

FALL 2010

Living Healthy, Living Well • A Publication of GoldenCare

# GOLDEN LIVING



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Valley  
Medical  
Center

Remarkable things happen here.™

## Aging with Grace

Dear Friends,

It's hard to believe we are beginning GoldenCare's 25th year of service to our senior community. We've seen an incredible growth in membership over the years, with many expansions to the benefits the program offers.

It's been my honor to manage the program and work with our senior community for most of those 25 years and I look forward to serving the membership in the years to come.



The best part of looking back at what we've accomplished is how it helps lead us forward today. That's why I'm so pleased to announce the launch of GLOW, VMC's new, free health and wellness program, created by women for women. I will serve as Membership Manager for the GLOW program as well. I anticipate much excitement and participation from the women in our community who are committed to helping themselves and their families make the best healthcare decisions possible. I encourage our GoldenCare members and the special women in their lives to join GLOW and get tickets for our exciting GLOW kickoff event on September 30. It will be a fun, full evening of great friends, food, music, laughter and information.

This issue also includes much needed clarification about healthcare reform affecting your Medicare insurance, as well as our Fall 2010 Flu Shot Schedule. We will be vaccinating earlier this year and encourage you to follow new recommendations to get your flu vaccination as soon as possible this fall to provide you with the best protection.

Thank you for your part in making GoldenCare a great success and I encourage our female membership to be part of something new—VMC's GLOW program!

Be happy and be well,

A handwritten signature in black ink that reads "Grace Dalrymple". The signature is fluid and cursive.

Grace Dalrymple, Membership Manager

## Washington Neuroscience Institute expands services and is pleased to announce a new name: **Valley Neuroscience Institute**

Formerly known as Washington Neuroscience Institute (WNI), Valley Neuroscience Institute (VNI) has reorganized to four separate offices focused by area of specialty. This expansion will bring more treatment options to patients, including:

- Neurosurgery, Spine Center & Stroke Clinic
- General Neurology & Neuropsychology
- Epilepsy Center & Headache Clinic
- Pediatric Neurology

Please call 425.656.5566 or visit [valleymed.org/vni](http://valleymed.org/vni).

 **Valley Medical Center**  
**Valley Neuroscience Institute**

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**About GoldenCare** The GoldenCare program at Valley Medical Center was started in 1986 as a way to help seniors receive personalized assistance with their medical paperwork. Today, GoldenCare is nearly 20,000 members strong and serves to promote senior health and wellness through health education and programs such as the annual flu shot campaign. Personal help with medical paperwork is still available today.

**About Valley Medical Center** Public Hospital District No. 1 of King County—Valley Medical Center—is the oldest PHD in Washington state. Our publicly elected Board of Commissioners consists of Don Jacobson, Carolyn Parnell, Sue Bowman, Anthony Hemstad and Aaron Heide, MD. To learn more about VMC, or to express your views, please write to Sandra Sward, Assistant to the Board and CEO, PO Box 50010, VMC1-019, Renton, WA 98055.



## SAFE DRIVING: Know Your Capabilities and Limitations

### A Driving Assessment Can Help

The freedom to go where you want, when you want and transport what you want—driving a car conveys all these freedoms. With its freedoms, there are corresponding responsibilities—primarily the duty to avoid causing harm to oneself, others and property.

Sometimes, after an illness, taking certain medications or a natural decline in physical capabilities, driving should be put on hold until a person is healthy enough to safely

resume or should be permanently discontinued in order to insure safety of the driver and others. If you are unsure about your or someone else's ability to drive safely, it is important to schedule a driving assessment.

Valley Medical Center's Rehabilitation Services Department offers a comprehensive driving assessment. The two-hour evaluation analyzes a driver's motor skills, visual acuity, awareness in potentially dangerous situations and decision-making abilities.

Using a variety of tools, including a state-of-the-art Interactive Modular Driving Simulator, which looks

and handles like sitting in a real car, an occupational therapist will evaluate about 30 skills necessary for safe driving. After testing, the therapist will make recommendations, including possible modifications to the vehicle's equipment, to bring the driver's capabilities to a safe level.

