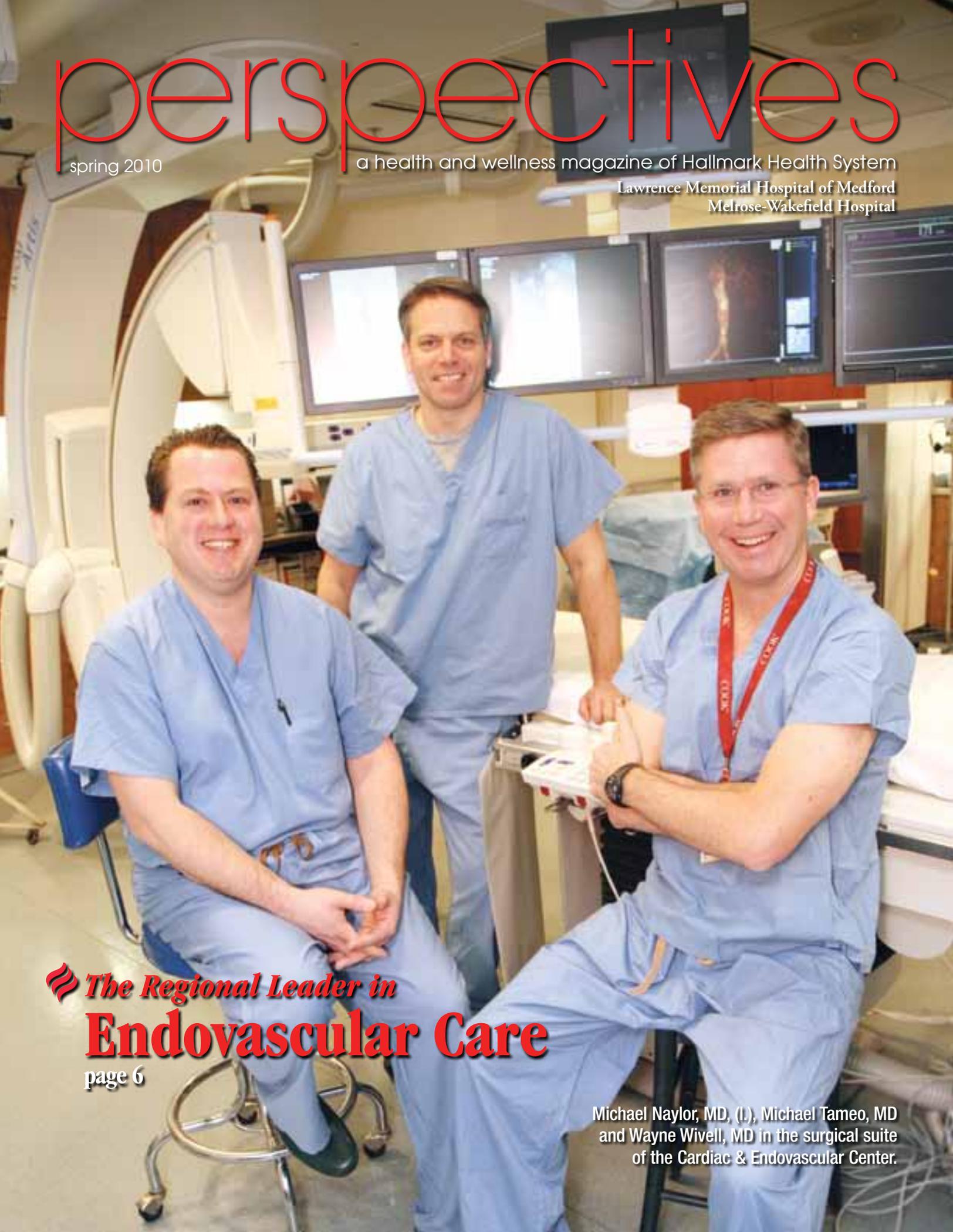


perspectives

spring 2010

a health and wellness magazine of Hallmark Health System

Lawrence Memorial Hospital of Medford
Melrose-Wakefield Hospital

A photograph of three male medical professionals in blue scrubs standing in a surgical suite. They are smiling and looking towards the camera. The background shows medical equipment, including monitors and a large circular structure.

The Regional Leader in
Endovascular Care

page 6

Michael Naylor, MD, (l.), Michael Tameo, MD
and Wayne Wivell, MD in the surgical suite
of the Cardiac & Endovascular Center.

From the CEO

WELCOME TO THE SPRING ISSUE of *Perspectives*, the quarterly magazine from Hallmark Health System. Hallmark Health is a comprehensive health system comprised of two hospitals, Lawrence Memorial Hospital of Medford and Melrose-Wakefield Hospital, as well as the Hallmark Health Cancer Center in Stoneham, the Hallmark Health Medical Center for outpatient care in Reading and our VNA and Hospice program located in Malden and serving residents all over the entire region. Throughout Hallmark Health, we offer exceptional physicians and nurses, personalized care with small town friendliness and a commitment to achieving clinical excellence that together is hard to replicate in large urban hospitals.

