

### Dr. Pladziewicz re-certified in critical care



Dr. Pladziewicz

**David Pladziewicz, MD**, chief of the Division of Cardiology at Lawrence Memorial Hospital of Medford (LMH) recently passed the Critical Care Medicine Boards and has been re-certified in Critical Care Medicine. Dr. Pladziewicz is part of the critical care physician team that includes **Robert Weinstein, MD**, **Laurence Conway, MD** and **David Samenuk, MD**. The team has been providing critical care services at the LMH campus for more than 20 years.

### Hallmark Health System ad campaign now running on WCVB-TV

Phase two of Hallmark Health System's (HHS) advertising campaign kicked off with a TV ad running on WCVB-TV, the most highly-watched station in the Boston market. The ad, which promotes HHS passion for clinical excellence, will appear on channel 5's morning and evening newscasts, *Good Morning America* and the station's popular *Chronicle* show.

The TV ad will run from Jan. 16 through March 18. Radio ads continue to air on WBZ-AM and KISS 108 FM along with print ads in community newspapers. Also, HHS won a silver award in the national 2011 Cardiovascular Advertising Awards competition for its direct mail piece, 'You're not alone.'

### Melrose-Wakefield Hospital one of only 10 hospitals in the state to offer eICU

Hallmark Health System's Melrose-Wakefield Hospital (MWH) is one of only 10 community hospitals in the state using an eICU to add another layer of quality and safety for patients in the Intensive Care Unit (ICU). MWH ICU physicians and nurses will partner with UMass Memorial Medical to provide an extra level of intensive care, consultation, safety and round-the-clock monitoring of our critically-ill patients. The MWH eICU partnership uses the latest electronic patient-monitoring system to monitor vital signs such as blood pressure, oxygen saturation, heart rate, test results and other patient information over secure transmission lines.

No other hospital in our region has this type of 21st century, state-of-the-art medical technology and expertise. UMass Memorial Medical Center physicians and nurses who are specially-trained in intensive care medicine partner with our caregivers to monitor MWH patients electronically through voice, data and video monitoring, 24-hours a day, seven days a week from a high-tech monitoring center in Worcester.



Members of the critical care team at Melrose-Wakefield Hospital (MWH), *Moriah Regan, RN, (l.), critical care staff nurse, Rishi Likhi, MD, hospitalist and Kathleen Sherman, RN, BSN, clinical leader of critical care at MWH* consult with physicians who specialize in intensive care medicine from the UMass Memorial Medical Center on the eICU system.

### Medical staff asked to participate in Physician Engagement Survey

Hallmark Health System (HHS) will invite all members of the medical staff to participate in a physician partnership survey to assess their thoughts on HHS and the high quality medical care it provides to our patients. HHS 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 HHS, will once again manage the medical staff survey. It will be sent to physicians' offices in early February and can be completed either online or on paper and mailed back to Press Ganey. Physicians should express their opinions frankly. No member of the medical staff or administration will see the questionnaires. Only aggregate data will be presented in the final report. A summary of the results will be provided to the medical staff once the project is completed this spring. For questions or more information on the physician partnership survey, please contact **Meredith Baker** at (781) 338-7508.

## Lawrence Memorial Hospital of Medford introduces quiet time in ICU

Lawrence Memorial Hospital of Medford has introduced a quiet time in the Intensive Care Unit (ICU) where medical and nursing staff make a concerted effort to significantly reduce noise and light levels in the unit so that patients can relax and get the rest they need. Quiet time occurs daily from 2 to 4 p.m.

The primary mission of any ICU is to provide critically-ill patients with the highest quality care and an environment in which to recuperate. But these units can also be very busy and chaotic. The two-hour quiet time where staff work to significantly reduce noise and light levels makes it easier for patients to sleep and recuperate more quickly.

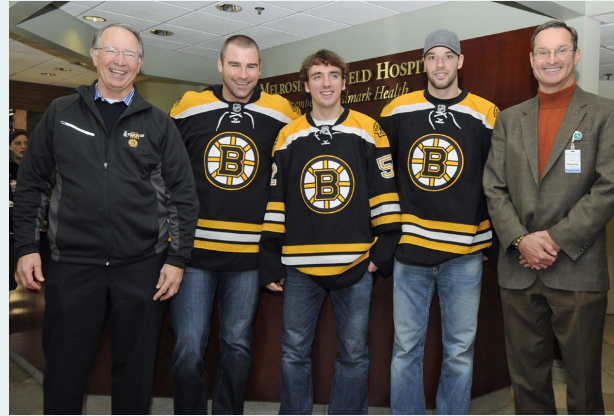
## Center for Wound Healing and Hyperbaric Medicine holds open house

Hallmark Health System's Center for Wound Healing and Hyperbaric Medicine held an open house on Thursday afternoon, Jan. 12, attracting more than 150 visitors who were interested in learning more about the comprehensive wound care the Center provides. The Center offers care for all types of chronic wounds including diabetic ulcers, venous and pressure ulcers as well as wounds caused by poor blood flow or other underlying medical conditions. The Center is open from 8 a.m. to 4 p.m., Monday through Friday. If you have a patient who may benefit from this new service, please call (781) 979-3500.

*Jamie Morin, LPN, hyperbaric technician (I.), and Laurie Campbell, RN, BCN, CWON, prepare the hyperbaric chamber for the next patient.*



## Boston Bruins visit Melrose-Wakefield Hospital



On Jan. 2, three members of the Boston Bruins visited Melrose-Wakefield Hospital (MWH), toured patient floors, the Special Care Nursery and signed autographs for fans. Photographed in the MWH lobby at the January Bruins visit are: Michael V. Sack, president and chief executive officer, Hallmark Health System, (I.), Bruins Johnny Boychuk, Zach Hamil and Benoit Pouliot and William Doherty, MD, chief medical officer.

## New physicians

**Julie Fenner, MD** and **Gary Mendese, MD**, have joined Mystic Valley Dermatology, 92 Montvale Ave., Stoneham. Their phone number is (781) 438-6350.

Dr. Fenner is a board-certified dermatologist. She received her medical degree from the University of Massachusetts Medical School and also completed her residency there. She completed her internship at the Inova Fairfax Hospital in Falls Church, VA. Dr. Mendese is also board-certified in dermatology. He is also a graduate of the University of Massachusetts Medical School and completed his internship at St. Vincent Hospital in Worcester. Dr. Mendese completed his residency at Boston Medical Center.



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