

# perspectives

spring/summer 2008

a health and wellness magazine of Hallmark Health System

Lawrence Memorial Hospital of Medford  
Melrose-Wakefield Hospital

*Achieving*  
**physician excellence**  
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*Breakthrough treatment for*  
**uterine tumors**  
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*Achieving*  
**neurosurgery  
excellence**  
page 6

Dr. Jacob Rachlin and members of his neurosurgical team.

## From the CEO

### BUILDING ON A TRADITION OF EXCELLENCE AND TRUST

SINCE ITS INCEPTION ten years ago, Hallmark Health System has been building on the legacy of great medical care and a passion for excellence. As we have achieved recognition for our outstanding patient care and community value, we have also set the stage for our future. In our mission to be the premier, charitable provider of vital health services to Boston's northern communities, it is our responsibility to our patients to continue this pursuit of clinical and operational excellence.



Recently, we began to implement a change in the lives of every staff member through a daily way of life we call "Achieving Excellence at Hallmark Health." We are building upon five priority cornerstones: People, Quality, Service, Growth, and Finance, as adopted by the Board of Trustees, to guide our future.

What makes a healthcare delivery system excellent? I believe it is the focus and planning of how these cornerstones fit together. We can differentiate ourselves from other community healthcare organizations through excellence in service recognized through high-quality performance. At Hallmark Health, our performance expectations are high and in-line with patient expectations. We are not yet meeting all of our expectations. Transparency in healthcare outcomes is becoming increasingly mandatory, and the consequence of not working together or of avoiding mistakes is to accept being just like everyone else. This is why we are setting higher standards and need to hold everyone — physicians, nurses and support staff throughout our system — accountable for achieving high thresholds for clinical and operational excellence.

In this issue of *Perspectives*, you will read about some of the innovative medical and surgical procedures and advanced technologies that are improving lives for many of your friends and neighbors. These include highly effective and less invasive surgical options such as neurosurgical procedures that relieve back pain, our new Thoracic Oncology Clinic at the Hallmark Health Cancer Center, and a procedure for women performed in our Cardiac & Endovascular Center that treats fibroid tumors in the uterus.

Our goal is to make Hallmark Health System the system of excellence, and preference, for patient quality and safety, patient satisfaction and leading-edge medical care. To do this, we will adopt the pursuit of excellence and make sure that what we do daily contributes to the overall well-being of our patients and of Hallmark Health System.

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

On the cover: Jacob Rachlin, MD, (I), and members of his neurosurgical team at Lawrence Memorial Hospital, Judy DiMascio, RN and Frank Martineau, ST.

Cover photo and photos on pages 3 and 4 by Michael Fein. Photos on pages 2, 6, 8 and 9 by Janet Stearns.

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

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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.

# Achieving Physician Excellence at Hallmark Health



William Thornton, RPh, (l.), receives training on the new computerized physician order entry (CPOE) form from Michael Coffey, MD.

**OUTSTANDING HEALTH CARE** begins with an excellent medical staff. Over the years, Hallmark Health System has prided itself on attracting and retaining the finest physicians to ensure that patients are getting the best, most personalized and up-to-date care from a dynamic team of caring and compassionate physicians.

According to Edward Butler, MD, Chief Academic Officer and Chief of the Department of Medicine at Lawrence Memorial Hospital of Medford, having “an excellent medical staff starts with recruiting the best physicians.” Both Lawrence Memorial and Melrose-Wakefield hospitals have been extremely vigilant over the years in attracting the finest doctors to be part of a dedicated and highly qualified team of physicians who have established reputations for excellent, skilled and attentive care.

“We endeavor to be a medical home for kindly science,” adds Dr. Butler.

Hallmark Health physicians are graduates of many of the top medical schools in the country and have then completed prestigious fellowships, followed by board certification in their specialties. Many of these physicians hold faculty appointments at Boston’s prestigious medical schools. Many Hallmark Health physicians also consistently score high in consumer and medical

surveys that rate the sought-after physicians in the Boston area. These physicians could practice anywhere, but they choose to practice at Hallmark Health System — where they know patients receive quality inpatient and outpatient care.

Orthopedic surgeon William J. Doherty, MD, who is President of Melrose-Wakefield Hospital Medical Staff and Vice President of Hallmark Health System Medical Staff, feels there are strong advantages to practicing in a community health system that attracts top physicians. He feels Hallmark Health’s wide physician network that stresses a team approach to health care gives doctors the freedom to concentrate on their areas of medical expertise while still having Hallmark Health specialists close at hand if consultations are required.

He also credits “the very active, well-run and attended” continuing medical education programs that are accredited by the Massachusetts Medical Society as key initiatives toward keeping the medical staff “cutting edge” by deploying the latest knowledge, advances and strategies occurring around the world to improve medical care and safety to patients.

Eleanor P. Moresco, MD, President of Lawrence Memorial Hospital Medical Staff, who specializes in internal medicine, believes that excellent healthcare delivery requires keeping abreast of the latest medical advances and technology, but it still must rely on “old-fashioned, face-to-face communication between the physician and the patient.”

Yet, she proudly points to the adoption of a multimillion dollar Electronic Medical Records (EMR) system nearly two years ago as a sign

primary care physicians and specialists on board by 2009.”

