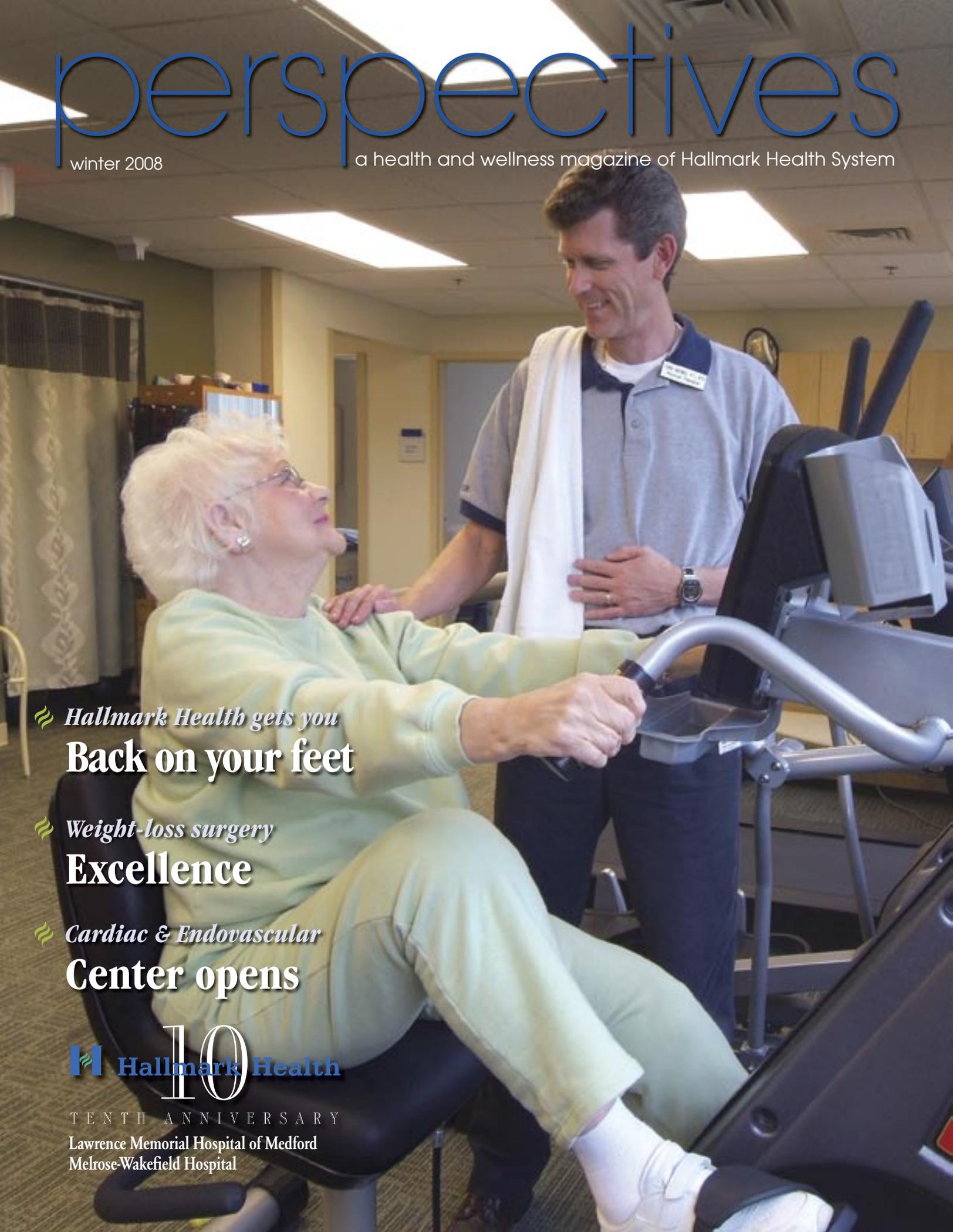


perspectives

winter 2008

a health and wellness magazine of Hallmark Health System



Hallmark Health gets you
Back on your feet

Weight-loss surgery
Excellence

Cardiac & Endovascular
Center opens

 **Hallmark Health**

TENTH ANNIVERSARY

Lawrence Memorial Hospital of Medford
Melrose-Wakefield Hospital

from the CEO

WHAT MAKES A GOOD NEIGHBOR?

SOMEONE YOU RESPECT. SOMEONE YOU CAN TRUST.
SOMEONE YOU DEPEND ON.

FOR THE LAST 10 years, Hallmark Health System has been working hard to be a good neighbor to the communities we serve in north suburban Boston; to earn your respect, to gain your trust and to be available. We have attracted the best physicians, nurses and allied health professionals to provide the best medical care in the region. We have consistently added the latest treatments, technologies and facilities so you do not have to travel far for excellent medical care. The evidence of our high quality of care is proven by the continuous stream of national awards, accreditations and accolades Hallmark Health receives and the growing number of patients who choose Hallmark Health for their care.

Our staff long ago recognized their need to be good neighbors, too. Most of them live in these same communities. In every city and town you go to in our service region, you will find Hallmark Health staff serving on the boards of community service organizations, pitching in at civic events and lending a helping hand whenever the need arises.

Excellence in a health system, though, is not just having the best team and services. To ensure success, hospitals must rely heavily on the generous philanthropic support of their home communities. Decades ago, successful communities recognized why it was essential to have quality healthcare in their midst. In today's world, supporting your local hospital is more important than ever. To survive, modern healthcare systems still depend on the generosity of local individuals, organizations and businesses who know why it is essential to have high-quality healthcare close at hand.

