Hallmark Health

Physician Focus

A PUBLICATION FOR HALLMARK HEALTH MEDICAL STAFF

Masspro honors Hallmark Health for quality improvement

Hallmark Health has received three honors from Masspro for its dedicated and innovative work in quality improvement.

Hallmark Health was one of only two hospitals in the state honored for its significant contributions and mentorship of other hospitals in the areas of acute myocardial infarction (AMI), heart failure (HF) and surgical care. It was also cited as one of 18 hospitals in Massachusetts for its exemplary commitment to the quality of care for patients with AMI, HF, pneumonia and surgical care. And finally Hallmark Health was honored for its participation and leadership in the development of the National Hospital Leadership Quality Assessment Tool.

The awards were presented by Masspro, the federally-designated healthcare quality improvement organization for Massachusetts that develops innovative solutions that transform patient care and improve safety, effectiveness and efficiency.

Hallmark Health hospitals have recently received a number of quality care awards such as the Harvard Pilgrim Health Care Hospital Honor Roll for high quality patient care.

Hallmark Health System Celebrates 10th Anniversary

The Boston skyline was the backdrop for an evening of celebration when Hallmark Health commemorated its 10th anniversary at the Royal Sonesta Hotel in Cambridge on Saturday evening, Sept. 13.

More than 250 guests enjoyed the music, food, an auction, lively conversation and the opportunity to recognize Hallmark Health's accomplishments over the last decade.

The gala event raised more than $40,000 for the Continuing Medical Education Program.

The transition to electronic clinical information systems

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

The fact that we are entering the 21st century is not a surprise; but what it means to be contemporary sometimes does come as a surprise.

Hallmark Health is embarking upon a transition to electronic clinical information systems, which requires a transfer of practice from paper, handwriting, typing and telephone, to interactive, automatic computer-assisted record keeping, crosschecking of orders and verification of intent – fancy applications that provide an instantaneous safety evaluation of human recommendations. The intent is to make our hospital environment safer. The focus is on improving reliability for the patient.

Hallmark Health has made the decision to move forward with these initiatives. We have adopted computers into all aspects of our daily lives. It is time for us to adopt them into our efforts to improve patient care. In fact, we have no choice. Individuals might try to avoid them, but it is shoveling against the tide. More and more, the reimbursement of services is becoming contingent upon the implementation of electronic assistance; electronic medical records (EMR) in the office settings and computer assisted practitioner order entry (CPOE) in the hospitals. Nursing documentation, automated variance reporting and other decision support applications add up to a huge investment of our limited resources into computer equipment, software, infrastructure and personnel. No one can say we aren't fully engaged in these contemporary activities.

Now, the hard part begins. As we roll out the CPOE implementation, every clinician will be tested. The training, the availability of equipment, the frustration of other clinicians will be in evidence. Our IS staff support will be present to offer encouragement, assistance and solutions. They have done a great job and will continue throughout the implementation. They see our future.

Many clinicians see value in our effort; in fact, more often than not, clinicians join us because of our commitment in adopting electronic systems. They are our future and the future is here. I am asking for everyone's support. Clinical chiefs, I expect to support and to offer guidance. Managers, I expect to work with one another, pay attention to breakdowns, to poorly prepared staff, to roadblocks and to sound an alert for assistance. Physicians who do not want to use the system are not required to do so at this time. In other facilities that have adopted CPOE, physicians who do not want to learn the new practices are encouraged to sign their admissions to hospitalists.

We are learning. We are doing. Bring an attitude of confidence and let's make this implementation successful. Thank you and let me know what you think about how adoption of electronic supports makes the Hallmark Health hospital environment safer for our patients.

Hallmark Health offering the latest in endoscopic procedures

Hallmark Health has recently added new diagnostic equipment and services to the endoscopy units at Lawrence Memorial Hospital of Medford and Melrose-Wakefield Hospital that have made them one of the most fully equipped and technologically advanced in the region. Each year, these units perform more than 15,000 endoscopic procedures.

Enrico Souto, MD, points out the latest advances in endoscopy available at MWH and LMH. "Much has changed in endoscopy in recent years. We are able to gain a very clear, detailed view of a patient's digestive tract. It is more precise than X-rays with minimal discomfort and we can remove suspect growths. The procedure also helps many patients avoid more complex surgery."

Dr. Souto

According to **Donna Begin**, RN, BSN, Clinical Practice Leader for the Endoscopy Unit at LMH, in addition to offering endoscopic ultrasound, the unit now offers single balloon enteroscope procedures that can examine the small intestines, perform biopsies and remove lesions if necessary. The device is controlled by repeatedly inflating and deflating a single balloon by remote control to examine problem areas in the small bowel.

Endoscopic ultrasound has a wide range of uses in the evaluation, staging and diagnosis of almost all gastrointestinal malignancies. This technology is especially helpful in the evaluation of pancreatic diseases and has non-gastrointestinal indications, such as the evaluation of mediastinal lymph nodes and masses.

Ira Michaelson, MD, explains this new technology. "Balloon enteroscopes are a relatively new technique that allow for complete visualization and photography of the bowel. We can also do procedures, stop bleeding, biopsy suspicious areas or completely remove suspect tissue without having to resort to complex surgery."

Dr. Michaelson

Both LMH and MWH are equipped with high-definition television screens to help physicians diagnose more clearly diseases of the upper and lower gastrointestinal tract. High definition endoscopy combined with narrow band imaging allows physicians to see sharper images and better contrast which can lead to better detection of lesions and more accurate diagnoses.

For more information on endoscopy ultrasound or balloon enteroscopes, please contact Donna Begin at (781) 306-6460.

Nursing, a Center for Excellence

Lawrence Memorial/Regis College's associate degree nursing program on the LMH campus, along with the baccalaureate, masters and doctoral nursing programs at Regis College have been designated as a Center of Excellence in Nursing Education by the National League for Nursing (NLN).

Only 15 schools in the country have received this recognition (about 1%). The NLN awarded this designation for the years 2008-2011.

Welcome New Physicians

The following physicians have recently joined our medical staff.

Francisco J. Brincheiro, MD, is board certified in Family Medicine. He is a graduate of Jefferson Medical College in Pennsylvania and his office is located at the Hallmark Health Medical Center, 30 New Crossing Rd. Suite 301, Reading, MA 01867. His office phone number is (781) 942-0380.

Robbin B. Marroquin, MD, specializes in Family Medicine. A graduate of University of Texas Medical School at Galveston, her office is located at 596 Broadway, Everett, MA 02149. Dr. Marroquin can be reached at (617) 387-5185.

Editorial Staff

Publisher Emeritus
Ted Butler, MD, Chief Academic Officer and Clinical Professor, Tufts University School of Medicine; ebutler@hallmarkhealth.org

Editor
Gerald Ryan, Marketing Specialist
For Editorial Services
Department of Marketing and Communications
(781) 979-3239 or gryan@hallmarkhealth.org

Physician Services
Georgia Karapanos, Vice President
(781) 338-7529 or gkarapanos@hallmarkhealth.org

Physician Liaisons
Thomas Anderson
(781) 338-7507 or tanderson@hallmarkhealth.org

Meredith Baker
(781) 338-7508 or mbaker@hallmarkhealth.org

Hallmark Health
585 Lebanon Street
Melrose, MA 02176