

COMMUNITY LIFE

THURSDAY, MAY 1, 1997

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VIRGINIA NICOLL

Medicare HMOs now available to Michigan seniors

Through a special agreement between local Health Maintenance Organizations (HMOs) and the Health Care Financing Administration (HCFA), the federal agency that administers Medicare, the Medicare HMO has arrived in Michigan. With a Medicare HMO, older Michiganders in some counties can receive all of the benefits of Medicare, plus those of a Medicare supplement plan, at no cost other than the Part B premium, currently \$43.80 per month.

Under terms of agreement, the federal government pays the HMO a fixed amount for each individual enrolled. In return, the HMO supplies full coverage for its members' health care needs. Included are all hospital charges, all inpatient physician/surgeon services, all out-patient x-rays, lab tests and surgical procedures, office calls (small co-pay), routine physicals, emergency care, and other benefits. Those benefits vary from HMO to HMO, and serve as an inducement to Medicare participants to subscribe to that which offers the most and best choices.

If Medicare HMOs sound suspiciously like the Hillary Clinton Health Care Committee's "managed competition", it's because that is precisely what they are, local health care providers competing for consumers under guidelines laid down by the federal government. What is surprising is that there has been no outcry from seniors protesting government "bureaucracy" or "interference" in this intimate aspect of their daily lives.

Please see Nicoll, B2

YMCA vows to meet all needs

■ With Vision 2000, the Farmington Family YMCA plans to serve the community into the next century.

BY MARY RODRIQUE
STAFF WRITER

"Poised for the 21st Century" is the motto adopted by the Farmington Family YMCA, the highest growing branch in the metropolitan Detroit association. It is printed boldly across the top of the organization's annual report.

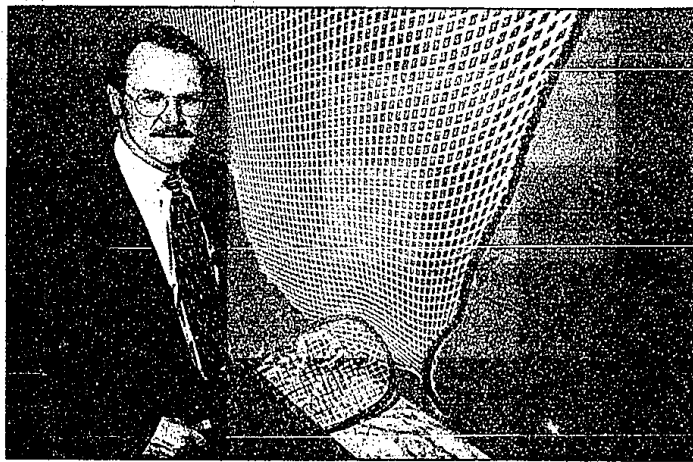
Through youth sports, day care including after school latchkey programs, summer camp, fitness classes and other recreational pursuits, the Farmington Family Y served 32,000 people last year. It boasts over 4,000 active memberships. Revenues were over \$3 million in 1996, the year a major building expansion was completed.

"We have been a recreational cornerstone in the community for a long time," said Gary Jonna, executive vice president of the Jonna Companies, a development and construction firm in Bloomfield Hills. Jonna just finished a three year term as chairman of the Farmington Y board of directors. He stayed an extra year to oversee completion of the expansion. The facility is headquartered on Farmington Road west of Twelve Mile in Farmington Hills.

"We have a niche, especially in today's environment," he said. "We have something for everyone. But past performance is no guarantee of future results."

Not content to rest on its laurels, the board is planning a strategy to stay vibrant beyond the year 2000.

"The challenge ahead for staff and the board is that we have a mature community and we are in a competitive environment. We have to increase market penetration," said



STAFF PHOTO BY BRIAN MITCHELL

Raquetball, anyone? Farmington Family YMCA executive director Kevin Bush enjoys raquetball when he's not busy overseeing daily operations at the busy center.

Jonna.

Before turning over the gavel to new board chairman Susan Webb recently, Jonna identified several major areas to keep the Y focused on its mission. A strategic plan called Vision 2000 was adopted. The long range plan is still in the development process.

"Programming must appeal to everyone. We have a teen center, a senior center, a new pool for the physically challenged, and the

biggest child care program in Oakland County. We must refine those programs and create new ones to remain profitable," Jonna said.

"We must be well represented at the metropolitan level, have a close working relationship there."

"Fundraising, getting major corporations involved, is crucial. It's a continual process."

"Everyone wants and expects good service. We must follow through on problems, be attentive."

Whether 1 or 100 years old, Jonna would like patrons to consider the YMCA a part of their lifestyle. His own sons, James, 9, and Steven, 7, are involved with Indian guides and youth sports.

"We are family oriented and we are affordable," he said. No one is turned away for inability to pay.

Kevin Bush has been managing the Farmington Y since its beginning in 1980. Jonna says that continuing in 1980. Jonna says that continuing

Please see YMCA, B2



LAST CALL

Tomorrow is the last day we will be accepting entries for our Mother's Day contest. Kids 12 and under are invited to tell us why their mom is best in 100 words or less. Send responses to the Farmington Observer, 33411 Grand River, Farmington, MI 48335.



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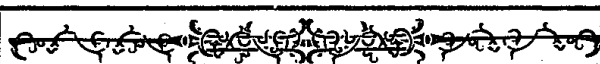
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