

Louis F. Alfano, MD

The Hallmark Health community was saddened last month to learn of the passing of **Louis F. Alfano, MD**, who practiced at MWH for some 55 years and served as President of the Medical Staff and as a member of numerous medical committees. Dr. Alfano practiced obstetrics and gynecology for more than 60 years delivering more than 10,000 babies throughout his career.

He also served the Massachusetts medical community as a member and President of the Massachusetts Medical Society and Chairman of the Board of Blue Shield of Massachusetts. Dr. Alfano was actively involved in healthcare innovations and policy development.

Diabetes education now offered at Hallmark Health Medical Center

The prestigious American Diabetes Association's Diabetes Education Program is now available at the Hallmark Health Medical Center at 30 New Crossing Road in Reading.

The program utilizes visual and "best practice" techniques to educate patients about their disease and how to manage diabetes. Individual sessions and group classes are also available. Patients will meet with a registered nurse and a registered dietician.

On Thursday afternoons, **Sybil Kramer, MD**, a board certified endocrinologist, will see diabetes and endocrinology patients at the Medical Center beginning at 1 p.m.

A physician referral is required. For more information, please call (781) 213-5140 or visit hallmarkhealth.org.

Medical Staff Annual Meeting, June 2

The Annual Meeting of the Hallmark Health Medical Staff will be held on Wednesday evening, June 2 at 6 p.m. at the Sheraton-Colonial Hotel in Wakefield, MA. The evening honors medical staff members for their years of dedicated service.

For more information on the event, please call the Physicians Liaisons, **Meredith Baker**, at (781) 338-7508 or **Thomas Anderson**, at (781) 338-7507.

Teamwork shows success of balloon kyphoplasty procedure

A recent case at Lawrence Memorial Hospital of Medford (LMH) and Melrose-Wakefield Hospital shows how balloon kyphoplasty is dramatically helping patients. **Judith Eames**, from Winchester, took a serious fall and tried to tolerate the debilitating pain. But when it became too severe she went to LMH's ED. There she was examined by **Lawrence Whiting, MD**, Associate ED Chairman, who diagnosed the seriousness of her back injury and recognized that Judith would be a good candidate for balloon kyphoplasty, a minimally invasive treatment for spinal compression fractures.



Neil Denbow, MD

An appointment was set up for the next day with **Neil Denbow, MD**, a specialist in interventional radiology.

"I had the surgery that Friday," Eames recalls, "and went home the same day. Everyone at Hallmark Health was wonderful. Dr. Denbow told me I would be back to work soon and he was right."

Hallmark Health launches comprehensive advertising campaign

Hallmark Health has launched an exciting and creative integrated advertising and marketing campaign that is designed to break away from the pack of healthcare advertising and create a distinctive and important brand of clinical excellence that differentiates us from the competition and drives volume and growth to our hospitals and service lines.

The campaign emphasizes the advanced programs and services we offer in our region compared to other hospitals and is centered around large print ads that will be appearing in community newspapers in our primary and secondary markets along with the *Boston Globe*, North of Boston edition. The ads feature Lawrence Memorial Hospital of Medford, Melrose-Wakefield Hospital, Hallmark Health Cancer Center, Hallmark Health Medical

The procedure uses a small balloon that gently lifts bone fragments back into their correct position. When the bone is in the correct position, the surgeon deflates and removes the balloon and fills the cavity with a flexible cement.

Dr. Denbow explains "Balloon kyphoplasty's are not just for the elderly. They can also provide relief to younger age groups with a very favorable long-term prognosis.

"The sooner you treat the patient before there is too much bone degeneration, the better," he adds. "The procedure is minimally invasive, uses less surgical time and is frequently performed under local anesthesia."

Wayne Wivell, MD, Associate Chief of Radiology, reports that Hallmark Health has maintained a higher than 90% success rate of patients having immediate and significant pain relief following the procedure. **Coralli So, MD** also performs the balloon kyphoplasty procedure.

