

Medical Staff Annual Meeting set for June 3

The Annual Meeting of the Hallmark Health Medical Staff will be held on Wednesday evening, June 3 at 6 p.m. at the Sheraton-Colonial Hotel in Wakefield, MA. The evening honors medical staff members for their years of dedicated service to local communities. For more information on the event, please call **Thomas Anderson**, Physician Liaison at (781) 338-7507.

Diabetes Education Forums scheduled

The new Diabetes and Endocrinology Center at Lawrence Memorial Hospital will host a series of educational forums, beginning this spring.

The forums which are free and open to the public, will kick off on Wednesday evening May 20, from 6:30 - 7:30 p.m. in the Johnson Conference Room at Lawrence Memorial Hospital 170 Governors Ave., Medford. **Sunita Schurgin**, MD, Chief of Endocrinology at LMH and **Rena LaVasseur**, a registered nurse and certified diabetes educator, will provide information on managing diabetes as well as 10 easy ways to change your behavior and improve your overall health. Participants will also have the opportunity to ask questions.

The forums are free of charge, however pre-registration is required. To register or for more information, please call (800) 540-9191. Guests can also register on-line at www.hallmarkhealth.org.

Second Stride for Health Walk coming June 14

Hallmark Health's second annual Stride for Health Walk will be held on Sunday, June 14 at 9 a.m. at Spot Pond in Stoneham.

All physicians are encouraged to walk, be a virtual walker or participate in this healthy, fun event that benefits cardiac and endovascular services at Hallmark Health.

For more information, please contact the Fund Development Office at (781) 979-6116, or visit www.hallmarkhealth.org.

Gaden named System VP for Patient Care Services, Chief Nursing Officer

By **Joanne Marqusee**
Executive Vice President,
System Chief Operating Officer

I am pleased to announce the appointment of **Nancy Gaden**, RN, MS, as System Vice President for Patient Care Services/Chief Nursing Officer (CNO) for Hallmark Health. Nancy has 25 years of nursing experience — in both teaching and community hospitals — including 20 years of nursing leadership experience.

She was the CNO of Milton Hospital and then South Shore Hospital before her most recent position as CNO for Caritas St. Elizabeth's Medical Center. She is committed to the continued development of professional nursing practice, supports the shared governance model and is excited about continuing the Magnet journey.

Nancy has been actively involved in the Studer Hardwiring Excellence initiative in her most recent position and is looking forward to continuing this work through the Hallmark Health Achieving Excellence initiative. Nancy earned her BS in Nursing from the University of Rochester and her MS from Boston College.

Nancy will play a key leadership role at Hallmark Health, overseeing

nursing and the other departments that comprise Patient Care Services on both campuses. Reporting to me, Nancy will be a member of the executive team, and participate in Board and executive level committees and discussions to help move forward Hallmark Health's strategies and operations as well as serve as the voice of nursing. In addition to directing a large component of Hallmark Health clinical operations, she will promote and support the professional practice of nursing, partner with medical staff to provide the best patient care and oversee a range of service lines.

I was fortunate to be joined by over 30 people — including nursing leadership, staff nurses, medical staff, others on the senior leadership team — in interviewing the finalists for this important leadership position. The input I received was critical in

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Nancy Gaden, RN, MS

Hallmark Health Imaging now offers breast MRI

The Imaging Department at Hallmark Health has added Magnetic Resonance Imaging (MRI) of the breast to its list of MRI services. The service is available at Melrose-Wakefield Hospital's new GE 1.5T Excite HD MR system.

"Breast MRI is used for the detection and characterization of breast disease, the extent of the disease and the evaluation of treatment response," explains **John Seccareccio**, System Manager, Imaging/Radiology Services. "It can also be used for guidance of biopsy and localization. MRI findings should be correlated with a clinical history, physical examination results and the results of mammography and other prior breast imaging."

Some of the major indications for a breast MRI include; screening for high

risk patients; patients with breast augmentation with silicone, saline, or for patients with nonsilicone implants; breast carcinoma prior to surgical treatment and postlumpectomy. It is also used before, during and after chemotherapy to assess response and extent of any residual disease. For a comprehensive list of indications please contact the Hallmark Health Imaging Department.

Hallmark Health also offers state-of-the-art breast imaging in six convenient locations throughout the region in Melrose, Medford, Stoneham and Reading.

For more information or to schedule a patient for a breast MRI at MWH, please call (781) 279-2213.

Very satisfied patients offer testimonials in Hallmark Health campaign

Hallmark Health's new hospital brand advertising campaign is underway. The campaign, which runs through September, features 1/4 page newspaper ads that will run in the community newspapers specific to the primary service area of each hospital. *(Please see attached for sample ads).*

The ads feature very satisfied patients offering their personal testimony about the great care they received at either Melrose-Wakefield Hospital or Lawrence Memorial Hospital.

The print ads for MWH will be appearing in the *Melrose Free Press*, *Melrose Weekly News*, *Reading Advocate*, *Saugus Advertiser*, *Stoneham Sun*, *Wakefield Observer* and *Wakefield Daily Item*. The ads for LMH will appear in the *Medford Transcript*, *Malden Observer*, *Winchester Sun* and the *Somerville Journal*. The newspaper ads will be

supplemented by on-line ads appearing on the homepage of these newspapers' websites.

The ads are also on Hallmark Health's website and hyperlinked to the main page of each hospital.

Marketing and Communications is also producing a 30-second Comcast cable television spot that will run through the summer for a total of 1,000 ad spots viewed in 17 cities and towns hitting 148,622 area households.

For more information about this dynamic campaign, or if you know of patients who would be willing to describe how they experienced great care at Hallmark Health, please contact **Richard Pozniak**, System Director, Marketing and Communications, at (781) 979-3247, or **Tina Karas**, Senior Manager for Marketing and Communications at (781) 979-3234.

Gaden Named VP for Patient Care, Chief Nursing Officer

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identifying Nancy as the right leader for patient care services/nursing. Her commitment to quality and service excellence, her demonstrated leadership skills and passion for community hospitals and nursing were all key to her selection. The enthusiasm for collaboration and continued performance improvement she heard from the many Hallmark Health staff members she met was an important factor in her accepting our offer to join us.

I'd like to take this opportunity to thank **Marie McCarthy** who has served as Interim CNO since February. Her tremendous leadership skills, commitment to nursing and to Hallmark Health, and advocacy for our patients has been instrumental in our ability to weather the current economic challenges in a way that preserves what is most important to our patients and our staff.

Marie will now return to her position as Vice President for Education. In that role, she will report directly to me and continue to oversee the Lawrence Memorial/Regis College Nursing and Radiography programs and the Hallmark Health Center for Professional Development as well as provide invaluable support and advice to both Nancy and me as we move through this transition.

Please join me in welcoming Nancy as she assumes her new position.

CODING TIPS OF THE MONTH

Five Coding Tips

- Preventive Services cannot have a sign, symptom or condition as a Primary Diagnosis. Preventive Services need to have a "V code" diagnosis.
- "Sick Visits" cannot have a Preventive Diagnosis as the Primary Diagnosis. "Sick Visits" must have a sign, symptom or condition as the Primary Diagnosis. (Pregnancy is considered to be a condition.)
- The service/visit should be assigned the proper Diagnosis for that service/visit.
- E codes (accident codes) can never be the Primary Diagnosis. Use the injury as the Primary Diagnosis.
- Immunization Coding must always have the administration and vaccine codes. (Add modifier SL to vaccine if State Supplied.)

Questions? Contact Bill Galvin, CPC, Director of Physician Practice Coding at (781) 338-7505.

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