# Winter 2009 The state of Hallmark Health System and Wellness magazine of Hallmark Health System.

Lawrence Memorial Hospital of Medford Melrose-Wakefield Hospital

Olympic-quality
Orthopedic Care
Close to Home page 8

Olympic hockey great Mike Eruzione and his orthopedic surgeon, Robert Harney, MD.

### From the CEO

As a resident of north suburban Boston, you are receiving this copy of our *Perspectives* publication to help keep you up-to-date on changes in healthcare services available through Hallmark Health System. The pillars of our health system are two exceptional community hospitals, Lawrence Memorial Hospital of Medford and Melrose-Wakefield



Hospital. Both hospitals offer a full array of state-of-the-art health and medical services. As the premier charitable provider of vital health services to this area, our system includes the Hallmark Health Cancer Center, Stoneham, Hallmark Health Medical Center, Reading and Hallmark Health VNA and Hospice, Malden. Our system also supports access to contemporary, highly trained caregivers via our Lawrence Memorial/Regis College Nursing and Radiography Programs in Medford and Hallmark Health Medical Associates, Inc. throughout the region.

Over the last decade, we have consistently added the latest technologies and medical advancements so you do not have to travel far from home for excellent medical attention. We attract the best physicians, nurses and other health professionals who provide you with attentive and compassionate care. The high quality of care we provide throughout the Hallmark Health system continues to attract prestigious national and state accreditations, awards and recognitions. We are proud to help you and your family.

In this issue of *Perspectives*, you will read compelling stories on six of our key services/medical programs; the Bone & Joint Program, the Cardiac & Endovascular Center, the Hallmark Health Cancer Center, our new Diabetes and Endocrinology Center, the Hallmark Health Medical Center and our sophisticated Imaging Services in multiple, convenient locations. You will also read the compelling testimony of several patients who received life-saving and life-changing care here, including our own local Olympic sports hero, Mike Eruzione and his family.

If you already choose Hallmark Health for your care, we hope you will continue to do so. Please help us spread the word to your friends and neighbors about the excellent care we provide. If you are new to the area and are looking for a new physician and comprehensive, high quality healthcare for you and your family, I urge you to please consider us.

You can find complete information on Hallmark Health, our medical services and our physicians and community programs at www.hallmarkhealth.org.

Michael V. Sack, FACHE
President and Chief Executive Officer

HALLMARK HEALTH SYSTEM

Photos: Mark Ostow, cover, pages 3, 7, 8 & 9. Debra Troyanos, page 6.

### TABLE OF CONTENTS

- 2 ♦ From the CEO
- 4 ♦ Comprehensive Cancer Care, Second to None
- 6 ♦ Miracles Happen Here—Hallmark Health's Dynamic Bone & Joint Program
- 9 Superior Outpatient Medical Care Close to Home
- 10 ♦ Clinical Advancements
- 11 Electronic Records Increase Safety, Care and Efficiency
- 12 ♦ Need a Doctor?
  - ♦ Welcome New Physicians

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### What is Hallmark Health?

Founded in 1997, Hallmark Health is a nonprofit, charitable provider of vital healthcare services to Boston's northern communities.

perspectives • winter 2009

# **New** Diabetes and Endocrinology Center **Now Open at Lawrence Memorial Hospital of Medford**

In response to the epidemic of diabetes in men and women living in Massachusetts, Hallmark Health System has opened a Diabetes and Endocrinology Center at Lawrence Memorial

Hospital of Medford.

THE NEW CENTER treats adult patients who have Type 1, Type 2 or gestational diabetes with a comprehensive program including education, support and management. Patients also have the benefit of attending monthly group education classes to discuss topics like exercise, health habits, meal plans and much more. Classes are offered during the day and in the evening to better accommodate patients' schedules.

The Diabetes and Endocrinology Center works together as a team with the patient and his or her family and primary care physician to build the most up-to-date medical and nutritional treatment plans and provide patients with the information and resources they need to control their diabetes.

The Center is led by Tara Hamilton, MD, Sunita Schurgin, MD and Rena LaVasseur, a registered nurse and certified diabetes educator.

Dr. Schurgin, Chief of Endocrinology at Lawrence Memorial Hospital of Medford, has been with Hallmark Health since 2005. She is board certified in endocrinology and has completed endocrinology fellowships at Tufts Medical Center and Massachusetts General Hospital's Neuroendocrine Unit.

Dr. Hamilton joined Hallmark Health in 2007. She is board certified in endocrinology and completed her endocrinology fellowship at Boston Medical Center. Dr. Hamilton completed her Internal Medicine residency at Beth Israel Deaconess Medical Center. LaVasseur joined Hallmark Health from Massachusetts General Hospital and brings more than a decade of diabetes education experience to the Center.

