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SPECIAL ADVERTISING SECTION

A guide to navigating local health care, wellness, and beauty solutions



Making Lives Easier

With its lightweight and portable equipment, Williams Bros. Health Care Pharmacy strives to help senior citizens continue to lead active lives. “Our mobility aids and respiratory devices take medical equipment that has historically been cumbersome and makes it easier for people to get out of and around the home,” says Shaun Huttenlocker, manager of Williams Bros. in Bloomington. “It’s the difference between somebody who feels forced to stay in their home versus somebody that’s able to get out in the community, get social interaction, go to their grandkids’ baseball games and basketball games, and enjoy some of those things that we all get to in our everyday lives.”

Williams Bros. provides canes, wheelchairs, rollators—walkers on wheels—and scooters, as well as portable oxygen concentrators, CPAP machines, and nebulizers that allow seniors mobility. “Oftentimes, people are using those nebulizers four times a day, and they either don’t go anywhere or come back every four hours or just don’t use it,” Huttenlocker says. A team can also do vehicle and home modifications to accommodate power chairs and getting around homes.

Recently, a customer desperately wanted to go to Disney World with her grandchildren. “It would have been impossible for her to do that without something lightweight and portable,” Huttenlocker says. “She rented a scooter, and when she brought it back she said it was a lifetime opportunity. That’s what it’s all about. It’s about making people happy and making their lives as easy as they can be.” For information, visit williamsbrosparmacy.com.



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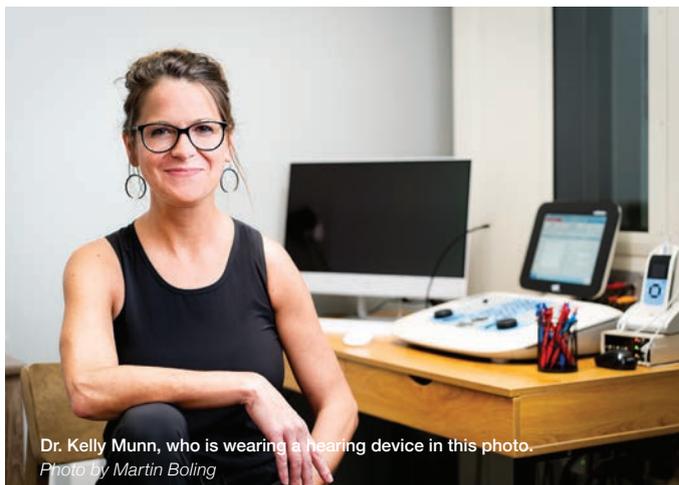
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Improving Quality of Life

Dr. Kelly Munn, Southern Indiana Hearing Solutions' audiologist, recognizes the correlation between dementia and seniors with untreated hearing loss. She sees patients whose quality of life decreases as their hearing declines. "Hearing loss is something that's going to happen, but it has a stigma attached to it," she says. "It shouldn't be a privilege to hear well. We are social animals by nature, and hearing loss can lead to people being depressed, less social, unhappier, and less engaged."

While helping people hear is her life's work, Dr. Munn herself has been diagnosed with mild hearing loss. She explains that ears and hearing will age along with the rest of a person's body, and hearing loss may not be recognized until someone else brings attention to it. "Hearing loss progressively worsens," she says. "What we're missing isn't always apparent to us unless we are made aware of it." Continuous auditory deprivation can lead to depression, decreased interest in being social, and overall lower engagement Dr. Munn explains, adding that as hearing loss worsens, a person may start to notice having to ask people to repeat themselves more frequently or turn up the volume on their televisions or radios.

Although bulky hearing aids used to deter people from seeking help, Dr. Munn says technology has changed that with smaller, more advanced devices—and that can change lives. She explains that people may now more frequently cross paths with someone using ear buds or other similar technology, and that has helped to reduce the stigma previously associated with hearing devices, which



Dr. Kelly Munn, who is wearing a hearing device in this photo.
Photo by Martin Boling

these days are much more discreet. Current products tuck into the ear—nearly invisible to the untrained eye—and also have adapted Bluetooth technology, giving patients the ability to change settings on their devices with the touch of a thumb on a smartphone or similar device.