Tina Eng, OTR/L, a VMC occupational therapist, recalls a professional driver who came in for an evaluation after realizing his skills had changed following a serious illness. "During the evaluation, we realized his peripheral vision was more limited than before. Understanding that, he was able to resume driving with confidence, knowing he would need to do more visual scanning of the road. I always hope that my clients pass the evaluation and do it safely."

**For questions or to schedule a driving assessment at Valley Medical Center, call 425.251.5165.**

### A Few Warning Signs Indicating Driving Should be Evaluated

- Decreased confidence or easily distracted while driving
- Incorrect signals or forgetting to signal
- Drifting out of the driving lane
- Accidents or near misses
- Ticketed moving violations or warnings
- Getting lost in familiar places
- Failure to stop at red lights or stop signs

# Celebrating GoldenCare's 25<sup>th</sup> Year

...with the Launch of a New Women's Membership Program 

There's no doubt the women in Rich Roodman's life have influenced his leadership at Valley Medical Center during his 27-year tenure as the hospital's Chief Executive Officer.

VMC's senior membership program, GoldenCare, was inspired by Estelle Roodman, Rich's mother, who requested guidance for herself and asked Rich to help other seniors navigate the Medicare insurance maze. In response to the recognized need and his mother's "relentless encouragement,"

Rich developed the GoldenCare program.

GoldenCare, now beginning its 25th year at VMC, enrolled its first member in August 1986—Charles Delaurenti, a VMC Board Commissioner and former Renton mayor. The program's original benefits, personal assistance with Medicare paperwork (claims assistance) and close-in, reserved hospital parking helped the membership program grow steadily.

Roodman's on-going commitment to senior wellness and preventative care led to expanded GoldenCare benefits. In 1990, members became eligible for discounted membership to The Fitness Center at VMC and GoldenCare's first flu shot program administered 347 vaccinations. Current membership is nearly 20,000 with over 80,000 flu vaccinations provided since the benefit was introduced.

GoldenCare's inaugural Senior Health Fair rolled out in 1991, offering a one-stop resource for free health and wellness information from a variety of sources, lectures, great food, giveaways and the opportunity to connect with friends. The event's popularity quickly required a larger space and the involvement of more departments. With over 800 members attending annually, the event now encompasses the entire first floor of the Medical Arts Center. Low-cost cholesterol screens became part of the benefits package in 1992.

Today, GoldenCare's original Medicare claims assistance benefit has evolved into a showcase program. Washington State's Office of the Insurance Commissioner sends specially-trained volunteers, through the



*Rich and his  
mom Estelle;  
1988*



**Above, L to R:** Rich with wife Cheryl, granddaughter Stella, daughter-in-law Kelle, sister Carole, and daughters Allie, Madison and Amanda. The Roodman women are new GLOW members.

**Right, clockwise from bottom:** Rich, sister Carole, father Milton and mother Estelle; circa 1950's



Statewide Health Insurance Benefits Advisor (SHIBA) program, to offer GoldenCare members one-on-one health insurance counseling.

Now, with more “encouragement” from the women in Rich’s family, VMC is poised to launch GLOW, a new, free membership program created by women for women.

Like GoldenCare, GLOW will have a focus on wellness and preventative care, geared toward women and their families. While women make healthcare decision for themselves, they often have the added responsibility and complexity of making health decisions for their families. GLOW will serve as a resource for women as they guide their families in health and wellness.

“My wife Cheryl is committed to promoting family health and wellness,” says Roodman. “She has a special understanding of women’s roles in their families’ continuum of care,

keeping everyone in the family healthy while juggling professional lives, a spouse, children and aging parents. Cheryl ‘convinced’ me it’s critical for Valley Medical Center to assist women in this complex role.

“GLOW will host educational events where women will gather with friends to learn, share, connect and ultimately, improve the overall health of the community. With each woman GLOW touches, multiple people in the community will benefit.

“GLOW is a natural extension of Valley Medical Center’s impressive array of services for women and their families. Cheryl and I encourage all women in our community to join and participate in GLOW.”

