



Implementing the results of the Medical Staff Development Plan

As we reported in *Physician Focus* last month, the Medical Staff Development Plan (MSDP) has been completed.

Nicole Bloor, MD is the chair of the MSDP and Growth Committee, which is currently reviewing and validating the data.

Dr. Bloor and the other physicians on the committee are collaborating to develop a strategic approach in processing and implementing the results of the plan. The physician growth strategy needs to have a clear vision that is data driven and responds to clinical and market opportunities. This includes two approaches: retention and growth.

The retention strategy will need to address replacement of departing physicians, succession planning, physician relations and customer service. The growth strategy will need to review recruitment, organizational affiliations and practice growth/leakage recovery in existing practices.

Healthcare is changing. The medical staff needs to work together to enhance our position as the low-cost, high-quality provider of choice. If you have ideas or suggestions on how to work together to address these issues we would love to hear from you. In next month's, *Physician Focus*, we will share some of the specific data from the MSDP once it has been reviewed.

Dr. Doherty participates in medical television program

William Doherty, MD, chief medical officer for Hallmark Health, participated in a taping for a segment on the Hallmark Health Bone & Joint Program that aired on WBZ-TV, Channel 4 on Saturday, Sept. 24 from 7:30 to 8 p.m.

The piece is part of a larger program entitled "American Health Front" that aired throughout Massachusetts.

Hallmark Health offers the latest in endoscopic treatments

The modern endoscopy units at Lawrence Memorial Hospital of Medford (LMH) and Melrose-Wakefield Hospital (MWH) perform more than 15,000 diagnostic and life-saving endoscopic procedures each year. **Chintamani Gokhale**, MD, who is board-certified in gastroenterology and internal medicine, said, "Many people are not aware of the sophisticated procedures our physicians are offering our patients here at Hallmark Health. These are very delicate and precise procedures that you would expect could only be performed at large urban medical centers."

These procedures are used to remove many growths or polyps, repair blood vessels and place stents to relieve blocked areas. The endoscopy centers at both hospitals also perform routine colonoscopy, gastroscopy and sigmoidoscopy procedures. The endoscopy units also work diligently to ensure attending physicians receive timely updates and reports on their patient's condition. To schedule an endoscopy procedure for your patients, please call Operating Room Scheduling at (781) 306-6459 at LMH or (781) 979-3820 at MWH.

Annual Gala was the social event of the year

A star-studded cast of current and former celebrity athletes from the Boston Bruins, New England Patriots and Boston Red Sox joined honored guests US Congressman **Edward Markey** and his wife, **Susan Blumenthal**, MD at Hallmark Health's Fourth Annual Gala that was held on Sept. 10 at the TD Garden in Boston.

At the Gala, Hallmark Health Hero Awards were presented to individuals who, through their work and dedication share the mission, vision and values of Hallmark Health. This year's honorees were **Alan G. Macdonald**, a longtime member of the Hallmark Health Board of Trustees and secretary of the Hallmark Health Corporation, **Bernard Logan**, MD, co-chairman of the Department of Obstetrics and Gynecology at Melrose-Wakefield Hospital and **Diane Farraher-Smith**, RN, MSN, MBA, system vice president, Home Care and Community Services and president of the Hallmark Health Visiting Nurse Association and Hospice.



Pictured at the Annual Gala are Donna West, (l.), chairman of the Hallmark Health Board of Trustees, former Bruin, Ray Bourque, Hero Award winner, Bernard Logan, MD and Michael V. Sack, president and chief executive officer of Hallmark Health System.

IMAGING SERVICES

Did you know?

Did you know that Imaging Services performs these Magnetic Resonance Imaging (MRI) exams and many more imaging procedures at Hallmark Health?

- Brain (IAC, Sella, Orbits)
- Cervical, Thoracic and Lumbar Spine
- Upper Extremities (shoulder, arm, elbow, wrist, hand and thumb)
- Lower Extremities (hip, thigh, knee, tib-fib, ankle and foot)
- Liver
- Kidneys
- Small Bowel
- Adrenals
- Pancreas

- MRCP – (Magnetic resonance cholangiopancreatography)
- Pelvis
- Magnetic resonance angiography (MRA) Head
- MRA Carotids
- Contrast-enhanced MRA of Carotids, Renal Arteries, (Lower) Peripheral Arteries, Thoracic Aorta, and Aortic Arch
- MRI Breast Imaging
- MRI Breast Stereotactic
- MRI Breast Needle Localization
- MR Arthrography of shoulder, wrist, elbow, knee and hip

For any patient MRI questions or to schedule your patients for MRI exams, please call The CHEM Center for MRI at (781) 279-2213.

NEW PHYSICIANS

Shiloe Souza Burzinski, MD has joined Hallmark Health Medical Associates at 109 Commercial St. in Malden. Her phone number is (781) 388-4160. She is a board-certified OB/GYN who



specializes in minimally-invasive gynecological procedures such as laparoscopic hysterectomies, hysteroscopies and the placement of Essure® permanent contraceptive devices.

Prior to joining Hallmark Health, Dr. Burzinski completed her residency in obstetrics/gynecology at the University of Texas Medical Branch in Galveston, Texas. She received her medical degrees from Texas Tech University School of Medicine in Lubbock.

Cara Chevalier, MD, (formerly Smith) has joined Hallmark Health Medical Associates at Malden Family Health Center, 178 Savin St. in Malden. Her phone number is (781) 338-7400.



Dr. Chevalier is board-certified in family medicine and also serves as the medical director of Hallmark Health's hospice program. She is a graduate of the Tufts Family Medicine Residency program and holds a medical degree from the University of Minnesota Medical School in Duluth, Minn. Dr. Chevalier is a member of the American Medical Association, Massachusetts Medical Society and the American Academy of Family Physicians.

Michael J. Naylor, MD, has returned to Hallmark Health Medical Associates with offices at the Hallmark Health

Medical Center, 30 New Crossing Road in Reading. His phone number is (781) 213-5173. A board-certified, vascular surgeon, Dr. Naylor specializes in using minimally-invasive surgical procedures to treat the veins and arteries of the lower extremities.

Dr. Naylor was previously employed at Middlesex Surgical Associates, Inc. Prior to that, he was a vascular surgeon at AnMed Health in Anderson, S.C. Dr. Naylor holds his medical degree from Washington University in St. Louis, Mo. He completed his general surgery residency and a vascular fellowship at Tufts - New England Medical Center in Boston. Dr. Naylor also trained in diagnostic radiology at The Mallinckrodt Institute of Radiology in Saint Louis as well as at the Rhode Island Hospital.



EDITORIAL STAFF

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PHYSICIAN SERVICES
PHYSICIAN LIAISON
MEREDITH BAKER
(781) 338-7508 OR MBAKER@HALLMARKHEALTH.ORG

IF YOU HAVE STORY IDEAS, PLEASE CALL
GERRY RYAN AT (781) 979 3239 OR BY EMAIL AT
GRYAN@HALLMARKHEALTH.ORG



585 LEBANON STREET
MELROSE, MA 02176