The services offered at the Center include diabetes nutrition, counseling, blood sugar testing and monitoring, exercise instruction and guidance, medication review and education, insulin administration, travel and sick day planning and adjustments as well as insulin pump instruction, management and assistance.

The Center also addresses the field of Endocrinology, which deals with hormone-related conditions and diseases, thyroid diseases and metabolic bone diseases like osteoporosis.

"The new Diabetes and Endocrinology Center at Lawrence Memorial Hospital of Medford offers patients a program that is comprehensive and close to home," said LaVasseur. "Being in a hospital setting allows for easy access to the full depth of services offered at Lawrence Memorial Hospital and throughout the Hallmark Health system. Our very experienced medical and nursing team will work with patients, their families and primary care physicians to develop a treatment plan that addresses their needs and best controls their condition."

Diabetes has reached epidemic proportions in the United States. Education is key to curbing this dangerous trend and ensuring patients don't develop some of the major complications that can result if diabetes is not managed properly. These include heart and kidney conditions as well as blindness and loss of limbs.

While some people with Type 2 diabetes experience symptoms, others may go seven to 10 years without showing any signs or symptoms. It is critical patients contact their primary care doctor and get tested if they experience any of the following: frequent urination, unquenchable thirst, weight loss, weakness or fatigue, tingling or numbness in hands, legs or feet. A simple blood test can determine whether or not a patient is diabetic.



Rena LaVasseur, (I.), a registered nurse and certified diabetes educator at the Diabetes and Endocrinology Center works with Kathleen McCullough of North Reading.

### For more information

For more information about the new Diabetes and Endocrinology Center, please call (781) 306-6370 or visit www.hallmarkhealth.org.

# She Learned How to Get Her **Diabetes Under Control**

Earlier this year, North Reading resident Kathleen McCullough noticed her vision was a little off so she went to the ophthalmologist, who referred her back to her primary care physician. There it was determined Kathleen had diabetes and needed to get her condition under control immediately.

Kathleen was referred to the Diabetes and Endocrinology Center. She has been under the Center's care for approximately six months now.

During this time, Kathleen has worked with the Center's staff to develop the skills she needs to manage her diabetes. She has learned how to substitute foods, read nutrition labels and control portions—all in an effort to keep her condition in check. Kathleen also no longer blames herself for the onset of diabetes, something she struggled with after first being diagnosed.

When she began treatment, Kathleen's blood sugar was 394, which is much higher than the 120 that's considered normal. Today Kathleen has her diabetes under control and says it is all thanks to the treatment and support she received from the physicians and nurses at the Center as well as her family and friends.

"I feel great and I attribute that to the tremendous care I received at the Diabetes and Endocrinology Center," said Kathleen. "On a scale of one to 10, I would give the center a 15. They helped me get back on track, and I'm so thankful."

perspectives www.hallmarkhealth.org



Malgorzata McMasters, MD, (I.), Rebecca Eisenberg, MD, Medical Director of the Cancer Center and Joseph Pennacchio, MD at the Hallmark Health Cancer Center.

# Hallmark Health Cancer Center— Comprehensive Care, Second to None

All too often it seems, we learn that someone close to us has been diagnosed with cancer. It can strike anyone, anywhere. Yet, thanks to new treatments and procedures, the diagnosis is not always as ominous as it used to be.

New treatments and expert care have increased the rate of survival for many patients. Plus, patients today do not have to travel to large academic health centers to get the latest treatments. They can get all the compassionate treatment and care they need close by in one convenient centralized location.

The Hallmark Health Cancer Center in Stoneham is dedicated to providing patients with the finest care and the latest cancer treatments and therapies available. Its renowned staff believes in treating patients as a whole person, not just a condition. Working as a multi-disciplinary team, a collaboration of primary care physicians, surgeons, pathologists, oncologists, hematologists, radiation oncologists, nurses, social workers, nutritionists and therapists is involved with patients and their families every step of the way. These teams provide each patient with a focused and individualized care plan throughout all phases of diagnosis, support and treatment.

Under the medical direction of Rebecca Eisenberg, MD, the Cancer Center has modern facilities designed for patient comfort and clinical quality, in an atmosphere of kindness, caring and hope. It is comprised of the Hallmark Health

Hematology/Oncology Center and the CHEM Center for Radiation Oncology. Comprehensive oncology programs are also available at Lawrence Memorial Hospital of Medford and Melrose-Wakefield Hospital.