In this issue, you will learn more about some of our many areas of health expertise. On the next page there is a story about our nationally recognized Bariatric and Weight Management Program that has dramatically changed the lives of many individuals in the area. This is followed by our Geriatric Medical-Psychiatric Program, the only one in the area that brings a distinctive blend of medical and psychiatric expertise to elderly patients and their families. You will also learn about the full complement of outpatient physical rehabilitation services we offer at three convenient locations throughout the region.

Featured in the center spread is the region's leader in endovascular care, our modern Cardiac & Endovascular Center at Melrose-Wakefield Hospital that performs dramatic, less-invasive endovascular procedures that are sending patients home sooner with far less discomfort, fewer complications and more rapid recoveries.

If you are looking for a physician to meet your family's health needs, you should investigate Hallmark Health Medical Associates, a large physician practice within our medical staff, on page 8. This large practice includes board-certified physicians in several specialties with offices in nine communities through the area who offer timely appointments and friendly staff.

If Hallmark Health is your system of choice, we trust you will be highly satisfied with the care you receive and will help us spread the word about the superior care we provide to your family and friends. If you are looking for a new physician or healthcare provider, please review Hallmark Health's website and on-line physician directory at www.hallmarkhealth.org or call (800) 540-9191 for more information or to find a physician.

When you need exceptional healthcare, your destination should be Hallmark Health.



Michael V. Sack, FACHE
President and Chief Executive Officer
HALLMARK HEALTH SYSTEM



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System Director, Marketing & Communications: Rick Pozniak
Senior Manager, Marketing & Communications: Tina Karas
Marketing Specialist, Editorial Services: Gerald Ryan
Communications Specialist, Public & Media Relations: Jesse Kawa
Marketing Specialist, Web & Print Design: Christina Scala

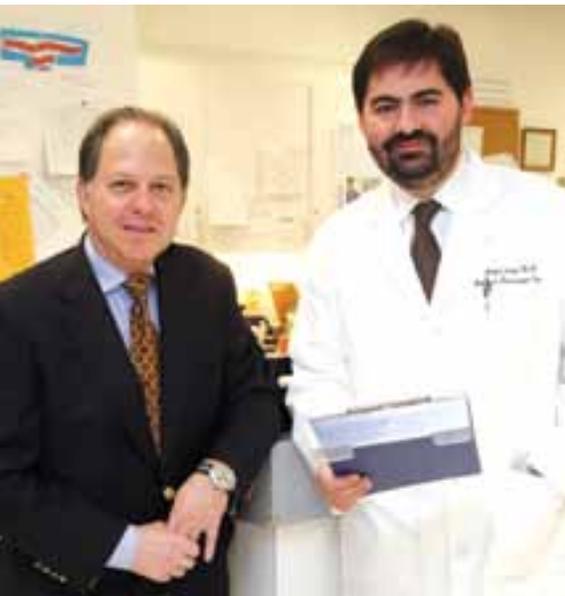
The information in *Perspectives* is not a substitute for medical advice or professional medical care. If you have a question about your health, please consult your physician.

If you do not wish to receive this newsletter, please call (781) 979-3239 and ask to be removed from our mailing list.

What is Hallmark Health?

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

Photo credits: Debra Troyanos, cover, pages 3-4, 7-8;
Janet Stearns, page 10



Sheldon Randall, MD, (l.), and Andras Sandor, MD are two of the surgeons in the Bariatric and Weight Management Program.

Bariatric Surgery and Weight Management Program: Nationally recognized for clinical excellence

If you are considering weight loss surgery, Hallmark Health's Lawrence Memorial Hospital of Medford (LMH) has a nationally recognized program that is committed to clinical excellence, making it one of the leading providers of bariatric and weight loss management care in Massachusetts.

THE PROGRAM, which includes Sheldon Randall, MD, Andras Sandor, MD and Khaled Yehia, MD, offers patients an expert team of surgeons, specially trained nurses, psychologists, dietitians and respiratory therapists who work with

them every step of the way. Superior patient care, results and satisfaction are the cornerstones of the program.

LMH has been designated a Bariatric Surgery Center of Excellence by the American Society for Metabolic and Bariatric Surgery. Fewer than 375 hospitals nationwide have met the high standards necessary to become a Center of Excellence. The hospital has also been named a Blue Distinction Center for Bariatric Surgery by Blue Cross Blue Shield.

The program offers the entire spectrum of weight loss surgical procedures (gastric bypass, adjustable gastric banding and sleeve gastrectomy) with both the traditional open surgical technique and the laparoscopic approach. The program continues caring for patients long after surgery with ongoing support groups, consultations with experienced and caring nutritionists and follow up appointments with their surgeon.

Dr. Randall, the program's director, has performed approximately 6,000 bariatric surgeries during his 25-year career. He helped start many of the programs operating in Boston hospitals today, but feels strongly that patients have a more personalized experience and specialized care at LMH.

