

A Healthy Investment

Program Offers a More Personalized Approach to Primary Care



As part of the MDVIP program, Brenda Minor, M.D. (in blue jacket), walks with a group of her patients.

very Friday morning, Brenda
Minor, M.D., a primary care
physician with North Shore
Physicians Group (NSPG), laces up her
sneakers and joins a group of patients at the
Northshore Mall or a nearby park for their
weekly "Walk with a Doc" walking club.

Sometimes they chat about health and wellness topics or someone might ask about their medication, but many times they just talk about what's going on in their lives. "The walking group has been a great way for me to get to know my patients on a different level, while helping them to incorporate more exercise into their lives,"

explains Dr. Minor. "Things will come up in conversation that they might not mention in an office visit, which gives me a better insight into their overall health. It enables us to be more proactive and prevent health issues before they become a bigger problem."

"Walk with a Doc" is just one of the new services that Dr. Minor has been able to offer since fundamentally changing the way she manages her practice. In early 2012 she and two other NSPG physicians—John Szymanski, M.D., and Maurice Greenbaum, M.D.—became affiliated with MDVIP, a new practice

model that enables them to reduce the size of their practices but adopt a more personalized approach to medicine.

"By practicing medicine this way, we as physicians get to know our patients much more intimately," says Dr. Greenbaum. "We gain a deeper understanding of their health history and can look at things in a more holistic and preventative fashion."

"The walking group has been a great way for me to get to know my patients on a different level, while helping them to incorporate more exercise into their lives."

Patients, who pay a \$1,500 annual membership fee, enjoy an enhanced level of service that includes same- or next-day appointments, comprehensive coordination of acute or chronic illnesses and 24/7 access to their physician by email or cell phone. Patient appointments run no less than 30 minutes and often last an hour so that patients can discuss their medical concerns in more complexity. An extensive annual physical and comprehensive wellness plan are also included in the program.

"I see this as an investment in my health," says Danvers resident Burnett Crateau, a longtime patient of Dr. Minor and a member of the walking club. "The health assessment I received at my physical made it well worth the expense, and then on top of that, I've been happily surprised with the extra group activities. It's helping me do things I wouldn't do on my own."

Judy Tanzer from South Hamilton puts it this way: "This program and the increased access to Dr. Minor has given me more awareness of my health. I'm healthy and I want to stay that way. This connection gives me the peace of mind that my doctor will be there for me." This latter point, Dr. Szymanski says, is important to emphasize in today's increasingly complex healthcare environment. "As part of this program, we will oversee each patient's care across the entire continuum, whether it's a consultation with a specialist, a hospital visit, home care or rehab," he explains. "We will act as the single point of contact for other caregivers and family members, which makes the whole communication process much easier and less stressful."

The benefits of the concierge-style practice extend to the physicians as well. "I had thought about scaling back a bit, but now I can focus on providing care more thoroughly to a smaller number of patients," says Dr. Minor. "It's very invigorating at this point in my career to be able to invest so much time in my patients." The lighter patient load leaves her more time to organize wellness events and lectures on nutrition, complementary therapies, yoga and other exercise options.

To learn more about the benefits of NSPG's concierge medicine practices, or to make an appointment, please contact:

Maurice Greenbaum, M.D.

55 Highland Avenue, Salem, MA 978-741-1644.

Brenda Minor, M.D.

1 Hutchinson Drive, Danvers, MA 978-774-7171.

John Szymanski, M.D.

331 Highland Avenue, Salem, MA 978-745-1200.

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In their
own words



www.youtube.com/northshoremedcenter

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The MDVIP Program is an optional approach to healthcare that offers patients more time with their primary care physician and a more comprehensive plan for achieving their health and wellness goals. This plan is now being offered through North Shore Physicians Group (NSPG).

How it works: To provide a greater focus on wellness and prevention, MDVIP-affiliated physicians limit the number of patients they see. This smaller practice size enables doctors more time to provide focused, personalized attention to each patient. The annual membership fee for the program at NSPG is \$1,500.