Dr. Eisenberg is a graduate of the New York School of Medicine and is board certified in hematology and oncology. She came to the Cancer Center from Tufts Medical School where she served as a hematology-oncology fellow. In this role, she received specialized training on emerging procedures that are less invasive for patients.

While some cancer patients receive several types of treatments including radiation therapy, chemotherapy, biotherapy and/or surgery, no two patients are alike. That is why the Center follows the team approach to create an individual care plan for each patient. Boardcertified medical oncologists work closely with surgeons, primary care physicians and radiation oncologists to make sure that each patient receives the best care possible.

At the Center, patients and their families have access to a comprehensive array of cancer services, including:

- Chemotherapy
- Diagnostic Imaging, including Magnetic Resonance Imaging (MRI)
- Education programs
- Hematology
- Laboratory Services
- · Medical and radiation oncology
- Support groups and social services
- Transfusion services

The Cancer Center is devoted exclusively to the treatment and care of patients. Decorated in a warm and comforting atmosphere for patients and families, the décor provides patients with a place to feel comfortable and enjoy the friendship and encouragement of other patients. The area includes examination rooms, family conference rooms, private chemotherapy treatment bays and rooms, a patient and community resource room and offices for physicians and support staff.

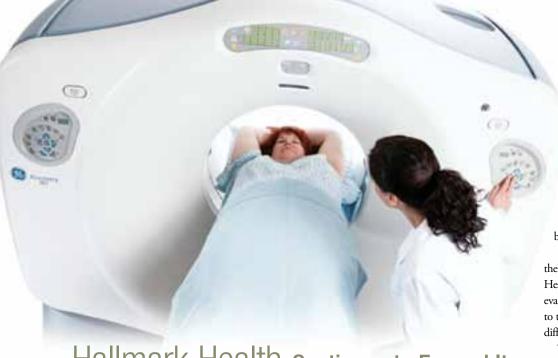
The Center has received a number of awards and accolades since its opening including ongoing approvals with commendations from the American College of Surgeons and strong praise from a medical survey team from the Dana-Farber Cancer Institute for the outstanding care and work they observed. 14



### For more information

To learn more about the Hallmark Health Cancer Center, please call (781) 224-5810 or visit www.hallmarkhealth.org.

perspectives winter 2009



# Hallmark Health continues to Expand Its Advanced Imaging Services

In keeping with its mission, Hallmark Health provides convenient, community access to a wide range of advanced diagnostic services. The local healthcare organization has changed the way area residents and referring physicians think about imaging in communities north of Boston.

HALLMARK HEALTH has a team of 13 board certified radiologists who have undergone training at some of the most respected and prestigious academic hospitals in the country. They offer the same procedures and level of service available in Boston, without patients actually having to travel into the city.

Imaging Services is an area where Hallmark Health has invested in leading-edge diagnostic imaging equipment to better serve patients throughout the region. At Melrose-Wakefield Hospital, a new 64-slice CT scanner and state-of-the-art MRI have been added. This advanced diagnostic equipment provides shorter exam times and greater comfort for patients, while providing enhanced diagnostic imaging for both the patient and physician. Both CT and MRI exams are used when patients are ill or injured, or when a physician suspects a medical problem that is not easily detectable from a conventional physical examination.

Breast MRI is now available at Hallmark Health's Melrose-Wakefield Hospital. This addition allows women easier and more convenient access to the most sophisticated technologies available for the detection and treatment of breast disease. A non-invasive imaging technique, Breast MRI is used to detect and characterize breast disease, extent of disease, evaluation of treatment response and is also utilized for biopsy guidance and localization. This exam may be performed if the patient is at high risk, has had breast augmentation surgery, if she is undergoing chemotherapy or if other imaging exams such as a digital mammography or ultrasound have yielded inconclusive results.

Breast MRI enables the detection of abnormalities that might be obscured with other imaging methods and has been shown to detect small breast lesions that are sometimes missed by mammography. Breast MRI does not involve exposure to radiation.

"With the addition of Breast MRI, we are able to accommodate more patients in our primary service area and detect and treat breast disease quickly and more efficiently," explains Olga Efimova, MD, PhD, a Radiologist at Melrose-Wakefield Hospital. "Early detection is our best defense against breast disease and this service allows us to diagnose and treat these patients with the best technology available."

MRI Arthrography is another addition to the list of imaging services available at Hallmark Health. This new exam allows unparalleled evaluations and high resolution imaging of tears to the shoulder, wrist, hip and knee that are often difficult to diagnose.

"These additions complement and extend the range of quality diagnostic services that Hallmark Health offers residents north of Boston," states Eric Henrikson, MD, Chairman of Imaging Services. "It provides us with vastly improved image quality and imaging speed and enhances the overall diagnostic confidence we have in all of our studies."

