



From the CEO

SUMMER IS THE SEASON FOR LONG

warm days and vacations that provide a much-needed break from the hectic pace of modern life. But in healthcare there really is no down time. We know all too well that disease and illness can suddenly occur and accidents happen. That is why it is so important to have Hallmark Health System close by and at the ready



to take care of you and your family's routine and complex healthcare needs.

In this issue of Perspectives, our cover story reveals how Hallmark Health is committed to excellence in advanced cancer care. You will read how our distinguished medical and radiation oncologists, trained at the finest medical institutions in the country, are fighting cancer using state-of-the-art treatments found at the nation's leading cancer centers.

You will also read about the extraordinary steps and vigilance we continuously pursue to ensure patient safety. Your safety is and always has been a top priority at Hallmark Health. We work aggressively to make sure patient safety is always at the highest levels so you and your family can have peace of mind while you concentrate on returning to good health. We closely adhere to all state and national safety protocols as set by The Joint Commission, an organization that accredits American hospitals, the World Health Organization and other health safety institutions, and are using electronic medical records and other technologies to make sure you are being cared for in the safest environment possible.

Also in this issue, you will discover how some of the most advanced surgeries that used to require care in urban medical centers are now being performed close to home by our highly experienced, board-certified surgeons. You'll also read how nursing is changing; and while providing the finest patient care is essential for excellent healthcare, professional nursing at Hallmark Health today requires higher levels of academic training, analysis, research and closer collaboration with physicians and other members of the medical team to provide superior levels of care.

This summer issue profiles our exceptional family-centered Maternal-Newborn Services at Melrose-Wakefield Hospital. For more than a century, this hospital has been welcoming new lives into the world, saving the lives of infants who have medical problems and properly preparing young families for the challenges ahead.

If Hallmark Health is your healthcare provider, I thank you for your trust and support for the outstanding care we provide. Please let your neighbors and friends in the community know about the excellent care you receive here. If you are new to the area and would like to learn more about our exceptional medical services and the physicians who practice here, please visit www.hallmarkhealth.org.

- File Car Such

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

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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?

Hallmark Health System 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; The CHEM Center for Radiation Oncology, Stoneham; Hallmark Health Medical Center, Reading; Hallmark Health VNA and Hospice, Malden; Lawrence Memorial/ Regis College Nursing and Radiography Programs, Medford and Hallmark Health Medical Associates, Inc. Hallmark Health is affiliated with Massachusetts General Hospital for cardiology and Tufts Medical Center for neonatology.

Photo credits: Debra Troyanos, cover, pages 4, 5, 7 & 8 summer 2010 Daniel Blyde, pages 3, 10



Our continued commitment to quality patient care and safety

WHEN PATIENTS COME to Hallmark
Health's Lawrence Memorial Hospital of
Medford or Melrose-Wakefield Hospital, they
are treated by medical teams with the highest
competence and compassion at the most
technologically advanced hospitals in the region.
In addition, patients can be assured that the staff
will do everything they can to ensure their stay is
safe and free from harm.

Hallmark Health has an impressive record of safety, garnering state and national recognition for the excellence and safety of its programs. For example, the federal government publicly tracks quality indicators for every hospital in the country, on their care for heart attack patients, pneumonia, heart failure and surgical care. We are proud to beat both state and national averages in every one of these areas. In addition, Hallmark Health recently achieved superior scores from the Massachusetts Department of Public Health on preventing infections for hip and knee surgeries. These superior results happen because we have skilled physicians and nurses who use advanced equipment and information technology, follow best practices and consistently look for more opportunities to improve.

To ensure the safety of our patients, physicians, nursing and surgical staff rigorously follow set operating room procedures and use pre-surgical timeouts. The entire team must agree that it is the correct patient, the appropriate surgery and medications for the procedure before surgery begins. These checklists are also used for all invasive procedures in radiology, endovascular and intensive care.

Our commitment to patient safety requires staff to ask for a patient's name and other specific information before they receive every dose of their medication. This is a tested process put in place to ensure every patient gets the right medication every time.

Physicians and the nursing staff meticulously monitor the medications patients are taking before their admission and assess how they may interact with the medications they will receive during hospitalization. Patient medications are closely monitored during their stay and reviewed with the patient prior to discharge.