In the decades ahead, Hallmark Health plans to work closely with local leaders to ensure our region continues to prosper, where individuals and families can enjoy life, pursue their dreams and lead healthier lives.

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



On the cover: Eleanor Buckley of Wakefield, who recently underwent knee surgery at the Bone & Joint Program at Hallmark Health, routinely participates in physical therapy to speed her recovery. Assisting her is Todd Haynes, PT, ATC, rehabilitation therapist.

Cover photo and photos on pages 5, 6, 8 and 9 by Janet Stearns.

TABLE OF CONTENTS

- 2 ✦ from the CEO
- 3 ✦ Hallmark Health 10th anniversary
- 4 ✦ New back procedure gives instant relief
✦ Full range of services at new center
- 5 ✦ Hallmark Health Cardiac & Endovascular
Center opens in Melrose-Wakefield Hospital
- 6 ✦ Weight-loss surgery excellence
✦ Patient success
- 7 ✦ Achieving nursing excellence at
Hallmark Health
- 8 ✦ Hallmark Health gets you back on your feet
- 9 ✦ What the experts are saying
- 10 ✦ News briefs
- 11 ✦ Hallmark Health System Annual Report
Fiscal Year 2007
- 15 ✦ Community Benefits Programs for you
and your family
- 16 ✦ Welcome new physicians
✦ Make a gift to Hallmark Health

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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.



Hallmark Health



T E N T H A N N I V E R S A R Y

What a difference a **DECADE** makes

A lot can happen in 10 years. Teenagers grow into adults. A small business can evolve into a worldwide corporation. Here in north suburban Boston, a community health system flourished to provide local families and individuals with convenient access to outstanding healthcare and the latest medical advances and treatments.

THIS YEAR, Hallmark Health System celebrates its 10th anniversary, a time span that recorded the evolution and steady growth of a comprehensive community-based health system dedicated to outstanding patient care, a top-notch medical staff and the latest in medical advances.

Foundations of the system

During the years, Hallmark Health has made its mark as a successful charitable, not-for-profit, regional healthcare system. Lawrence Memorial Hospital of Medford and Melrose-Wakefield Hospital are the foundations of this system. Other key components include the new Hallmark Health Medical Center in Reading (see “Full range of services at new center” on page 4), the Hallmark Health Cancer Center in Stoneham, The Malden Family Health Center, Hallmark Health VNA and Hospice in Malden, and the Ell Pond Physicians. To prepare students for future careers in healthcare, Hallmark Health offers medical education opportunities through the Lawrence Memorial/Regis College Nursing and Radiography Programs.

Hallmark Health physicians are rated among

the best in Massachusetts. With more than 700 physicians in its network, Hallmark Health provides high-quality healthcare using the latest technologies and treatments, while meeting the changing health needs of more than 500,000 residents in surrounding communities.

Reaching out to the community

But Hallmark Health System is about more than healthcare. It is also a good neighbor. Long ago, Hallmark Health staff members recognized the importance of being a trusted community partner in the local cities and towns where they live and work. That’s why Hallmark Health staff serve on the leadership of community organizations, lend their expertise to worthy causes, help out at local health fairs and events, and pitch in during a crisis or whenever help is needed. The commitment of Hallmark Health to community service has been recognized and praised by area governments, chambers of commerce and numerous civic organizations.

This partnership and trust, though, is not one-sided. Hallmark Health’s continuing journey to healthcare excellence depends on the philanthropic generosity of individuals, families

and businesses in the region. This support will advance patient care in the decades ahead for everyone, from tiny newborns to cardiovascular and cancer patients or victims of tragic accidents. A donation to Hallmark Health will ensure that high-quality care remains close by should you or someone you know become ill or injured.

Looking to the future

In the decades ahead, Hallmark Health will continue this mission of service by consistently bringing medical excellence to the region. Its physicians, nursing and healthcare team members will always provide the personalized attentive care one can get only from a full-service community health system. Hallmark Health will continue to create a healthcare environment where the needs of patients come first; where all patients feel safe and confident they are receiving the best care possible. It will provide the highest-quality healthcare and the latest treatment modalities — close to home — that individuals and families depend on and trust. ■

New back procedure gives INSTANT relief

For years, people suffering from spinal fractures caused by osteoporosis and cancer had little hope for relief from their discomfort and pain. Now, Hallmark Health's Lawrence Memorial Hospital and Melrose-Wakefield Hospital have a new option, providing dramatic results for patients to get back on their feet.

OSTEOPOROSIS CAN cause the bones of the spine to weaken and often collapse, resulting in spinal fractures. Traditional treatment for spinal fractures includes bed rest, medication and back bracing. While these therapies may help to decrease a patient's pain, they do not adequately stabilize the fracture or correct the vertebral body deformity.

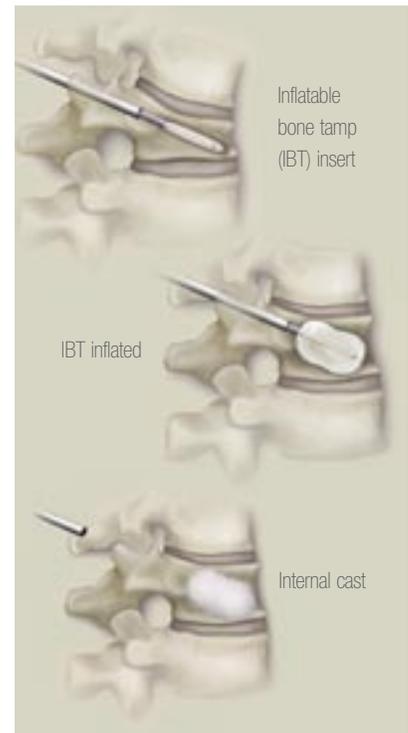
Balloon kyphoplasty, a minimally invasive, leading-edge procedure that's been performed on more than 300,000 patients worldwide, can significantly reduce back pain and repair spinal fractures. During the procedure, orthopedic balloons are inflated to correctly position the spine at the fracture site. The balloon is then removed and flexible cement

fills the cavity. In many cases, the patient feels instant relief from the pain.