"I have had patients who began the process at hospitals in Boston but ended up leaving and coming to our program," said Dr. Randall. "Patients want to feel like they are a priority and that is what we do here. We give each and every patient the individualized care they deserve."

Dr. Sandor echoed that point, adding patients who choose a big Boston hospital can expect to wait up to a year to get an appointment with their surgeon while he can see new patients within a month.

Still, Dr. Sandor said the most important reason patients should choose LMH is because of its reputation as a quality, community hospital that is unparalleled in the clinical care delivered.

"We are very proud that LMH was one of the first hospitals in Massachusetts to be designated as a Center of Excellence because it means we provide world-class care," said Dr. Sandor.

Dr. Randall said the reasons to go forward with weight loss surgery are simple: to improve your health, quality of life and extend your life. He said anyone who commits to having weight loss surgery has done so because all other methods, including diet and exercise, have been unsuccessful.

Following surgery, Dr. Randall said patients are happier, healthier and able to do many things they were unable to do before surgery. He said more importantly medical problems such as diabetes, cardiac issues and sleep apnea are significantly improved, if not cured, after surgery. ■

i For more information

For more information on the Bariatric and Weight Management Program, please call (781) 306-6166 or visit www.hallmarkhealth.org.

Revere resident Josephine Terrazzano struggled to lose weight for years. She tried several diets including well-known programs like *Weight Watchers* and *Nutrisystem*, but nothing worked. She kept the weight on which eventually led to medical problems such as sleep apnea, high blood pressure, diabetes and foot fractures. Josephine had trouble walking up and down the stairs in her house and worried about things like fitting into her seat on an airplane or in a booth in a restaurant.

"Lawrence Memorial Hospital was a great choice for me."

Josephine was referred by her primary care physician to Dr. Randall at the LMH Bariatric and Weight Management Program.

Dr. Randall performed Josephine's surgery in August 2007 and since then her life has changed dramatically. She no longer takes medications for sleep apnea, high blood pressure or diabetes, nor does she have any more foot fractures. Josephine has lost close to 100 pounds and enjoys walking along Revere Beach in the nice weather and stays active with her husband, three children and eight grandchildren.

"I used to huff and puff going up and down the stairs and now I do it several times a day with no problem. I feel wonderful," she said.

For Josephine, her only regret is she did not go see Dr. Randall sooner. She said he and his team made her feel so comfortable, which solidified her decision to proceed with surgery.

"Everyone there is wonderful, I can't say enough about them," said Josephine. "LMH was a great choice for me."

After



Before



Geriatric Medical-Psychiatric Program: The region's leader in psychiatric and medical care for the elderly

Have you noticed sadness, anxiety or lack of interest in usual activities in an elderly family member?

DO YOU WONDER if this is a normal response to aging or physical illness? Or is it something more significant and potentially treatable? Medical and psychiatric illnesses can be independently complex and often involve very different treatment plans. At Hallmark Health's Geriatric Medical-Psychiatric Program, a distinguished group of highly experienced medical and clinical staff specializes in bridging the gap between the two.

The Geriatric Medical-Psychiatric Program at Lawrence Memorial Hospital of Medford meets both the psychiatric and medical needs of patients. The program provides a full spectrum of services including two inpatient units as well as a partial hospitalization program for patients that do not require a hospital stay.

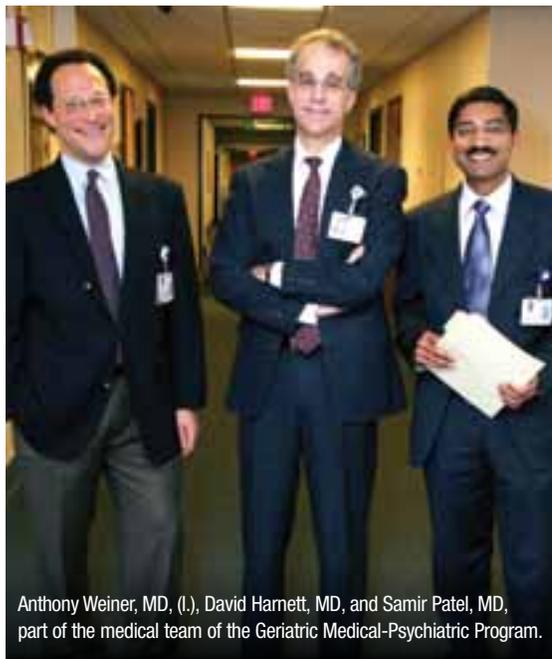
The Program's multidisciplinary team includes psychiatrists, internal medicine physicians, a full nursing staff trained in both psychiatric and medical nursing, social workers, occupational therapists and dedicated ancillary staff who meet regularly to discuss patients' treatment options, progress and formulate discharge plans.

"We take care of those patients who have severe depression, psychosis, anxiety often in the context of medical illness and also dementia-related psychiatric illness," said David S. Harnett, MD, Hallmark Health's Chief of Psychiatry and Director of Inpatient Psychiatric Units. "Many patients have concurrent medical issues and are excluded from typical geriatric-psychiatric units because they haven't been medically cleared."

