

HEALTHBEAT

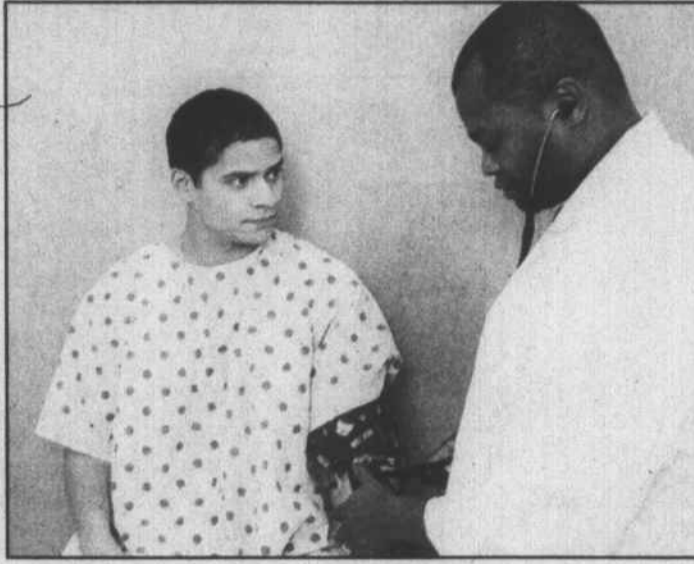
Goodwill stores offering ObamaCare sign-up help

CHRONICLE STAFF REPORT

Segmented Marketing Services Inc. (SMSi) and Urban Call Marketing Partners, two minority-owned companies, have partnered with Goodwill Industries of Northwest North Carolina Inc. to support the community effort to help people sign up for affordable health insurance.

The Goodwill Retail Stores at 2701 University Parkway, 514 Waughtown St. and 2760 Peters Creek Parkway will host Affordable Care Act (ACA) enrollment agents onsite Thursday through Saturday from 10 a.m. until 6 p.m. and Sunday 2 - 6 p.m. through Sunday, Feb. 15.

"We are delighted to partner with Goodwill for the second year on our Affordable Care Act outreach initiative. At each enrollment center, qualified agents will be able to enroll residents, help them determine if they qualify for a subsidy and which insurance plan best fits their needs," said Sandra Miller Jones, founder and president of SMSi.



The enrollment centers are part of a statewide community outreach initiative spearheaded by SMSi and Urban Call Marketing Partners and in conjunction with Blue Cross and Blue Shield of North Carolina. Local community ambassadors across the state have partnered with more than 200 community leaders representing churches and civic organizations to host over 300 community enrollment events. Also, consumers have access to the customized website, www.SMSiUrbanCallHealth.com to find information about affordable health insurance.

"This is the second year we have partnered with SMSi to host enrollment centers for the Affordable Care Act," said Jaymie Eichorn, Goodwill vice president of Marketing and Communications. "We appreciate the opportunity to make this resource available to our customers at three of our locations in Forsyth County."

Also, as part of the initiative, SMSi Partners developed and launched a comprehensive marketing campaign - including a customized Urban Call print and digital edition - to reach consumers.

"The customized Urban Call publication themed 'Healthy Living Every Day!' reaches up to 50,000 households and covers topics ranging from the importance of an active lifestyle, Affordable Care Act timeline, resources directories and glossary terms," said Lafayette Jones, president of SMSi-Urban Call Marketing and publisher of Urban Call.

Last year, SMSi and Urban Call Marketing Partners launched its affordable health-care community outreach efforts and were responsible for 3,000 sign-ups. Anyone interested can either make an appointment by calling 866-341-5283 or dropping by any of the participating Goodwill stores.

More than 450,000 in N.C. sign up for ACA

CHRONICLE STAFF REPORT

According to federal officials, nearly 7.2 million consumers selected a plan or were automatically re-enrolled in the Federally Facilitated Marketplace as of Jan. 16, including 458,676 in North Carolina.

"With just four weeks before the Feb. 15 deadline and the end of Open Enrollment, 458,676 North Carolina consumers are counting on the Marketplace for affordable health coverage," HHS Secretary Sylvia M. Burwell said. "Just before the deadline for Feb. 1 coverage, approximately 434,503 people in North Carolina selected a plan that worked for their family. Time is running out. If you don't have health coverage, visit HealthCare.gov or contact the Marketplace call center to learn about your options and the financial help that is available."

The following are some of the facts about enrollment in North Carolina:

- In the first month of Open Enrollment, 92 percent of North Carolina consumers who selected health insurance plans were determined eligible for financial assistance to lower their monthly premiums.
- In North Carolina, consumers can choose from 3 issuers in the Marketplace in 2015 - up from 2 in 2014.
- North Carolina consumers can choose from an average of 26 health plans in their county for 2015 coverage - up from 18 in 2014.
- 85 percent of North Carolina Marketplace enrollees as of

See ACA on A10



Creekside earns honor

Creekside Terrace, 3895 Old Vineyard Road, a Holiday Retirement community, recently was presented with a SeniorAdvisor "Best of Senior Living" award for receiving consistently high ratings from residents and their families in 2014.

SeniorAdvisor.com is a consumer reviews website established by A Place for Mom, the nation's largest senior living referral service, as a way for seniors and their families to share feedback on senior living communities and services.

Now in its second year, the SeniorAdvisor.com awards recognize senior living and home care providers that receive consistently high ratings from their online reviewers.

To qualify for an award, winners must have an average overall rating of at least 4.5 stars and a minimum number of reviews. Less than 1 percent of providers nationwide received the award.

Holiday operates more than 300 retirement communities, making it one of the largest senior living providers in the United States.