The procedure takes about an hour, and patients usually are able to walk, without discomfort or pain, soon after. The procedure is performed under local sedation, and the majority of patients go home the same day. **H**

i For more information

Wayne Wivell, MD, chief of interventional radiology, and Neil Denbow, MD, radiologist, perform balloon kyphoplasty at Hallmark Health System. Please call the physician referral line at 1-800-540-9191 for more information.



Images courtesy of Kyphon

Full range of services at new center

Finding the best care locally just got even easier with the opening of the Hallmark Health Medical Center in Reading.

THE SKILLED CARE at Hallmark Health you have come to know and trust is now a little closer. The Hallmark Health Medical Center, located at 30 New Crossing Road in Reading, offers patients a new and convenient option for the latest in medical technology and patient care.

"We want to ensure no one has to travel to Boston to receive the best healthcare," said Michael V. Sack, president and CEO of Hallmark Health System. "By providing the largest outpatient center of its kind in the area staffed with the best physicians and staff, we are

staying on the leading edge of healthcare for the community."

A look inside the center

Residents can receive a full range of outpatient services at the facility, including diagnostic testing, a blood draw suite, lab work, physical therapy, health education and screenings. The second and third floors of the Medical Center house offices for a variety of medical specialties, including internal medicine, cardiology, family practice, obstetrics, podiatry, pediatrics and gastroenterology.

Advanced imaging technology is available on the first floor, ensuring patients receive accurate diagnoses with convenience. Among the diagnostic services offered are:

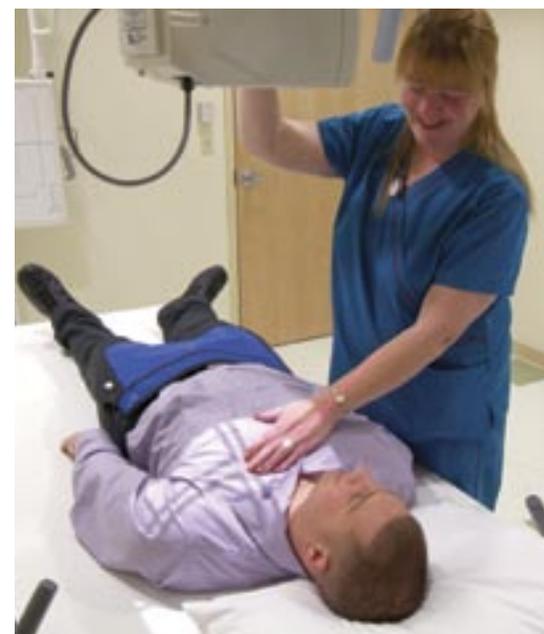
- Ultrasound
- Computed tomography (CT) scans
- Digital mammography
- Bone density scanning
- Radiology **H**

i For more information

Visit www.hallmarkhealth.org to learn more or call (781) 338-7111.



The three-story Hallmark Health Medical Center offers the most up-to-date modalities in diagnostic services, including digital mammography and radiology.



Hallmark Health Cardiac & Endovascular Center opens in Melrose-Wakefield Hospital

Hallmark Health System has opened a new Cardiac & Endovascular Center at Melrose-Wakefield Hospital. The first of its kind in the region, the Center offers patients a multidisciplinary approach to diagnose and treat cardiac and vascular disease under the direction and involvement of practicing cardiologists, interventional cardiologists, radiologists and vascular surgeons from both Lawrence Memorial Hospital of Medford and Melrose-Wakefield Hospital.



Pictured (L – R): Eric Henrikson, MD, Salil Midha, MD, Kathy Minahan, RN, Grace Ancona, RN, Wayne Wivell, MD, Rene Leonforte, RN, and Scot Batson, RT, in the Diagnostic and Interventional Radiology Suite in the new Cardiac & Endovascular Center

“**THE HALLMARK HEALTH** Cardiac & Endovascular Center enables us to offer residents a higher level of cardiac care that previously was available only in teaching hospitals,” explained Steven Kapfhammer, executive vice president at Melrose-Wakefield Hospital. “The multidisciplinary team we have assembled at the Center is dedicated to performing lifesaving procedures at any time, saving patients unnecessary trips to hospitals much farther away. The opening of the Center is another clinical achievement that enables us to continue to offer the very best cardiac and endovascular care north of Boston.”

Complete cardiac care

The Hallmark Health Cardiac & Endovascular Center is a state-of-the-art, comprehensive center offering an array of procedures and services in support of cardiac and endovascular wellness. The Interventional Cardiology Group is comprised of physicians affiliated with leading Boston academic medical centers, including Massachusetts General Hospital.

“We offer our patients an outstanding interventional cardiology program specializing in the diagnosis and treatment of arterial diseases through angioplasty and drug-eluting coronary stents,” said Carl Turissini, MD, co-director of the Cardiac & Endovascular Center and director of Interventional Cardiology.