Samir Patel, MD, Associate Medical Director of the Program, said communication between team members, patients and their families is one key to their success.

"We bring a team approach that is helpful to patients and their families and this is unique," he said. "We involve the family members from the time of admission and we take pride in our ability to communicate with them. They often tell us that they really haven't had communication like this before."

perspectives



Anthony Weiner, MD, (L), David Harnett, MD, and Samir Patel, MD, part of the medical team of the Geriatric Medical-Psychiatric Program.

The partial hospitalization program is an acute day hospital program that serves those patients who don't require the intensive inpatient program but who could benefit from a structured outpatient program. Patients suffering from bipolar disorder, severe depression, psychosis or difficulty coping with loss or aging attend the program five days a week for an average of 10 to 12 days.

"Partial hospitalization provides comprehensive care and treatment in a traditional outpatient setting," said Anthony Weiner, MD. "We work collaboratively with primary care physicians and are here to help them with their patients."

Electro convulsive therapy (ECT) is another part of this multi-faceted program and can be a valuable tool in treating depression. ECT is administered under general anesthesia as an inpatient procedure and then typically transitions to an outpatient setting. Patients normally undergo three treatments a week until the symptoms disappear. While the patient is anesthetized, several brief electrical stimuli are delivered to the brain, causing the nerves to release neurotransmitters, eventually restoring the chemical balance.

"It can be life saving for patients and it is an essential type of treatment for caring for elderly

As a professional guardian, Audrey Baron, of Wilmington, manages her clients' medical care when they're no longer able to make decisions for themselves due to conditions like dementia. She decides which nursing homes to place them in and which hospitals to send them to when they need medical care.

Any time she can, Audrey chooses the Geriatric Medical-Psychiatric Program at Hallmark Health's Lawrence Memorial Hospital of Medford (LMH) for her clients. She has been working with the program's dedicated doctors, nurses and social workers for more than five years now and couldn't be happier with the care her clients have received.

"They have a fantastic program at LMH," said Audrey. "I can't say enough about the team they have assembled there. They are very good at what they do."

Baron has clients all over the region and for that reason has spent time at many hospitals. For her, what sets the Geriatric Medical-Psychiatric Program at LMH apart from other programs is that they focus on both the medical and psychiatric needs of her clients.

"I am so grateful there is a hospital like Lawrence Memorial Hospital."

Time and time again, Baron has had clients misdiagnosed and released from other hospitals, only to be re-admitted a few days later. She said at LMH she knows her clients' conditions will be correctly diagnosed and treated, ensuring their safety and health.

"I am so grateful there is a hospital like LMH," said Audrey.

patients," said Dr. Weiner, who directs the ECT program. "When medications and therapies are ineffective and patients have severe depression, ECT can provide hope and benefit where other treatments do not." ■

i For more information

For more information on the Geriatric Medical-Psychiatric Program, please call (781) 306-6155 or visit www.hallmarkhealth.org.

Superior care and modern facilities

lead to exceptional rehabilitation outcomes

Getting expert rehabilitation and physical therapy can make all the difference in whether the road to recovery is rough and rocky or a smooth transition back to well being and fitness.

THIS IS WHY Hallmark Health offers highly trained and experienced physical therapists and specialists as well as the most modern facilities and equipment to return patients to their highest level of functional independence at work, home or on the playing field. From joint replacement, to custom-fit orthotics to recovering from back or neck pain, surgery or sports injuries, Hallmark Health's Rehabilitation Services helps you get back on your feet and into action. We specialize in offering physical therapy, occupational therapy, speech language pathology, diabetes education and audiology. Each rehabilitation clinic also has a complete range of treatments and modern exercise equipment to help patients reach their maximum potential.

"There is a warm, family environment at all of our facilities," said Melissa Danoff Roberto DPT, MS, ATC, Director of Rehabilitation Services. "Our patients really get to know and trust their therapists as they recover. They also build friendships with their fellow patients as they work towards their recovery."

Hallmark Health's Rehabilitation Services are located throughout the community for ease of access. Patients can choose three convenient

outpatient sites: Lawrence Memorial Rehabilitation Services, 101 Main St., Suite 105, Medford; Melrose-Wakefield Rehabilitation Services, 22 Corey St., Melrose and Hallmark Health Medical Center Rehabilitation Services, 30 New Crossing Road, Reading. Every site offers convenient free parking and speedy appointments to meet the needs of your busy lifestyle.

The sites are staffed with highly trained, credentialed and experienced physical therapists, occupational therapists, athletic trainers, speech and language pathologists, diabetes educators, nurses, registered dietitians, audiologists and certified hand specialists. Using a team approach, Hallmark Health offers one-on-one individualized treatment plans that follow the most current evidence-based practice to ensure excellent results. **H**

i For more information

For more information on Rehabilitation Services, please call (781) 213-5140 or visit www.hallmarkhealth.org.

Kathleen Hannan, of Melrose, joined the Massachusetts Army National Guard when most people are deep in the trenches of mid-life careers. But she saw the world embroiled in frightening times and felt there were more important things to take care of than her accounting career. She wanted to do her part, so she enlisted.