A few years ago, Hallmark Health began a major transition to electronic record keeping. We are well ahead of more than 90 percent of the hospitals in the country in this journey to

Electronic Medical Records (EMR). For example, we have rolled out Computerized Provider Order Entry for all inpatient care, ensuring that orders for medications and other interventions are accurate and timely while providing physicians with safety alerts about dosage and other concerns.

In addition, we have EMR enabling providers to access important information about a patient that maintains a detailed record of medical orders for future treatment. Nurses are also using electronic Bedside Medication Verification, devices that read barcodes on the patient's wristband and the drug package to confirm that all medication orders are correct.

Joanne Marqusee, Executive Vice President and Chief Operating Officer, says, "There is nothing more important than ensuring that every patient receives superlative medical care and that every precaution is taken for their utmost safety and well-being. Hallmark Health is committed to meeting these expectations every day!"

For more information

To receive a free copy of our brochure, "Preventing Patient Falls," please visit www.hallmarkhealth.org and select "Patients and Visitors."

www.hallmarkhealth.org perspectives

Melrose-Wakefield celebrates a century of exceptional maternity care

FOR MORE THAN 100 YEARS, Melrose-Wakefield Hospital (MWH) has offered the region the very best in Maternal-Newborn Services. Specialized, personalized and family-centered care close to home is what patients have come to expect at MWH. "More and more women are choosing MWH to deliver their babies because of our reputation for providing exceptional care to new moms and their infants. Our outstanding obstetricians and nurses are committed to excellence in maternalnewborn care," says Carol Downes, RN, Director of Maternal-Newborn Services at MWH. "We are continually looking at ways to enhance and offer mothers and their newborns the most up-to-date care available." MWH is home to a Level II Special Care Nursery, which provides comprehensive nursing care and medical treatment for newborns requiring a higher level of care, a broader scope of services and a lower nurse to infant ratio than that available in the newborn nursery. The Special Care Nursery cares for babies who are born premature, at a low birth weight, are twins or triplets or have medical problems at birth. These infants no longer have to be transferred to a Boston academic Top: Rob and Karen DeMarco of Winthrop, with their daughter, Hailey. Bottom: Stephanie Geary, of Melrose, welcomes her new daughter, Kayla, into

the world.

medical center for this advanced level of care. This makes it easier for parents to spend quality time with and help care for their infants.

The Special Care Nursery is staffed 24 hours a day, seven days a week by neonatologists and specially-trained neonatal registered nurses. Infants treated in the Special Care Nursery also benefit from a clinical affiliation with Tufts Medical Center. This partnership provides access to specialists in a wide range of areas including pediatric cardiologists, neurologists, surgeons and geneticists.

MWH has also transitioned to "Rooming In," a nationally recognized practice whereby infants are cared for by their mothers in the patient room instead of the nursery, where they would be separate from their mother.

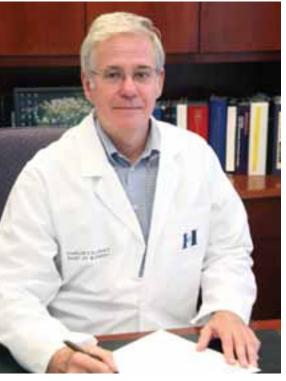
"Rooming In" also helps moms and babies get off to a good start with breastfeeding. Studies suggest that mothers who room in with their babies produce more milk, make more milk sooner, breastfeed longer and are more likely to breastfeed exclusively compared to mothers who do not. "Rooming In" also allows mothers to quickly learn their babies' needs and how to best care for them. This model of care is a great benefit for both the mother and her newborn.

"Rooming In" is just one of 10 steps hospitals must take in order to become designated a "Baby Friendly Hospital," a global program that encourages and recognizes hospitals that offer an optimal level of care for lactation. MWH is on track to become the first community hospital in Massachusetts to receive this prestigious distinction. M

For more information

To learn more about Maternal-Newborn Services, please visit www.hallmarkhealth.org and select "Medical Services" or call (781) 979-3643.

Superior surgical care, close to home, with the highest standards of excellence



Charles. D. Allen, MD

WHEN YOU OR
SOMEONE IN YOUR
FAMILY needs a surgical procedure, it makes perfect sense to have it performed close to home by a highly trained, experienced, board-certified surgeon at the most technologically advanced healthcare system in the region.

