Hallmark Health



Physician Focus A PUBLICATION FOR HALLMARK HEALTH MEDICAL STAFF

Medical Staff Annual Meeting set for June 1

The Annual Meeting of the Hallmark Health medical staff will be held on Wednesday, June 1 at 6 p.m. at the Sheraton-Colonial Hotel in Wakefield. The evening honors medical staff members for their many years of dedicated service.

For more details on the event, please call the physician liaisons, **Thomas Anderson**, at (781) 338-7507 or **Meredith Baker** at (781) 338-7508.

Dr. Samenuk passes boards

David Samenuk, M.D., F.A.C.C., recently passed the recertification exams for the Cardiovascular Boards and the Nuclear Cardiology Boards. Both exams must be completed every 10 years to maintain board eligibility in these disciplines.

Hallmark Health wins national award for excellence in sustainability

Hallmark Health System has been named the winner of the 2011 VHA Leadership Award for Sustainability Excellence in Innovation and Impact. The award honors organizations that have distinguished themselves around national performance standards by achieving exceptionally high levels of performance.

The award recognizes Hallmark Health's comprehensive programs and investments to reduce waste and decrease energy consumption. The award will be presented at a national conference in San Diego, CA next month.

Hallmark Health cuts ribbon on new Joslin affiliation

The top leadership of Hallmark Health System and the Joslin Diabetes Center gathered on March 23 to formally open the doors to the Joslin Diabetes Affiliate at Hallmark Health. The new program will be led by Hallmark Health physicians, Sunita Schurgin, MD, Tara Hamilton, MD and Sybil Kramer, MD. Joslin is the world's preeminent diabetes research and clinical care organization. Area patients can now receive the latest advances in diabetes treatment at Hallmark Health without traveling to Boston.

"Today is a truly momentous occasion for us," said Michael V. Sack, president and chief executive officer of Hallmark Health System. "Hallmark Health is very proud of this new collaborative association with the renowned Joslin Diabetes Center and we look forward to doing our part towards providing the most comprehensive diabetes care in our community as we work together to battle this pervasive disease."

Martin J. Abrahamson, MD, senior vice president, chief medical officer, Joslin Diabetes Center, Boston, said at the ceremony, "With this affiliation, we begin a true community diabetes program, one that is tied to the expertise and reputation of Joslin and provides expert care and sophisticated treatment on a local level." Dr. Abrahamson added, "Working together, Joslin and Hallmark Health System can improve the lives of countless diabetic patients in this region."



Pictured in the photo above at the ribbon cutting ceremony are: Sybil Kramer, MD, (l.), Rep. Paul Donato, Tara Hamilton, MD, Judith Goodwin, vice president, Strategic Initiatives, Joslin Diabetes Center, Michael V. Sack, president and chief executive officer, Hallmark Health System, Martin J. Abrahamson, MD, Janice Murphy, director, National Affiliated Programs, Joslin Diabetes Center and Sunita Schurgin, MD, chief of the Division of Endocrinology, Lawrence Memorial Hospital.

Image-guided system added for sinus surgeries

Hallmark Health has added an ENT Fusion Navigation System for endoscopic sinus surgeries. The system is an electromagnetic image-guided surgery system that allows surgeons to see the unique anatomy of each patient and the exact location of the instrument tip in the patient's sinus during procedures. The precise images of this technology allow surgeons to make informed decisions in the operating room that lead to safer and more comprehensive outcomes.

Image-guided surgery has become an industry standard for many endoscopic sinus surgeries including revision sinus surgery, sino-nasal polyposis and other conditions in these areas.

The Fusion Navigation System will be used initially by **Michael Rho**, MD a board-certified otolaryngologist and will be located in the operating rooms of Melrose-Wakefield Hospital.

Physician Focus

Hallmark Health launches advertising campaign

Hallmark Health has launched a major radio, television, newspaper and online advertising campaign that is designed to increase consumer awareness of the high quality medical services we offer along with the outstanding physicians, nurses and allied health professionals who provide an exceptional level of care to our patients.

Advertisements focus on the exceptional care at Lawrence Memorial Hospital of Medford, Melrose-Wakefield Hospital and the Hallmark Health Medical Center. Other advertising messages promotes the new clinical affiliation with the Joslin Diabetes Center and Hallmark Health's advanced diagnostic imaging services and nationally recognized bone and joint program.

Print ads, which are attached, are appearing in *The Boston Globe* and local community newspapers, broadcast ads are featured on WBZ –TV, WBZ radio and Comcast Cable.

For more information on the advertising campaign contact Rick Pozniak, system director, Marketing and Communications or Tina Karas, senior manager, Marketing and Communications.

INFORMATION TECHNOLOGY UPDATE

New Single Sign On functionality makes it easier to log onto computers

Carol Dresser, vice president, Information Services

Beginning mid-May, the IS Department will begin rolling out Single Sign On (SSO) to the shared computers in the clinical areas. The SSO functionality uses a simpler method for signing into major applications such as Meditech, Outlook Web Access (OWA) or GE EMR, via your network password or by swiping your ID badge, thus saving keystrokes and time.

There is an initial enrollment process for each user that takes about three minutes. Once enrolled, a physician will be able to tap his/her ID badge to log on to the computer and access the enabled applications automatically.

When first using a hospital-based computer you will be prompted to manually type your network password, an access security requirement. For the next five hours all you will need to do is "tap on and tap off" with your ID badge and will NOT need to use your password to sign in and out of Meditech, OWA and GE EMR. If you do not have your ID badge, you may type in your network sign-on to activate the automatic sign on to the enabled applications.

SSO software and hardware must be loaded onto a computer in order for the functionality to work. This software will be rolled out unit-by-unit. Information Services will also provide training sessions and enrollment assistance for physicians at various locations prior to the roll out and on the units as the technology becomes available. Schedules for this training will be communicated and posted in the physician lounges.

Please note that not all applications will immediately be connected to the SSO functionality. We have limited the applications connected to SSO as we work out any programming issues with the initial group and will continue to review other applications for future connection.

For more information or to set up your training, please contact **Wendi Joy Brenner**, Systems Analyst at (781) 979-3042 or the IS Service Desk at (781) 306-6330.

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