"I always felt it was important to be physically fit and I've kept myself in top shape even before I enlisted," Hannan said.

Unfortunately, Hannan had an accident while in deployment training and landed awkwardly on her knee, which caused severe damage. She had surgery at Keller Army Community Hospital at West Point, NY.

"While I was recuperating, they told me I could go home as a part of the Community Based Warrior Transition Unit if I could find a top-notch rehabilitation center that met their exact criteria," Hannan added. "I got on the Internet and researched more than half a dozen facilities in north suburban Boston. I liked what I saw on the Hallmark Health website, especially the nearby parking. That's very important to a rehab patient. My doctors agreed and I was allowed to come home and get my therapy locally."

"Hallmark Health is helping me reach my goals"

Kathleen has been making excellent progress, gaining more range of motion and pain-free movement. She has returned to active duty and has even started running again.

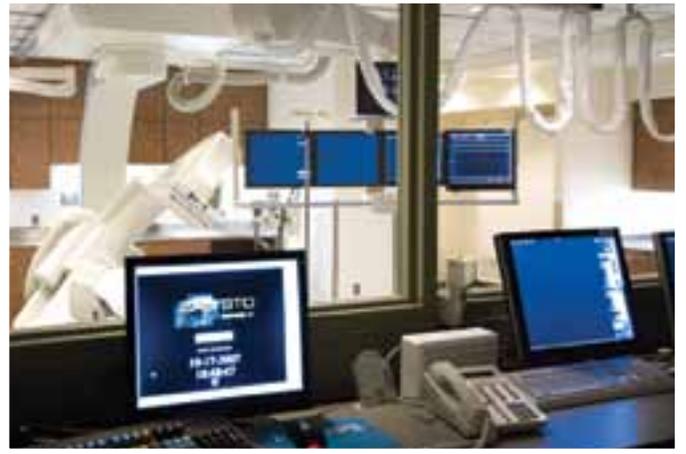
"The facilities at 22 Corey St., Melrose are excellent and I have been especially impressed with the skill and knowledge of my physical therapist, Ashley Kiersted, DPT," Hannan said, "Ashley has been working closely with me to reach my goal of returning to serve our country."



Ashley Kiersted, DPT, works with Kathleen Hannan on her strength and balance.



The spacious, state-of-the-art Endovascular Suite in the Center is the only one of its kind in the region. The Center provides advanced technologies that contribute to optimal endovascular outcomes.



Hallmark Health's Cardiac & Endovascular Center, the regional leader in advanced endovascular care

When it comes to advanced and complex endovascular surgery you no longer have to travel into Boston. Hallmark Health's Cardiac & Endovascular Center located at Melrose-Wakefield Hospital has succeeded in providing the finest, specialized care available for endovascular disorders.

THE STATE-OF-THE-ART Center was established to integrate the various disciplines that provide cardiac and vascular care. Our interventional radiologists and vascular surgeons work in a collaborative way so patients benefit from the best of each specialty's clinical expertise. This is Hallmark Health's commitment to high quality and comprehensive patient care in a community setting.

Hallmark Health physicians have been leaders in introducing advanced vascular treatment, the latest healing strategies and surgical techniques to this region. Vascular disease can range from life threatening abdominal aortic aneurysms to circulatory problems caused by blockages of arteries and veins that may lead to leg pain. Endovascular (inside blood vessel) procedures correct these problems and are performed in the multi-million dollar Center, the only one of its kind in the region.

An elite team of highly skilled surgeons and interventional radiologists works together using leading-edge technologies to make tiny incisions to reach and repair bulging or clogged arteries or veins. To reinforce a weak spot in an artery that may be in danger of rupturing or clogging, surgeons insert thin tubes, or catheters, that carry a stent through blood vessels to the problem area. The stent is then placed to open-up, re-align and strengthen the artery as well as increase blood flow.

In the majority of cases these approaches allow patients to leave the hospital sooner and recover more quickly, with less pain, discomfort and complications. Since the incisions are smaller and the trauma to internal organs is minimal, patients frequently return to work quicker.

Wayne Wivell, MD, Associate Chief of Radiology, said, "Unlike big-name teaching hospitals where patients are often treated by medical students

and fellows, patients receiving treatment at the Center are only treated by vascular surgeons and interventional radiologists who have extensive experience and expertise in their medical specialties.”

He added that the centralized layout of the Center leads to continuity of care by dedicated and highly skilled nurses and technical staff for an efficient, seamless experience for the patients and their family.

Michael Naylor, MD, a vascular surgeon who specializes in traditional vascular and endovascular surgery, performs endovascular repair and stent placement. He stated that endovascular techniques have nearly eliminated the need for open vascular surgery in many cases since these less invasive methods usually offer patients better results with fewer risks.

Dr. Naylor said the Center is the best center of any hospital in the area, equal to what you might find in Boston. “The facilities are first-rate, the equipment is state-of-the-art and the staff is second to none. My patients love it here.”

