

A newsletter for Hallmark Health employees and volunteers

## Fourth Annual Women and Heart Disease Seminar, Feb. 6

The Fourth Annual Women and Heart Disease Seminar, HeartSense for Women, will be held on Saturday, Feb. 6 from 10 a.m. to 2 p.m., at the Lawrence Memorial/Regis College School of Nursing. Encourage your family and friends to attend this free seminar.

The keynote speaker for the event will be **Doreen Defaria Yeh, MD**, a board certified cardiologist. One-on-one consultations with a pharmacist, free blood pressure screenings and body mass index (BMI) measurements will take place. Participants will learn more about women and heart disease, peripheral vascular disease, how stress, exercise and wellness affects cardiac health and the importance of good nutrition. Lunch and refreshments will be served. This event is free, but registration is requested.

The seminar is offered by Hallmark Health's Cardiac & Endovascular Center and sponsored by Rite Aid and The Medicines Company. Participants can register on-line at [www.hallmarkhealth.org](http://www.hallmarkhealth.org) or by calling (800) 540-9191.

## Hallmark Health Programs Featured in MD News

The January issue of *MD News*, the North of Boston edition, features a story that describes the attributes of Hallmark Health's innovative Geriatric Medical-Psychiatric program. The program provides a full spectrum of services including two inpatient units as well as a partial hospitalization program for patients that do not require a hospital stay.

The magazine acknowledges the program as the region's leader in psychiatric and medical care for the elderly.

Also the fall issue of this publication identified Hallmark Health as being the region's leader in providing outstanding orthopedic, bone and joint care.

If you would like a reprint of the stories, please contact **Christina Scala**, in the Marketing and Communications Department at (781) 979-3246 or [cscala@hallmarkhealth.org](mailto:cscala@hallmarkhealth.org). For more information on these programs visit [www.hallmarkhealth.org](http://www.hallmarkhealth.org).

## Hallmark Health Reaches Out To Haitian Earthquake Victims

Hospitals across the state are working to provide meaningful assistance to the victims of the devastating earthquake that struck Haiti on Jan. 12 and Hallmark Health is also doing its part.

Human Resources and the Chaplains' offices are assisting staff who may have lost family members or loved ones in the earthquake by providing counseling and bereavement support during these very difficult times. Hallmark Health Community Counseling also offered sessions at LMH and MWH for staff.

Two Hallmark Health staff, **Barbara Maloney**, Assistant Clinical Professor and **Deb O'Hara-Rusckowski**, Adjunct Lecturer from the Lawrence Memorial/Regis College School of Nursing have gone to Haiti to assist with relief efforts.

According to **Eileen Dern, RN, CES**, Director, Community Services, Hallmark Health continues to work closely with local, state and federal agencies to assure that health assistance is available for families and individuals in need. Hallmark has also been active with local community planning efforts to assess the best way the north suburban Boston region can assist in this crisis.

Until plans are formalized and specific community needs identified in the days ahead, staff can consider making donations to organizations such as Partners in Health, [www.pih.org](http://www.pih.org), the Red Cross [www.redcross.org](http://www.redcross.org), or the fund headed by former presidents Clinton and George W. Bush, [www.clintonbushhaitifund.org](http://www.clintonbushhaitifund.org). Also, the Center for International Disaster Information, [www.cidi.org](http://www.cidi.org) is gathering information from those who are interested in donating time or supplies. The Massachusetts Attorney General's Office has provided some tips to consider before donating to any organization at [www.mass.gov /?pageID=cagohomepage&L=1&L0=Home&sid=Cago](http://www.mass.gov/?pageID=cagohomepage&L=1&L0=Home&sid=Cago).

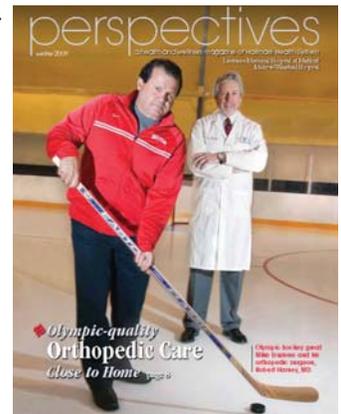
In addition, Hallmark Health will create a donated PTO pool that Human Resources will use for staff who are in need of additional time off either because they have suffered a loss of loved ones or because they are part of an organized relief effort. If staff are interested in donating to this PTO pool or making use of the time donated, please reach out to Human Resources.

## Spreading The Good Word About Hallmark Health's Excellent Care

The Winter Edition of Hallmark Health's *Perspectives*, our quarterly health and wellness magazine, is available in print and on-line. This quarterly magazine, mailed to more than 80,000 households in the area, features Olympic hockey great, **Mike Eruzione** and showcases his family's trust in Hallmark Health for their orthopedic needs. Other stories in this edition cover the full spectrum of the most technologically advanced medical and health services that Hallmark Health offers.

*Perspectives* is a key part of an overall marketing and advertising effort to increase patient volume and local awareness of Hallmark Health's superior medical and patient care. In addition to using traditional marketing media such as print and on-line ads, TV spots, direct mail and *Hallmark Health eNews*, Marketing and Communications is making greater use of social media including *Twitter*, *Youtube*, *Facebook* and podcasts. Daily tweets on key service lines, news and upcoming events are sent to followers. There are now 19 Hallmark Health videos on a wide range of medical health topics that have been uploaded on *Youtube* and have been viewed more than 1,400 times.