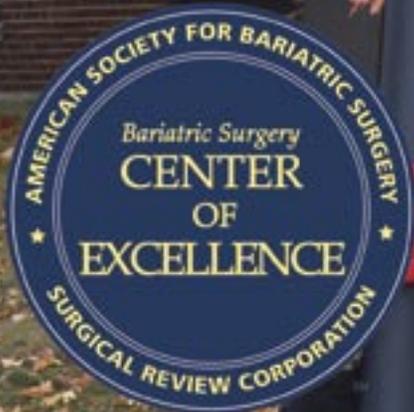
“Our team of interventional radiologists and vascular surgeons works side-by-side in utilizing sophisticated minimally invasive equipment for vascular procedures,” explained Jeanette Chang, MD, co-director of the Cardiac & Endovascular Center and vascular surgeon.

These procedures include cardiac catheterization, coronary artery stenting, angioplasty, acute heart attack treatments, noninvasive cardiac testing, endovascular and vascular care, endovascular aortic aneurysm repair, treatment for leg pain and peripheral vascular disease (PVD), blood clot treatment and vascular surgery.

The Center also houses a Rapid Response Cardiac Emergency Care Team experienced in the rapid diagnosis and treatment of heart attacks, vascular conditions and stroke. This collaborative approach assures that patients presenting at the emergency room receive the quickest and most advanced lifesaving treatments. Patients also benefit from the collaborative Patient Education Program and Cardiac Rehabilitation Unit, which utilize the Center’s physicians, nurses, physical therapists and exercise physiologists to provide patients with education and support toward a full recovery. **H**

i For more information

Call (781) 979-3999 or visit www.hallmarkhealth.org.



Weight-loss surgery EXCELLENCE

In June 2007, the American Society for Bariatric Surgery recognized the Bariatric and Weight Management Program at Lawrence Memorial Hospital as a national Center of Excellence—a designation only four other Massachusetts hospitals and just over 300 hospitals nationwide have achieved.

FOR MORE THAN EIGHT YEARS, the Bariatric and Weight Management Program at Lawrence Memorial Hospital has helped people in the community change their lives, both physically and emotionally. Using proven education and surgical methods, patients find success at Lawrence Memorial Hospital, which is why the program remains highly regarded throughout the country.

“Each surgery should be looked at as a tool for weight loss,” said Sheldon Randall, MD, director of the Bariatric and Weight Management Program. “The comprehensive components, such as pre-op classes and post-op aftercare, and patient accountability make the program a success.”

“Patient care starts months before surgery with orientation and support group sessions,” said Andras Sandor, MD, attending bariatric surgeon. “After surgery, the patient is followed very closely and care continues through weight loss and management.”

Weight-loss options

When diet and exercise prove unsuccessful, bariatric surgery could be the solution. The

experts at Lawrence Memorial Hospital provide three surgical options to help patients regain their lives.

LAP-BAND® — involves an adjustable silicon band that is placed around the stomach. The band is a less-invasive procedure, requiring no stomach cutting or stapling.

Roux-en-Y gastric bypass — surgeons create a tiny pouch, approximately the size of an adult thumb, at the upper end of the stomach. Bypass surgery is usually recommended for those who require rapid weight loss to battle other medical problems caused by obesity.

Laparoscopic gastric bypass — is a minimally invasive procedure similar to traditional gastric bypass. Surgeons perform the operation through several tiny incisions, providing patients with faster recovery times, less scarring and less pain.

“For bariatric patients, success means more than just losing weight,” said Khaled Yehia, MD, bariatric surgeon at Lawrence Memorial Hospital. “It is improving your overall health.” ■

For more information

Call 1-800-540-9191 or visit www.hallmarkhealth.org.

“The surgery has made a tremendous difference in my life. People like to think they don’t judge and size doesn’t matter, but I really feel that people treat me differently now. I can sense it and see it in their faces.”

— Donna Amadeo of Medford (pictured at left), Lawrence Memorial Hospital bariatric surgery patient

Patient success

Donna Amadeo of Medford (above) and Maria Coughlan of Billerica know firsthand how much the Bariatric and Weight Management Program at Lawrence Memorial Hospital can help change lives.

A little over a year has gone by since Amadeo’s surgery, and she says she feels great.

“Before the surgery, I didn’t see any light at the end of my tunnel,” said Amadeo, who has lost about 60 pounds. “Now, I look and feel great. I’m healthier than ever, and I’m thankful every day for everyone on staff who helped me.”

After a year of ignoring her physician to see a bariatric specialist, Coughlan finally gave in.

“I was already taking medication for diabetes and blood pressure. Then, when I was told I would be taking medication for my lower back, I knew something needed to change,” said Coughlan, who has lost 110 pounds. “I knew bariatric surgery was what I needed to turn my life around.”

Achieving nursing excellence at Hallmark Health

Patients know the right nurse can make all the difference in a hospital stay. Everyone appreciates nurses who are highly skilled, attentive, compassionate and knowledgeable.

IN MODERN HEALTHCARE, nurses are still the front line of care. But today, the complexities of care require a full team — nurses, physicians, pharmacists, rehabilitation specialists, social workers, therapists and other healthcare professionals — all working together to ensure that each patient gets the top-notch care he or she deserves. Gone are the days of the “super nurse” working in isolation. The new model is one of teamwork, evidenced-based practice, consultation and communication.

At the forefront

Some time ago, Hallmark Health System recognized the need to ensure nurses were adequately prepared to succeed in this new model of team-based care. According to Joan Vitello, RN, PhD, system vice president and chief nursing officer, Hallmark Health established a Professional Recognition Program for registered nurses to reward and recognize their place on the healthcare team. The program also identifies nurses who have achieved excellence in clinical practice. This identification comes from their commitment to patient care and their continuous development of professional practice.