Michael Tameo, MD, recently joined the Hallmark Health medical staff. He performs a number of endovascular procedures including endovascular repair of abdominal aortic aneurysms (EVAR) as do other surgeons who use the Center. Repair of an enlarged or bulging aorta in the abdomen used to be a very complicated and involved operation. Now in most cases it is an overnight procedure with patients returning back to their normal life style in a matter of weeks.

Dr. Tameo said he particularly likes the procedure rooms in the Center because they are specifically equipped for these procedures.

“Most other facilities have to roll in the imaging equipment. In the Center the equipment is always there, dedicated to endovascular procedures. They show superior images that contribute to better results. Plus, the rooms offer a spacious working environment for the surgical team.”

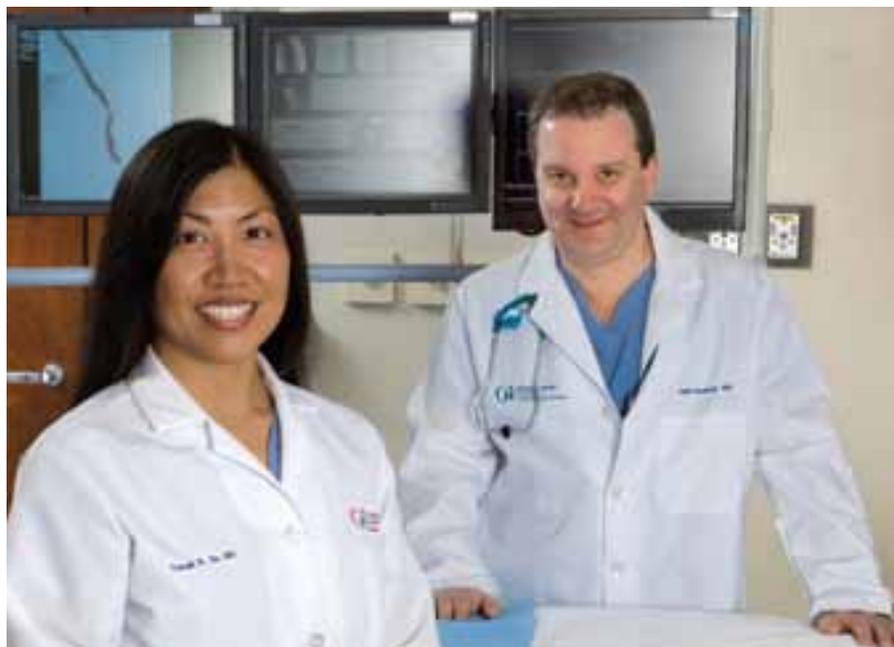
The Center also specializes in performing endovascular gynecological procedures that are easier and less invasive than ever for women. Dr. Wivell is one of the interventional radiologists who treats symptomatic uterine fibroids by performing uterine fibroid embolization (UFE).

Up to 50 percent of mid-age women have fibroids that can lead to heavy menstrual bleeding, painful periods, pelvic pressure, frequent urination and lower back pain. In this minimally invasive procedure, an interventional radiologist maps the blood supply to the uterus and fibroid, inserts a catheter through a small incision and injects small particles that block the blood supply to the fibroids, effectively killing them. Nearly 90 percent of women who have had this procedure report significant relief of their symptoms.

“For a woman with symptomatic fibroids, UFE may be a viable alternative to hysterectomy,” explained Dr. Wivell. “With UFE, women are typically hospitalized for one night and often are able to return to work within a week.” **H**

i For more information

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



Coralli, So, MD, (l), and Neil Denbow, MD, who specialize in interventional radiology also perform endovascular procedures at the Center.



Deirdre O'Connell

Deirdre O'Connell, of Malden, is a Vice President at BlackRock, Inc., a global financial services firm in Boston. She was diagnosed with uterine fibroids, which are noncancerous growths that develop within the walls of the uterus, by her gynecologist, Martha Krikeles, MD. Dr. Krikeles referred her to Wayne Wivell, MD. These growths can cause heavy menstrual bleeding and cramping, increased urinary frequency and severe lower back pain. Deirdre met with Dr. Wivell to explore her therapeutic options including uterine fibroid embolization.

“I can't say enough good things about Dr. Wivell and his team.”

An MRI showed precise detail of the tumors and indicated that minimally invasive UFE was an option. Deirdre went to Melrose-Wakefield Hospital early in the morning on the day of the procedure and returned home the following night. After a week of recovery she returned to her demanding job in finance.

“I can't say enough good things about Dr. Wivell and his team,” Deirdre stated. “They provided a lot of educational information which gave me the basis on which to make an informed decision about the procedure. They helped to manage my expectations and took the time to answer any questions I had. The nursing staff was outstanding as well. The procedure went as planned.”

“The improvements were almost immediate, and I am glad it was all taken care of,” Deirdre added.



Lina Feldman, MD, of Hallmark Health Medical Associates, Inc. who is board certified in internal medicine, sees a patient in her medical suite in the Hallmark Health Medical Center in Reading.