"Helping patients understand this technology often removes much of the stigma and frustration associated with hearing loss," Dr. Munn says. "People have more choices than ever, and I want to help them make the best decision for their situation."

"A part of smart aging is staying active," she continues. "Wearing hearing devices help people function well as they age. People that wear hearing devices tend to continue to perform higher—intellectually, physically, and socially." To evaluate your hearing health, schedule an appointment at 812-822-2666.

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Maintain Quality of Life

From transportation, light housekeeping, and meal preparation to bathing and end-of-life care, Home Instead Senior Care offers older citizens and people with disabilities the chance to stay home when they need extra help. “You could go to a nursing home, but wouldn’t you rather stay home instead?” says Michael Talhelm, marketing and senior development manager. Home Instead caregivers go through a rigorous hiring and training process before being licensed, bonded, and insured. “Our caregivers provide a good professional buffer that maintains the healthy relationship between a parent and a child,” he says, adding that when families shoulder the responsibility for a loved one, it often deteriorates the caregiver’s health or causes friction in the relationship.

While they don’t provide medical assistance, caregivers help patients follow doctors’ orders by reminding them to take medication and not to forget physical and occupational therapy, which reduces hospital readmission rates. “In order for people to stay at home and not go back to hospitals, they have to stay compliant with the plans of care,” Talhelm says. “We help them do that.” Home Instead also offers respite, 24-hour, and live-in care.

Talhelm stresses that people live better lives when they are able to remain in their homes. “When you can maintain quality of life, it adds to longevity of life,” Talhelm adds. “Quality of life starts at home. Most people don’t want to go to a nursing facility. We provide the opportunity for people to stay home.” For information, visit homeinstead.com or call 812-961-2222.



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According to David Simpson, owner of Simpson Acupuncture, people have been using acupuncture and its methods to improve their lives for more than 2,000 years. In fact, there is a long tradition connecting health and longevity, he says. "It's not a medicine about disease, it's a medicine about life.

"Just like when we have studies demonstrating that people should meditate to look younger and feel better, people who get acupuncture also feel younger and feel better when it's part of a regular health regimen," Simpson says, adding that his acupuncture practice is one that specializes in relieving pain, especially for athletes and weekend warriors. "As warm weather comes, people start doing more physical activity and tend to get injured," he says. "Then they come and see me."

But there is more to living well. Beyond using needles, Simpson also talks to his clients about two extremely important facets of longevity: breathing and walking.

Many adults simply don't breathe correctly because of cultural norms, yet a baby will breathe correctly because it hasn't yet learned anything differently, he explains. "We're in this modern era where we want to look perfect," Simpson says. "The problem is we think our chest is supposed to be big and our stomach is supposed to be flat." Because of this, people tend to breathe into their chest but don't expand their diaphragm to breathe correctly. "You should feel your breath in your butt if you are doing it right," he says.



Simpson adds that walking is one of the most important exercises available. "Walking is the one integrated movement that almost everyone can do," he explains. "In our modern day, we are sitting at a computer and only our fingers move. Even if you go to the gym and do a bicep curl, it's simply an isolated movement." When people have hip, knee, and foot pain, he helps them retrain their nervous system and muscles to walk properly and without pain. From our head and neck to our chest and ribs, walking is one of the smallest things that has the largest effect on one's health, Simpson says. "Walking is the master of 100 exercises."

With proper body integration, these small victories can improve a patient's health and well-being for a lifetime. For more information, visit simpsonacupuncture.com or email david@simpsonacupuncture.com.