This year Hallmark Health physicians began implementing a computerized physician order entry form that allows for direct entry of medical orders by physicians to further enhance prescription safety and improve accuracy. Electronically entering orders helps to reduce errors since it eliminates handwritten orders and assures that the correct drug and dosage is being ordered. All of this leads to increased patient safety and improved quality and efficiency.

“I am very proud of the way our medical staff has been very aggressive in going after modern programs that enhance patient safety and improve care,” Dr. Moresco adds.

Fine-tuning an already outstanding quality and safety program is the philosophy behind a new initiative to encourage more physician involvement in setting the highest quality and safety standards. This program is directed by C. Dean Pappas, MD, Chief of Pathology, and Steve Sbardella, MD, System Director of Emergency Medicine.

“Dr. Sbardella and I are working hard to encourage and recognize good medical practice as it occurs,” Dr. Pappas explains. “We also want to encourage our more active, involved medical staff to set the standard and to guarantee that the bar is set at the highest level for expert medical care and the safety of our patients.”

He continues, “We’ve always had good quality medicine practiced at Hallmark Health, but there hasn’t always been a consistent and accurate way of measuring quality. By setting higher standards and measuring against national

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*“I am very proud of the way our medical staff has been very aggressive in going after modern programs that enhance patient safety and improve care.” — Eleanor Moresco, MD*

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“that Hallmark Health is ahead of the curve compared to other community hospitals and health systems.”

“Even our patients see it as the future of medicine,” Dr. Moresco explains. “EMR puts all of a patient’s medical history in one place for better continuity of care. It is a more efficient way to store records and allows ready access for physicians and specialists on the treatment team, which leads to better consultations and patient outcomes. We hope to have all of our

guidelines and standards, we hope to improve and consistently produce high-quality medicine that leads to excellent outcomes for our patients and their families.” ■

## **i** Need a Physician?

For more information, please call the physician referral line at 1-800-540-9191, or visit [www.hallmarkhealth.org](http://www.hallmarkhealth.org) to download our physician directory.

# Breakthrough alternative treatment for uterine tumors



Wayne Wivell, MD, Associate Chief of Radiology, (l.), Coralli So, MD, and Neil Denbow, MD, are three doctors on the Hallmark Health staff who are performing the uterine fibroid embolization procedure.

**AT HALLMARK HEALTH SYSTEM'S** new Cardiac & Endovascular Center at Melrose-Wakefield Hospital, a dedicated team of medical specialists sees patients with a range of health challenges relating to the heart and circulatory systems. One area of specialty involves treating women who are diagnosed with benign uterine fibroid tumors.

For women whose doctors have detected these tumors, the Center offers a minimally invasive procedure known as uterine fibroid embolization, or UFE. This safe, effective procedure is a clinically proven alternative to major surgeries, such as a hysterectomy or a myomectomy, that often require much lengthier hospital stays and even longer recovery times at home.

“There are many advantages for women who qualify for this procedure at the Center,”

says Elaine Gale, Center Director. “UFE is a positive alternative to undergoing major surgeries. Women who come to the Center for UFE can expect to receive personalized treatment from highly skilled practitioners, at our state-of-the-art, patient-focused community healthcare facility.”

The UFE procedure takes place while the patient is sedated but conscious. An interventional radiologist makes a tiny nick in the skin in the groin area. A catheter is then inserted into the femoral artery. The physician guides the catheter through the artery, releasing tiny particles that block the blood flow to the fibroid, causing it to shrink and die. The end result: the UFE relieves the symptoms often associated with fibroids — cramping, frequent urination, bloating or heavier menstrual flow. Most women require

only a single night's stay in the hospital and post-UFE, can expect to return to their normal lives after a short convalescence.

“The UFE treatment has been proven to be at least 90 percent effective for treating fibroid tumors,” says Wayne Wivell, MD, Associate Chief of Radiology at Hallmark Health System. “First developed in France in the 1990s, many women have been treated with this procedure. One of the most well known women who underwent a UFE is Secretary of State Condoleezza Rice. She chose to have this procedure performed a few years ago, and she returned to work a short while later.”

Dr. Wivell explains that between 20 and 40 percent of women over the age of 35 commonly develop uterine fibroids, or rubbery nodules that form in the muscular layer of the uterus and can grow slowly into tumor-like masses that range in size from a pea to a basketball. The tumors rarely become cancerous.

“The Center provides thorough, comprehensive care for all our patients,” says Neil Denbow, MD, a Hallmark Health radiologist. “We work closely with our patient's primary care physician and gynecologist to determine a correct diagnosis and optimal treatment plan. Following a review of history and physical exam findings, clinical symptoms, as well as imaging findings on ultrasound or MRI, UFE is often chosen as the best course to treat fibroids,” he says.

Drs. Wivell and Denbow work with Coralli So, MD, also a Hallmark Health radiologist, to perform the UFE procedures at the Center. Dr. So notes that the continuity of care at Hallmark Health is exceptional, from initial consultation to post-UFE follow-up examinations.

“Women who undergo the UFE procedure are seen again for an exam two weeks afterward,” Dr. So says. “We routinely schedule another MRI three months later so we can monitor their progress. It doesn't stop there. Treated women will need to

continue their routine care with their gynecologist since uterine fibroids may eventually return.”

Dr. So believes that the benefits of a UFE are numerous.

“Women today have many more medical options open to them,” Dr. So says. “And the UFE procedure is one of these options. If they qualify to be a candidate for UFE, they will discover that they can return to a normal life shortly afterward. It is indeed a breakthrough procedure.” 