For more information on balloon kyphoplasty procedures, please contact Interventional Radiology at (781) 979-6905.

Center, Imaging Services, Vascular Services and our Bone and Joint Program. The newspaper ads are integrated with online ads on Comcast.net and the websites of local newspapers.

TV spots are also being created on the Bone & Joint Program and Vascular Services. The TV ads will appear in early April on popular television shows broadcast on Comcast. The year-long campaign will be fully integrated by public/media relations and direct mail initiatives and through social media including *YouTube*, *Facebook*, *Twitter*, the *Hallmark Health eNewsletter* and the website www.hallmarkhealth.org. Examples of the print ads are attached.

For further information on the campaign, please call **Rick Pozniak**, System Director of Marketing and Communications at (781) 979-3247.

Physicians now have access to internet medical resource

All Hallmark Health physicians now have access to *DynaMed*, a clinical computer reference tool created by physicians for physicians for use primarily at the 'point-of-care'. With clinically-organized summaries on more than 3,000 topics, *DynaMed* is an evidence-based internet resource that can answer most clinical questions during practice.

Ted Butler, MD, Chief Academic Officer, reports, "The Library Services provided to our two campuses have been enhanced by these electronic databases, and allow physicians and all clinicians ready access to evidence-based diagnostic and treatment algorithms."

DynaMed is updated daily and monitors the content of over 500 medical journals and systematic evidence review databases directly and indirectly by using many journal review

Physician Partnership Survey ends this month

Physicians have until March 30, 2010 to fill-out the physician partnership survey to share their thoughts on Hallmark Health.

The survey is managed by Press Ganey Associates, Inc., a national research firm. This survey has been sent to physicians' offices and can be completed either on paper and mailed back to Press Ganey or on-line at <https://survey.pressganey.com>. If a physician needs their 16 digit pin number for the online version of the survey, they should please call the hospital operators.

services. The system can help the healthcare team by providing the latest information to improve outcomes and reduce costs.

Physicians and members of the healthcare team can access *DynaMed* at any hospital computer terminal via the Hallmark Information Resources folder located on computer desktops (no passwords needed), or by going to <http://search.epnet.com>. The user ID is "hallmark" and the password is "fahey."

For more information on the system, please contact Dr. Butler at (781) 306-6265 or ebutler@hallmarkhealth.org, or **Terri Niland**, Health Sciences Librarian at (781) 306-6606.

WELCOME NEW PHYSICIANS

Tanja Frey, MD, has joined the practice of Advanced Pain Management, Inc., at 3 Woodland Road, Suite 322, Stoneham. Dr.

Frey specializes in pain management. She holds her medical degree from the University of Wurzburg in Germany and has completed her fellowship and residency at Brigham and Women's Hospital in Boston. Her phone number is (781) 662-2243.



IMAGING TIP OF THE MONTH

Did you know?

Hallmark Health System's Imaging Services Department has recently upgraded their thyroid nuclear services at LMH by purchasing the advanced diagnostic Captus 3000 thyroid uptake probe. This new equipment, now available at both LMH and MWH, provides patients with state-of-the-art thyroid exams. With its own computer system and software package, the probe can acquire the readings from patients in half the time presenting the findings in a concise format that includes patient information, a graph depicting the findings and a recap of the capsule and patient uptake.

Bone Scans, VQ Scan (lung scans for pulmonary embolisms), thyroid scans, cardiac perfusion stress exams and all of our nuclear medicine services and scan procedures can be scheduled through the Hallmark Health Central Scheduling Department. Please call (781) 338-7111 to schedule your patients' exams.

At Hallmark Health we provide your patients with the highest quality exams, fast and accurate interpretations and the highest level of customer service. Appointments are usually available within 24 hours and on the same day when requested.

Please feel free to contact the Nuclear Medicine Departments at LMH at (781) 306-6809, or MWH at (781) 979-3137 for any questions regarding our exams and availability.

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