mirroring some of The Villages' core values. Despite admiring eyes, Trinh and Dr. Jeff Lowenkron, TVH's chief medical officer, keep the focus on what matters more than accolades or

RISE SHINE lifestyle **COMMUNITY COVERAGE** 🛋 local&state classifieds Out o About **Inside Today's** sports **Daily Sun** ı the Horizor Homes Villas Today's weather report, C2 Today's activities in **OPINION BUSINESS NEWS SPORTS LOCAL NEWS** LIFESTYLE **CLASSIFIEDS** Villages' recreation **SECTION SECTION** SECTION SECTION SECTION SECTION centers, C6 A national roundup, Our weekly update Columnists Jim Highlights from small Club outings, Looking for local Hightower, from the entertainment lineup, help? Find a trusted Today's recipe, D1 Golf Central and on amenities in businesses community left, and Ben Shapiro, and tips for shopping sporting events The Villages, plus puzzles, color comics professional in our Today's entertainment from the right. A6 local. A13 worth watching. **B1** outdoors coverage. C1 and TV listings. D1 service directory. E1 on the squares, D3

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from the front page

HEALTH

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outside inquiries — their relationship with their patients.

'We think it's important for them to have a good experience," Lowenkron said.

In fact, he asks his medical team to ponder – what's our product?

"They're actually buying the relationship," Lowenkron said of patients wanting a doctor and medical staff they can connect with, spend quality time with and trust.

Medical degrees and certifications don't ensure you get outstanding care, but the experience you receive does, Lowenkron said.

Patients of TVH have come to expect a text message after exiting one of the seven primary care centers or two specialty care centers. It asks them to rate the day's appointment on a scale of 1-10. Patients who reply with a 9 or 10, the highest favorable rating, are known as "promoters." Trinh said TVH has a 96% Net Promoter score from its 58,000 patients.

Those rare ratings that score 8 or below generate a call to the patient asking what they can do better, but never asking them to change their score.

Lowenkron said the feedback helps them learn, grow and evolve into the future.

"We know with our care model that patients do better with it," he said.

It certainly is keeping more patients out of the hospital compared to national figures. TVH patients are admitted to the hospital at a rate of only 150 per every 1,000, well below the per capita of other Medicare Advantage patients across the country, which is 249 admitted for every 1,000 patients, Trinh



Rachel Stuart | Daily Sun

Kenechi Anuligo, left, a physician, reviews work with Danielle Cussins, a nurse practitioner at The Villages Health Lake Deaton Care Center. Between 2020 and 2021, TVH welcomed about 5,000 new patients.

every 1,000.

Looking Ahead

All but one of TVH's care centers operate in the Sumter County portion of The Villages, the nation's fastestgrowing county over the last decade, according to census figures. As more people are drawn to The Villages, Trinh must plan ahead on how to care for the new neighbors.

"As the community grows. we will open new care centers, he said. "We have a wonderful working relationship with The Villages development team. We can put (the next care center) in the right location that serves the patient the best."

Between 2020 and 2021, TVH welcomed 5,000 new patients, Trinh said.

To accommodate current and future patients, newpatient paperwork is being replaced by the opportunity to fill out the information online, providing more convenience for patients and eliminating the time it takes staff to process the paperwork.

years ago of TVH's model of providing primary care that revolves around the patient was just the start of innovative ideas.

Recently, TVH deployed an "encounter notification" system, which alerts staff if one of their patients enters the hospital emergency department. The notification system is completely voluntarily on the patient's part, but 98% of those asked took the step to opt in so their primary care physician could be notified.

"The only way to intervene early is to know early," Lowenkron said of having care directed by a primary care team that knows the patient.

A grant is funding more innovation, with TVH hiring two paramedics for a program in which they check on at-risk patients at home. Lowenkron said one serves the north and the other is on the south side of The Villages, with preliminary tracking outcomes showing that the program is successful.

TVH recently created a Tandem and Collaborative improvement for patients dealing with anxiety, depression and insomnia. The blending with behavioral health is helping primary care physicians become more comfortable with treating these full-risk patients, while getting that care from their primary physician helps remove the stigma that mental health matters may carry.

"For the patient, they realize there is more than one person in my corner," Lowenkron said.

Your Favorite Doctor

If there is a challenge facing TVH, it is finding new members of their medical and support teams in a national health care scene that is experiencing a shortage of doctors and other medical professionals.

"We meet every week on this," Trinh said of recruiting efforts.

The effort is constant, including TVH staff recently attending the American College of Physicians internal medicine conference in Chicago. Lowenkron said the vast majority of physicians have been trained to work in hospital settings, making primary care physician recruiting challenging.

"The best person to deal with is someone who deals with multiple conditions," Lowenkron said of primary care. "We're stepping away from treating one thing at a time."

Trinh acknowledges that doctors are subjected to constant recruiting efforts from countless practices, so TVH efforts prioritize the unique opportunity to focus on the patient. He believes

residents can help TVH stand out in the sea of choices.

Trinh said doctors might be more open to hearing about The Villages if the introduction came from a former patient. He encourages residents to email clinician. admin@thevillageshealth. com with suggestions of favorite doctors from their last residence who would fit into TVH's model of care.

Patient Support Center

In a move to enhance service and hospitality, The Villages Health renamed its first point of contact for patients. The practice's call center is now the Patient Support Center.

"It's about serving our patients and serving their needs," said LaDonna Collinsworth, director of shared services.

The 30 to 40 voices on the line at 844-TVH-WELL (884-9355) are trained extensively

to get the patient's care moving in the right direction, she said. Whether a new or established patient, those in the Patient Support Center will make sure that the patient's communication with the medical team is directed to the right person and the patient's needs are addressed.

The Patient Support Center, available 7 a.m. to 5 p.m. weekdays, can assist patients with appointment scheduling, communicating with the clinical team, submitting requests for prescription refills and referrals, providing guidance on testing and vaccine scheduling, helping with the online patient portal and more.

"This is all done in a professional manner, providing exceptional service and hospitality," Collinsworth said.

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