Physician Focus

A publication for Hallmark Health medical staff

Hallmark Health provides expert care for patients with pelvic floor dysfunction

Hallmark Health Lymphedema and Physical Therapy Clinic at 41 Montvale Ave. in Stoneham offers expert care that can help patients who are suffering from symptoms related to pelvic floor dysfunction. In women, the pelvic floor can be damaged during childbirth or pregnancy. In both men and women, pelvic pain and dysfunction can be a result of trauma or changes to the pelvic floor, muscle tone or impaired muscle coordination.

Jessica Bertram, PT, CLT is a skilled physical therapist who specializes in pelvic floor issues and provides effective treatment for your patients to increase their strength, decrease pain and improve their quality of life. For more information on pelvic floor dysfunction, lymphedema and physical therapy treatments available at the Hallmark Health Hematology and Oncology Center, please call (781) 395-7750.

Dr. Sen is guest speaker on Mass Medical Society program

Ronald Sen, MD, chief of the Division of Pulmonary Disease at Melrose-Wakefield Hospital examined some of the more common chronic obstructive pulmonary diseases, asthma, tuberculosis and pneumonia on the Massachusetts Medical Society television program, *Physician Focus*. The program reaches 260 communities in the state and is also available online at www.physicianfocus.org.



Host Mavis Jaworski, M.D., (I.) with Dr. Sen on the set of the Mass Medical Society program.

Dr. Moresco discusses changes coming with payment reform

At a medical staff meeting held on Sept. 22, **Eleanor Moresco**, MD, president of the Hallmark Health Medical Staff, set the stage for the changes healthcare and payment reform will have on the way patients receive care. In general, the goal of these federal and state initiatives is to improve the overall quality of care, reduce costs and promote efficient, patient-centered care.



"The purpose of the meeting was to alert the medical staff of both hospitals about the changes that will come with payment reform," Dr. Moresco explains. The new reforms place emphasis on maintaining the highest standards of care and the elimination of unnecessary testing while delivering consistent, cost-effective care.

Dr. Moresco stressed that a community hospital system like Hallmark Health is ideally suited to offer exceptional care to patients at a modest rate. Hallmark Health has an excellent and experienced medical staff that rigorously follows the highest standards of safety and care. It is also one of the most technologically advanced systems in the region and far ahead of other healthcare systems in

using electronic medical records for better documentation of care. One of the keys to success in the new healthcare environment, Dr. Moresco stressed, is the importance of keeping patients within the Hallmark Health system of care.

The importance of a Certified Diabetes Educator



The formation of the Joslin Diabetes Center Affiliate at Hallmark Health shows Hallmark Health's commitment to caring for our patients with diabetes. Together, we strongly encourage all patients diagnosed with diabetes be referred to a Certified Diabetes Educator (CDE).

Physicians can refer directly to our CDEs without seeing an endocrinologist. Learning to live with diabetes is a lifelong commitment and our CDEs bring years of medical experience and lifestyle issues and incorporate them into their practices to help your patients learn about their disease. CDEs are required to have more than 1,000 hours of documented patient teaching skills in diabetes and are required to pass a very difficult exam with more than 500 questions related to diabetes. This skill is required to create an atmosphere of learning and encourage goal directed behavioral changes in patients.

Referring to our CDEs is a simple process. For your patient's convenience, there are three locations: Lawrence Memorial Hospital of Medford, (781) 306-6370, 22 Corey St., Melrose (781) 979-3165 and the Hallmark Health Medical Center, Reading (781) 213-5140.

DID YOU KNOW?

October is Breast Cancer Awareness month.

Our breast imaging services includes a breast program offering far more than just mammograms. We offer a comprehensive range of diagnostic studies and procedures including:

- Digital screening mammography
- Digital diagnostic mammography
- Breast MRI
- Breast MRI guided biopsies
- Breast ultrasound
- Stereotactic and ultrasound guided biopsies
- Breast cyst and fine needle aspirations
- Needle localizations
- Galactography
- Sentinel Node Studies

To speak with one of our radiologists regarding our breast imaging services, please call Lawrence Memorial Hospital of Medford at (781) 306-6802 or Melrose-Wakefield Hospital at (781) 979-3117. To schedule your patients' exams, call Central Scheduling at (781) 338-7111.

New Physicians

Aarti Kakkar, MD and Kenneth Shieh, MD have joined the Hallmark Health Medical Associates office at 830 Main St. in Melrose. The phone number for their office is (781) 662-1349.

Dr. Kakkar is board certified in internal medicine and a graduate of the Emory University School of Medicine in Atlanta, GA. She has also completed both her residency and fellowship training at Boston University Medical Center. Dr. Kakkar's clinical interests include inflammatory bowel disease, health literacy, endoscopy and women's health.

Dr. Shieh is board-certified in internal medicine and gastroenterology and has



been practicing since 2007. He earned his medical degree from the Columbia University College of Physicians and Surgeons in New York, NY. He also completed a residency at Washington University School of Medicine in St. Louis, MO and a fellowship in gastroenterology at Brown Medical School in Providence, RI. Dr. Shieh's clinical interests include colon cancer screening and prevention and non-alcoholic fatty liver disease.

Medical Staff Development Plan update

The Medical Staff Development Plan (MSDP) and Growth Committee met again under the leadership of Nicole Bloor, MD and reviewed the report with a fine toothed comb. It became apparent to the committee membership that succession planning needs to be a key focus for the future. There are many physicians who are close to retirement age. Without collaborative succession planning, the community and Hallmark Health could be left without the needed depth of primary care physicians and specialists.

If you are thinking about retirement or a change in your practice pattern, we would be happy to speak with you about a number of ways to partner together. There are different models available to physicians thinking of changing their practice patterns. Working together is the best way to prepare for the future changes in healthcare.

If you would like to speak with someone about succession planning, please call Gina Mariona, director of physician employment at (781) 338-7517.

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