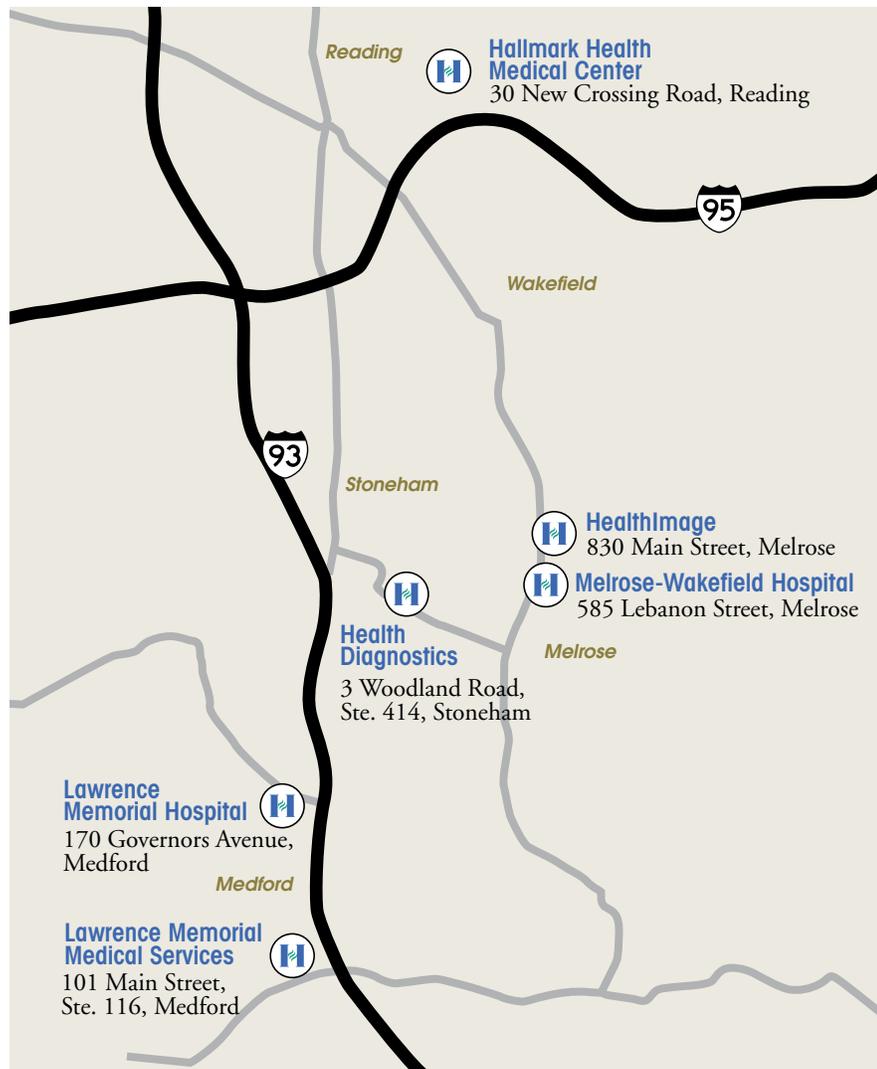
 For more information

Please call the Cardiac & Endovascular Center at (781) 979-3999 or visit [hallmarkhealth.org](http://hallmarkhealth.org).



## Digital Mammography Locations

Hallmark Health System's fully digital mammography locations offer exceptional convenience with six fully digital locations throughout the region, flexible scheduling with early morning and evening appointments, live reads by board-certified radiologists and hand-held guidance by a mammography care liaison should you need further testing. Call (781) 338-7111 for an appointment. Early detection saves lives.



## Addressing the healthcare needs of today's on-the-go women

Sometimes there are not enough hours in the day to take care of a family, a career and a woman's healthcare needs. But maintaining good health is essential to a woman's own well-being and that of her family.

That's why Hallmark Health System offers a broad array of programs at convenient locations and times specifically designed to meet the needs of today's women. Whether you're looking for high-quality health care, scheduling an annual check-up or a mammogram, or seeking reliable health information and support, you'll find it at Hallmark Health.

These are just some of the programs and services Hallmark Health offers for women and families:

- The Baby Cafe
- Bariatric Center of Excellence at Lawrence Memorial Hospital of Medford
- Bone-Density Scanning
- Breast Feeding Support Center
- Cancer Center
- Cardiac and Endovascular Care
- Community Screenings and Seminars
- Diabetes Management
- Family Counseling and Services
- Healthy Families
- Home Care
- Mammography and Digital Imaging
- Maternal-Newborn Services at Melrose-Wakefield Hospital
- Nutrition Counseling and Services
- Physical Therapy and Rehabilitation
- Skin Cancer Screenings

To find out more about Hallmark Health's programs and services for women, please visit [www.hallmarkhealth.org](http://www.hallmarkhealth.org) or call Hallmark Health's Women's Health Services line at (781) 979-3480, or call our toll-free physician referral line at 1-800-540-9191.

# Achieving Neurosurgery Excellence

**IT'S A FACT OF LIFE;** about 85 percent of all Americans will experience severe back pain at some point in their lives. The pain can range from moderate discomfort to excruciatingly debilitating pain. In the majority of these cases, the pain will go away without surgery. But for those who need it, patients today can select from a wide range of successful surgical options that can help them alleviate pain, restore motion and increase mobility.