GLOW is celebrating its launch with a September 30th kick-off event at ShoWare Center. The event includes a Health and Partner Fair, a scrumptious sit-down dinner and keynote speaker,

Juliet Funt, comedian, author, mom of three and daughter of Candid Camera’s, Alan Funt. The EriAm Sisters, recent *America’s Got Talent* semi-finalists, will perform live and sign autographs.

Sign up for your free GLOW membership in time to attend the kickoff celebration on September 30th, from 5:30 – 8:30 PM. Space is limited, so gather the special women in your life and get your tickets today. Log on to [valleymed.org/glowevents](http://valleymed.org/glowevents); call 425.656.4636; or purchase directly in VMC’s gift shops. Tickets are \$20 each or \$180 for a table of 10.



## 2010 FLU NEWS:

# New Guidelines & Better Availability



### **What a roller coaster ride we had with flu in 2009!**

There was a plethora of media attention and misinformation. Looking back, it's important to understand what did and didn't happen. Fortunately, the novel H1N1 virus was discovered early and the vaccine production response was immediate.

Ultimately the pandemic proved to be less fatal than a typical flu season, but did claim many lives. True to predictions and unlike most flu, where seniors and infants are most at risk, the novel H1N1 virus was the most serious for healthy young adults and children.

### Frustrating Delays and Shortages

- Manufacturing and distribution delays and subsequent vaccine shortages caused concern and criticism. Initially, the Department of Health and Human Services reported 250 million doses would be available. Later, the Center for Disease Control and Prevention announced that it hoped to have 120 million doses by October. Manufacturing difficulties decreased predictions to 45 million possible doses. By the time flu season arrived, only 13 million doses were distributed in the United States.
- Several factors led to the vaccine shortages in the U.S. Southern hemisphere countries that experienced the flu season prior to ours received the first batches of vaccine, delaying U.S. orders. The U.S. also had less control over delivery because most vaccines are purchased abroad. Once the vaccine was delivered to the U.S., Public Health controlled vaccine distribution. This change in normal distribution channels further delayed the vaccine. Rationing of vaccine ensued and frustrations ran high. Later as vaccine production increased and availability became widespread, unfounded rumors spread about unsafe manufacturing processes and the public's interest in receiving a vaccine abated.

Many of the challenges that plagued the 2009 season will prove beneficial in improving future responses. As a result of what was learned, changes and improvement to the process have already taken place.

### New Guidelines Recommend Flu Vaccination By October 15

This year, seasonal flu vaccination manufacturing and distribution is running smoothly and widespread availability of vaccine is anticipated. Because it is expected that novel H1N1 will be a common flu circulating again this year, the 2010 seasonal flu shot will also include the novel H1N1 strain. Newly available research proves early vaccination is very effective and postponing vaccination does not lead to improved immunity. Therefore, immunization programs are advised to begin vaccinations as soon as vaccine becomes available.

Valley Medical Center will abide by new guidelines that recommend receiving flu shots before October 15. **Most U.S. seniors did not receive the novel H1N1 vaccine last year due to nationwide shortages. Therefore, it's more important than ever to get your seasonal flu shot and get it early.**

## Get your Flu Shot Early at Valley Medical Center

Our GoldenCare immunization program will run Tuesday, September 21 through Saturday, September 25. Please follow the schedule below.

Date	Time	Location	Last Name
Tuesday, September 21	9 AM – 1 PM	VMC Lobby	A – C
Wednesday, September 22	9 AM – 1 PM	VMC Lobby	D – He
Thursday, September 23	9 AM – 1 PM	VMC Lobby	Hi – Ma
Friday, September 24	9 AM – 1 PM	VMC Lobby	Mc – R
Saturday, September 25	9 AM – 1 PM	VMC Lobby	S – Z



If you are unable to attend on your assigned day, it is not necessary to call. Simply come in one of the other days, but if possible, avoid the first day. Flu shots will be available in the hospital main lobby from 9 AM through 1 PM.

