H Hallmark Health Physician Focus

PUBLICATION FOR HALLMARK HEALTH MEDICAL STAFF

Bone & Joint Program featured on AHRQ web page and MD News

Hallmark Health's innovative Bone & Joint Program is highlighted on the Agency for Healthcare Research and Quality (AHRQ) of the US Department of Health and Human Services web page, http://innovations.ahrq.gov/ content.aspx?id=2656. The profile, "Comprehensive Orthopedic Surgical Program to Improve Patient Experience Increases Satisfaction, Reduces Length of Stay, and Allows More Patients to Be Discharged Directly Home," outlines the successes of the program in its efforts to provide clinical support, expert care and education to orthopedic patients.

Also the fall issue of MD News, North of Boston edition, features a story that identifies MWH and LMH as being the region's leader in providing outstanding orthopedic, bone and joint care.



The January issue features a story on Hallmark Health's Geriatric Medical-Psychiatric Program.

If you would like reprints of these articles, please contact Christina Scala, in the Marketing and Communications Department at (781) 979.3246 or cscala@hallmarkhealth.org. For more information on these programs, visit www.hallmarkhealth.org.

Two Hallmark Health physicians are Best in Boston

Dennis Begos, MD, Colon & Rectal Surgery and Jonathan Hall, MD, Plastic Surgery were named to Boston Magazine's Best Doctors in Boston for 2009. This annual list showcases more than 300 physicians by their specialty who have been singled out by their fellow physicians as representing the best in Boston area. Last summer, Dr. Hall was once again chosen as one of the top plastic surgeons in the state by the National Consumer Guide to Top Doctors.

Founders' Day symposium focuses on healthcare reform

n Thursday evening, Dec. 10, 2009, Hallmark Health held its Third Annual Founders Symposium. The guest speaker for the evening was James D. Bentley, PhD, who discussed the implications of healthcare reform. Hallmark Health trustees, corporators, physicians and community leaders attended the presentation.

In his address, Bentley addressed the current status of the reform legislation before Congress, its challenges for successful passage and what its implications could mean to hospitals and healthcare systems. He stated it will likely strive to bring more highquality and efficient patient-centered care. Evidence-based practice will increase in importance and hospitals



Robert Welch, MD, (l.), and Edward Butler, MD at the Founders Day Symposium.

will become even more transparent in sharing their performance information with the public, he said.



From left, John Keenan, Treasurer, Robert S. Cummings, Chairman and K. Erik Henrikson, MD, members of the Hallmark Health Board of Trustees at the symposium.

Bentley spent 18 years with the American Hospital Association where he was responsible for policy planning, workforce initiatives, disaster planning and building hospital-medical staff relationships.

The Founders Symposium honors the stewardship and character of the Hallmark Health Board of Trustees and Corporators and celebrates the successes in serving the community healthcare needs over the past year.

For photos of the event, please visit hallmarkhealth.org and go to "Giving and Getting involved" and then "3rd Annual Founders Symposium."

Schwartz Rounds explore the human side of providing health care

Each month, Hallmark Health holds Schwartz Center Rounds. These multidisciplinary 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.

Participants routinely report that the sessions are 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 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 (781) 338-7256. For the schedule of upcoming Schwartz Rounds, please go to hallmarkhealth.org, "careers and education" and select "education."



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 your safety is at risk.

Medical staff asked to participate in physician partnership survey

Hallmark Health System is inviting all members of the medical staff to participate in a physician partnership survey to assess their thoughts on Hallmark Health and its future direction.

Hallmark Health is deeply committed to providing the best possible care to patients with compassion, excellence and innovation. Members of the medical staff play a vital role in helping to fulfill this mission.

Press Ganey Associates, Inc., a national research firm that conducts annual employee satisfaction surveys at Hallmark Health, will manage the medical staff survey. The survey will be sent to physicians' offices in early February. It can be completed either by going on-line or on paper and mailing it back to Press Ganey.

The surveys are strictly confidential so physicians should express their opinions

frankly. No member of the medical staff or administration will see the completed questionnaires. Only aggregate data will be presented in the final report. A summary of these results will be provided to the medical staff once the project is completed.

Hallmark Health recognizes the importance of partnering effectively with the medical staff to provide excellent medical care and to better serve our local communities. Although there are a variety of forums and opportunities to engage physician leaders, this survey will ensure that the opinions and perspective of all members of the medical staff are represented.

For questions or more information on the physician partnership survey, please contact the Physician Liaisons,

Tom Anderson at (781) 338-7507 or Meredith Baker at (781) 338-7508.

WELCOME NEW PHYSICIANS

L'Tricia Oglesby Chery, MD, has joined

the practice of Bernard Logan, MD, at 101 Main

She specializes in Obstetrics and Gynecology and is a graduate of John Hopkins University. Dr. Chery

holds her medical degree from Harvard Medical School and completed her residency in Obstetrics and Gynecology from the Magee Womens Hospital at the University of Pittsburgh. Her office phone number is (781) 395-6000.

Isabel Balderas, MD, has joined the

practice of Jason Gilbert, MD, at 101 Main Street, Suite 208, in Medford.

She specializes in Ophthalmology with a subspecialty in the care and treatment of glaucoma.

Dr. Balderas received her medical degree from Harvard Medical School and has also completed a fellowship at the New England Eye Center.

Her office phone number is (781) 395-9916.

Physician Focus

Physicians named to honor roll

Hallmark Health System was named to the 2009 Pediatric Physician Group Honor Roll of Harvard Pilgrim Health Care. Physician groups receive this designation by demonstrating excellent performance in the care of pediatric patients.

The groups must consistently exceed the national 90th percentile performance level in selective preventive, acute and chronic care measures plus demonstrate high performance in both preventive and chronic care domains.

IMAGING TIP OF THE MONTH

Computed Tomography offered at three convenient locations

Hallmark Health can offer your patients ready access to Computed Tomography (CT) exams at three convenient locations, Melrose-Wakefield Hospital, Lawrence Memorial Hospital and the Hallmark Health Medical Center in Reading. Appointments are usually available within 24 hours and even on the same day when requested.

Our imaging team of board certified radiologists and highly trained, patient focused technology staff perform an extensive listing of CT exams. Our three CT systems non-invasively assist physicians to reach confident diagnoses in a variety of anatomical areas such as the head, spine, musculoskeletal system, abdomen and chest, including detailed imaging of the vascular system.

To schedule your patient for a CT exam, please call Hallmark Health's Central Scheduling at (781) 338-7111.

St., Suite 217 in Medford.



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