Marketing and Communications has also developed a fanpage on *Facebook*. To become a fan simply go to [www.facebook.com](http://www.facebook.com) and search for Hallmark Health.



## Employee Of The Month - January

### Beth McCurdy, Nursing Payroll Input Coordinator

Beth currently works in Nursing Resource Management. Her work impacts employee relations and satisfaction. This role requires attention to detail, excellent communication skills and flexibility. Beth always goes the extra mile to review paychecks with employees and explain pay practices.

Beth works with all departments to improve compliance in scheduling and in standardizing pay practices. Along with keeping excellent records, Beth has excellent interpersonal skills and a professional, positive attitude.

Beth is very skilled in computer programs and the creation of reports and graphs to monitor progress. Her efforts have resulted in tighter control of finances through more efficient staffing. She has volunteered to help with projects even outside her function because she enjoys the work and wants to be helpful.

## Department Of The Month - January Melrose-Wakefield Hospital Food Services

MWH Food Services has made strong efforts to increase employee and patient satisfaction. They send out monthly thank you notes to staff members from management and give out Sodexo Cares awards to employees who go above and beyond their daily job assignment. To increase patient satisfaction, they have implemented a ten-week training module to increase patient satisfaction, increased patient rounding by housekeeping management and taken steps to increase efficiency.

This Department has also increased the variety and nutritional quality of food in the cafeteria and together with other departments hosted "Senior Suppers" for area senior citizens that provide an affordable dinner and a presentation on health-related topics each month.

## Editorial Staff

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Richard Pozniak, System Director,  
Marketing & Communications  
[rpozniak@hallmarkhealth.org](mailto:rpozniak@hallmarkhealth.org)  
(781) 979-3247

Tina Karas, Senior Manager,  
Marketing & Communications  
[tkaras@hallmarkhealth.org](mailto:tkaras@hallmarkhealth.org)  
(781) 979-3234

Gerry Ryan, Marketing Specialist,  
Editorial Services  
[gryan@hallmarkhealth.org](mailto:gryan@hallmarkhealth.org)  
(781) 979-3239

If you have story ideas, please call  
Gerry Ryan at (781) 979-3239, or e-mail  
[gryan@hallmarkhealth.org](mailto:gryan@hallmarkhealth.org).

## Schwartz Rounds Explore The Human Side Of Providing Healthcare

Each month, Hallmark Health holds Schwartz Center Rounds. These multi-disciplinary sessions allow physicians and hospital staff to explore the emotional and social issues that arise in providing quality healthcare. In a typical session, a panel of caregivers presents a patient case that elicits intriguing and important psychosocial issues. Unlike grand rounds, these sessions explore and process the human emotions staff must deal with in their daily work.



*Carol Plotkin, LICSW, (l.), Terri Johnson, RN, BSN, BC, Patti Collins, RN, Case Manager and Tom Gunning, RN, presented the January Schwartz Rounds at LMH on providing compassionate care when staff safety is at risk.*

Participants routinely report that the sessions are extremely helpful, inspiring and report great benefit from the feedback and support they receive from colleagues.

Schwartz Center Rounds occur on alternating months at LMH and MWH campuses. Recent topics have examined providing compassionate care when safety is at risk, satisfying patients and family members and coping with families who have suffered a tragic loss.

The rounds are open to all medical and hospital staff. For more information, please contact **Carol Plotkin**, LICSW, Systems Director for Behavioral Health at (781) 338-7256, or visit [www.hallmarkhealth.org](http://www.hallmarkhealth.org) under "Careers and Education" then "Education."

## Holiday Spirit Continues At Melrose-Wakefield Hospital ED

Thanks to the kindness and caring of staff at Melrose-Wakefield Hospital, two local boys started the New Year off on a more positive note.

The two boys, ages 9 and 7 months-old, were brought to the hospital by police on New Years Eve after being removed from their home. When they arrived at the hospital the boys barely had any clothing and had been fending for themselves for more than a week, reportedly sleeping in a bathtub.

Doctors, nurses and staff were immediately taken by the two boys and felt compelled to do something for them. They took up a collection, eventually raising \$250 and used the money to buy clothing and toys for the boys.

This true act of kindness is a great example of the caring staff Hallmark Health System is so proud to have working for the organization. They strive for excellence each and every day and this situation certainly shows that.

The boys were later released into the custody of the Massachusetts Department of Children and Families.

## ADA Recognizes Hallmark Health's Diabetes Education Program

Hallmark Health's Diabetes Education Program was recognized for its high quality by the American Diabetes Association (ADA). The Hallmark Health program received an ADA Education Recognition Certificate that assures that this education program meets the National Standards for Diabetes Self-Management Education Programs.

The certification process occurs every three years and requires extensive documentation and a rigorous review of policies and outcomes in order to attain ADA certification.

For more information on the Diabetes Education Program, please contact **Alice DiCenzo**, RN, BSN, CDE, Diabetes Program Coordinator at (781) 979-3173.