Plus today, most of these procedures can be done locally without having to travel to an urban medical center, especially when the hospital has distinguished and nationally recognized surgeons, a top-notch medical team and the latest surgical advances to ensure good outcomes as do Lawrence Memorial Hospital of Medford and Melrose-Wakefield Hospital.

## Jacob Rachlin, MD, PhD

Jacob Rachlin, MD, PhD, is a board-certified neurosurgeon who performs back surgeries at Lawrence Memorial Hospital of Medford. Neurosurgery is a medical specialty that focuses on the prevention, diagnosis, treatment and rehabilitation of disorders that affect the entire nervous system including the spinal column, spinal cord, brain and peripheral nerves. This specialization also includes microsurgical procedures for herniated disks as well as less invasive procedures to repair collapsed vertebrae.



Jacob Rachlin, MD, PhD

Dr. Rachlin explains, “We treat most common back, spine and neurological problems that people experience — osteoporosis, scoliosis, disk problems, spinal deformities, severe arthritis, traumatic fractures, as well as tumors on the spine. These surgeries are performed safely, routinely and with exceptional quality at Hallmark Health.”

Dr. Rachlin is a highly experienced physician who exudes confidence and trust. He listens intently to what his patients are saying. He spent 15 years on the staff of an academic medical center in Boston and has built strong relationships with other neurosurgeons and orthopedic physicians from the greater Boston area.

“Medical advances, new techniques and procedures have produced a wide array of options to find the best solution to a patient’s problem,” Dr. Rachlin continues. “We are also seeing success with patients who may have had complex back or neurosurgery but have yet to experience positive outcomes. Our team listens to their concerns and examines the injury to see if we can suggest other treatment options that might give relief or restore movement.”

Once the surgery is over, Dr. Rachlin and the treatment team of nurses, rehabilitation therapists and other healthcare professionals work closely

with the patients and families to help them navigate through the post-surgery period, guiding them through the recovery and rehabilitation phases to ensure patients have a good outcome.

## Kathleen McKinnon, Patient

Sometimes you get more than hearts and flowers on Valentine’s Day. Kathleen McKinnon, of Quincy, Mass., got her life back.

On Feb. 14, 2007, she had back surgery at Lawrence Memorial Hospital of Medford and today Kathleen is “pain-free” and enjoying many of the activities she used to enjoy.

A few years ago, Kathleen began to experience increasing pain and lack of mobility in her back. At first, she felt it was the price one pays for aging. But when her symptoms got more severe, she went to see Dr. Rachlin.

“I was having a lot of trouble with my back, and it got worse,” she recalls. “I couldn’t stand up straight, and I had a lot of pain in my knees and back.

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*“Even though I’m from the South Shore,  
I’d recommend Dr. Rachlin  
and Lawrence Memorial Hospital to anyone.”*

— Kathleen McKinnon, patient

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“Dr. Rachlin did a lot of examinations and exercises with me,” Mrs. McKinnon continues, “and he became convinced that I had a broken bone in my back that previous exams and even an MRI had missed.”

Being a Quincy resident, Kathleen had never heard of Lawrence Memorial Hospital. But Dr. Rachlin recommended it to her, and she trusted her surgical team.

“It’s a wonderful hospital,” she explains, “and it’s not as far away as one might think. It’s very easy to get to, right off of I-93, with convenient, free parking that made it easy for my husband, family and friends to visit. The nurses and staff there were wonderful. I can’t say enough about how good and responsive they were.”

Following her surgery, Kathleen’s recovery went very smoothly. She went to rehabilitation therapy and did all of the exercises staff recommended.

“I had a walker and cane for support,” Kathleen continues, “but I didn’t use them much because I felt I really didn’t need them. Now I’m pain-free and my life is a lot better.

“Even though I’m from the South Shore, I’d recommend Dr. Rachlin and Lawrence Memorial Hospital to anyone.”

## David Roth, MD

David Roth, MD, recently completed his 11,000th microsurgical spinal procedure at Melrose-Wakefield Hospital. Currently the Chief of Neurosurgery at this hospital, Dr. Roth developed a microscopic technique in the laboratory early in his career while on the faculty at the Harvard Neurosurgical Service.

The technique that addresses a number of back conditions uses considerably smaller incisions and leads to reduced surgical trauma, minimal blood loss and rapid recoveries for patients. Initially greeted with skepticism by the medical community, the spinal microsurgery that Dr. Roth pioneered and perfected has gradually supplanted traditional laminectomy and is now considered the standard for lumbar disk surgery.



David Roth, MD, in the operating room at Melrose-Wakefield Hospital.

Laminectomy removes a small portion of bone or disk material over the nerve root to give the root more space and ease discomfort.

Once called “Band-Aid” back surgery because of the size of the incision, the surgery is now done routinely on an outpatient basis.

Dr. Roth’s microsurgical procedure involves removal of herniated disk fragments and calcium deposits that can compress nerves inside the lumbar spine. His technique requires a mere one-inch incision to access, isolate and protect spinal nerves while the herniated disk or bone spur is removed. The incision is closed with surgical tape. Patients are usually ambulatory within an hour and most are discharged home in a few hours with instructions to remain active.

Dr. Roth sees patients primarily from the greater Boston area, but they also come from all over New England and the world. Most patients are relatives and friends of patients he has treated. Dr. Roth also receives referrals from other physicians, many of whom are not associated with Hallmark Health.