SEPTEMBER 2010						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21 A- C	22 D- He	23 Hi- Ma	24 Mc- R	25 S- Z
26	27	28	29	30		

# How Healthcare Reform Affects Your



Healthcare insurance reform. It's perplexing and controversial. Reform components have been debated and dissected to such an extent that it's become difficult to decipher how future medical options will be affected.

We've distilled the information in order to let you know, as a Medicare or Medicare Advantage beneficiary, how you may be affected. With open enrollment season beginning late this fall, it's time to consider how insurance reform may influence your choices for 2011.

## Medicare

For those who are Medicare eligible, you will have the same array of

options available to enhance your coverage. Medicare alone does not provide comprehensive coverage to assure that retirees remain unburdened from expensive medical bills. As a result, most beneficiaries choose to enhance Medicare coverage by selecting additional insurance, like an employer-sponsored plan, a standard supplement or an alternative to original Medicare called Medicare Advantage.

## Medicare Supplements

Most beneficiaries (about 75%) opt to purchase secondary insurance to fill in the gaps of original Medicare, often called supplement insurance. Your company retirement plan may offer secondary insurance for you to purchase. If not, you may buy standard supplement insurance from a variety of companies. Secondary insurance may fill in some or most of the Medicare gaps—you decide how many gaps you want to fill with secondary insurance. The more gaps you opt to fill, the higher price you will pay for the policy.

## Medicare Advantage

Other beneficiaries (about 25%) choose a Medicare Advantage plan in lieu of keeping original Medicare and purchasing a supplement. Advantage plans are provided by Medicare-approved private insurance companies and include all the benefits of original Medicare, while covering many of the gaps. They may also include some Medicare non-covered services and prescription drugs. Many Advantage plans require you to use the plan's network of doctors, hospitals and other providers. If you choose to go outside the Advantage plan network, you may pay more or all of the cost of services. Most Advantage plans have a premium, but a few may not. Co-payments are usually required for most covered services. If you purchase an Advantage plan, you own a policy sold by a private insurer that replaces original Medicare, covering you for

# Medicare Insurance Options



Medicare eligible services and perhaps some extra services and prescriptions not covered by original Medicare.

## Part D Drug Coverage

You may also choose to purchase Part D, a prescription drug coverage program, from a Medicare-approved private insurer. Each plan can vary in cost and drugs covered.

There are exceptions, but generally you must join a Medicare drug plan when you're first eligible. If you delay purchasing drug coverage, you may have to pay ongoing premium penalties.

## How will insurance reform affect your coverage?

**Part D plans are closing the coverage gap.** This year, Part D beneficiaries who reach the drug coverage gap will receive a one-time check of \$250. Next year, Part D beneficiaries who reach the coverage gap will receive a 50% discount on covered brand-name prescription drugs.

**Improvements to Advantage plans are less clear.** Right now, the government pays private insurance companies offering Advantage plans higher reimbursement than they spend on original Medicare beneficiaries. However all Medicare beneficiaries, including the 75% of those who don't opt for Advantage, pay higher premiums to cover the added cost of the 25% who carry Advantage plans! Reform will improve the situation by gradually phasing out the higher premiums.

What happens when those overpayments are eliminated? Speculation abounds. Because private insurance companies who offer Advantage plans must guarantee the same benefits covered under original Medicare, Advantage plan premiums and/or co-payments may likely increase. The Advantage plan network of providers may also become more limited and added benefits such as dental or health club benefits may disappear. Over the course of many years, the Advantage plan overpayment will be eliminated and the "playing field will be leveled." How soon Advantage plan beneficiaries will see changes in their plan may vary.

## More Questions? Attend Free Seminar: Medicare Open Enrollment Explained, November 3 & 10

Since GoldenCare was first unveiled at Valley Medical Center, its core purpose has been to clarify the complexities of Medicare for members. We will continue to provide you with updates on health insurance policy changes. To learn more, attend a free seminar presented by The Office of the Insurance Commissioner. The seminar will be held November 3 and November 10 from 10 AM to noon in the Medical Arts Center Auditorium. Registration is required. Call 425.656.5555 to make a reservation.

