

Hallmark Health System physicians are Best of Boston

Dennis Begos, MD, Colon & Rectal Surgery, **Jonathan Davis**, MD, Neonatal-Perinatal Medicine, **Jonathan Hall**, MD, Plastic Surgery and **Peter Tiffany**, MD, Urology were named to *Boston Magazine's* Best Doctors in Boston for 2011 in the December issue. This annual list showcases more than 300 physicians by their specialty who have been singled out by their fellow physicians as representing the best in the Boston area.

Social media campaign promotes Center for Weight Management and Weight Loss Surgery

In January, Hallmark Health System's Marketing and Communications Department is launching an extensive and innovative social media campaign for the Center for Weight Management and Weight Loss Surgery aimed at driving more volume to the Center by targeting a very specific audience in need of comprehensive weight management assistance. The campaign will consist of online articles, blogs, news stories, videos and podcasts related to the services offered by the Center.

All social media messaging tools will be posted on Facebook and Twitter accounts set-up for the Center and reposted on Hallmark Health System's main Facebook and Twitter accounts. The campaign will run over six months and monthly reporting and tracking will provide the necessary measures to determine the success of the campaign.

Health information library attracting visitors

The health information library on Hallmark Health System's website has recorded impressive usage numbers from visitors seeking health information. From January through October 2011, the site attracted more than 16,140 visitors to the site. These visitors recorded an additional 44,868 hits as they searched through the Health Library for information.

Center for Wound Healing and Hyperbaric Medicine now open

The Hallmark Health Center for Wound Healing and Hyperbaric Medicine is now open and treating patients at Melrose-Wakefield Hospital. The Center offers comprehensive wound 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.

Alfonso Serrano, MD, a board-certified general and vascular surgeon serves as the medical director for the Center. A multi-disciplinary team of highly-skilled physicians, nurses and specialists helps patients get their lives back by concentrating on non-healing wounds, ones that have resisted healing after months and even years of traditional treatment.

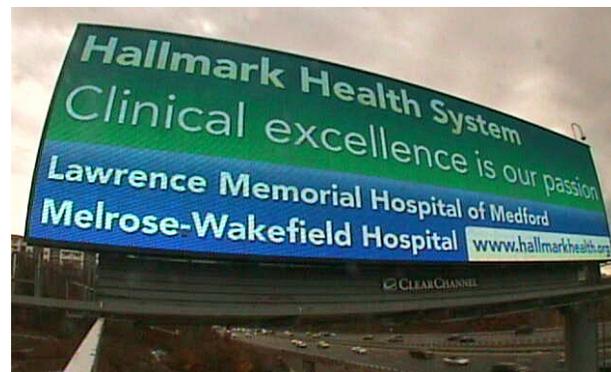
The Center also features two hyperbaric oxygen chambers. If a patient's wounds qualify for this type of treatment, the patient will breathe 100 percent oxygen under pressure while resting comfortably inside the roomy, plexiglass chamber. This non-invasive, painless treatment known as hyperbaric oxygen therapy, increases the patient's oxygen level in the bloodstream. This enhances the body's natural healing, strengthens the immune system, and often results in a return to an active lifestyle.

The Center also contains dedicated exam and treatment rooms that provide the best treatment for these patients. For more information visit hallmarkhealth.org and select 'Clinical Programs' or call (781) 979-3500.



Hallmark Health System launches major advertising campaign

Hallmark Health System has launched a major radio, television, newspaper and social media campaign to increase awareness about our advanced medical services as well as our exceptional physicians, nurses and allied health professionals who practice



here. The ads focus on the excellent care provided at Lawrence Memorial Hospital of Medford, Melrose-Wakefield Hospital and the Hallmark Health Medical Center as well as our nationally recognized Bone & Joint Program, the Hematology and Oncology Center and Hallmark Health System's Center for Weight Management and Weight Loss Surgery.

These ads are appearing in local community newspapers. Broadcast ads are also running on WBZ-TV, WCVB-TV, Comcast and WBZ-AM and Kiss108-FM. Two large digital billboards in Medford and Stoneham were on display in November.

NEW PHYSICIANS

Latoya Etheridge, MD, has joined the Hallmark Health Medical Associates Family Medicine Practice at the Malden Family Health Center, 178 Savin St., in Malden as a covering physician.

Dr. Etheridge is a graduate of the Boston University School of Medicine and completed post residency training at the Tufts University Family Medicine Residency Program. She is a member of the American Academy of Family Physicians and the Massachusetts Medical Society.



Information Services update

Carol Dresser, vice president, Information Services

Information Services (IS) has added a number of new information technology changes that support the creation of an electronic health record that allows easy access to all patient information from any setting, improves patient safety and provides an effective means for collecting and analyzing data for improved efficiency and performance. Some of these recent changes include:

- **MUSE**
IS and Cardiology have introduced MUSE, an electronic EKG management system. Now, all EKG's are digital and transmitted wirelessly to the MUSE Server. This means reports for EKGs now reside in the MEDITECH Cardiology Department and can be accessed remotely. EKG carts are wireless and can send EKG's from anywhere in the system. Cardiologists report turnaround time has decreased significantly and there is a faster and easier process for data entry at the point of care.
- **Mobilab**
The Laboratory and IS have implemented Mobilab, a mobile bar-coding, patient identification and label printing solution. This technology assures positive patient identification at the bedside, increased mobility and productivity for lab staff and the ability to improve care coordination of patients with multiple scheduled draws.
- **Discharge Care Manager**
Nursing and IS have introduced the Patient Discharge Care Manager application. This web-hosted application provides an easy-to-use tool to track and record patient discharge information, which significantly improves work flow.
- **Center for Wound Healing and Hyperbaric Medicine**
Surgical Services and IS have implemented a new software program that will support the new Hallmark Health System Center for Wound Healing and Hyperbaric Medicine. The program allows easy access for staff to patient information and treatment plans, integrates with the MEDITECH clinical systems and efficiently collects data for further analysis.
- **Email systems**
IS has significantly increased the performance, storage and functionality of email. The storage capacity for mailboxes has increased significantly and the user interface between internal and web based access is now similar.

IS continues to work on other projects that provide up-to-date technology to improve patient care and a more efficient work place.

Editorial Staff

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Physician Services
Meredith Baker, director, Medical Staff Services
(781) 979-7508 or mbaker@hallmarkhealth.org

If you have story ideas, please contact
Gerry Ryan at (781) 338-7239 or by email at
gryan@hallmarkhealth.org

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585 Lebanon Street
Melrose, MA 02176