New technologies and surgical techniques have brought about enormous changes in surgical care over the last decade. More advanced diagnostic studies and imaging technologies have completely changed surgical

approaches to certain diseases. Hallmark Health has kept pace with these advancements and frequently introduced these approaches to our region.

Surgeons on the medical staff at Lawrence Memorial Hospital of Medford (LMH) and Melrose-Wakefield Hospital (MWH) perform more than 12,000 surgeries each year. Their surgical expertise and dedication have brought pain-free existence, increased mobility and great relief to individuals who chose Hallmark Health for their surgical needs.

Charles D. Allen, MD, Chief of Surgery at LMH, states, "Our surgeons are noted for becoming highly proficient in new procedures in this region and leading the way in advanced technology, especially in laparoscopic surgery. Nowadays, surgeries that used to involve major incisions, severe discomfort and months of recuperation have patients going home quickly, recovering sooner and returning to normal life and work in a matter of weeks."

"With more than 100 surgeons on staff, we are exceptionally qualified and experienced in the most advanced surgical procedures," explains Pramodchandra Shah, MD, Chief of Surgery at MWH. "Our facilities and equipment are second to none. Unlike academic medical centers where surgeons in training often perform surgery, at Hallmark Health patients gain the added confidence that the experienced physician they selected for their surgery will be the actual one doing the procedure."

Hallmark Health provides a full spectrum of superior care for patients who require general surgery, including:

- · Back surgery
- Breast
- Cosmetic and plastic surgery
- Emergency surgery
- Neurosurgery
- Orthopedics
- Skin
- Urologic

- Bariatric and gastric bypass surgery
- Colorectal
- Ear, nose and throat
- Gynecology
- Oral surgeries
- Podiatry
- Thoracic
- Vascular

Thoracic surgeries in particular are far less invasive for the patient than they used to be. In many cases, surgeons now use tiny incisions and microscopic cameras that are far less invasive to treat patients battling lung cancer, esophageal cancer or pulmonary tumors. Patients who have undergone these advanced surgeries report very positive experiences since there is significantly less pain due to the more minute incisions, much shorter hospital stays, more rapid recovery times and less need for medications.

These minimally invasive and image-guided operating techniques are also used to treat diseases of the appendix, hernia and gall bladder as well as complex procedures involving the colon, liver, stomach, bladder and

reproductive organs. Hallmark Health surgeons view these procedures on precise, high-definition monitors. These crystal-clear images allow our surgeons to operate on specific areas with the highest precision, accuracy and safety.

Whether it is a routine same-day surgical procedure or a more complex surgery, Hallmark Health patients feel confident knowing they have ready access to the safest and most up-to-date surgical expertise, techniques and technology in the area.



Pramodchandra Shah, MD

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For more information

To learn more about our highly skilled surgeons, please visit www.hallmarkhealth.org and select "Advanced Physician Search" or call (800) 540-9191.

www.hallmarkhealth.org perspectives



Hallmark Health has cancer surrounded

WHEN YOU'RE BATTLING CANCER, you want expertise on your side. At Hallmark Health, that's exactly what we surround you with. Highly experienced oncologists, trained at the finest medical institutions in the country, using state-of-the-art treatments found at the nation's leading cancer centers. Our distinguished cancer experts, including nurses who are oncology certified, customize their advanced cancer care around the individual needs and values of each patient.

The Hematology and Oncology Center is conveniently located at 41 Montvale Ave. in Stoneham and offers free and ample parking.

The Hematology and Oncology Center is led by Rebecca Eisenberg, MD, Joseph

Pennacchio, MD and Malgorzata McMasters, MD.

Dr. Eisenberg, the Medical Director, said what sets the Hematology and Oncology Center apart is the emotional connection clinicians and patients make during treatment. She said patients become part of the Center's family and not only discuss their illness and treatment plan, but also share stories about their lives, their families and their jobs.

Dr. Eisenberg said in large academic medical centers this is rarely the case, as hundreds of other patients are also in line to receive treatment.

"We get to know our patients," she said. "They know that every step of the way there is going to be someone here that knows them,

cares for them and is there to support them." The Hematology and Oncology Center is also committed to offering superior cancer care and is continually looking for ways to expand its range of services. A great example of that commitment is the recent addition of a pain management specialist and a registered dietitian to the Center's multi-disciplinary team of providers.

A family-oriented, personalized approach to medicine and patient care is one of the Center's hallmarks. Unparalleled medical care that's coupled with emotional support in a center that's close to home is what makes Hallmark Health the region's leading provider in cancer care.