## When You Should Investigate Your Coverage Options

- 1 You wish to cut down on premium costs.
- 2 Your current Advantage plan is too restrictive when travelling.
- 3 You wish to see a doctor outside of your Advantage plan network.
- 4 Your Part D plan may not carry one or more of your prescriptions on their formulary.
- 5 Your Part D plan charges higher co-pays than another company.

Because no one plan is right for everybody and situations change, it's good to have choices and review your coverage periodically.

**Open enrollment, the general time when people may make changes, is coming. If you want to change Part D drug plans and/or Advantage plans, the time to make a decision for 2011 is November 15 through December 31, 2010.**

# News & Notes



## Now More Than Ever, Save \$\$ with the Valley Dividend

Valley Medical Center is pleased to announce that it is now easier than ever to qualify for the Valley Dividend. The Valley Dividend grants a credit to homeowners within Public Hospital District No. 1 based on their tax dollars paid to the hospital district. After all third party and insurance payments have been made, a credit may be applied to out-of-pocket expenses owed to Valley Medical Center. Already this year, homeowners in the VMC hospital district have received an average credit of \$557!

### What VMC services qualify for the credit?

- **Inpatient hospitalization:** 100% of outstanding facility charges are eligible for credit.
- **Emergency Department:** 100% of outstanding facility charges are eligible for credit.
- **All Other Outpatient Services including Diagnostic Imaging, Outpatient Surgery, Observation-status admissions, Endoscopy, Radiation Therapy, Rehabilitation Services, Sleep Studies:** 50% of outstanding facility charges are eligible for credit.

To find out if the VMC expenses you incurred are eligible for the Valley Dividend, see [valleymed.org/valleydividend](http://valleymed.org/valleydividend) for the specific details of the credit. After you've received your final hospital bill and all insurance, Medicare and other payers have completed their payments, call the Valley Dividend Hotline at 425.656.4058 to apply.

## A New Clinic to Serve You

VMC welcomes a new clinic, Valley Ear, Nose and Throat Specialists, served by Bryan Serkin, MD and Daniel W. Kozie, MD, Board Certified Otolaryngologists. The clinic is located on the 5th floor of the Medical Arts Center. Please call 206.575.2602 to make an appointment.

## Welcome Aboard!

Valley Radiology welcomes three new dedicated breast imaging radiologists, Grace Mariko Kalish, MD, Vilert Loving, MD and Janet Silberg, MD. The radiologists join the team of breast imaging specialists serving The Breast Center at VMC. Please call 425.656.5588 to make an appointment.

**Find the doctor who's right for you:**  
[valleymed.org/docs](http://valleymed.org/docs) 425.277.DOCS (3627)

## Join now for \$25!

Limited time offer only! Call 425.656.4006

Join The Fitness Center and get free customized training with a certified fitness instructor, a personalized fitness program and all classes included in your monthly dues. Monthly dues are \$41.50 for GoldenCare members and \$46.50 for others. Additional family members are \$31.50 per month. Subject to medical screening guidelines. Cannot be combined with any other offer. Must be present at time of enrollment. Offer expires December 31, 2010.

 Valley Medical Center

The Fitness Center



## Classes at The Fitness Center

Call 425.656.4006 to register. All classes are \$5 and held in Valley Fitness Center, unless otherwise noted. Depending on medical history, participation may require a medical clearance prior to using facility.



### Abs and Back Clinic

Learn how to safely and effectively train strong abdominal and back muscles—core muscles which improve physical performance and help prevent injuries and pain. This is an active class, so wear comfortable clothing. October 5, 11 AM – noon

### Exercise 101

Learn how to begin a well-rounded fitness program, set appropriate goals and have your exercise-related questions answered. The presentation will conclude with an optional tour of the fitness facility. October 20, 5 – 6 PM, MAC C

### Healthy Eating Through the Holidays & BEYOND!

A comprehensive overview of general nutrition and healthy eating habits, as well as a guide to eating sensibly during the holidays. Favorite classic holiday recipes will be provided, as well as tips for preventing holiday weight gain. November 10, 5 – 6 PM, MAC B

### Beginning Weight Training

New to weight training or need a refresher course? Learn the basis for a well-rounded weight-training program in a comfortable setting. November 16, 11 AM - noon

## Free Seminars

Call 425.656.INFO (4636) for more information or to register. All seminars are held in the first floor auditorium of VMC's Medical Arts Center. Unless otherwise noted, refreshments are available at 5:30 PM; seminars begin at 6 PM.