“The Professional Recognition Program rewards and recognizes nurses who have achieved demonstrated expertise in their profession,” Vitello explained. “We’re one of three hospital programs in the country that’s evidenced-based. There is a clinical ladder in place that nurses advance through, which clearly assesses and demonstrates their professional accomplishment.”

The clinical ladder has four stages of practice and professional development: clinician, advanced clinician, expert clinician and master clinician. Since the inception of this program, there have been 20 nurses who have achieved either advanced or expert clinician status. In November, Amanda Savage, RN, clinical educator, was the first nurse at Hallmark Health to achieve master clinician status.

Vitello continued, “These programs really speak to the high-quality experience the nurses at Hallmark Health have. I am proud of the way our nurses have embraced this program. It shows there is a true sense of professionalism, excellence and drive to do better.”

Ted Butler, MD, chief academic officer for Hallmark Health, added, “Nurses and physicians working in collaborative practice has always been the best way to cure diseases and relieve suffering. This program rewards excellence and should be applauded. It builds on the strong tradition of nursing for which our hospitals are known.”

The main goal of the program, of course, is excellent patient care.

“Ultimately, I think patients are the true benefactors of these efforts,” Vitello said. “They are the ones who will get care from a high-caliber nurse who is recognized by his or her peers as being a truly advanced, expert or master clinician. Although we already get high praise from our patients, we anticipate our outcomes should get even better, our patients will be more satisfied with their nursing care, and they will be very pleased with the excellent care they receive from the efficient medical team caring for them.” ■



Amanda Savage, RN, clinical educator, and Joan Vitello, RN, PhD, system vice president and chief nursing officer at Hallmark Health



HALLMARK HEALTH GETS YOU
back on your feet

“The pain in my knee has lessened quite a bit since I had my surgery, and my mobility is a lot better,” said Eleanor Buckley of Wakefield (pictured to the left), who recently underwent knee surgery. Fortunately, the professionals at the Bone & Joint Program at Hallmark Health eased her fears and got her back in the game of life.

LAUNCHED LAST SUMMER, the Bone & Joint Program at Hallmark Health opened not a moment too soon for patients like Buckley. After living with debilitating pain, Buckley visited the Bone & Joint Program.

“Two months after my surgery, I still felt some discomfort during rehab,” Buckley said, “but my knee feels better, I feel stronger and I can do more every time I go to rehab.”

Complete care

Whether you're suffering from knee pain like Buckley, injured a shoulder during a weekend game of flag football or are bedridden because of back pain, the Bone & Joint Program staff can help. Always at the forefront of surgical and pain techniques, the Bone & Joint Program offers expert clinical services for:

- Arthritis and rheumatology
- Back pain
- Foot and ankle pain
- Hand, wrist and elbow pain
- Joint replacement
- Osteoporosis
- Pain management
- Podiatry
- Rehabilitation medicine
- Shoulder pain
- Sports medicine

“We offer the latest technology, meaning patients don't have to travel to Boston to ensure they're receiving the best care,” said Deborah Cronin-Waelde, RN, program coordinator for the Bone & Joint Program. “Our program, which is modeled on the best hospital bone and joint programs in the country, is equal to — if not better — than some of the most prestigious teaching hospitals, and patients can remain close to home and their loved ones. We provide complete care, which really helps patients heal faster and in comfort.”

Pre-op to post-op

Much of the Bone & Joint Program's success lies in the fact that it goes beyond providing leading-edge surgical and pain management treatments. From the moment a patient meets with his or her physician, the continuum of care begins.

“We have developed a multidisciplinary team for individualized care for patients,” Cronin-Waelde said. “We organize every detail

from pre-op to hospitalization to rehabilitation and discharge care, providing patients with a thorough treatment plan to ensure their success.”

Going beyond what's offered in typical hospital surgical programs, Hallmark Health provides preoperative care that forms strategies for surgery, recovery and at-home care; a patient journal; bone and joint coach; and Joint Camp to meet with physical and occupational therapists, the nursing staff, an anesthesiologist and anyone else involved in a patient's treatment. To ensure successful surgical outcomes and patient satisfaction, the Bone & Joint Center coordinator is available to patients and their family members 24 hours a day, unlike other hospitals in the region.

“The journal provides patients with a lot of good documents and information to prepare them for the entire process,” said Abraham Shurland, MD, board-certified orthopedist at the Bone & Joint Program. “It's one of the program's resources. The journal gives patients exercises to do before and after surgery to aid recovery and provides family members with information related to postsurgical care to help their loved ones recover quickly. It's this attention to detail that sets the program apart from other programs in the state.”

Following surgery, patients receive care in private rooms from specially trained nurses who ease the transition from surgery to rehabilitation. Additionally, room service-type meals are provided, giving patients the comfort of a hotel stay while recuperating.

“I'm thrilled with the results,” Buckley said. “I found the Bone & Joint Program just in time.” ■

i For more information

Visit www.hallmarkhealth.org. To find an orthopedic surgeon who can help end your pain, call the physician referral line at 1-800-540-9191 or use our new online directory at www.hallmarkhealth.org. To learn more about the Bone & Joint Program at Hallmark Health, contact Deborah Cronin-Waelde, RN, program coordinator, at (781) 979-3705.



“There wasn't a person I met at Melrose-Wakefield Hospital who I didn't like. The entire staff was wonderful. I did my research and checked out the orthopedic programs in Boston. I thought, why should I go all the way into Boston when everything I need is right here locally.”

— Mary Alabrandi of Malden (pictured above), Bone & Joint Program at Hallmark Health knee surgery patient

What the EXPERTS are saying

Staffed with the best surgeons, nurses, therapists, physicians and rehabilitation therapists, the Bone & Joint Program at Hallmark Health is the region's leader in orthopedic care.