"When you have the Hematology and Oncology Center so close to home there is no reason to go anywhere else for your treatment," said Dr. Eisenberg.

The Center's third floor is home to the infusion service, where patients undergo chemotherapy and other treatments. This space, which provides the ultimate caring environment for greater patient comfort and clinical quality, includes 14 treatment bays and two private rooms, each with personal televisions.

The infusion service, staffed by nurses who are specially trained in cancer care, is also equipped to treat other patient populations including enzyme deficiencies, IV antibiotics, blood transfusions and specialized biotherapy infusions.

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"When you have the Hematology and Oncology Center so close to home there is no reason to go anywhere else for your treatment."

- Rebecca Eisenberg, MD, Medical Director, Hematology and Oncology Center

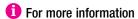
The Hematology and Oncology Center has been honored by highly distinguished organizations such as the American College of Surgeons (ACOS), which recognized the Center for high quality programs. It received approval with commendations following a site visit where ACOS examined cancer registry data, attended a tumor board meeting, toured the Center and reviewed more than 50 patient records. The approval allows the Center to continue its designation as a "Community Hospital Comprehensive Cancer Program."

An added benefit for patients is the Hematology and Oncology Center's partnership with the American Cancer Society (ACS), which makes programs like "Look Good, Feel Better," possible. This is a free program that teaches beauty techniques to women who are actively undergoing cancer treatment and helps them combat the appearance-related side effects of radiation and chemotherapy.

Support and education is yet another area that the Center focuses on with their patients. A dedicated social worker who is specially trained to work with cancer patients is on site at the Center and works closely with physicians to develop a plan that benefits the needs of each individual patient. Support groups and

counseling sessions for patients are also offered.

Comprehensive care, a collaborative team and an uncompromised focus on recovery are what patients and their families have come to expect from the Center. Cancer may have a fierce reputation, but don't worry, so do the cancer experts at Hallmark Health's Hematology and Oncology Center.



To learn more about the Hallmark Health Cancer Center, visit www.hallmarkhealth.org and select "Hospitals and Health Centers" or call (781) 224-5810.



"The Cancer Center staff are the most amazing people in the world."

- Kristin Smith, Stoneham, MA

When Stoneham resident Kristin Smith was diagnosed with Stage 4 throat and neck cancer three years ago she didn't know what the future held for her. Now thanks to the care she received at the Hallmark Health Cancer Center she has her son's college graduation and her own wedding to look forward to.

After being diagnosed, Smith, 39, quickly met with the Center's team and although they wanted to begin treatment right away, they supported Smith's decision to wait. With Christmas just a couple months away, Smith decided to hold off on treatment to enjoy the holiday with her family, fearing it could be her last.

"They saved my family," she said of the Center's staff. "They don't just treat the patient; they treat your family too."

Smith left her job the following month and began an aggressive treatment plan that included chemotherapy every three weeks and radiation five days a week. This schedule continued for approximately two months.

Although Smith was sicker than she could have ever imagined, having her doctor, Rebecca Eisenberg, MD and the rest of the Center's staff by her side every step of the way gave her great comfort and hope for recovery.

"The Hallmark Health Cancer Center staff are the most amazing people in the world," said Smith. "I don't know what I would have done without them."

Today, Smith is cancer free and doing much better. She is not able to return to work just yet, but will be volunteering at the Center in the interim.

"They've been there for me and I just want to give something back as a Hallmark Health Cancer Center volunteer," she added.



Donna Harvey, MSN, RN, CNOR, Director of Surgical Services at Melrose-Wakefield Hospital, instructs Jane Menard White, RN, Catherine Pelletier, RN, and Deanna Slatton, RN, on the use of a patient control pump.

The pursuit of excellence in nursing care

WHAT MAKES HALLMARK HEALTH the system of choice for patient quality and safety, patient satisfaction and leading edge healthcare? Our extraordinary nurses who deliver patient care with the highest degree of clinical competence, compassion and dedication to the practice of nursing.

In premier healthcare systems like Hallmark Health, you will find highly credentialed nurses engaged in educating and mentoring other nurses. This includes consulting with physicians and other members of the healthcare team to improve patient care and safety, conducting research, embracing new strategies and technologies to enhance patient care or presenting health and community education programs.