MEMBERSHIP ADVANTAGES

- · Ability to reach your doctor at any time
- Same-day or next-day appointments
- A personalized wellness plan that includes comprehensive evaluations and counseling
- Online personal health records
- A personalized website with information about your health history
- Preferred access to other specialists and experts of North Shore Medical Center, Massachusetts General Hospital and other providers
- Appointments from 30 to 60 minutes that enable in-depth discussion of your health needs

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On the Move

Hip Revision Surgery Enables Marblehead Teacher to Maintain Active Lifestyle

o say that Marblehead resident and kindergarten teacher Debra Geaney, 63, is an active woman would be an understatement. A former collegiate gymnast, she has enjoyed athletic pursuits over the years, including ski racing, triathlons, biking, spinning, golfing and even piloting planes.

So it's even more surprising that just bending down to get on her students' level caused so much pain in her hips that she was changing her daily routine and thinking about her future with limited movement. "I started avoiding stairs and thinking that we might have to sell our house and move to a one-level home," says Geaney.

It also landed her in the middle of an emerging medical device controversy—the ongoing safety of metal-on-metal (MoM) hip replacements, which has resulted in device recalls, class action lawsuits and publicity about the issue. (Please see next page for more details.)

Her struggles with hip pain began in the fall of 2006 when she was practicing emergency procedures in her multi-engine airplane. "I was working on single-engine stalls, which required me to push the rudder pedal full force with one leg to keep the plane flying on course," she explains. "After I landed, my right hip felt sore when I walked. Within a few days, I was experiencing a lot of pain in that hip and started to limp."

Geaney went to NSMC Chief of Orthopedics William Murzic, M.D., who diagnosed arthritis and recommended physical therapy. After two months, however, the pain not only lingered but intensified. Dr. Murzic ordered a new X-ray and was surprised to see how quickly the hip joint had deteriorated. He performed a right hip replacement using a metal-onmetal implant in May 2007.

After recuperating, Geaney went back to work and was eager to get back to golfing when she started having pain in the left hip. Again, Dr. Murzic noted very rapid deterioration of the joint and replaced it in November 2007. "After my initial recovery, I was pain free," says Geaney. "I returned to riding my bike, working out on the elliptical machine and, finally, golfing again."

During her annual follow-up visit in 2011, Dr. Murzic told her about certain metalon-metal hip devices that were under scrutiny for failing to perform as well as others. She also learned that, in fact, she had a metal-on-metal hip implant, but not



Debra Geaney, a teacher in Marblehead, remains active thanks to hip revision surgery.

THE METAL-ON-METAL CONTROVERSY

Metal-on-metal (MoM) hip implant devices—
where both the replacement device's
ball and socket are made from metal
materials—were introduced about
10 years ago as a longer-lasting

alternative to traditional implants made of polyethylene or ceramics. They offered an option for younger patients who wanted to remain active without having to undergo a second replacement or revision surgery later in life. Within the last five years, however, it became apparent that some of the metal-onmetal replacements were failing at higher rates than others. Issues emerged over toxicity resulting from the two metal surfaces grinding against each other

and releasing metal ions into the surrounding tissue and blood. There were also design issues with the implants that compromised successful implant fixation. One device manufacturer actually recalled one of their implants in 2010. Similar devices remain on the market, as well as other metal-on-metal bearings, although most orthopedic surgeons are no longer implanting them but have returned to using polyethylene and ceramic bearings.

"The problems we are seeing with metal-on-metal hip implants have added another dimension to our understanding of what is necessary for a successful hip

replacement," says NSMC Chief of Orthopedics
William Murzic, M.D. "More research needs to be
done to assess the biologic effects of metal ions
and to optimize the treatment options for
patients. The vast majority of patients who have
a MoM device will not have any ill effects and
the implant performance will be as good as a
traditional hip replacement. Nonetheless, a small
number of patients may suffer an early failure, and
an even smaller number may develop high levels of
metal ions in their blood. It is unclear what the systemic
effects of high serum metal ions are, but we know that high

For more information about metal-on-metal hip replacement

or to make an appointment, please call 978-882-6900.

concentrations of metal ions in the hip joint can be damaging to

surrounding muscle and soft tissue."

"We're really lucky to have such a great network of physicians locally. When I needed surgery, I knew I could get great care at NSMC."

the one that was being recalled. As a precaution, Dr. Murzic ordered a blood test to measure the metal ion levels in her blood, an indicator of excessive wear on the implant. "My blood levels were elevated, but because I wasn't experiencing any pain, we decided to continue to monitor it," says Geaney.