“In addition to being the first orthopedic program of its kind in the area, the program is a comfort zone, which is great for patients. Anything that makes patients more relaxed will help with their surgery. It's wonderful.”

— John Lynch, MD, board-certified orthopedist

“The transition between surgery and discharge is seamless. The team fully prepares each patient on what to expect, while the surgeons are all board certified with decades of experience.”

— William Doherty, MD, board-certified orthopedist

“The entire team works together, which benefits the more than 2,000 orthopedic surgery patients at Hallmark Health each year. It's convenient for doctors, and the nurses are specially trained. It's only getting better and better for patients.”

— Abraham Shurland, MD, board-certified orthopedist

Golf tournaments score above par

THERE'S LITTLE AS satisfying as a good game of golf on a perfect New England day. It gets even better when the camaraderie and sportsmanship benefit a worthy cause.

Once again, Melrose-Wakefield Hospital and Lawrence Memorial Hospital sponsored golf tournaments to benefit patient care programs and services at each institution.

On Monday, July 30, 2007, the fairways of the Kernwood Country Club in Salem, Mass., saw 138 golfers participate in the 26th Annual Melrose-Wakefield Hospital Golf Classic. The event raised a record \$61,000 that benefited Hallmark Health System's Cardiac & Endovascular Center. Major sponsors included the Melrose-Wakefield Hospital medical staff, Cataldo Ambulance, Foster & Eldridge LLP, Levi + Wong Design Associates Inc. and Universal Hospital Services.

On Oct. 1, golfers enjoyed a perfect day on the links of the Winchester Country Club for the Lawrence Memorial Hospital 24th Annual Golf Day. The tournament raised more than \$55,000 toward the purchase of special neurosurgery equipment. Major sponsors included the Lawrence Memorial Hospital medical staff, The Lawrence Organization, Brookline Savings Bank and Levi + Wong Design Associates Inc. ■



Pictured (L – R): Joe Mahoney Jr., Hallmark Health Corporator, John Keenan, Hallmark Health Trustee, Terry Freiberg and Michael V. Sack, President and Chief Executive Officer, Hallmark Health System

Hallmark Health recognized for high-quality care

HALLMARK HEALTH SYSTEM is one of only 14 hospitals and health systems in Massachusetts to have been named to Harvard Pilgrim Health Care's inaugural "Honor Roll." Lawrence Memorial Hospital and Melrose-Wakefield Hospital were the only hospitals selected in the Boston north suburban region.

Based on a review of national quality measures, the Honor Roll highlights adult, acute care hospitals whose performance scored among the top 25 percent on a set of national quality measures. Included in this are

Hospital Quality Alliance measures as reported by the Centers for Medicare and Medicaid Services (CMS) on Hospital Compare and Leapfrog patient safety.

"In the past, there has been little information available to help individuals make important healthcare decisions," said Roberta Herman, MD, Harvard Pilgrim's senior vice president and chief medical officer. "Now, consumers can refer to the Hospital Honor Roll as a resource for finding the hospitals that meet or exceed national benchmarks for quality care." ■

"Whether it be in an emergency room, a surgical suite or hospital bed, these organizations are following national standards to ensure their patients receive the most appropriate and best care possible."

—Roberta Herman, MD, Harvard Pilgrim's senior vice president and chief medical officer.

Need a doctor?

YOU WILL FIND some of the best doctors practicing at Hallmark Health System. Our physicians studied and trained at top medical schools and teaching hospitals, are board certified in their medical specialties and share a commitment to clinical excellence and outstanding patient satisfaction.

These physicians could practice anywhere, but they've chosen to work in your community and send their patients to Lawrence Memorial Hospital of Medford and Melrose-Wakefield Hospital. Call Hallmark Health's physician referral line at 1-800-540-9191 to find an outstanding physician for you and your family or use our new online directory found on our Web site at www.hallmarkhealth.org. ■

HALLMARK HEALTH SYSTEM ANNUAL REPORT FISCAL YEAR

2007

Can you imagine what life would be like if our community did not have a full-service healthcare system? What would you do if you didn't have expert care and treatment from a facility that offers the full spectrum of services usually found in big city medical centers just minutes away from your door?

Over the years, Hallmark Health System has worked hard to ensure those are questions you will never have to answer. We work to ensure you and your loved ones will continue to have ready access to the high-quality healthcare you expect from highly skilled physicians, nurses and staff who listen to your concerns and guarantee you are getting the best care possible.

Hallmark Health is a charitable provider of vital health services comprised of two hospitals — Lawrence Memorial Hospital and Melrose-Wakefield Hospital. This full-service system also contains the Hallmark Health Medical Center in Reading, the Hallmark Health Cancer Center in Stoneham, the Malden Family Health Center, Hallmark Health VNA and Hospice in Malden, the Ell Pond Physicians, plus diagnostic centers and numerous community health programs.

With more than 400 physicians, Hallmark Health provides high-quality healthcare by offering the latest technologies and treatments to meet the changing health needs of more than 500,000 residents in the north suburban Boston area. This year alone we added more than 40 physicians to our medical staff, representing a broad range of medical specialties.

Hallmark Health also is very proud of our nursing staff, which during the past year instituted a Professional Recognition Program that recognizes and rewards high levels of competence, knowledge and judgment.

The program identifies nurses who have achieved excellence in clinical practice and their willingness to share this knowledge with their colleagues. This initiative is another step forward in the quest for excellence as

our Nursing Department strives for Magnet Recognition, a national program developed by the American Nurses Credentialing Center that recognizes healthcare organizations that provide nursing excellence.