Across New England and the nation, Hallmark Health nurses are sought after as speakers for their groundbreaking work in many areas including improving orthopedic care to patients, decreasing incidences of cardiac arrests, using computer technology in wound diagnosis and management, strategies to eliminate post-operative nausea and Hallmark Health's comprehensive mentoring program for new nurses.

Magnet recognition is the highest and most prestigious international distinction a healthcare organization or hospital can receive for nursing excellence and outstanding patient care. It is considered the "gold standard" for nursing.

"Achieving Magnet" status is very difficult," explained Nancy Gaden, RN, MS, System Vice President for Patient Care Services and Chief Nursing Officer. "We have a strong, gifted, highly educated and credentialed nursing department at Hallmark Health that's actively involved in the highest levels of patient care, research, career advancement and supporting best practices. These are some of the reasons why we have decided to begin our Magnet" journey."

Only 6.2 percent of all healthcare organizations in the United States have achieved Magnet* status. The program promotes quality in a healthcare setting that supports professional nursing practice, identifies and recognizes excellence in the delivery of nursing services to patients and disseminating best practices in nursing service.

"It is a rigorous, multi-year process. The journey makes it all worthwhile. Our aim is to become the first healthcare system in Massachusetts to receive the Magnet® designation," added Diane Hanley, MS, RN-BC, EJD, Associate Chief Nursing Officer at Hallmark Health. ►

For more information

To learn more on Nursing Services at Hallmark Health, please visit www.hallmarkhealth.org and select "Medical Services."

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Hallmark Happenings

Hallmark Health awarded Gold Seal of Approval from Joint Commission



Commission's Gold Seal of Approval™.

The Joint Commission is dedicated to continuously improving the safety and quality of the nation's healthcare through voluntary accreditation. The Joint Commission's rigorous on-site survey of Hallmark Health occurred this past winter.

Michael V. Sack, President and Chief Executive Officer of Hallmark Health System,

added, "The five-day comprehensive survey conducted by

The Joint Commission encompassed all aspects of both inpatient and outpatient care on each of our healthcare delivery sites. This accreditation validates the high level of care our physicians, nurses and clinical staff provide and our unwavering commitment to provide the highest levels of safety to our patients."

Mark Pelletier, RN, MS, The Joint Commission's Executive Director, Hospital Programs, Accreditation and Certification Services, said of the accreditation. "The community should be proud that Hallmark Health is focusing on the most challenging goal -- to continuously raise quality and safety to higher levels."

In addition, The Joint Commission presented Hallmark Health with a silver tier Certificate of Achievement in recognition for achieving a 75 percent seasonal flu vaccination rate among all employees. The high number of staff who chose to get a flu shot demonstrates their high level of concern to protect the health and safety of our patients.

"While not everyone is an eligible candidate for a flu vaccination, our goal is to provide as safe and confident an environment as possible. We are encouraged by the personal responsibility shown by our staff seeking to eliminate the transfer of the flu, and other infections, to each other and to our patients," Sack explained.

Imaging Services enhances thyroid tests

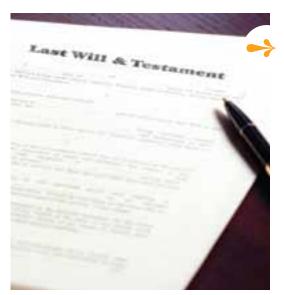
NATIONAL

PILLAUS

Hallmark Health's Imaging Services Department has recently upgraded their thyroid nuclear services at Lawrence Memorial Hospital by adding a Captus 3000 thyroid uptake probe. This new equipment provides patients with the most technologically advanced exams available to assess the structure and function of the thyroid.

Using its own computer system and software package, the probe can acquire the readings from patients in half the time, presenting the findings in a concise format.

For more information on Hallmark Health Imaging Services or to schedule an appointment, please visit www.hallmarkhealth.org and select "Medical Services" or call (781) 338-7111.



A lasting legacy

Everyday, we receive letters and emails from patients expressing their gratitude for the exceptional and skilled care they or a family member has received from Hallmark Health. Our patients recognize the importance of having a premier health system with superior patient care and exceptional clinicians and staff close to home.

Our mission of providing the best care possible in a community setting has been fulfilled from generation to generation. Knowing that Hallmark Health is always there when a family member, a neighbor or a friend has needed outstanding care has been a continuing comfort to many area residents. Their desire to see that Hallmark Health thrives and continues to provide excellent healthcare services in the years to come has prompted many individuals to create a lasting legacy through planned giving.