Hallmark Health Medical Associates, Inc. The new name for excellent care

The first line of defense in maintaining your family's good health is to have an exceptional physician you can trust, you can talk to and who has your best health interests at heart.

EVERYONE WANTS a physician who is committed to clinical excellence, is up-to-date on the latest medical advances, provides patient-focused care, whose office schedules appointments and handles prescriptions promptly and continually increases your confidence that you are getting the finest care.

These are the kind of top-quality, board-certified primary care physicians, obstetrician/gynecologists, surgeons, endocrinologists and other specialists you will find at Hallmark Health Medical Associates, Inc., the new name for Ell Pond Medical Associates. This practice is a large physician group within Hallmark Health's medical staff. The name was recently changed to more closely align and connect this physician group to Hallmark Health.

The modern offices of the physicians of Hallmark Health Medical Associates, designed for patient comfort and clinical quality, are conveniently located in Malden, Medford, Melrose, Reading, Revere, Saugus, Somerville, Stoneham and Woburn.

Selecting a Hallmark Health Medical Associates physician for your care means you have ready access to a major modern healthcare system equipped with the latest diagnostic equipment as well as highly skilled surgeons, specialists and nurses who provide comprehensive and scientifically based care and support. The majority of these physician offices are linked into state-of-the-art electronic medical record systems that provide greater efficiency, safety and accuracy for patients and ensure you are getting the right treatment and medications with the right dosage at the right time.

The physician offices of Hallmark Health Medical Associates offer prompt patient appointments, plenty of free parking and accept most health insurance plans. The offices are staffed with friendly, accommodating personnel who are committed to service excellence. **H**

i For more information

For more information on Hallmark Health Medical Associates, Inc., please call (800) 540-9191 or search our on-line physician directory at www.hallmarkhealth.org.

Clinical Advancements



Program reduces, eliminates post-operative nausea and vomiting

Hallmark Health has had tremendous success with a program that significantly reduces and often eliminates nausea and vomiting after surgery. Research has shown that experiencing these symptoms is the leading fear among patients going in for surgery. As a result, countless patients make the decision to put off or forego necessary surgery.

Hallmark Health clinicians developed a pilot program at Lawrence Memorial Hospital of Medford to address this fear. By implementing a seven-step process, the team significantly improved the standard of care for these patients. During the pilot period, which lasted several months, none of the patients experienced vomiting and only five percent reported feeling nausea.

"This program has a direct impact on our patients and shows our commitment to offering the best care possible," explained Kathleen Deleskey, MSN, RN, CPAN, Assistant Clinical Professor at the Lawrence Memorial/Regis College Nursing Program, who developed the program.

Hospitalists offer an extra level of care

Having ready access to physicians during a hospital stay provides higher levels of safety and peace of mind for patients.

This is why Lawrence Memorial Hospital of Medford and Melrose-Wakefield Hospital employ 20 hospitalists who provide this additional level of care. Hospitalists are in-house physicians, board-certified in internal or family medicine, who provide an extra level of care for patients. Hospitalists do not

have medical practices and are available for round-the-clock monitoring of a patient's condition while keeping in close contact with the admitting physician.

Arvind Bhat MD, Medical Director of Hallmark Health's Hospitalist Program, explained, "The added level of care that our hospitalists offer is a tremendous benefit to our patients and their families."



Melrose-Wakefield offers "Rooming In" for new moms

Is there anything more natural than the bonding of a mother with her newborn?

The family-centered maternity care at Melrose-Wakefield Hospital recognizes the many benefits associated with keeping new mothers and their newborns together during their hospital stay. That is why the hospital has "Rooming In" for new mothers.

Rooming In is a nationally recognized practice where infants are cared for by their mothers in their room instead of the nursery. This model of care is a great benefit for both the mother and her newborn since it promotes breastfeeding and allows mothers to learn their baby's needs and how to care for them.

"Rooming In is a very positive step for our mothers and newborns," said Carol Downes, RN, Director of Maternal-Newborn services. "Many benefits associated with the model have been proven to have positive long-term effects on the infant."



Clinical Advancements

Surgical Day Care relocates to modern, more spacious quarters

The Surgical Day Care Unit at Melrose-Wakefield Hospital has moved to an expanded location on the third floor of the hospital that provides an ultimate caring environment for greater patient comfort and monitoring.

According to Donna Harvey, MSN, RN, CNOR, Director of Surgical Services, many physicians and staff had significant input into making this move and transition a success. "We are thrilled to be able to care for our surgical patients in such a beautiful and larger space."



Development News: Hats off to *Hats On*

When Judy Worthley, of Saugus, lost her hair to cancer, she bought a scarf, but didn't know how to tie it. "I realized there was more to treatment than chemo. I needed the personal touch too," said Worthley. So Worthley, a survivor and employee of Hallmark Health, helped organize *Hats On*, a recently held annual dinner and fashion show to benefit the development of a boutique in Hallmark Health's Cancer Center in Stoneham.

The boutique would fit patients for wigs, scarves, hats and prosthetics in a caring and dignified atmosphere.