Dr. Roth’s surgical expertise has been the subject of numerous newspaper and magazine articles over the years and has been featured on WCVB-TV Channel 5’s news magazine “Chronicle.”

He has high praise for the staff and surgical team at Melrose-Wakefield Hospital, where he performs all his surgeries. He stresses that the success of his surgery is the result of a team-oriented approach. “The staff I work with from preadmission, to admitting, surgical day care, the surgical team, recovery and observation unit, they all do an outstanding job every day. Hallmark Health consistently gets rave reviews from my patients.”

### Mary Rose Dupuis, Patient

Mary Rose Dupuis, of Winchester, Mass., leads a very active life. She’s a real estate agent, a professional model, a fitness enthusiast, an avid skier and a very dedicated golfer. But these activities were in serious jeopardy four years ago when she began to suffer severe pain in her back and legs.

“I was diagnosed with severe spinal stenosis,” she recalls. Spinal stenosis occurs when the channels surrounding the lumbar nerve roots become narrower so that the nerve roots get squeezed or compressed. Mary began several treatment regimens that ranged from medications, exercise therapy, pain management, and even cortisone injections. “The relief lasted for about seven to eight months, but the pain always came back,” Mary explains.

Mary and her husband decided at that point to investigate surgical options. They did a lot of research on the condition and met with many physicians. But the Dupuis never felt completely comfortable with the array of treatment options offered. Then some friends recommended that they meet with David Roth, MD.

“Dr. Roth was different,” Mary explains. “He took his time, he listened, he was so thorough, precise and he answered all of my questions. I didn’t feel I was being pressured and he precisely discussed the procedure he would do in the lumbar region. The procedure would be less invasive and the recovery time would be less. I really felt he was the physician I should go with.”

Mary had her microsurgical operation as an outpatient on Dec. 27, 2007, and her recovery has gone very well. When she was in Florida this March she even played some rounds of golf. “I wanted to test it out. If I felt a problem, I would have stopped, but I felt great and continued playing. I even hit a bucket of balls without discomfort.

“I feel like I’m back to my old self,” Mary continues. “My friends and colleagues say I look like a new person. When you’re in pain and uncomfortable it affects your whole demeanor no matter how hard you try to hide it.” ■



Winchester resident and patient, Mary Rose Dupuis

### **i** For more information

To find a neurosurgeon or an orthopedic surgeon who can help end your back pain, please call the physician referral line at 1-800-540-9191 or use our new online physician directory at [www.hallmarkhealth.org](http://www.hallmarkhealth.org).



Mary Purdy (second from left with boxing gloves) is knocking her lung cancer for a loop with the support of her family, Jennie Scalfani, (l.), her mother, Jennifer Purdy, Mary's daughter and Paula Bechtold, Mary's sister.

**WHEN MARY PURDY**, a 62-year-old lung cancer survivor from North Andover, Mass., describes her “guardian angels,” as she calls them, she lists her three daughters, her mother, her employer and the caring clinicians at the Hallmark Health Cancer Center Thoracic Oncology Clinic in Stoneham, right off Rt. 93.

“I couldn’t have made it without them,” says Purdy, who works as a receptionist for Ayer Sales in Woburn. “Fortunately for me, the Hallmark Health Cancer Center understands the importance of bringing everyone — my doctors and my family — together.”

Her Hallmark Health physician, J. Jeffery Semaan, MD, referred Purdy to the Cancer Center’s multidisciplinary Thoracic Oncology Clinic. “The Clinic offers quality community care that rivals any at the major Boston hospitals,” he says. “The Clinic has the best doctors, surgeons and oncologists all working together with the same adherence to quality and standards that are found at other prestigious academic cancer centers. An added plus is the convenience factor. Patients undergoing rigorous cancer treatments — radiation and chemotherapy — need to be close to their families and close to their homes.”

The Thoracic Oncology Clinic is the first of its kind in the region to offer patients this unique access to a multidisciplinary team under one roof.

Carmen Pisc, MD, Mary Purdy’s oncologist, says that while many hospitals “claim” a team approach to treating cancer, only Hallmark Health’s Thoracic Oncology Clinic really “brings everyone together to meet with the patient and his or her family and to arrive at a diagnosis in real time. When a patient comes to the Clinic, all of the doctors — surgeons, medical oncologists and radiation oncologists, and other physicians

# It takes a skilled team to fight lung cancer

— discuss a treatment plan together. Everyone is looking at and interpreting the X-rays together while the patient is in the room,” Dr. Pisc explains. “Working together this way, we then arrive at a plan of action we can put into place immediately. Scheduling begins immediately.”

Mary’s doctors at the Clinic encouraged her to seek a second clinical opinion at a Boston-area hospital. But afterward, she chose the Hallmark Health Cancer Center’s Thoracic Oncology Clinic for treatment. “At the Clinic, I am a person, not a number. I feel cared for,” Purdy says. “My daughters were with me every step of the way. If they had questions to ask the doctors, their questions were answered on the spot. At the Clinic, there’s a nurturing, homey feeling: everyone — from the nurses, to the volunteers, to the social workers — goes out of their way for the patients. Patient and family satisfaction is very high.”