A planned giving program provides an opportunity to share Hallmark Health's future through a bequest, will, charitable gift annuity or a gift of appreciated assets (property). It is an important way to say thank you and to make sure that your legacy and generosity endures for years to come.

If you are interested in learning about planned giving and how you can show your gratitude and pledge to Hallmark Health's continued success, please contact the Development Office at (781) 979-6100, or visit www.hallmarkhealth.org and select "Giving and Getting Involved."

www.hallmarkhealth.org perspectives

Hallmark Happenings

WBZ-TV commends Hallmark Health for making a wish come true

It's not everyday that a Massachusetts community hospital is positively featured on Boston's most popular newscast. Recently, WBZ-TV news anchor Jonathan Elias reported on a case at Melrose-Wakefield Hospital (MWH) that demonstrated the extraordinary steps Hallmark Health staff take to ensure that outstanding care for patients involves more than providing exceptional healthcare.

A team of MWH caregivers collaborated with a team from another hospital to give a woman with end-stage cancer a final opportunity to be with her husband who was critically ill in the MWH intensive care unit. Hallmark Health staff worked to transfer the dying woman to MWH so that the family could spend their precious final hours together. The woman peacefully passed away the day after her visit with her loving husband and her son. It was a true team effort by MWH physicians, nurses and support staff that allowed this touching reunion to happen.



WBZ-TV News Anchor, Jonathan Elias, delivering his commentary on the touching reunion that occurred at Melrose-Wakefield Hospital.

"There were many smiles, and a lot of warm stories in the three hours the family was together," Kathleen Sherman, RN, BSN, Clinical Leader of the Medical Intensive Care Unit, recalled. "This was the most memorable experience in my 20 years of nursing."

To see this news story, go to www.hallmarkhealth.org and select "Melrose-Wakefield Hospital."

Hallmark Health, a dedicated community partner

To meet the health needs of local community residents, Hallmark Health is committed to providing a variety of programs and services that benefit elders, adults, teens and children. From responding to the devastating earthquake in Haiti, to addressing health issues locally, such as supporting local flu clinics, Hallmark Health strives to work with the community to improve the health and well-being of area residents.

Each month, health education programs and screenings are offered on a variety of health topics such as colon health, skin cancer, osteoporosis, blood pressure and peripheral vascular disease screenings. Lectures are also provided on heart disease, diabetes, stroke awareness, cancer prevention, improving safe driving for seniors, bone and joint diseases and many other health concerns. Throughout the year, Hallmark Health also offers low-cost smoking cessation programs to help residents quit smoking.



Ongoing programs and multi-session series are available too, on topics like the Diabetes Self-Management Program, prenatal education, CPR and first aid classes, our Healthy Heart series and weekly yoga and pilates classes. Support groups are available for caregivers of elders, diabetics, new parents with infants and families dealing with grief and loss. To find out more about health screenings, support groups or educational programs, please visit www.hallmarkhealth.org, or follow us on *Twitte*r or *Facebook*.

Hallmark Health also reaches out to residents who need access to healthcare. Our financial counselors provide assistance to the uninsured and underinsured in determining benefit eligibility or providing case management to newly enrolled Mass Health recipients or assisting patients with the Mass Health re-determination process to help ensure there are no coverage lapses. Last year, more than 2,000 low-income individuals applied for financial assistance, 800 people were educated in the eligibility and member responsibilities of new health coverage and more than 500 people were assisted in choosing a managed care plan and a primary care physician.

Financial counselors are also able to assist clients in accessing the Supplemental Nutrition Assistance Program, prescription drugs, dental services and mental health benefits and access to specialty care. Our financial counselors also work with individuals and families to help them develop a payment plan for medical bills.

Interpreters are available for foreign languages as well as for the deaf and hard of hearing. If you or your family needs help to access health insurance, social service benefits or support in setting up a bill payment plan please call our financial counselors at (781) 338-7111.

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

Luis Rajman (I.), of Waltham meets with Hallmark Health financial counselor Aminda Monteagudo, who provides helpful information and advice.

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Hallmark Happenings

'Professional Voices For Health,' Hallmark Health's Community Speakers Program

"Professional Voices for Health" is a dynamic community services program that brings compelling speakers from Hallmark Health to local civic and public service organizations.

