



FOR IMMEDIATE RELEASE

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Neighborly PACE Center names Dr. Linda Prieto as Medical Director

Dr. Prieto joins to help lead this new and growing health option for Pinellas seniors

ST. PETERSBURG, Fla. (January 4, 2010) -- Neighborly Care Network, a Pinellas-based nonprofit provider of various senior services, is pleased to announce that Dr. Linda Prieto has been hired to serve as Medical Director for the Neighborly PACE Center (PACE stands for 'Program of All-inclusive Care for the Elderly'), which just opened in November at the Lealman Adult Day Care Center on 58th Avenue North in St. Petersburg.

Dr. Prieto's background is well aligned with the mission of the PACE Center to keep seniors out of nursing homes. Among her accomplishments, she was president and medical director of her own practice tailored for elderly people that lived at home with the inability to leave. Enjoying working with seniors and with an interest in geriatric policies, she served in such roles as physician, associate medical director, and instructor of geriatrics, for several institutions in the Bay area and beyond. Most recently, she was Hospitalist and Pod Leader for IPC the Hospitalist Company.

Prieto fills a key role with Tampa Bay's first PACE Center. Currently, there are 70 PACE facilities in the nation – this is the third in Florida. PACE offers a holistic approach with long-term, one-stop, fully integrated social and health care services in a community setting. According to *The New York Times*, PACE is "Health Care Delivered as it Should Be" (links to stories available upon request).

Neighborly PACE Center at-a-glance:

The Neighborly PACE Center (permanently approved as the only PACE Center in Pinellas) opened in November and is still accepting a limited number of patients. PACE exists to maximize members' independence, dignity, and respect; provide coordinated quality health care; keep seniors living safely in their own homes and communities; and help support seniors' families and their time together. Members have participation in treatment decisions as well as a choice of providers (in addition to the services offered directly from PACE), with PACE coordinating various facets of health services to ensure holistic, comprehensive, long-term-focused care. Some information is available at www.NeighborlyPACE.org.

Neighborly Care Network at-a-glance:

Since 1966, Neighborly Care Network has provided home- and community-based services to the elderly in Pinellas County so they may live independently in their own homes. A pioneer in eldercare services,

Neighborly started the first federally funded Meals on Wheels program, as well as the first Adult Day Care in the nation. Some other life-sustaining programs include Nutrition Services, Transportation Services, Medicare Home Health, and the nationally innovative Neighborly Pharmacy. Shoppe Around the Corner offers unique gift and home decor items, with the proceeds benefiting Meals on Wheels and the Neighborly Pharmacy. Neighborly also offers a variety of volunteer opportunities. For information, call 727-573-9444 or visit www.Neighborly.org.