The latest medical options, close to home

Fiscal Year 2007 also was one of significant accomplishment that positions Hallmark Health for even greater success in the years ahead.

Hallmark Health System saw the completion of three significant community projects, two of which will ensure area families have ready access to the latest treatment options to combat the two most perilous diagnoses people face today — cardiovascular disease and cancer.

We added the latest technologies to combat heart and cardiovascular disease by opening the Hallmark Health Cardiac & Endovascular Center at Melrose-Wakefield Hospital. The Center, the first of its kind in the region, offers patients a multidisciplinary approach to diagnose and treat cardiac and vascular disease. Under the direction of practicing cardiologists, interventional cardiologists, interventional radiologists and vascular surgeons from Lawrence Memorial Hospital and Melrose-Wakefield Hospital, the Center offers procedures that previously only were available at major academic medical centers.

The new Hallmark Health Cancer Center in Stoneham, a facility that offers the latest treatments for cancer care in a local setting, opened. The complex includes the CHEM Center for Radiation Oncology as well as a Hematology/Oncology Center that provides convenient access for patients to renowned oncologists.

Diagnosing illness before it becomes life threatening is the concept behind all high-quality outpatient care. Last summer, numerous community dignitaries helped us cut the ribbon on our brand new Hallmark

Health Medical Center in Reading. The largest in the region, the new Medical Center has a full complement of imaging services that includes digital mammography, computed tomography (CT) scan, X-ray, bone densitometry, ultrasound and radiology. Other resources include a full-service physical therapy suite and blood draw station. The Medical Center houses medical offices with physicians who offer specialized care, such as internal medicine and family practice, cardiology, obstetrics and gynecology, podiatry, pediatrics and gastroenterology. Conveniently located off of Route 128 at 30 New Crossing Road, the Medical Center has ample free parking, extended hours and a committed staff that will work closely with patients to ensure the highest quality of care and satisfaction.

Awards and Recognition

Hallmark Health System received recognition and several prestigious awards in the past year that exemplify the high levels of care our facilities and staff provide.

- Lawrence Memorial Hospital was designated a Center of Excellence by the American Society for Bariatric Surgery (ASBS). With this special designation, the hospital joined an elite group of only four other hospitals in Massachusetts to be so honored. (There are just over 300 hospitals across the country so designated.)
- The Cancer Care program received a three-year approval with commendation from the Commission on Cancer of the American College of Surgeons. Criteria included the program's ability to treat a minimum of 650 new patients per year, a full range of diagnostic treatment services on site and a required number of board-certified medical professionals on staff.
- Melrose-Wakefield Hospital had two significant projects that will enhance patient care and increase efficiency. A new 11-bed Observation Unit opened this spring to accommodate outpatients who may require

further treatment or monitoring. The hospital also completed a renovation to the Medical Intensive Care Unit. Improvements included wider entryways to ease patient transport, more spacious rooms and a new subdued color scheme.

- Hallmark Health received a \$25,000 grant from Blue Cross Blue Shield of Massachusetts (BCBSMA) to enhance Hallmark's capacity to provide culturally congruent care for patients and to develop strategies that will lead to a more diverse workforce.
- The Lawrence Memorial Hospital Emergency Department was rated in the top 99th percentile in the results of Press Ganey's patient satisfaction survey. Press Ganey Associates is a national firm that measures staff and consumer attitudes and preferences to more than 7,000 healthcare entities across the nation.
- On April 13, 2007, Hallmark Health and Lawrence Memorial Hospital were presented with the first Medford Chamber of Commerce Executive Director's Award during the Chamber's 81st annual banquet. The Chamber praised the hospital for its service to

the community, noting that Hallmark Health consistently goes "above and beyond" the call of duty.

- For the fourth consecutive year, Hallmark Health broke the Top 10 list of large companies and was named as a "Best Place to Work in Massachusetts" by the *Boston Business Journal*.
- Hallmark Health Visiting Nurse Association and Hospice has increased the number of patients in its telemonitoring program by more than 50 percent over the past year. The use of telemonitoring, extensive patient education and other key initiatives implemented by the agency resulted in a significant decrease in re-hospitalization among patients on service and has contributed to improved patient safety and outcomes.

In closing, we recognize that all of these successes would not be possible without the loyal dedication, hard work and commitment of our trustees, medical staff, administrators, nurses and allied health professionals who strive for excellence in their day-to-day responsibilities. Their efforts ensure our patients are safe, comfortable and highly confident they

are receiving the best medical care possible. Their fine work and dedication will pave the way for continuing successes for Hallmark Health in the decades ahead.

Sincerely,



Michael V. Sack,
FACHE
PRESIDENT AND CHIEF
EXECUTIVE OFFICER



Robert S. Cummings
CHAIRMAN OF THE
BOARD OF TRUSTEES

HALLMARK HEALTH SYSTEM RESULTS FOR FISCAL YEAR 2007

For the fifth year in a row, Hallmark Health reported positive financial results.

Financial Performance Hallmark Health System

	2007	2006
Total Operating Revenue	\$274,601,877	\$264,261,125
Total Operating Expenses	<u>266,988,982</u>	<u>250,920,225</u>
Income from Operations	7,612,895	13,340,900
Non-Operating Gains	<u>697,385</u>	<u>1,253,728</u>
Excess of Revenue And Gains Over Expenses	<u>\$8,310,280</u>	<u>\$14,594,628</u>

Facts and Figures

(Lawrence Memorial Hospital & Melrose-Wakefield Hospital)

	2007	2006
Beds (operating)	328	328
Total discharges	17,438	17,372
ER visits	66,369	65,217
Births	1,257	1,265
OR cases	21,674	22,266
Total employees	2,889	2,933

2007

DONORS TO HALLMARK HEALTH

IN FISCAL YEAR 2007, gifts to Hallmark Health and its affiliates totaled \$2,579,740 — a significant increase from the previous year's \$1,795,511.