Hallmark Health's network of outpatient imaging sites offers a range of options for convenient, easy access to comprehensive imaging services and clinical expertise. In addition to the new state-of-the-art MRI and CT procedures, Hallmark Health Imaging Services also include digital mammography, ultrasound, nuclear medicine, nuclear cardiology, X-ray services, vascular imaging, echocardiology and interventional radiology.

# 1 For more information

Most imaging tests and treatments are performed as outpatient procedures. For locations and more information, please call (800) 540-9191 or visit www.hallmarkhealth.org.





# Like the "Miracle on Ice" at the 1980 Winter Olympics, dramatic miracles happen daily at Hallmark Health's Bone & Joint Program.

THESE MIRACLES OCCUR thanks to the advanced procedures that are performed at Hallmark Health by the very best orthopedic surgeons, specially trained nurses and physical therapists in the region. The Bone & Joint Program is modeled after some of the best programs in the country and is equal to—if not better than—the programs found in urban teaching hospitals. The program is carefully monitored against national benchmarks for patient safety and consistently scores well above national averages.

"Our program is second to none," explains Deborah Cronin-Waelde, RN, ONC, Program Coordinator. "Patients no longer need to travel all the way into Boston to receive high quality bone and joint care. We offer the same up-to-date surgical techniques right here. We have taken the extra steps needed to ensure each case is seamless from start-to-finish so patients can just concentrate on their recovery."

The program's coordinator is available 24 hours a day, seven days a week, to answer any questions and help patients navigate through the entire process. There is also a Joint Camp to help prospective patients understand the surgery and recovery process and provide patients and their families with the information they need to ensure the

fastest path to recovery.

The Bone & Joint Program offers expert clinical services in the following areas:

- Arthritis & Rheumatology
- Sports medicine
- Rehabilitation medicine
- Hand, wrist & elbow pain
- Foot & ankle pain
- Shoulder pain
- Shoulder, hip & knee replacement
- Osteoporosis
- Podiatry
- Back pain
- Pain management

perspectives winter 2009



Pictured in the surgical suite are several of Hallmark Health's orthopedic surgeons. Robert Harney, MD, (I.), Christian Andersen, MD, William Doherty, MD, Mark Berenson, MD, Abraham Shurland, MD, John Lynch, MD and Joseph Abate, MD.

Using a multidisciplinary treatment team that is patient-centered and focused on patient education, the program makes every effort to restore patients to their pain-free, active and independent lives. Hallmark Health staff coordinate a seamless transition from a patient's primary care physician to a highly skilled orthopedic surgeon. If patients require surgery, the team works with them to guide them through their hospital stay, rehabilitation and return to home.

This summer, the Cummings Orthopedic Surgical Unit at Melrose-Wakefield Hospital underwent a complete renovation with

many new amenities added for a more pleasant stay. Most of the patient rooms on this unit are now private. Total joint replacement patients have private rooms for their comfort as they progress through the recovery process. 14

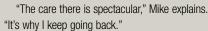
### For more information

To learn more about how the Bone & Joint Program can work a miracle for you, please call (781) 979-3705 or visit www.hallmarkhealth.org.

# Three Generations of **Eruziones Choose Hallmark Health for Their Care**

Hallmark Health's Bone & Joint Program has a close tie to the "Miracle on Ice" that happened 30 years ago this February.

The captain of the U.S. Olympic hockey team, Mike Eruzione-who scored the winning goal that finally beat the invincible Russian team and led to the final round and a U.S. gold Mike Eruzione medal-chooses Hallmark Health as his main preference for quality healthcare. In fact, three generations of Eruziones, Mike, his father and his sons, have all had orthopedic procedures performed at Melrose-Wakefield Hospital.



Mike has had a long association with Melrose-Wakefield Hospital that began when he was 12 years old, broke his nose in a youth hockey game and was taken there for care. "They were great then and they still are," he explains.

All of the orthopedic surgeries on the Eruziones were performed by Robert Harney, MD, a long-time member of the Hallmark Health medical staff, who specializes in orthopedics and sports-related injuries. He is internationally recognized in the field of sports medicine and will be on the medical staff for the 2010 Olympic/ Paralympic Winter Games in Vancouver, BC.

"The Bone and Joint Program at Melrose-Wakefield Hospital provides top notch care. All of the doctors, nurses, therapists and surgical staff work closely together as a team to get patients back on their feet and enjoying an active lifestyle," Dr. Harney adds.

That motivation for excellence is another reason why Mike chooses Hallmark Health.

"They just do everything right," Mike adds. "The medical staff, the nurses, the anesthesiologists—they all are highly skilled and take the time to listen and explain things very carefully. Every procedure my family has been involved with was well organized and very well run ... and the outcomes were just great."