Prodyut Poddar, MD, is Mary’s surgeon. This Hallmark Health physician echoes her statement about the unique quality of the Clinic. “It is a very reassuring place for the patients to come to, knowing that a team of highly experienced specialists is working together on their behalf,” he says. “Collaboration is key to 21st century medicine, even more so for cancer care. At the clinic, we meet face to face. We recently expanded our staff to include Shalini Anne, MD. We are also one of the few thoracic surgical groups in the region who perform minimally invasive surgery for patients with esophageal cancer, lung cancer and mediastinal tumors. We perform this kind of surgery to operate on the diseased areas by using surgical instruments inserted through ‘keyhole’ incisions. The advantage to the patient is that they experience less pain and can look forward to a faster recovery time.

“Additionally, patients are ready much sooner to undergo chemotherapy or radiation therapy at the Hallmark Health Cancer Center if needed. Minimally invasive surgery is the new paradigm of surgical management of chest malignancies,” Dr. Poddar continues.

Mary Purdy has returned to work part-time. She continues her treatments at the Clinic. She remains upbeat. She credits her positive attitude, she says, to the support she receives from her

caregivers at Hallmark Health Cancer Center Thoracic Oncology Clinic.

“I think of everyone at Hallmark Health as my second family,” she says. ■

## **i** For more information

On the Thoracic Oncology Clinic, please call the Hallmark Health Cancer Center at (781) 224-5810 or visit [www.hallmarkhealth.org](http://www.hallmarkhealth.org).

## Dana-Farber Team Gives High Marks for Cancer Center

A medical team from the Dana-Farber Cancer Institute had strong praise for the outstanding care and work they observed at the Hallmark Health Cancer Center in Stoneham, Mass., during a recent site visit.

In their report, the team wrote, “We were extraordinarily impressed . . . the current unit is a high-quality, extraordinarily well-run oncology practice. We have had the opportunity to review many oncology practices over the years, and we cannot remember one that has made so many dramatic changes and improvement in such a short period of time. The executive leadership, physicians, nurses and staff should be congratulated for their outstanding work and accomplishment.”

The team studied areas such as senior leadership, programs goals, volume projections, space planning, computer systems, oncology program structure and procedures, nurse staffing, pharmacy and oncology patient- and family-centered care.

The report stated, “This success is clearly the result of outstanding administrative leadership as well as the dedication of supervisory, professional and front-line staff. The establishment of the Hallmark Health Cancer Center has been a major accomplishment and provides very high-quality care to their cancer patients. The physician and nursing staffs have taken an evermore increasingly active role in the quality of the program, in its current state, and its future development.”

# Patient areas enhanced at Melrose-Wakefield Hospital

MELROSE-WAKEFIELD HOSPITAL has seen several renovations and updates to key areas to provide greater ease-of-access and convenience to patients and their families.

The Medical Intensive Care Unit (MICU) was redesigned to provide a more modern ambience in keeping with the high level of medical care and attention that patients receive there. Improvements include wider entryways to ease patient transport, more spacious patient rooms to give staff the space necessary to tend to patient needs and a subdued color scheme to promote a more restful and healing environment. Improvements were also made to the nursing station and other work areas.

The hospital has also opened a new 11-bed Observation Unit to accommodate patients in need of further treatment and monitoring, offering patients who are not acutely ill a place to go for monitoring by medical personnel. The unit allows a highly skilled medical team to keep a close eye on these patients and provides them with a location that specializes in the rapid treatment of many medical conditions.

It has a telemetry unit for continuous cardiac monitoring of patients. The unit can be used for some surgical day care postoperative patients who may require close observation. Since it opened a year ago, the Observation Unit has helped to alleviate crowding in the Emergency Department.

The Outpatient Services Department is now located in a more spacious and comfortable office suite on the first floor of the hospital. Located directly across from the cafeteria, Outpatient Services offers easy drop-off access for patients from the Porter Street entrance. The new location places all services in one centralized area for greater convenience and comfort. The Department continues to offer a full complement of outpatient and pre-admission screening services.

The suite features wide, carpeted hallways, comfortable couches and chairs and bright walls with subdued lighting to create a more comforting office ambience for patients. The exam rooms are brightly illuminated and more spacious to give staff extra room to treat patients with greater efficiency. ■



The Medical Intensive Care Unit was modernized and expanded for more space to provide a more restful and healing environment.



The Observation Unit serves patients who may need further treatment or monitoring.

# Community Benefits Programs for you and your family

## SPRING/SUMMER 2008 CALENDAR

### HALLMARK HEALTH COMMUNITY SERVICES

Call (781) 338-7572 for information on community services events in your community.

### COMMUNITY HEALTH EDUCATION

Classes and lectures are offered regularly on a wide range of topics. Please call (781) 338-7561 or visit [www.hallmarkhealth.org](http://www.hallmarkhealth.org) for detailed information on the programs listed below. Listings are accurate at the time of printing but are subject to change.

### PRE- AND POSTNATAL CLASSES AND TOURS

**Tours of Maternal-Newborn Services at Melrose-Wakefield Hospital** take place on the first and third Wednesday of each month. Call (781) 979-3330 for dates and times.

#### **New Dad Difference**

Expectant and new dads learn how to apply their unique talents to parenting in this two-hour class.

#### **Childbirth Education Classes**

Information on body changes during and after pregnancy as well as what to expect in labor and delivery. Series and weekend classes offered. Private classes are offered for those patients for whom bed rest is advised.

#### **Infant Care**

Two-hour instruction on how best to care for your new baby with information on diapers, bottles, bathing, feeding, changing and more.

