



Medicare classes, counseling and assistance available year-round

Why rely on Lifespan for information and guidance about Medicare? We provide nothing-to-sell, expert information by certified Medicare counselors. We can help you choose the plan right for you, and unlike brokers, we do not get paid by insurance companies. We provide Medicare information in Monroe and Livingston counties.

Medicare Made Easy

February 22

One Murray Hill Dr, Mt. Morris

March 29

4389 Gypsy Lane, Mt. Morris

Whether you are new to Medicare, continuing to work after age 65, or considering retirement, come learn about your Medicare options and what is right for you! This is a nothing-to-sell basic overview of Medicare.

Medicare 101

February 26 or March 25

Lifespan, 1900 S. Clinton Avenue

This is a comprehensive overview of Parts A, B, C, D, Medigap plans, Medicare and working, deductibles, premiums, co-pays and coinsurance costs.

How to Choose a Medicare Plan

March 11

Lifespan, 1900 S. Clinton Avenue

Compare Medicare Advantage and traditional Medicare to determine which best meets your needs.

Did you miss the December 7 deadline to make a Medicare Plan change for annual open enrollment?

There is still time to make a Medicare plan change for 2024, from now until March 31, if you currently have a Medicare Advantage plan. Please Call the HIICAP department for assistance. Monroe County residents call 585-287-6413 and Livingston County residents call 585-498-4034.

Be scam aware!

No matter what your age, learning about common scams and being vigilant makes it less likely you will be scammed. And while people 18-24 are more likely to be scammed via social media ads for products, older adults are more likely to lose money – sometimes a lot of money – via scams that start with a simple phone call or an online dating app.

Take it from us, it happens every single day, and when older adults are scammed, it's likely they are retired and cannot recoup money they have lost to scammers. These are just a few of the true situations.

The Social Security scam: A 76-year-old man received a call from “Social Security” telling him his monthly check would increase by \$1,000 a month. He just needed to confirm his personal information, including his Social Security Number. He did so. After the call ended, he realized his mistake and called Lifespan for assistance with the **scam**.

The dating app scam: An 81-year-old widower met a “woman” online. We received the call after he had sent almost \$500,000 overseas. He still refuses to believe his family, his bank, adult protective services, and our fraud/scam prevention team who have repeatedly told him this is a **scam**.

The virus alert: Norma received the “virus alert” on her computer and was instructed to call “tech support.” She paid their “fee.” The



“If you are asked to send cash, gift cards, crypto currency or wire money, it’s a scam.”

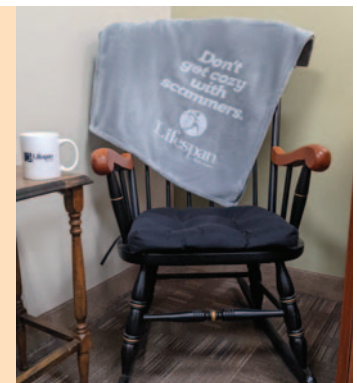
Dan Lyon
Lifespan’s scam prevention manager

next day, a caller said he was an employee at her bank and had “inside information” that it was about to fold. He offered to help her move her money to the “Federal Reserve System” for safekeeping. She withdrew \$42,000 from two branches and left it in a box on her porch – as instructed. \$42,000 gone in a **scam**.

It would be easy to say, “These people are just too gullible; it could never happen to me.” Trust us, it does happen all too frequently. Scammers are smart; they are inventive; and they are very convincing.

Dan Lyon and Justin McCabe, our scam prevention staff members, are available to provide free interactive and informational workshops about the latest scams and ID theft for your group.

Call them at 244-8400, ext. 127.



Lifespan's 2024

Celebration of Aging

Judy Collins

to speak at our March 28
Celebration of Aging!



Let's take on ageism together!

At 84, Grammy-winning singer songwriter, Judy Collins continues to tour over 100 shows a year and write music, poems and prose.

Famous for her renditions of "Both Sides Now," "Send in The Clowns," and "Amazing Grace," Collins was nominated for another a Grammy in 2017. In 2019, at 80, Judy's catalogue of Gold and Platinum albums reached its zenith with the release of "Winter Stories" – her first USA #1 album.

"Performing is vital to my mental, physical and emotional health," she said after receiving the Legend Award at the 11th annual She Rocks Awards. Judy creates music of hope and healing that lights up the world and speaks to the heart.

Her latest album is called "Spellbound."

Asked: What is the best part about being your age...

"I'm always the same age that I am. I don't even think about the years. I think: What can I do? How can I do it? What should I be doing that I'm not doing? How can I be healthier than I am? How can I read all the things I want to read and take part in all of these enterprises that I want to be part of? I am one of those go, go, go people."

Lifespan has held the Celebration of Aging since 1996 to take on ageism and focus on the positive aspects of our longer lives. We also honor local older adults who have a "take it on" attitude.