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# Hallmark Health Cardiac & Endovascular Center

## Offers the Highest Level of Care in a Community Setting

# With the Hallmark Health Cardiac & Endovascular Center, patients no longer have to travel into Boston.

THE FIRST OF ITS KIND in the region, the Center offers residents of Boston's northern suburbs easy and convenient access to services and physicians that match and even rival those offered in Boston in a community setting, close to home.

The Center, based at Melrose-Wakefield Hospital, offers patients a multidisciplinary approach to diagnose and treat cardiac and vascular disease under the direction and involvement of distinguished cardiologists, interventional cardiologists, interventional radiologists and vascular surgeons from both Lawrence Memorial Hospital of Medford and Melrose-Wakefield Hospital.

The Hallmark Health Cardiac & Endovascular Center is a state-of-the-art, comprehensive center that offers an array of procedures and services in support of heart and circulatory wellness. It was the first community hospital in the area to begin performing emergency angioplasty and has since become the leader in the region.

The Center's physicians are board certified in their specialties and credentialed following strict national guidelines for cardiac and endovascular care. They have extensive experience performing thousands of cardiac catheterizations and endovascular procedures at Hallmark Health as well as at Boston academic medical centers, including Massachusetts General Hospital, our tertiary partner in our angioplasty program.



From left to right are: Neil Denbow, MD, Khether Raby, MD, Carl Turissini, MD, Wayne Wivell, MD and Coralli So, MD.

The interventional cardiology group includes experienced cardiologists, performing more than 12,000 catheterizations and 4,000 angioplasties in their collective years of medical practice.

The Center delivers quality clinical services with a broad array of therapies and procedures that allow patients to live healthier, higher quality lives. This commitment to quality ensures that the Center provides residents of Boston's northern suburbs with ready access to the most advanced care that includes the latest diagnostic and treatment capabilities rarely found in community settings.

Services offered include interventional cardiology, invasive cardiology, medical cardiology, interventional radiology, interventional cardiology, endovascular and vascular care as well as emergency care. II

### for more information

For more information about the Cardiac & Endovascular Center, please call (781) 979-3999 or visit www.hallmarkhealth.org.



John Kelley, of Peabody, (l.) visits with Khether Raby, MD the interventional cardiologist that treated him in the Hallmark Health Cardiac & Endovascular Center.

### "Melrose-Wakefield Hospital understands what it takes to care for people. I wouldn't go anywhere else."

Peabody resident John Kelley, 47, has done his best to live a healthy lifestyle regularly working out and eating a balanced diet. Still, when chest pains took over his body this past August as he was leaving the gym, John knew the pain he was experiencing was not normal and quickly made his way to Melrose-Wakefield Hospital.

Upon his arrival, the staff in the hospital's Emergency Department immediately recognized signs and symptoms of a heart attack and quickly moved John to the Cardiac & Endovascular Center. There Khether Raby, MD, one of the Center's interventional cardiologists, implanted a stent which holds open blocked arteries and improves blood flow to the heart muscle into John's body.

John said the physicians, nurses and support staff excelled in every aspect of his care from the time he entered the Emergency Department to the time he was discharged. He said there was never any doubt he was receiving the very best care available. He is confident he made the right choice by coming to Melrose-Wakefield Hospital.

John feels fortunate to have the Center and its experienced and talented medical and nursing staff so close to home, adding he would recommend the community hospital to family and friends without hesitation.

"Melrose-Wakefield Hospital understands what it takes to care for people," he said. "I wouldn't go anywhere else."

Just a few months after his heart attack, John said he feels "tremendous" and is slowly but surely making his way back. He attends cardiac rehabilitation sessions at the hospital three times a week and is back working out at the gym.

John said if not for the Center at Melrose-Wakefield Hospital, he doesn't know where he would be today. "I have a young son and I don't want to leave him, I want to see him grow," he said. "The Center at Melrose-Wakefield Hospital gave me back that opportunity."

Dr. Raby said Mr. Kelley's case is a classic example of why it is absolutely critical to have an advanced cardiac and endovascular center in the community. He said unclogging a blocked artery as quickly as possible is imperative and getting patients treated sooner ensures salvation of the heart muscle and improves patient outcomes overall. Dr. Raby said every minute that passes without treatment increases the likelihood that a patient's heart muscle will be damaged. Having the Center at Melrose-Wakefield Hospital so close to home allows patients to be treated more quickly and efficiently.