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Affordable Assisted Living

Having welcomed its first residents in June 2018, Evergreen Village at Bloomington offers affordable options for all-inclusive assisted living. The three-story, 115-apartment community for people age 62 and older serves up to 183 seniors, providing food, utilities, nursing care, and shuttle services to doctors' appointments, activities, and community outings for one price, either privately paid or through Medicaid's assisted living waiver.

"The affordable financial piece is something that hasn't been in the Bloomington market, so seniors had to stay home or with family members or bring services into their apartment," says administrator Josh Dodds. "That works for some people, but there's a point when it doesn't anymore. We don't charge people for needing something a little extra one or two times a month. It's the same rate regardless of how many times you push your call light."

Residents at Evergreen Village live in private apartments with a kitchenette, spacious bathroom, and emergency alert system. They have access to around-the-clock personal assistance and help with medications from the certified nursing staff, as well as housekeeping, laundry, restaurant-style dining, barber and beauty shops, and social and recreational activities. They can also be part of the community's decision-making process by participating on the resident and food councils. "This allows people to continue to have more control over their lives," Dodds says. "We offer the security of knowing someone is available, but also give residents the independence to do as they please and come and go as they please."

For information, call 812-336-2718.



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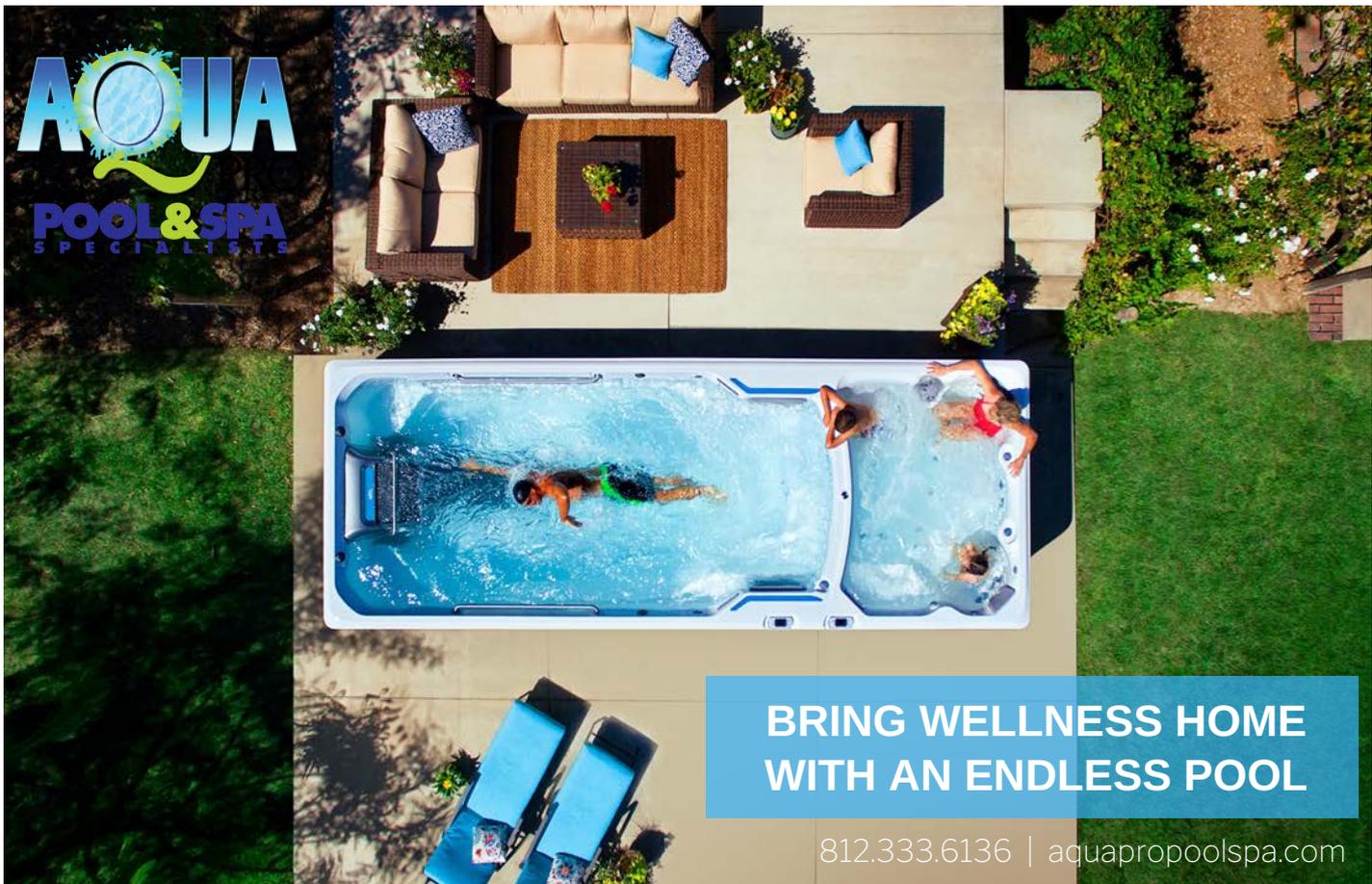
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Anyone Can Succeed