A few months later, Geaney began experiencing pain again. She went back to Dr. Murzic, and another blood test revealed even higher levels of metal ions. She also had a special MRI that showed cysts in the muscles surrounding the hip replacement, indicating that the device was failing. In April 2012, Dr. Murzic preformed revision surgery on both hips, replacing the metal liner on the socket of the joint with a polyethylene version. Two short months later, she was pain free and keeping up with her husband and young grandchildren at Disney World.

"The device recall has had orthopedic surgeons the world over monitoring their patients carefully for any changes," says Murzic. "Most patients will continue to do well, but a few, like Debra Geaney, will need revision surgery. The key is close monitoring."

Despite her complications, Geaney is grateful for the care she has received. "We're really lucky to have such a great

network of physicians locally. When I needed surgery, I knew I could get great care at NSMC," says Geaney. "As you get older, you often have more medical issues, and it's so reassuring that NSMC and Partners has such a broad network of specialists available to us."

watch the video
In her
own words



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Calendar

North Shore Medical Center offers a wide range of health programs, classes, support groups and special events at our locations in Salem, Lynn and Danvers.



Most classes begin in January, April, June and September. Call or log on for more details.

Locations and Contact Information

Danvers | Mass General/North Shore Center for Outpatient Care 102 Endicott Street, Danvers

Danvers | NSMC Women's Center One Hutchinson Drive, Danvers

Lynn | NSMC Union Hospital 500 Lynnfield Street, Lynn

Salem | NSMC Salem Hospital 81 Highland Avenue, Salem

Salem | MassGeneral for Children at North Shore Medical Center 57 Highland Avenue, Salem

Salem | NSMC Wellness & Integrative **Medicine Center**

400 Highland Avenue, Salem

For all locations, please contact 866-NSMC-BEWELL or 866-676-2239 nsmcwellness@partners.org

Childbirth and Care

Call Isis Parenting at 781-429-1500 or log on to isisparenting.com to register for classes.

Disease Management

Cardiac Rehabilitation 781-477-3300

Cardiac Risk Reduction 781-477-3900

Diabetes Management Program 781-477-3409 (Lynn, Gloucester)

Living Well with Heart Failure 978-354-2577

Pulmonary Rehabilitation 781-477-3102

Surgical Weight Management 978-825-6505

Wellness Classes and Services

- Acupuncture
- Chair Strength Training for Seniors
- Chi Gong
- **CPR** 978-354-3013
- Fitness Gym
- Hypnotherapy
- LEARN Program for Weight Control
- Massage
- Meditation
- Personal Training
- Reiki
- Smoking Cessation 781-477-3900
- Strong Women
- Tai Chi
- Exercise for Overweight Teens (9-15)
- Total Body Conditioning
- Yoga & Yogalates

Support Groups

Please contact the following organizations for meeting times and locations.

Addiction Recovery www.smartrecovery.org

ADHD Parent Support Group 978-354-2660

Al-Anon 508-366-0556

Asthma and Food Allergy Support Group 781-598-5932

Bereavement: Fetal/Newborn Loss 978-354-3357

Bipolar Disorder Parent Support Group

Breast Feeding Support Group 978-354-3263

CPAP Support Group 978-354-4397

Depression Support Group (for teens)

Diabetes Management Support Group

Fibromyalgia Support Group 866-676-2239

Gastric Bypass, Band and Sleeve Support Group (pre- and post-op support)

Grandparents Raising Grandchildren Support Group 978-741-1215 x2623

Grief Recovery After a Substance Passing 781-593-5224

HAWC (Healing Abuse Working for Change) 978-744-6841

Laryngectomy Support Group 978-236-1455

Learn to Cope (substance abuse family support) 978-354-2660

Mindfulness for Children (8-10) 978-354-2670

Obsessive-Compulsive Disorder Support Group 978-354-2670

Overeater's Anonymous 781-641-2303

Parents Helping Parents 978-354-2660

Sibshop Support Group (for siblings of children with special needs)

Stress Reduction Clinic (adults and teens) 978-354-2670

Stroke Support Group

Cancer Support Groups

Breast Cancer Support Group 978-882-6002

Children Whose Parents Have Cancer **Support Group** 978-882-6073

Head and Neck Support Group 978-882-6002

Healing with Hope 781-477-3505

To register online or sign up for advanced email notification of class registration, visit nsmc.partners.org, or call 1-866-676-2239.