Melrose-Wakefield Hospital is one of only seven hospitals in the state that participates in the Massachusetts Department of Public Health MASS COMM trial that studies the benefits of elective angioplasties.

perspectives winter 2009



# Hallmark Health Medical Center— Comprehensive Outpatient Care Close to Home

Over the last two years, more than 55,000 people have visited this outpatient medical center where medical expertise, the latest in diagnostic technology and a strong commitment to personalized care makes it a leader in patient satisfaction.

LOCATED OFF OF ROUTE 128 at 30 New Crossing Road, Reading, the Hallmark Health Medical Center is a modern, three-story building designed for patient comfort and clinical quality. The Center offers the most advanced technologies to



Convenience, excellent care and attentive, helpful staff make Hallmark Health Medical Center the best healthcare choice for countless individuals and families in the region.

diagnose and treat medical conditions, housing imaging services that include CT scan, X-ray, ultrasound, bone densitometry and digital mammography. A full-service physical therapy suite and blood draw station are also on site with new services and technologies constantly being added to meet the growing needs of patients.

There is a friendly, welcoming ambience to the Center that makes patients and their families feel at home. And there is plenty of convenient free parking.

The Center also houses a number of medical offices that offer specialty care in areas such as internal medicine and family practice, cardiology, obstetrics and gynecology, podiatry, pediatrics and gastroenterology. The Center serves patients from Reading, North Reading, Lynnfield, Stoneham, Wakefield and Wilmington but also reaches out to surrounding communities.

Helen Woods, Director of the Center, is very proud of the exceptional healthcare offered at the site as well as the highly skilled and dedicated staff. Woods said the Center's location is a big plus for local residents, offering this full line of outpatient services at a convenient nearby site.

"What sets us apart is our community approach to medicine," Woods says. "We have a strong commitment to personalized care, which makes us a leader in patient satisfaction. We are in the community and want to continue to reinforce the importance of being a good neighbor by providing convenient access to comprehensive outpatient healthcare to local residents."

For added patient convenience, the Center offers extended hours and frequently sponsors ongoing health screening and education programs on vital health topics.

# 1 For more information

For more information on the Hallmark Health Medical Center, please call (781) 213-5100 or visit www.hallmarkhealth.org.

www.hallmarkhealth.org perspectives



Sharon Codi Turcotte, BSN, RN, BC, CWS, in the midst of a wound consultation. When time is of the essence, this virtual technology speeds the process of wound diagnosis and management.

# Hallmark Health Launches Virtual Wound Care Program

If a picture speaks a thousand words, physicians and clinicians at Hallmark Health are listening. The new Virtual Wound Care Program at Lawrence Memorial Hospital allows physicians and nurses to email digital photographs of patients' wounds to an internal certified wound care specialist 24 hours a day, seven days a week, for quick analysis and assessment. It is the only program in the region with this unlimited access and one of only 15 in the state certified by the American College of Certified Wound Specialists.

Sharon Codi Turcotte, BSN, BC, a certified wound care specialist, examines photos online, quickly determines the severity of the wound and gets back to clinicians at the hospital with a diagnosis and plan of treatment. A surprising number of people require wound care at some point in their lives. Early diagnosis and treatment of wounds is essential, as wounds left untreated can lead to a blood stream infection and other serious medical complications.

"This program not only results in timely treatment for our patients, but also alerts me when a patient that I've worked with in the past is back in the hospital, thereby providing an opportunity for continuity of care," Turcotte explains. "I can reassure the patient and family that we're all communicating together on their behalf."

# When the Pain Becomes Too Severe

A new pain management program has opened at Melrose-Wakefield Hospital for patients suffering from back, chronic and cancer pain. The program is staffed by Emad Younan, MD, who is board certified in pain management and anesthesia.

Using the latest diagnostic and therapeutic options available, Dr. Younan has more than a decade of experience in treating and managing chronic pain. He was formerly the Director of the Pain Management Center at the St. Joseph Medical Center in Reading, PA, and completed residencies at the Cleveland Clinic Foundation in Cleveland, OH, and the Brookdale Hospital Medical Center in Brooklyn, NY.

For more information, please call (781) 979-3266.

For detailed information on community health education classes, lectures and support groups, visit www.hallmarkhealth.org and click on "Events Calendar."

# **The Healing Power of Music**

Lawrence Memorial Hospital is using a patient's favorite music to ease him or her into a calmer place while awaiting endoscopic procedures.

A year ago, Donna Begin, BSN, RN, and Judy Moffatt, RN, began studying patients to see if listening to one's favorite music had a calming effect while waiting for procedures. The feedback was very positive. Now it is standard practice.

"Patients are surprised they have a choice," Begin said of the musical selections. "They don't want to listen to elevator music. Music can lighten the mood and help people relax."