Hallmark Health's Community Benefits mission is a commitment to building and sustaining a strong, vibrant and healthy community. Let Hallmark Health's engaging speakers assist your organization in providing presentations that focus on improving the health of residents in the workplace and in the community.

Presentation topics can be tailored to each organization's particular interests or staff can suggest topics that focus on the health needs most common in our

communities. Topics such as understanding risks for heart disease and stroke, managing stress, osteoporosis prevention and managing chronic illnesses such as diabetes are commonly requested topics. Child safety, growth and development are also popular topics. There is no charge for scheduling these speakers.

For additional information or to schedule a free presentation for your organization, please contact Nancy Ward in the Community Services Department at (781) 338-7556 or nward@hallmarkhealth.org. Please allow a minimum of four weeks for scheduling your program.

Diabetes program merits ADA recognition

The prestigious American Diabetes Association Education Recognition Certificate for a quality diabetes self-management program was recently awarded to the Hallmark Health program. The ADA believes that this program offers high-quality education that is an essential component of effective diabetes treatment.

The Hallmark Health Diabetes Self-Management program offers patients a comprehensive approach to treatment and a team of clinicians that includes board-certified endocrinologists, certified diabetes nurse educators, registered dietitians, ophthalmologists and podiatrists. The program also offers group classes or one-on-one sessions to teach patients about controlling their diabetes.

There are many steps you can take to control your diabetes for life. Hallmark Health helps patients get their blood sugar under control through diet and exercise and making healthy lifestyle choices. Clinicians work with patients and their doctors



to address all aspects of diabetes management, from lifestyle and emotional issues to medical treatments and long-term health concerns.

For more information on Hallmark Health's Diabetes Education Program, visit www.hallmarkhealth.org and select "Medical Services" and "Diabetes Management and Treatment."

Lawrence Memorial/Regis College Nursing Program chosen as model for new program in Egypt

Representatives from the Lawrence Memorial/Regis College Nursing Program joined leaders from the newly formed Gouna Nursing Institute in Gouna, Egypt, and many Egyptian dignitaries this spring for a ribbon cutting to commemorate the opening of the nursing school.

The local nursing program was selected out of hundreds of nursing programs throughout the country by the Sawiris Foundation for Social Development in Egypt as the model for the new program in Egypt. The Lawrence Memorial/Regis College Nursing Program has overseen all facets of starting the new nursing program, consulting on everything from curriculum to establishing a mission statement to recruiting faculty, staff and students.

The Lawrence Memorial/Regis College Nursing Program as part of Regis College School of Nursing and Health Professions has been designated a Center of Excellence in Nursing Education by the National League for Nursing (NLN). It is the first NLN Center of Excellence designation in New England and one of only 13 in the country.

To learn more about the Lawrence Memorial/Regis College Nursing Program, visit www.lmregis.org.

www.hallmarkhealth.org perspectives



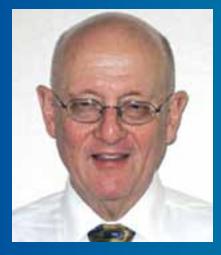
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Need a Doctor? The best place to find a great doctor is at a great healthcare system.

If you're looking for an exceptional physician, look no further than Hallmark Health. Our physicians, trained at the country's top medical schools and teaching hospitals, bring patient-focused care to their practices. They practice at Hallmark Health because they want to be part of a medical and clinical team who are committed to excellence.

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

Welcome New Physicians



John Buster, MD Obstetrics and Gynecology (781) 662-4390

Dr. Buster is affiliated with Tufts
Medical Center, Center for Reproduction
& Infertility. He is a graduate of
the UCLA School of Medicine and
completed his internship, residency
and fellowship at the UCLA Medical
Center. He is board certified in both
reproductive endocrinology as well as
obstetrics and gynecology. Dr. Buster
will be seeing patients on Thursdays
at Dr. Donald Monteiro's office,
1 City Hall Plaza, Melrose.



Tanja Frey, MD Pain Management (781) 662-2243

Tanja Frey, MD, has joined the practice of Advanced Pain Management, Inc., at 3 Woodland Road, Suite 322, Stoneham. Dr. Frey specializes in pain management. She holds her medical degree from the University of Wurzburg in Germany and has completed her fellowship and residency at Brigham and Women's Hospital in Boston.