Thank you to the generous sponsors of the Celebration of Aging (as of 1/24/2024)

PRESENTING SPONSOR

M&T Bank

HERO SPONSOR

Wegmans

LEAD FOUNDATION SPONSOR

Daisy Marquis Jones Foundation

ROLE MODEL SPONSORS

Excellus BlueCross BlueShield
Home Leasing
Laborers' Local 435/LECET

TAKE IT ON! SPONSORS

American Packaging Corporation
Ames Amzalak Memorial Trust
Boylan Code LLP
Canandaigua National Bank & Trust
Christopher Communications
CPL Architecture, Engineering & Planning
Harter Secrest & Emery
Key Bank
Panther Graphics
Rochester Elder Law/
Miles Zatkowsky, Esq.
Rochester Management
The Village at Unity

Touching Hearts at Home
Woods Oviatt Gilman LLP

CIRCLE OF FRIENDS SPONSORS

Accountable Health Partners
AETNA
Alston Signaling Foundation
Brown & Brown of NY, Inc.
Christa Construction
DePaul Senior Living Community
Doyle Security Systems & Medical Monitoring
Friendly Senior Living
Heather Heights
Dr. Brian & Ms. Cynthia Heppard
HCR Home Care
Highland Hospital
Department of Medicine
Kroll Proukou, LLP
Jewish Senior Life

MVP Health Care
On Services
Park Grove Realty
PeerPlace Networks, LLC
Sidney Hillman Health Center
Special Care Systems
Underberg & Kessler LLP
Upstate New York Poison Center
University of Rochester
Aging Institute
University of Rochester
Medical Center
UR Medicine Home Care

MEDIA SPONSORS

Jazz 90.1
Rochester Business Journal
13WHAM

Lifespan's Celebration of Aging March 28, 2024

Noon – 1:30 pm

Joseph A. Floreano Rochester
Riverside Convention Center

Single tickets: \$70

Tables of eight: \$550

Tickets on sale now!

Buy securely online at

lifespanrochester.org

events/classes tab or

call Diana at 585-287-6382.



Nominate someone you know for our Second Half Hero award

Do you know someone who exhibits the same passion for life as Judy Collins? We're seeking nominations of people 65 and older for our Second Half Hero awards to be given at the Celebration of Aging. Up to five people will be honored. Nominations are due no later than Wednesday, February 21. Nominating is easy on our website at lifespanrochester.org.

Take a class for fun or information!

We offer many different classes each month! Check our website at lifespanrochester.org often!



ROC Respite – gives caregivers some free time

ROC Respite is a FREE drop-in center for older adults with mild memory loss or another illness which makes it difficult for them to stay home alone. We provide fun and engaging activities in a safe space. Respite gives caregivers some free time to grocery shop, meet a friend, take a walk. It's available every Tuesday at the Phillis Wheatley Library, 33 Dr. Samuel McCree Way from 11:30 – 3:30 pm. Call us at 585-244-8400 for more information or email rocrespite@lifespanrochester.org

It's new and people love them! Our pop-up Memory Cafes

In January we launched pop-up Memory Cafe's for people with memory loss and their care partners to gather for a meal and entertainment. This is an opportunity to meet others walking a similar path and take advantage of a no-cost activity! Our March cafe will be held at Bella Pasta in Greece. This cafe will feature a "Tour of Italy" with strolling accordionist Maria Gonzalez. We also get to experience a virtual reality tour, enjoy a light lunch, and spend some time getting to know each other. Registration is required at [lifespanrochester events/classes](#) tab. For more information call Charlene at 585-244-8400, ext. 224.



We love feedback! This is from a Memory Cafe participant:

"Today, my mom and I attended the Memory Cafe activity at the Henrietta library. There are not enough words to express my sincere gratitude. For two years, I have been planning activities, bringing supplies, and trying to keep my mom busy. But for one day, today, I just had to bring her to an activity and actually sit down and enjoy it myself. The facility was beautiful, the volunteers were fantastic, the activities were appropriate, and the food was great. You are a top-notch organization."



An online mobility management website — [Here2There.help](#)

Here2There.help is designed to help people of any age locate transportation options matched with their needs. Those options may include public transportation, taxi and specialized services like wheelchair or door-to-door. Here2There.help is a partnership between Livingston, Monroe and Ontario counties and Lifespan of Greater Rochester. Try it out! When you need more assistance with transportation options, you are always welcome to call our mobility specialists at Lifespan. 585-244-8400.



Lifespan provides information, guidance and 30+ services for older adults and caregivers. All of our services are provided in Monroe County, and some are provided in outlying counties. Learn more at [lifespanrochester.org](#) or call us at 585-244-8400.



Special thanks to Gelfand-Piper Photography.



LIFESPAN OF GREATER ROCHESTER INC.
1900 S. CLINTON AVENUE
ROCHESTER, NY 14618

LIFESPAN. WORKING TO MAKE ROCHESTER A GREAT PLACE TO AGE WELL.

Got some free time?

We invite you to learn more about the many fulfilling and time flexible volunteer roles at Lifespan. Many are available in the counties surrounding Rochester.

Help an older adult manage day-to-day finances.

Now in multiple counties.
Call Scott at 445-5707.

Give-a-Lift to someone who no longer drives.

Call Neeci at 244-8400, ext. 211.

Give a caregiver some free time. Call Mary Alice at 244-8400 ext. 192.

Help prevent a fall or help someone live healthier by leading workshops.

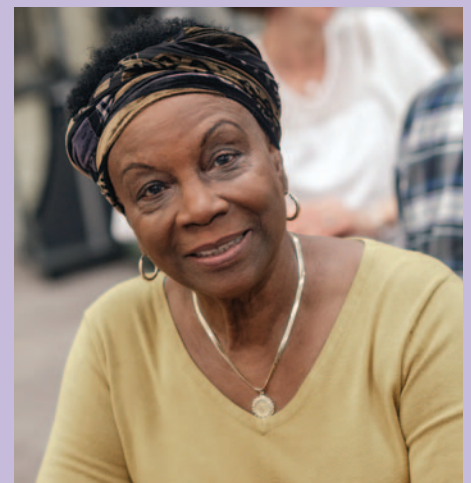
Call Sarah at 287-6439.

Train to provide information and guidance about Medicare.

Call Rene at 287-6426.

Advocate for residents living in long-term care.

Call Dianna at 585-287-6414.



We provide training, support and most of all, we value our volunteers.



www.lifespanrochester.org