Moffatt said many patients feel strong anxieties as their surgery approaches that can create higher blood pressure and tension. Staff use an internet station that has thousands of selections from almost every music genre to find familiar songs that patients want to hear.

# **Geriatric Medical-Psychiatric Program**

Have you noticed sadness, anxiety or lack of interest in usual activities in an elderly spouse or family member? Do you wonder if this is a normal response to aging or a physical illness? Or is it something more significant and potentially treatable? When do you know when forgetfulness or behavioral change is a symptom of something more serious?

The Geriatric Medical-Psychiatric Program at Lawrence Memorial Hospital of Medford can help you find the answers.

This program specializes in providing evaluation and treatment of psychiatric disorders in the geriatric population including patients with co-existing medical problems. An interdisciplinary team of physicians, nurses, occupational therapists, social workers and other disciplines who specialize in providing comprehensive and compassionate care to elderly patients provide diagnostic clarification and a variety of effective treatments. Physicians and staff work closely with families. The program provides a full spectrum of services including dedicated inpatient units for these patients, day hospital, adult day health, psychiatric consultation for medical, surgical and emergency departments, outpatient care and an Alzheimer's support group.

For more information on how the Geriatric Medical-Psychiatric Program can help, please call (781) 306-6165.

# **Critical Assessment Teams Provide**Greater Patient Comfort and Safety

Hallmark Health has implemented Critical Assessment Teams (CAT) at Lawrence Memorial Hospital of Medford and Melrose-Wakefield Hospital. CATs, made up of critical care nurses and respiratory therapists, are an invaluable resource for nurses to use if a patient's condition appears to be worsening or they need additional resources to identify a problem.

They are on call 24 hours a day, seven days a week. When called, the team responds to the bedside within minutes and quickly reassess the patient's condition.

The CAT can be called by nursing staff or the patient's family. The team is made up of seasoned clinicians with many years of experience and advanced certifications in critical care. Many CAT members have academic medical center experience and have opted to leave the Boston teaching hospitals to join Hallmark Health.

perspectives \* winter 2009



Teresa Henry, RN, (I.), Kathy Taylor and Mary E. Gordon-Judge, RN, BC demonstrate the electronic verification technology.

# Electronic Records Increase Safety, Care and Efficiency

Hallmark Health has invested millions of dollars in electronic medical record keeping throughout the system to ensure patients receive the right treatment and medications.

By the end of this year, Hallmark Health will have completed implementation of Electronic Medical Records (EMR), Computerized Physician Order Entry (CPOE), online documentation for nursing and other ancillary departments as well as Bedside Medication Verification (BMV) at Lawrence Memorial Hospital and Melrose-Wakefield Hospital. These technologies are associated with Hallmark Health's Safe Medication Administration and Recording through Technology (SMART) project.

These advances place Hallmark Health among the leaders of community hospitals across the state and throughout the country in introducing electronic records to provide higher levels of safety to our patients. Use of these types of technology has proven to significantly reduce medical errors and improve patient care overall by providing a series of online checks and balances.

Research has shown that these technologies have proven to significantly reduce medical errors and improve patient care overall. Providing safe and quality care is what this project is all about.

Our use of electronic medical records is critical to establishing clinical excellence.

CPOE, for example, allows direct entry of medical orders. Studies and research have shown that CPOE along with clinical decision support can prevent medication errors related to drug allergies, overdoses or interactions with other medications the patient may be taking. It also keeps a detailed record of care that contributes to better patient safety and improved healthcare quality and efficiency.

BMV ensures the right patients get the right medication at the right time. Using a handheld scanner, nurses and respiratory therapists scan a barcode found on patients' wristbands and then scan the barcode on the medication label. The system is designed to do a cross-check to confirm the five rights of medication administration—the right patient, medication, dosage, route and time are correct. The implementation of this technology gives caregivers the confidence that they are providing the best in patient safety while patients and families are assured they are getting the very best in healthcare.

# Please Make a Gift to Hallmark Health

We all want quality schools for our children and the reassurance of knowing that our local fire department and police are there to protect us, but we often overlook just how important our community healthcare is.

A tax-deductible gift to Hallmark Health is an investment in your community healthcare system. Your support helps provide the latest and best medical equipment and facilities and ensures our caregivers receive the latest information on evidenced-based clinical treatments.

Community support for Hallmark Health was in evidence at two major fundraising events. More than 300 guests attended the second Annual Gala and Auction in September at the Royal Sonesta Hotel in Cambridge. More than \$70,000 was raised for the Diabetes and Endocrinology Center and systemwide diabetes programs. TV Personality Maria Menounos was Honorary Celebrity Chairperson. In October, 350 guests attended the Hats On fundraiser which raised more than \$30,000 for the Hallmark Health Cancer Center. Guests enjoyed a night of fine dining, shopping and a fashion show. Kelly Tuthill, WCVB-TV reporter and breast cancer survivor, served as honorary chairperson.