#### **Anesthesia Options During Labor & Delivery**

Anesthesiologists provide information and answer questions about pain management options during labor and birth.

#### **Breastfeeding Basics and Beyond**

Lactation specialists discuss the hows and whys of successful breastfeeding in this two-hour class.

#### **Sibling Success**

One-hour class designed to help youngsters from two-and-a-half to 10 years of age adjust to a new sibling. Each child makes a special gift for the new baby.

### SAFETY CLASSES

#### **Babysitting Basics**

Learn child safety skills; how to play with children, calm a fussy child and more. Participants must be at least 11 years old and have completed the fifth grade.

#### **Family & Friends CPR**

Learn how to manage illness and injuries in a child for the first few minutes until professional help arrives.

#### **Heartsaver CPR with Automated External Defibrillator (AED)**

In this certified class, learn CPR skills and how to use an AED, relieve choking and use barrier devices for emergencies in children and adults.

### FAMILY PROGRAMS

#### **Healthy Families Massachusetts**

A home visiting program for first-time parents age 20 and under, serving Everett, Malden, Medford, Melrose, North Reading, Reading, Stoneham and Wakefield. Services are free, confidential and offered during pregnancy and until the child turns three.

Program provides home visits, prenatal and parenting education, mentoring, family-focused groups and activities, and connects families to community services and resources. Healthy Families Massachusetts is funded by the Children's Trust Fund. Call (781) 338-7550 for more information.

#### **North Suburban Family Network**

16 Franklin Street, Melrose, MA  
(781) 662-2722

[nfamilynet@hallmarkhealth.org](mailto:nfamilynet@hallmarkhealth.org)

For more information, visit [www.hallmarkhealth.org](http://www.hallmarkhealth.org) and click on "Departments and Services," or call (781) 662-2722.

The programs below are **FREE** for parents/caregivers with children from birth through the age of three.

#### **Drop-In Playtime**

Anyone with a child three or under is welcome to come to our drop-in play. We have a room full of age-appropriate toys and books to play with. Call (781) 662-2722 for hours.

#### **Parent Infant Group**

For parents of infants, newborns to six months. Join with other parents for support and information. Discuss the joys and challenges of being a new parent. Learn about growth and development,

feeding patterns, soothing a fussy child, sleep habits and other topics. Led by a registered nurse.

#### **Pre-Toddler Drop In**

**Creepin' Crawlers:** 7–13 months

**Wobblin' Walkers:** 14–20 months

Songs, simple sign language and other developmental play activities will delight you and your child. Share experiences and information with other parents. Learn more about development, temperament, parenting strategies and other topics. The age ranges listed are flexible.

**Terrific Toddlers:** 21–47 months

These 10-week sessions are for parent/caregiver and child to enjoy interacting with peers, singing songs, performing simple arts and crafts and sharing a story. Our Child Development Specialist will facilitate the program and answer any questions you might have on child development, parenting, or other issues of interest. Call (781) 662-2722 for more information.

**Super Sibs Playgroup:** 5 months–47 months

This playgroup is designed for parents with a Terrific Toddler (21–47 months) and a younger sibling (5–20 months). These 10-week sessions are for parent/caregiver and child to enjoy interacting with peers, singing songs, performing simple arts and crafts and sharing a story. Our Child Development Specialist will facilitate the program and answer any questions you might have on child development, parenting or other issues of interest.

#### **Parent Education Programs**

Monthly workshops are based on parenting issues and child development. Call (781) 662-2722 or check our Web site for details.

#### **Family Fun Events**

Guest speakers and presenters. Call for schedule or to register (781) 662-2722.

#### **Grandparent Support Group**

Support and education program for grandparents or other relatives raising children. The group meets the first and third Friday of the month from 10 a.m. to noon. Transportation and childcare are provided. Call (781) 662-2722 for additional information.

### SUPPORT GROUPS

No fee is required. Donations accepted.

#### **Cancer Support Groups**

Hallmark Health Cancer Center  
41 Montvale Avenue, Stoneham  
Call (781) 224-5872 or (781) 224-5873  
for more information.

### **Breastfeeding Mothers Support Group**

Meets every Friday from 10 a.m. to noon at Baby Café, Hope Alliance Church, 84 Green St. in Melrose. Call (781) 979-3650 for more information.

### **Kids and Grief**

Support for children who have lost a loved one to death, ages five to 13. New groups beginning in September. For more information, please call Judy Seifert at (781) 338-7861.

### **Loss After 60**

Meets the first and third Tuesday of each month from 10 to 11:30 a.m. at the Atria Maplewood Place, 295 Broadway, Malden. No fee but registration is required. For more information, please call Judy Seifert at (781) 338-7861.

### **Grief and Change**

Bereavement support group for adults who are grieving the death of a loved one. Meets Wednesday, June 11 & 25 and July 9 & 23 from 6:30 to 8 p.m. at Lawrence Memorial Hospital, Fallon Conference Room, 170 Governors Ave., Medford. No fee but registration is required. For more information, please call Judy Seifert at (781) 338-7861.

### **Obesity Support Group**

Meets on selected Thursdays, 6:30 to 8 p.m., at the School of Nursing, Lawrence Memorial Hospital. Call (781) 306-6166 for dates.

### **Managing Stress and Life Transitions**

This support group for women age 30 or over meets every Tuesday from 6 to 7:30 p.m. at 101 Main St., Suite 112, Medford. Most insurance accepted. For more information, call (781) 396-1806, Ext. 14.