Pam Green, co-owner of Farrell's eXtreme Bodyshaping, believes anyone—regardless of fitness level and background—can succeed in Farrell's 10-week fitness program. "We have the best support system in Bloomington through our coaches, instructors, and staff," she says. "We offer a community of like-minded individuals, who we hold to a high level of accountability to help them reach their personal Level 10."

Farrell's 10-Week Fitness Challenge includes 60 instructor-led classes from kickboxing and strength training to nutrition sessions with motivational and personal coaches. Participants commit to 45 minutes a day, six days a week, and receive three fitness evaluations with body composition analysis, before and after photos, boxing gloves and wraps, and a student manual. At the end of the challenge, one person wins \$1,000 for having the most significant transformation.

Green explains that people wanting to be healthier need to find an enjoyable routine that works but challenges them to improve. "Being active and healthy has a different meaning for everyone and there's not just one single approach," she says. "Don't be afraid to try new things, either, or just mix up your routine. Staying active has obvious short-term and long-term health benefits, ranging from having more energy to play with your kids to eliminating certain medications.

"Being healthy also means properly fueling your body," Green adds. "Stay away from fad diets, as those are not sustainable. Eat smart, but it's also okay to have an occasional fun day to reward yourself for staying on track." For information, visit fxbttown.com.

Enhancing Quality of Life

Clinical psychologist Dawn H. Lindeman believes quality of life improves when people pay attention to their emotional and mental health. "Helping clients identify a sense of purpose and achieving balance and well-being is one of the most rewarding aspects of my job," Lindeman says, explaining that clients often go to therapy seeking change and to alleviate symptomology that makes daily living uncomfortable and, at times, dysfunctional. "To encourage change, I work diligently on building the therapeutic alliance while capitalizing on the client's interpersonal strengths," she adds. "This process encourages pathways to a healthier lifestyle that can affect one's quality of life and longevity."

Lindeman earned a doctorate in counseling psychology from Indiana University and started her practice because she wanted to enhance people's lives and help them become the best versions of themselves—cognitively, emotionally, and behaviorally. She specializes in comprehensive evaluations for all ages, including cognitive, behavioral and emotional, autism, dyslexia, psycho-educational, attention deficit hyperactivity disorder, personality, and career assessments. Lindeman is a member of the American Psychological Association, American Counseling Association, and Indiana Counseling Association. She also serves as an associate instructor at Indiana University.

"Our practice works diligently to meet our clients' needs and to provide timely services that are research-based," Lindeman says. "We continually research effective therapy modalities to enhance treatment success and utilize the most up to date assessments to clarify diagnoses and inform treatment strategies." Lindeman & Associates Psychological Services, 3901 E. Hagan St., also offers individual, family, and couples therapy. For information, call 812-650-1234.

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