

# Spotlight On Health Care



## Boomers Making Smarter Choices To Protect Good Health

(NAPSA)—Every day, more than 10,000 baby boomers turn 65 and become eligible for Medicare—but the generation that put the first man on the moon doesn't plan to spend retirement sitting back in a rocking chair. In fact, a recent survey shows that 87 percent of New York area boomers say "you're only as old as you feel."

The survey, conducted by Affinity Health Plan and Kelton, found that not only are boomers optimistic about retirement (85 percent)—nearly two-thirds of those surveyed believe that the best times are ahead of them. So what do boomers plan to do with their time? A majority (77 percent) plan to travel more, 47 percent plan to attend more sporting events and concerts, and 34 percent are taking up new hobbies. Boomers are also taking better care of their health so they can enjoy an active lifestyle for years to come. Seventy-five percent report eating healthier and 66 percent report that they are exercising more. Looking, feeling and acting young may be why 84 percent of boomers surveyed said, "Now is the time in my life when I get to do the things I always wanted to do."

And if you're turning 65 and thinking about Medicare, consider this: Survey results show that people enrolled in Medicare are more likely than their counterparts to report feeling self-sufficient and fulfilled, and strongly believe that they are as healthy today as they can be.

Boomers need a Medicare plan that can keep up. To make Medicare easier, the *Affinity Medicare Passport Portfolio of Plans* includes five convenient programs, each offering greater benefits than Original Medicare. Designed to better reflect the lifestyles and

NYC Baby Boomers Say Best Days are Ahead, Making Smarter Choices to Protect Their Health

6 in 10

NYC-area Boomers believe best times are ahead of them, not in the past.



In the next 10 years, NYC Boomers envision leading an active lifestyle



Many believe that, these days, they're making smarter choices about their:



than they did when they were in their 20s.

Song NYC Boomers say **best** describes how they feel today

47%  
"I Will Survive"  
Gloria Gaynor

Songs NYC Boomers say **least** describe how they feel today

2%  
"Help"  
The Beatles  
3%  
"(I Can't Get No) Satisfaction"  
The Rolling Stones

Affinity Health Plan

The survey was conducted by Kelton with support from Affinity Health Plan, between September 19 and September 25, 2014 among 357 adults ages 60-75 living in Bronx, Kings, Nassau, New York, Orange, Putnam, Rockland, Sullivan, Ulster, Westchester, and Yonkers, NY, NJ, and CT. All respondents are Medicare-eligible. Most are eligible New Yorkers. The Affinity Medicare Passport Portfolio of Plans offers convenient options that also allow beneficiaries to receive all of their Medicare coverage—including Part D prescription drug coverage—through one plan. © 2014 Affinity Health Plan, Inc. Founded in 1988, Affinity serves members in New York City, Buffalo, Newark, Rochester, Brooklyn and Long Island, NY, and Connecticut. All rights reserved.



**Medicare helps protect good health so people can lead active, rich and rewarding lives—if you sign up in time with the plan that's best for you.**

needs of today's Medicare-eligible consumers, Affinity's plans allow beneficiaries to get all their Medicare coverage—including Medicare Part D prescription drug benefits—in one health plan.

The 2014 Medicare open enrollment period comes to a close December 7. Medicare helps protect good health so people can lead active, rich and rewarding lives—and there is an Affinity plan for everyone.

### Learn More

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