



Fall 2011

386.454.1338

Toll Free

866.642.0962



Amedysis Home Care  
Bradford Terrace  
Clare Bridge  
Emeritus at Gainesville  
Gainesville Health Care  
Center  
Harbor Chase  
Home by Choice  
HT Medical  
Maxim Staffing Solutions  
Medical Staffing  
North Florida Regional  
Medical Center  
North Florida Rehab  
Nurse Core  
Nurse on Call  
Nurse Temps  
Parklands Rehab  
Parkside Assisted Living  
Plantation Oaks  
SETA  
Senior Home Care  
Shands at UF  
Signature HealthCARE  
Southwest Retirement Home  
Sterling House  
Suwannee Medical Staffing  
Tri-Counties Nursing Home  
Woodlands Care Center

## In this issue...

How Hospice Care Can Help Patients Affected By Readmissions Reduction

Emeritus at Gainesville – Partners in Care Spotlight



## How Hospice Care Can Help Patients Affected By Medicare's New Hospital Readmissions Reduction Program

### BACKGROUND

Intent on reducing the rate of what are considered preventable hospital readmissions for three chronic health conditions, Medicare is rolling out its Hospital Readmissions Reduction Program.

Covering congestive heart failure, pneumonia and acute myocardial infarction, this program will penalize certain hospitals which exceed their Medicare-calculated expected readmission rates. The penalty will take the form of reduced Medicare payments to high-readmission-rate hospitals for all of their Medicare discharges by a factor which increases over several years. It is expected that the list of chronic conditions included in this program will be expanded in the future.

While the penalty phase of this program begins in fiscal year 2013 (which starts October 1, 2012), the previous year's readmission data will be evaluated by The Centers for Medicare & Medicaid Services, meaning that October 1, 2011, is the effective start of data collection.

### WHAT THIS MEANS FOR PATIENTS

Since readmissions for patients with any of the three chronic conditions included in this program may result in financial penalties for hospitals, patients can expect to receive a higher degree of pre-discharge education, planning and preparation as well as post-discharge transitional care and home health care.

While some patients may be able to benefit from such measures, achieving stability and avoiding repeated trips to the emergency room, others may need more direct assistance in order to manage their symptoms and pain. That's where hospice care can make the difference.

Patients with any of the three chronic health conditions under scrutiny who are hospice appropriate can benefit from the palliative care expertise provided by hospice programs.

This hospice expertise can contribute to controlling symptoms and managing pain in patients who are not likely to be readmitted to a hospital for repeated stabilization of a chronic condition. As a result, readmission rates can be reduced, hospitals can be spared both the financial downside of readmitting such patients and the negative impact of turning them away, and those patients can be relieved of the unnecessary discomfort and concern which might lead them to go to the hospital in the first place.



# Emeritus at Gainesville



A Senior Living Community



"It's the love, care and compassion of our staff that make Emeritus at Gainesville a home to our residents," says Executive Director Jenny Phillips.

Offering assisted living, Alzheimer's and memory care, respite care and on-site rehabilitation, Emeritus at Gainesville is dedicated to making each day as fulfilling as possible for the 110 residents who call it home.

"Whether you prefer the intimacy of a private studio or would like to spread out in a two-room suite, we can accommodate your desire," Phillips explains. With all of its apartments on one level for easy access, Emeritus at Gainesville enables all residents to enjoy its

many amenities, from its ice cream parlor and computer room to its beauty salon/barber shop and country store. Peaceful times are also easy to find, whether its relaxing under the gazebo in the courtyard, sitting with friends in the dining room or reading a book in one of the quiet living rooms.

In addressing the concerns of its residents, Emeritus at Gainesville helps its seniors meet their financial needs by partnering with several senior financial solution providers and by developing special programs. It also offers an innovative program for residents with memory impairments. According to Phillips, this program, Join Their Journey, is based on a simple premise: "Our specially trained staff join residents in their moment, rather than trying to bring them into our reality."

Close to shopping and entertainment venues, and offering residents a combination of onsite activities and offsite excursions, Emeritus at Gainesville serves as a portal to the community as well as a nurturing home and sanctuary.

Located at 1001 S.W. 62nd Boulevard in Gainesville, Emeritus at Gainesville accepts Medicaid, VA, long-term care and private insurance. For more information, visit or call 352.378.3838.

**ALACHUA TEAM**  
150 N. Main St.  
High Springs, FL 32643  
**386.454.1338**  
**866.642.0962**  
*Serving*  
*Alachua, Bradford, Dixie,*  
*Gilchrist, Levy and Union*

**SUWANNEE TEAM**  
857 S.W. Main Blvd.,  
Suite 125  
Lake City, FL 32025  
**386.755.7714**  
*Serving Columbia, Hamilton,*  
*Lafayette and Suwannee*

**PUTNAM TEAM**  
6721 Crill Ave.  
Palatka, FL 32177  
**386.530.4600**  
*Serving Putnam*

**LEVY TEAM**  
24-B Hwy. 40 East  
Inglis, FL 34449  
**352.447.4002**  
*Serving Levy*

**ADMINISTRATION**  
P.O. Box 641270  
Beverly Hills, FL 34464  
**352.527.2020**  
**866.642.0962**

Just Some of the Many Amenities, Programs and Resident Activities Available at Emeritus at Gainesville

Onsite Amenities

- Activity Room
- Beauty/Barber Shop
- Computer Room
- Country Store
- Ice Cream Parlor
- Library
- Lounges
- Post Office
- Spacious Dining Room, Restaurant-Style Service

Programs & Services

- Alzheimer's and Memory Care
- Assisted Living
- Onsite Rehabilitation
- Retirement Living
- Senior Day Programs
- Short Stay/Respite Care
- Housekeeping
- Laundry/Linen

Resident Activities

- Church Services
- Cultural Enrichment
- Exercise Programs
- Internet Available
- Oaks Mall Trips
- Offsite Excursions
- Parties, Social, Hobby & Game Groups
- Pets Welcome (Up to 20 lbs.)

**Suwannee Team**

Having long ago outgrown offices in Branford, Hospice of the Nature Coast's Suwannee Team recently relocated to a larger facility in Lake City, where we have now also opened a Wings Community Education Center.



857 S.W. Main Blvd.,  
Suite 125  
Lake City, FL 32025  
**386.755.7714**  
Fax: 386.755.7726

## We're Growing!

**Levy Team**



Above: Artist's rendering of our new triple-use facility now under construction along U.S. 19 in Chiefland. When completed in 2012, this 16,100-square-foot structure will house a local regional office location, education center and thrift shoppe with a Herry's Café. Below: (left) Hospice and contractor teams gather at the old tire shop building on our site, setting the stage for demolition (right).



**healthy**  
M O M E N T S  
**THE SKY**  
97.3 FM NEWS TALK  
with Anthony Palumbo  
Listen Daily at 7:15 a.m.  
On THE SKY 97.3 FM