Rebecca Eisenberg, MD, Director of the Center, says patients receive state-of-the-art care from Hallmark Health, but the Center also strives to treat a patient's emotional needs. "A boutique would enhance our superb services, because maintaining a positive attitude helps patients through treatment."

Dan McDermott, of Burlington, joined the *Hats On* committee because he remembers his late wife's experience. "She needed a place where people understood what she was going through. She wasn't buying a wig for a night out. She just wanted to look normal. That's why I support the Center and this wonderful goal."

The Center provides excellent services to thousands of patients each year. To support the Center and the development of a boutique, please make a gift online or send a check payable to the Development Office at Hallmark Health Cancer Center, 170 Governors Ave., Medford, MA 02155.



Cardiac Rehabilitation Program receives national certification

The Cardiac Rehabilitation Program at Melrose-Wakefield Hospital has met the strict standards for certification by the American Association of Cardiovascular and Pulmonary Rehabilitation. The program provides cardiac rehabilitation to individuals who have experienced stable angina, a heart attack, cardiac surgery, balloon angioplasty, stent placement or heart transplants.

"This designation speaks volumes about the high quality of care we provide to help patients live better through risk factor modification including diet, exercise and stress management," explained Joan Keneally-Nies, RN, BSN, who directs the program.

Pictured from the MWH Cardiac Rehabilitation Program are (front row) Virginia Verge, RN, Salil Midha, MD, and Joan Keneally-Nies, RN, BSN; and (top row) Meredith Jefski, Exercise Physiologist and Jerry Neistadt, PT.



Hallmark Health's Community Benefits Programs are now on the Web

HALLMARK HEALTH has a new community benefits webpage at www.hallmarkhealth.com/community-benefits.html. The webpage allows area residents to appraise Hallmark Health's Community Benefits Mission Statement, identify the target populations to receive services and review the key Community Benefits programs for 2010. The webpage also allows community members to provide input by completing a Web-based community health survey. Information collected from the surveys will be used to develop future programs.

In 2009, the Hallmark Health Community Benefits Advisory Council convened to utilize community members' input toward improving area health services. The members of this council include area community leaders, human service executives and senior management from Hallmark Health. They were chosen to represent the community on the Council because of their strong local affiliations. The Council membership

has committed to work with Hallmark Health leadership and the Board of Trustees to provide input into the Community Benefits process.

Through the leadership of this Council and after extensive review of federal, state and local public health data, the following areas were identified as the main focus of the Hallmark Health Community Benefits programs for 2010:

- Ensuring the community at-large is prepared for emergencies, both local and more pervasive such as seasonal and pandemic flu
- Strengthening community connections with local groups and other healthcare systems
- Improving access to medical care, especially focused on uninsured or underinsured residents of core communities

The programs will also center on identifying, building awareness and treating residents at risk for developing or struggling to manage illnesses such as cardiovascular disease, diabetes, cancer, obesity and bone and joint problems. Other

areas of focus include reaching out to residents coping with a variety of behavioral health issues, increasing efforts to engage and support low-to-moderate-income elders and providing support and health education to at-risk families. Later this year, community focus groups will be organized to allow residents to provide even greater input into the Community Benefits process. **H**

i For more information

For more information on the Community Benefits Programs, please contact Eileen Dern, Director of Community Services at edern@hallmarkhealth.org or (781) 338-7552.

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

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Welcome New Physicians



Isabel Balderas, MD

Ophthalmology • (781) 395-9916

Dr. Balderas has joined the practice of Jason Gilbert, MD, at 101 Main Street, Suite 208, Medford. She specializes in ophthalmology and has a subspecialty in the care and treatment of glaucoma.

Dr. Balderas received her medical degree from Harvard Medical School and has also completed a fellowship at the New England Eye Center.



L'Tricia Oglesby Chery, MD

Obstetrics and Gynecology • (781) 395-6000

Dr. Chery has joined the practice of Bernard Logan, MD, at 101 Main Street, Suite 217, Medford. She is a graduate of Johns Hopkins University and holds her medical degree from Harvard Medical School. Dr. Chery completed her residency in obstetrics and gynecology from the Magee Womens Hospital at the University of Pittsburgh.



Albert H. Fine, MD

Internal Medicine • (781) 395-2114

Dr. Fine has joined the practice of Hallmark Health Medical Associates, 101 Main Street, Suite 202, Medford. He is a graduate of Amherst College and holds a medical degree from the Albert Einstein College of Medicine, New York, NY. He has been practicing medicine in the region for more than 30 years.



Mohammad Hakim, MD

Internal Medicine • (781) 391-3532

Dr. Hakim has joined the practice of Hallmark Health Medical Associates, 101 Main Street, Suite 214, Medford. He is board certified and specializes in internal medicine, pediatrics and adolescent medicine. He holds a medical degree from Dhaka Medical College in Bangladesh and completed a pediatric residency at St. Joseph's Hospital in Pontiac, MI and an internal medicine residency at University of Rochester Highland Hospital in Rochester, NY.