### **Education for Older Adults**

Hallmark Health Visiting Nurses Association offers ongoing health education and screenings in the community for older adults. Call (781) 338-7902 for more information.

## **NEED A DOCTOR?**

You'll find doctors trained at the top medical schools and teaching hospitals who are board certified in their specialties and bring patient-focused care to their practices. Best of all, they chose to practice at Hallmark Health, and our patients tell us it makes a difference.

Call Hallmark Health's physician referral line at 1-800-540-9191 or visit [www.hallmarkhealth.org](http://www.hallmarkhealth.org) to download our physician directory.

## **Welcome new physicians**

**Rani Alexander, MD**

### **Family Medicine**

3 Woodland Road  
Stoneham, MA 02180  
(781) 665-7557

**Sybil Kramer, MD**

### **Endocrinology**

830 Main St.  
Melrose, MA 02176  
(781) 662-1976

**Carl Conui, DPM**

### **Podiatry**

Footcare of Somerville  
53 Main St.  
Somerville, MA 02145  
(617) 629-2806

**Thomas Rohrer, MD**

### **Dermatology**

Skin Care Physicians  
1244 Boylston St.  
Suite 302  
Chestnut Hill, MA 02467  
(617) 731-1600

**Edward Ryan, MD**

### **Ophthalmology**

955 Main St.  
Suite 108  
Winchester, MA 01890  
(781) 721-0447

**Nilesh Sheth, MD**

### **Ophthalmology**

Horsely Eye Center  
3 Woodland Rd.  
Suite 120  
Stoneham, MA 02180  
(781) 979-0960

**Sameer Gaonkar, MD**

### **Emergency Medicine**

Hallmark Health System  
Emergency Physicians  
**Scott McGinnis, MD**  
**Neurology**  
Fischer Neurology Associates, P.C.  
830 Main St.  
Melrose, MA 02176  
(781) 979-9009

**George Hatzigiannis, DMD, MD**

### **Oral Surgery**

Salem Peabody Oral Surgery  
6 Essex Center Dr. #112  
Peabody, MA 01960  
(978) 531-1450

**Tapasya Srivastava, MD**

### **Internal Medicine**

101 Main St.  
Suite 214  
Medford, MA 02155  
(781) 391-3532

## **Make a gift to Hallmark Health System**

A **COMMUNITY-BASED** healthcare system is an exceedingly valuable community asset and resource. Individuals and families in surrounding communities depend on the high-quality acute services of Hallmark Health System hospitals, Lawrence Memorial Hospital of Medford, Melrose-Wakefield Hospital, and the outpatient, home health, hospice and community service programs to maintain their health and well-being.

But the reverse is also true.

Hallmark Health, as a nonprofit, charitable, tax-exempt healthcare organization, relies greatly on the generous,

tax-deductible support of individuals, businesses, civic groups and hospital supporters in the community.

In the recent past, this spirit of giving has helped to fund new and expanded programs that advance patient care and fund sophisticated facilities and equipment for cancer treatment, cardiac and endovascular care and many other medical advances and technologies that save lives and treat the sick and injured. Giving to Hallmark Health helps to ensure that high level medical care is just down the street, right in your neighborhood when you or your loved one needs it.

You may make an unrestricted gift or direct your support to any of our programs or facilities. Please visit us online at [www.hallmarkhealth.org](http://www.hallmarkhealth.org) or call the Hallmark Health Fund Development Office at (781) 979-6105.

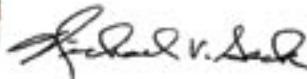
# The Quality Behind the Care



I am proud to announce that Lawrence Memorial Hospital of Medford and Melrose-Wakefield Hospital, part of Hallmark Health System, have been named to Harvard Pilgrim Health Care's Hospital Honor Roll. No other hospital in the region received this distinction, which recognizes hospitals for high-quality patient care. This honor ranks us among the top hospitals in New England and is a testament to the caliber of our excellent trustees, physicians, nurses, programs and services.

As Hallmark Health System celebrates its 10th anniversary, our commitment to quality has never been stronger. For example, the bariatric surgery program at Lawrence Memorial Hospital was named a Center of Excellence by the American Society of Bariatric Surgeons. And Melrose-Wakefield Hospital just opened the region's only comprehensive cardiac and endovascular center, which is demonstrating a strong commitment to quality and progressive treatment to cardiac and vascular patients.

All of this begs the question: why go anywhere else when you can get exceptional quality and leading-edge medical care at Lawrence Memorial Hospital and Melrose-Wakefield Hospital?



Mike Sack  
President and Chief Executive Officer  
Hallmark Health System

[www.hallmarkhealth.org](http://www.hallmarkhealth.org)  
1-800-540-9191

Hallmark Health is the premier, charitable provider of vital health services to Boston's northern communities. The system includes Lawrence Memorial Hospital of Medford, Melrose-Wakefield Hospital, Melrose, Hallmark Health Cancer Center, Stoneham, The CHEM Center for MRI, Stoneham, Hallmark Health Medical Center, Reading, Hallmark Health VNA and Hospice, Malden, Lawrence Memorial/Regis College Nursing and Radiography Programs, Medford, and Ell Pond Medical Associates. Hallmark Health is affiliated with Massachusetts General Hospital for cardiology and Tufts-New England Medical Center for neonatology.