

Hallmark Health Family Health physicians honored

Parra Tomkins, MD, of Hallmark Health Medical Associates, Inc., has been honored by her patients and received a Patients' Choice Award for the second year in a row.

The award is presented through Vitals.com an online physician evaluation service that offers health information on more than 700,000 doctors in America.

Physicians receive this award by their patients providing online feedback on their care rating areas such as bedside manner, doctor-patient face time, follow-up and office staff courtesy.

Also **Michael Coffey, MD**, Hallmark Health Medical Associates, Inc., was recently selected as the Best Doctor in Somerville in a poll conducted by the Somerville News. Drs. Coffey and Tomkins practice at Hallmark Health Family Health at Ball Square, 645 Broadway, Somerville, MA (781) 625-006.

Physician Partnership Survey underway

Physicians are reminded to fill-out their physician partnership survey to share their thoughts on Hallmark Health and its future direction.

The survey is managed by Press Ganey Associates, Inc., a national research firm. Over recent weeks the survey has been sent to physicians' offices.

It can be completed either on-line or on paper and mailed back to Press Ganey. Physicians should express their opinions frankly.

For questions or more information on the Physician Partnership Survey, please contact Physician Liaisons, **Tom Anderson** (781) 338-7507 or **Meredith Baker** (781) 338-7508.

Hallmark Health reports on successful year at Annual Meeting

FY2009 was truly a remarkable year in the history of Hallmark Health," stated **Michael V. Sack**, President and Chief Executive Officer, Hallmark Health System in his address at the Annual Meeting that was held on Feb. 4. Faced with the world economic crisis of the fall of 2008, Hallmark Health recognized, "the immediacy of the economic challenges" and made "hard decisions to ensure our system could weather these troubled times. Leadership and staff worked together to find cost-savings and operating efficiencies and to avoid loss of service and quality of care."

Mr. Sack explained how over the last two years significant work has been done "on physician leadership engagement in the hospitals, in managed care contracting organizations and in the adoption of electronic medical record systems and in employing physicians." He also praised the medical staff leadership involvement in strategic direction and expectations, specifically mentioning, **William Doherty, MD**, President of the Hallmark Health System Medical Staff, **Eleanor Moresco, MD**, President of the



Michael V. Sack, President and Chief Executive Officer, Hallmark Health System, (l.), chats with Michael Naylor, MD and Wayne Wivell, MD, prior to the Hallmark Health Annual Meeting.

LMH Medical Staff and **Timothy Tierney, MD**, President of the MWH Medical Staff.

The meeting concluded with a presentation on the latest advances in endovascular procedures and physician collaboration at Hallmark Health. The presentation, led by **Wayne Wivell, MD**, Associate Chief of Radiology and **Michael Naylor, MD**, from the Cardiac & Endovascular Center, illustrated Hallmark Health's expertise in vascular surgery previously performed only in academic medical centers.

More than 75 trustees, corporators, physicians and staff attended the evening meeting that was held at the Sheraton Colonial Hotel in Wakefield. Physician members of the Trustees include **Edward Butler, MD** and **Dr. Doherty, K. Eric Henrikson, MD**.

Physician Corporators include: **Dr. Butler, Michael Coffey, MD, Laurence Conway, MD, Donald DeLollis, MD, Dr. Doherty, Donald Grande, MD, David Guyette, MD, David Harnett, MD, Henry Haynes, MD, K. Eric Henrikson, MD, Bernard Logan, MD, Salil Midha, MD, Dr. Moresco, MD, Joseph Murphy, MD, Joseph Pladziewicz, MD, Gerald Riffelmacher, MD, Ronald Sen, MD, Dr. Tierney, MD, Frank Vittenberga, MD, Bruce Watrous, MD, Robert Weinstein, MD, Daniel Witkowski, MD, Dr. Wivell and Michael Zack, MD.**



James Herrington, (l.), Trustee, K. Eric Henrikson, MD, and Alan MacDonald, Trustee, listen to the presentation.

CHEM Center celebrates their 20th Anniversary

Hallmark Health's CHEM Center for MRI and the CHEM Center for Radiation Oncology recently celebrated their 20-year anniversary.

The CHEM Center has built a solid reputation in the area by constantly providing the latest technology and treatments while offering accessible, friendly services to patients and physicians throughout the region.

Since opening in 1989, the CHEM Center for MRI has been the premier provider of specialty MRI services north of Boston. Since its opening, the clinical staff at the CHEM Center has performed more than 100,000 procedures.

Board-certified radiologists are on site seven days a week to provide clinical care. Radiologists and MRI technologists with more than 160 combined years of experience provide high-quality healthcare in a pleasant patient environment.

The CHEM Center offers the most up-to-date technology and procedures including high-field Magnetic Resonance Imaging (MRI) and open MRI for those patients who are claustrophobic.

For more information on the CHEM Center please call (781) 224-5810 or visit www.hallmarkhealth.org.



Celebrating the 20th Anniversary are John F. Seccareccio, System Manager Imaging/Radiology Services, (l.), Elaine Gale, System Director, Cardiac and Endovascular Services, Imaging/Radiology Services, Paul McKeough, MD, Michael V. Sack, President and Chief Executive Officer, Hallmark Health System, K. Eric Henrikson, MD, Glenn Davis, Manager of the CHEM Center and Sean Hand, Vice President of Ancillary Services.

Physician networking sessions begin this month

Beginning this month, Hallmark Health is sponsoring physician networking lunches. The lunches that will be held on the Third Tuesday of the month from 12 noon to 1 p.m. are a good opportunity for physicians to meet with their colleagues in an informal setting. The lunches will be held in the Johnson Conference Room at Lawrence Memorial Hospital and in the Physicians' Lounge at Melrose-Wakefield Hospital.

For more information, please contact **Meredith Baker**, Physician Liaison, at (781) 338-7508.

IMAGING TIP OF THE MONTH

Did you know?

This past year, Hallmark Health has imaged over 30,000 mammography patients. Our imaging service, however, includes a breast program that offers much more than just mammograms. We offer a comprehensive range of diagnostic studies and procedures.

These include:

- Screening mammography
- Diagnostic mammography
- Breast ultrasound
- Stereotactic and ultrasound guided minimally invasive biopsies
- Breast cyst and fine needle aspirations
- Needle localizations with mammography, ultrasound and MRI guidance
- Galactography
- Sentinel Node Studies
- Breast MRI
- Breast MRI guided biopsies

Currently our report turn around time for screening mammograms is 1.5 days. This efficient turn around time has been accomplished by a close collaboration between our imaging staff and radiologists.

To speak with one of our radiologists regarding our breast imaging services, please call Melrose-Wakefield Hospital at (781) 979-3102, or Lawrence Memorial Hospital at (781) 306-6802.

To schedule your patients' exams - please call Central Scheduling at (781) 338-7111.

EDITORIAL STAFF

PUBLISHED BY THE
DEPARTMENT OF MARKETING AND COMMUNICATIONS

PHYSICIAN SERVICES
PHYSICIAN LIAISONS
THOMAS ANDERSON
(781) 338-7507 OR TANDERSON@HALLMARKHEALTH.ORG

MEREDITH BAKER
(781) 338-7508 OR MBAKER@HALLMARKHEALTH.ORG

IF YOU HAVE STORY IDEAS, PLEASE CALL
GERRY RYAN AT (781) 979 3239 OR BY EMAIL AT
GRYAN@HALLMARKHEALTH.ORG

H Hallmark Health
585 LEBANON STREET
MELROSE, MA 02176