Learn about MAKOplasty

Novant Health Kernersville Medical Center is now offering MAKOplasty, a robotic-arm-assisted partial knee resurfacing procedure, to its lineup of orthopedic services.

MAKOplasty is designed to relieve the pain caused by joint degeneration due to osteoarthritis. The procedure targets and resurfaces only the diseased part of the knee, sparing the healthy bone and ligaments surrounding it.

A public session on MAKOplasty is scheduled for Wednesday, Feb. 4, at 5:30 p.m. at Novant Health Orthopedics & Sports Medicine, Robinhood Medical Plaza, Building 200, off Robinhood Road.

Good candidates for MAKOplasty typically have one or more of these symptoms:

- Knee pain with activity, usually on the inner knee and/or under the kneecap.
- Start-up knee pain or stiffness when activities are initiated from a sitting position.
- Failure to respond to non-surgical treatments or non-steroidal anti-inflammatory medication.

Dr. William G. Ward, physician leader of the musculoskeletal service line for Novant Health's greater Winston-Salem market, will be the first orthopedic surgeon to perform MAKOplasty at Novant Health Kernersville Medical Center.

For more information about MAKOplasty, go to NovantHealth.org/KneePain, or call 336-718-7950.

Burr pushes seniors' bill

U.S. Senator Richard Burr (R-N.C.), Senate Health Committee Chairman Lamar Alexander (R-Tenn.), ranking member U.S. Sen. Patty Murray (D-Wash.) and Sen. Bernie Sanders (I-Vt.) introduced Older Americans Act Reauthorization Act of 2015, legislation that supports social and nutrition services - from Meals on Wheels to senior centers - for nearly 12 million seniors.



Burr

In addition to providing grants to states for senior social and nutrition services, the reauthorization also aims to protect vulnerable elders from abuse by increasing existing abuse screening and prevention efforts. This includes programs to ensure that all residents of a long-term care facility have access to an ombudsman.

The reauthorization streamlines federal level administration of programs, promotes effective use of transportation services and improves coordination between programs at the federal, state, and local levels.

The reauthorization also adjusts the formula that allots state grants to account for geographic changes in the older population.

"The Older Americans Act is an important law for many of our seniors, particularly our most vulnerable," Burr said. "I'm pleased that my colleagues and I are moving forward today to reauthorize this law and to ensure that the services it provides reach those who most need it. As more and more senior citizens choose to make North Carolina their home, it's vital that funding for programs like Meals on Wheels reflects where seniors are moving."

Alexander said: "This bill also strengthens the program to help ensure quality of care in nursing homes - giving peace of mind to residents and their families."

The Older Americans Act has been due for reauthorization since 2011.

Emergency response training offered

SPECIAL TO THE CHRONICLE

The Winston-Salem/Forsyth County Office of Emergency Management and Winston-Salem Fire Department are offering a three-day basic training course for community emergency response teams Feb. 27 through March 1.

CERT members are trained to take care of themselves and help others in their communities for the first three days following a disaster.

Training will be held from 8 a.m. through 5 p.m. at Fire Station 7 at 100



Ready Forsyth Photo

Arbor Road. Topics will include disaster preparedness, fire safety, medical operations, light search and

rescue, disaster psychology, and terrorism & CERT. The training is free. Student materials will be provided.

Participants who complete the course will be invited, but not required, to join a CERT.

Participation will be limited to the first 25 qualified registrants. Forsyth County residents will have first priority and should apply by Feb. 9. Non-county residents will be put on a waiting list and seated after Feb. 9 as space allows.

A registration form and more information is available at ReadyForsyth.org, or call CityLink 311.

Report calls for global water standard

SPECIAL TO THE CHRONICLE

A new study conducted jointly by The Water Institute at the University of North Carolina at Chapel Hill and the London School of Hygiene & Tropical Medicine calls for a new global standard for improvements in household drinking water and sanitation access.

The study highlights that current benchmarks for access, established by the WHO/UNICEF Joint Monitoring Programme for Water Supply and Sanitation (JMP), treat water and sanitation differently, masking deficits in household water access. The JMP will soon set new targets for global progress in the Sustainable Development Goals, and the study's results could significantly influence their development.

In the 1990s, the JMP set separate benchmarks to measure progress toward the United Nations' targets on water and sanitation between 1990 and 2015. A source of drinking water qualified as "improved" if it were provided at the community level, whereas sanitation had to be available at the household level to qualify as "improved." Global figures based on these standards suggested nearly three times more people lack access to improved sanitation than to improved drinking water sources.

The research team recalculated the progress for water and sanitation using matching benchmarks for both. The results showed that, with equal benchmarks, progress in sanitation outpaced water between 1990 and 2015; therefore, if Sustainable Measurement Goals measure progress at the household level

where benefits are greatest, it will become clear that water and sanitation both need priority attention.

"Our findings have significant implications for how we measure progress toward universal access," said Jamie

Bartram, the Don and Jennifer Holzhworth Distinguished Professor of environmental sciences and engineering at the UNC Gillings School of Global Public Health and director of the Water Institute.

'One Enchanted Evening'
A romantic dinner/dance
Martha Bassett Chris Murrell The Phase Band



Friday, Feb. 13, 6:30 p.m.

G.I.D.E. Youth Education Academy Fundraiser
Village Inn & Event Center - Crystal Ballroom
Clemmons

Dinner, 3 Bands, Spoken Word, Door Prizes & a \$50 tax deduction
Admission: \$100 per couple

FOR TICKETS: 336-602-0685 EMAIL: billowp@gmail.com
336-254-1116 EMAIL: lamarapatterson@yahoo.com