We are exceedingly grateful to all who contributed to Hallmark Health and helped make this year's fund-raising efforts so successful. Through

their generosity, the following individuals, corporations, foundations and agencies have strengthened our hospitals, medical centers, home care services and other vital community healthcare services.

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List compiled as of the last day of the fiscal year 2007. We apologize for any omissions or errors in this list. Please contact the Development Office at (781) 979-6100 to bring these errors to our attention.

HALLMARK HEALTH COMMUNITY SERVICES

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

COMMUNITY HEALTH EDUCATION

Call (781) 338-7561 or visit www.hallmarkhealth.org for detailed information on the class listings below or for class information on women's health and more. Listings are accurate at the time of printing but are subject to change.

PRE- AND POSTNATAL CLASSES/ SUPPORT GROUPS/TOURS

- Childbirth Education Classes
- The New Dad Difference
- Breastfeeding Basics & Beyond
- Body in Balance Prenatal Exercise Series
- On Being a Sibling

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.

SAFETY CLASSES

Babysitting Basics
CPR and First Aid

FAMILY PROGRAMS

Healthy Families Massachusetts

A home visiting program, for first-time parents ages 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
(781) 662-2722
nsfamilynet@hallmarkhealth.org

For more information, visit www.hallmarkhealth.org and click on Departments and Services.

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.
Monday–Thursday, 9 am–3 pm
Friday, 9 am–noon
Saturdays: Call (781) 662-2722 for hours.

Parent Infant Group

For parents of infants, newborns to seven 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: 9–13 months
Wobblin' Walkers: 14–20 months
Terrific Toddlers: 21–47 months
Call (781) 662-2722 for more information.

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 am 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 am to noon at Baby Café, Hope Alliance Church, 84 Green Street, Melrose. Call (781) 979-3650 for more information.

Kids and Grief

Ongoing loss support group. Children ages five to eight meet the first and third Wednesday of each month, 4 to 5:30 pm. Children ages nine to 12 meet the second and fourth Wednesday of each month, 4 to 5:30 pm. No fee but registration is required. For more information, please call Judy Seifert at (781) 338-7861.

Loss After 60

Meets the first and third Tuesday of each month, 10 to 11:30 am. 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.

Obesity Support Group

Meets on selected Thursdays, 6:30 to 8 pm at the School of Nursing, Lawrence Memorial Hospital in Medford. 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 pm at 101 Main Street, 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.

Weekly Parenting E-Mail

To sign up for our free weekly parenting e-mail anytime during your pregnancy and up to your child's first birthday, go to www.hallmarkhealth.org, click on "Departments & Services" and then select "Maternal & Newborn Services."



NEED A DOCTOR?

Call Hallmark Health's
physician referral line at
1-800-540-9191
or visit www.hallmarkhealth.org
to download our
physician directory.

Welcome new physicians

The following physicians have joined Hallmark Health's active medical staff:

Anne Shalini, MD
Thoracic Surgery
Medford, (781) 391-0050

James Bath, MD
Family Medicine
Malden, (781) 338-7400

Saritha Bolla, MD
Hospitalist
Medford, (781) 306-6081

Patrick Brophy, MD
Surgery
Winchester, (781) 729-2020

Neil Denbow, MD
Radiology
Melrose, (781) 979-3000

Bimalangshu Dey, MD
Hematology/Oncology
Stoneham, (781) 224-5810

Rebecca Eisenberg, MD
Hematology/Oncology
Stoneham, (781) 224-5810

Karyn Entrop-Governale, MD
Family Medicine
Malden, (781) 338-7400

Daniel K. Finger, MD
Hematology/Oncology
Stoneham, (781) 279-9047

Nicolette Gebhardt, MD
Neurology
Woburn, (781) 935-3710

Kristen Goodell, MD
Family Medicine
Medford, (781) 306-0200

Supriya Goyal, MD
Ophthalmology
Woburn, (781) 935-3380

Tara Hamilton, MD
Endocrinology
Medford, (781) 391-0801

Christine Kannler, MD, MPH
Dermatology
Stoneham, (781) 438-6350

Maxim Lianski, MD
Psychiatry
Medford, (781) 306-6000

Michael Naylor, MD
Surgery
Winchester, (781) 729-2020

Jacob Rachlin, MD, PhD
Neurosurgery
Medford, (781) 396-0300

Venktesh Ramnath, MD
Pulmonary Medicine
Everett, (617) 389-4666

Jakub Reczek, MD
Radiology
Melrose, (781) 929-3000

Marshall Reiner, MD
Psychiatry
Melrose, (781) 979-3000

Robert Rosenberg, MD
Physical Medicine and Rehabilitation
Woburn, (781) 935-7246

Joshua Stein, MD
Radiology
Melrose, (781) 929-3000

Nigel Timothy, MD
Ophthalmology
Melrose, (603) 421-0095

Catherine Tucker, MD
Breast Surgery
Medford, (781) 395-6122

Make a gift to Hallmark Health

A **COMMUNITY-BASED** healthcare system is an exceedingly valuable community asset and resource.

Individuals and families in surrounding communities depend on the high-quality and vital acute services of Hallmark Health System hospitals, Lawrence Memorial Hospital, 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 to give or call the Hallmark Health Development Office at (781) 979-6105.



TENTH ANNIVERSARY

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