

## Healthy Aging: Martin's Point Health Care

With headquarters in Maine, the nation's "oldest state" (population-wise), Martin's Point Health Care is paying special attention to the physical and mental wellbeing of an ever-growing senior population. The plan's mission is to create a healthier community by developing relationships built on trust.

### MAINE SENIOR GAMES

Since 2006, Martin's Point has partnered with the Southern Maine Agency on Aging to host the annual Maine Senior Games. The annual Maine Senior Games are a fun way for athletes age 45+ to improve health and fitness while participating in archery, basketball, bowling cycling, swimming and tennis competitions. For 10 consecutive years, the health plan has encouraged athleticism as the Games' lead sponsor, funding the Celebration of Athletes dinner, providing athletes with merchandise and enlisting volunteers to help run the event. Martin's Point has also presented a Medalion Award recognizing athletes who go above and beyond to motivate other competitors.



Chair yoga has helped seniors get and stay active at Martin's Point Health Care's community center in Scarborough, Maine.

### GRANDPARENTS DAY WITH THE SEA DOGS

Every summer, Martin's Point celebrates grandparents with a member and patient outing to a Sea Dogs game, Portland's minor league baseball team. Grandparents and their grandchildren are invited to participate in pre-game activities, including a family parade around the baseball field. For every ticket sold to the game, Martin's Point pledges a \$1 donation to a senior-focused organization, and if the stadium fills Martin's Point donates \$10,000. Last year, more than 1,100 Martin's Point members, patients and families attended the game.

### COMMUNITY CENTERS

Martin's Point is helping seniors connect with peers and stay active through community centers at primary care facilities in Gorham, Biddeford and Scarborough, Maine. And the centers are quite popular!

Since it's opening in January 2017, the communal space at the Scarborough Health Care Center has been booked for weekly lunches, drop-in social hours, bingo, Tai Chi, chair yoga and educational workshops promoting healthy lifestyle habits. The programming is in partnership with community organizations and the towns where the facilities are located. One frequent program participant described it as "a place I can almost call home." After a chair yoga class, one participant said he was skeptical, but the class was a lot of fun and "sure beats being home alone." Another attendee was excited about the free lunches because she "usually skips lunch because it's too depressing to eat alone."

### OTHER INITIATIVES

Martin's Point employees can take advantage of the Volunteer Time-Off Program (24 paid hours each year for community volunteering) to support senior-focused organizations like the Southern Maine Agency on Aging. The health plan also partners with many organizations and programs benefitting the senior population, including Meals on Wheels, the Alzheimer's Association, Be a Santa to a Senior and the Sam L. Cohen Center, a daytime programming center which offers a home-away-from-home experience for individuals living with dementia and respite for their family caregivers in southern Maine.

### OUTCOMES

Martin's Point programs for seniors address many underlying factors that impact a person's health, including exercise, diet, health literacy, livable communities, healthy thinking, mental health and education. 