You may make a gift online by visiting www.hallmarkhealth.org. For additional information on other giving opportunities, please contact the Hallmark Health Development Office at (781) 979-6100. Thank you for supporting Hallmark Health.



# Follow Hallmark Health on Twitter and YouTube

Hallmark Health is now on the social media sites Twitter and YouTube.

Twitter provides an easy way to follow a wide range of healthcare programs, seminars, forums and special events at Hallmark Health. Twitter account holders can follow Hallmark Health at http://twitter.com/hallmarkhealth. Also, Hallmark Health's TV commercials and videos on many health-related topics are now available on YouTube.

To watch them at any time, viewers can go to http://www.youtube.com/hallmarkhealth.

www.hallmarkhealth.org perspectives



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# Need a Doctor? The best place to find a great doctor is at a great healthcare system.

If you're looking for an exceptional physician, look no further than Hallmark Health. Our physicians, trained at the country's top medical schools and teaching hospitals bring patient-focused care to their practices. They practice at Hallmark Health

because they want to be part of a medical and clinical team that is committed to excellence.

To find a great doctor for you and your family, call Hallmark Health's Physician Referral Service at 1-800-540-9191 or visit www.hallmarkhealth.org.

Malgorzata McMasters, MD

Dr. McMasters has joined the medical staff of the Hallmark

from the Comprehensive Cancer Center of the North Division

of Montefiore Medical Center in Bronx, NY. She is a graduate of

the Silesian University School of Medicine in Katowice, Poland.

Dr. Stern recently joined Mystic Valley Urological Associates in

Medical Center. Dr. Stern also completed a Fellowship in minimally invasive robotic oncology at the Hospital of the

Stoneham. Dr. Stern attended Cornell University Medical College and completed an internship in general surgery at Mount Sinai

Health Cancer Center. Dr. McMasters comes to the Cancer Center

Hematology, Oncology • (781) 224-5810

# Welcome New Physicians



Neal Chuang, MD
Cardiothoracic Surgeon • (781) 932-6487
Dr. Chuang has joined the Minimally Invasive Thoracic Surgery Associates, 800 W. Cummings Park Suite 4650 in Woburn and Hallmark Health Medical Associates, Inc. He is a graduate of the University of Colorad

800 W. Cummings Park Suite 4650 in Woburn and Hallmark Health Medical Associates, Inc. He is a graduate of the University of Colorado Health Sciences Center, completed his medical residency and held fellowships in cardiology at the NYU Medical School and was a clinical fellow in thoracic surgery at the Mt. Sinai School of Medicine.



Eric W. Eisenberg, MD

Internal Medicine • (718) 396-1111

Dr. Eisenberg specializes in internal medicine and has joined the Hallmark Health Medical Associates at 101 Main St., Suite 204 in Medford. He is a graduate of New York University Medical School and has completed his fellowship in nephrology at Boston Medical Center.



Leonard I. Firer, MD

Pediatrics • (781) 289-5057
Dr. Firer has joined Revere Winthrop Pediatrics, 280 Beach St. in Revere.
He is a graduate of the Leningrad Pediatric Medical Institute.



Michael Tameo, MD

Josh Stern, MD

Urologist • (781) 979-0661

University of Pennsylvania.

Vascular Surgeon ◆ (781) 279-1123.

Dr. Tameo is a vascular surgeon who has recently joined Commonwealth Surgical Associates, 91 Montvale Ave. in Stoneham. He received his medical degree from Saba University School of Medicine in the Netherlands-Antilles. He completed his residency in general surgery at York Hospital, York Harbor, PA.



Timothy P. Lowry, MD

Psychiatry • (781) 396-1806
Dr. Lowry recently joined Community Counseling Services at 101 Main St. in Medford. Dr. Lowry is a psychiatrist and a graduate of the Pittsburgh School of Medicine and held a fellowship in psychiatry at the Austen Riggs Center in Stockbridge, MA.



Doreen DeFaria Yeh, MD

Internal Medicine, Cardiology • (781) 979-2213.

Dr. DeFaria Yeh has joined Melrose Internal Medicine Associates, Inc., 50 Rowe St. Suite 500 in Melrose. Dr. Yeh is a graduate of the University of Massachusetts Medical School and held a cardiac fellowship at the University of California San Francisco Medical Center and a clinical fellowship in medicine at Massachusetts General Hospital.