### Make it Happen! Healthy Choices for a Healthy Life.

For caregivers of overweight or obese children, learn how healthy lifestyle choices in eating, exercise and attitudes can help prevent and eliminate this serious health problem in our children. October 28



### Relief from Neck and Back Pain

Discover leading-edge solutions now available to manage chronic back and neck pain. November 4

### Epilepsy and Treatment Strategies

Learn about the different forms of epilepsy and seizures, modern diagnosis and current medical and surgical treatment strategies. November 9

### Living Pain-Free—Hip & Knee Replacement

Does joint pain prevent you from doing the things you enjoy? A joint replacement could change your life and give you back the things you enjoy doing. November 11

### Free Weekly Joint Replacement Information Seminars at The Joint Center

Learn how joint replacement may help you live a life free of joint pain; what to expect before and after surgery and during recovery. Classes are held every Monday at 11 AM and Wednesday at 6 PM at The Joint Center, located on the 5th floor of VMC's new South Tower. No registration required. Questions? Call 1.888.265.6468.

## Programs and Events

### Cholesterol & Blood Sugar Screens

Screenings for total cholesterol (HDL and LDL), triglycerides and blood sugar will be available to GoldenCare members for just \$20 on Wednesday, October 6 from 8 AM to noon in MAC E & F. Call 425.656.5555 to schedule your appointment. For proper results, fast after midnight the night before, and refrain from drinking alcohol for 48 hours before your test.



### Memory Loss Support Group

This free, Alzheimer's Association-sponsored, caregiver support group provides a consistent, compassionate place to learn, share and gain emotional support from others who are also on a unique journey of providing care to a person with memory loss. Fourth Tues. of each month; 5 PM – 6:30 PM at VMC Medical Arts Center, 4033 Talbot Rd. S. Questions? Contact Nancy Streiffert at 253.796.2203.



In partnership with Valley Medical Center, Cancer Lifeline provides classes and exercise programs, resources and emotional support for all people living with cancer: patients, survivors, family members, friends and co-workers. All programs and services are free of charge. For more information and to find out about support services and classes at Valley Medical Center call 425.656.INFO (4636) or visit cancerlifeline.org.



Board of Commissioners  
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## VMC's Board of Commissioners

[valleymed.org](http://valleymed.org)



*Sue Bowman*  
 President



*Carolyn Parnell*  
 Vice President



*Don Jacobson*  
 Secretary



*Anthony Hemstad*



*Aaron Heide, MD*

### Board of Commissioners Meetings

VMC Board of Commissioners meetings are open to the public and we encourage you to attend. We strive to be a transparent organization and welcome insights and suggestions from the community members we serve. Meetings are held on the first and third Mondays of each month at 4 PM in the Boardroom in the Northwest Pavilion on the VMC campus, unless changed by public notice. Meetings that fall on a holiday (Martin Luther King Day, Presidents' Day, Memorial Day, Labor Day) are held the next business day.

### Contact the Board

- **Email:** [CommissionersEmail@valleymed.org](mailto:CommissionersEmail@valleymed.org)
- **Phone:** 425.228.3440 ext. 5312
- **Mail:** Valley Medical Center  
 Board of Commissioners  
 PO Box 50010  
 Renton, WA 98058-5010

## Rated #1 in Washington for Joint Replacement, The Joint Center Celebrates Its 10th Anniversary!

*The Joint Center's 10th Annual Patient Reunion was held at ShoWare Center in July. Nearly 1000 patients and their guests attended the gala event. Many thanks to everyone who attended and those who volunteered to make the evening a huge success.*

See the celebration photo albums on [Facebook.com/valleymed](https://www.facebook.com/valleymed).

