

# Local healthcare provider sponsoring contest to find inspirational seniors



Mike and Joyce Smith  
Bristol, Connecticut

"Turning 60 was a huge milestone in our lives. If we wanted to continue living each day to the fullest, we needed to make health and exercise a priority. This led us to incorporate more fresh fruits and vegetables into our diets and have instituted a regular exercise regimen, like biking.

Cooking classes brought each of us to our knees and now it is a key to give back to our community. We recently began volunteering to cook at the YWCA for families in need. We've learned about healthy cooking and helped introduce more nutritious options to their menus. It's wonderful to see families eating healthy and we're glad to make a difference in their lives."

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One local healthcare provider is working to change the lives of older adults, but also the way in which society views growing older.

Starling Physicians is sponsoring the first-ever "Central Connecticut 60 Strong" contest, with nominations being accepted now through Aug. 10. Contestants will be judged on health, fitness, wellness, community involvement, volunteerism and why they are inspirational to others. Judges include ESPN's Toni Collins, Janice Castle from the Office of Hartford Mayor Luke A. Bronin, Terry Gerratana with the state Office of Health Strategy, WTNH-TV anchor Rich Coppola and others.

"Our panel of celebrity judges will be looking for 12 winners who live healthy lifestyles and participate in community service or give back to others in some way," said Dr. Michael Posner, chief medical officer at Starling Physicians. "Each will have his or her own personal story to tell, whether they have accomplished a major feat like running a marathon or hiking a mountain, perhaps dealing with a health condition, or facing an extraordinary challenge in life."

A 60 Strong Calendar will feature each of the 12 inspirational winners and highlight activities and events happening throughout the state.

"Seniors are working longer, living longer and enjoying their lives more than ever before," Posner said. "They are seeking the best quality of healthcare and navigating difficult healthcare decisions. Our winners will be ambassadors to the community who demonstrate how life in your sixties can be vibrant and active."

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
Starling logo					1	2	
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31	<p>If you are turning 60, you have from three months prior to your 60th birthday including your birth month, to three months after your birth month to select your initial Medicare coverage. If you have questions or need complementary assistance, please email a Starling Senior Care Advantage Advisor: <a href="mailto:MedicareInfo@StarlingSC.com">MedicareInfo@StarlingSC.com</a>.</p>					<h2>October 2021</h2>	

Candidates must be between ages of 60 and 69 on Sept. 1, 2020, and a resident of Hartford, Middlesex, Tolland or Litchfield counties, or Hampden and Hampshire counties in Mass. They may have achieved remarkable levels of fitness, pursued a new hobby or helped those in need. They might even be giving back to their community, fighting a chronic medical condition or caring for a loved one.

Starling Physicians is an independent, private practice medical group with locations across central Connecticut, including in Bristol, New Britain, Southington, Plainville, and Newington. This competition is taking place in conjunction with the launch of its new Starling Senior Care Advantage program.

“This new offering is an effort on our part to really deliver the highest level of care for our seniors,” Executive Board Chairman Dr. Sarit Patel said. “The demographics of the country and of Connecticut show a growing Medicare-aged population. We at Starling are taking more of a responsibility for coordinating the care of these patients.”

For many years, the practice has worked with six different Medicare Advantage Plans. This new program aggregates those into one plan, in an effort to ease service and care for patients.

Nominations for Central CT 60 Strong are welcome from anyone age 18 or older. They must include a headshot and full-length photograph of the nominee and an essay or short video describing them. Applications are available at [CentralCT60Strong.com](http://CentralCT60Strong.com) and can be submitted online or mailed to: Central Connecticut 60 Strong Contest, c/o Rosemary Hokanson, 1 Lake Street, Door #5, 3rd Floor, New Britain, CT 06052, (postmarked by Aug. 6.)

The people who nominated the winners will receive \$50 gift certificates and the winners themselves will be featured in the calendar, enjoy a virtual kick-off party, a professional photo shoot and compensation for their modeling time. They are asked to be available Aug. 27-29, 2020 for these activities.

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