Physician Q&A

If you have a health question you would like answered by our experts, send us an email at HealthyLife@partners.org.

O | My daughter is 13 and I'm not sure when she should start seeing a gunecologist. What is the right age to take this step?

exam. This exam can include breast and pelvic exams; pap smears will begin at the age of 21. Yearly OB-GYN

visits are important as part of routine health check-ups. To contact Dr. Nathan, please call 978-741-3700.

Teenage girls should go for their first appointment with their gynecologist between the ages of 13 and 15. The first visit is to check for normal development and also to familiarize them with their new doctor. This is a great way for your daughter to develop a relationship with her gynecologist so that she is comfortable sharing personal information in the future. This can include a

Melanie Nathan, M.D. Obstetrician/Gynecologist

discussion on general health, lifestyle and medical history. By 18, young women should go for their first gynecologic





I was just diagnosed with hypertension. How can I control my high blood pressure without medication?

Kristy Cahill, M.D. Internal Medicine

It is normal to feel out of breath during or after exercising, especially when one is out

of shape. The major difference is that out-of-shape children can catch their breath

within minutes, where it takes much longer for someone with asthma to recover.

Lifestyle plays an important role in treating high blood pressure. If you successfully control your blood pressure with a healthy lifestyle, you may avoid, delay or reduce the need for medication. Changes in diet and exercise can have a positive impact on hypertension.

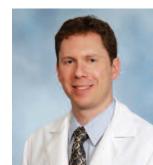
Exercising 30-60 minutes every day, reducing sodium intake, cutting down on caffeine and limiting the amount of alcohol you drink are all ways that can help bring blood pressure down to safer levels. Stress or anxiety can also temporarily increase blood pressure. Think about what's causing you to feel stressed; for example, work, family, finances or illness. Once you figure out what's causing your stress, we can help you reduce or eliminate it.

Q | My son feels tired and coughs a lot when he excercises. Is he out of shape or could this be asthma?

To contact Dr. Cahill, please call 978-739-6950.

Beniamin Weintraub, M.D. Pediatric Primary Care

Children with asthma also commonly experience a hacking cough, wheezing and chest tightness. They may also have an intermittent nighttime cough, even when they are well. Talk to your doctor to find out if your child may have asthma. Your doctor will take a complete history, perform a physical exam and may perform a breathing test called a pulmonary function test. Also, keep in mind that asthma is not a reason for your child to refrain from or stop exercising. When properly managed, children with asthma should be able to participate fully in all physical activities.



To contact Dr. Weintraub, please call 781-631-7800.



O I'm terrified of fracturing a hip. Is there anything I can do to reduce my risk?

Nausheen Naz, M.D.

There are many measures you can take to prevent fractures of all types, including hip fractures. An important factor is to optimize bone health. Obtaining adequate levels of all key bone nutrients is important, such as getting enough calcium and vitamin D. Physical

activity is especially important for preventing hip fractures because exercise helps you maintain mobility and balance as you age, as well as strengthens your bones. Additionally, preserve your bone density by avoiding excessive drinking and not smoking. About 90 percent of hip fractures happen due to a fall, so keeping your floor clear of clutter can help prevent falls and, in turn, fractures. To contact Dr. Naz, please call 781-593-3400.

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Strength in Numbers

Shared Medical Appointments Offer Extra Support for Diabetes Patients

ynn resident Scott Barlow, 48, was diagnosed with Type 2 diabetes 10 years ago and, by his own admission, didn't take the news too seriously. "I tried to cut back on soda and stay away from sweets, but I wasn't very well informed on nutrition and really did the bare minimum," he says. A truck driver who worked long, physically demanding 12-hour shifts, Barlow says that he tended to eat on the run, which meant a lot of unhealthy fast food. His long days also meant that he usually didn't have enough time or energy to exercise when he got home. A work-related injury further limited his physical capabilities and he

suddenly found his health moving in a downward spiral. "I started gaining weight and my fight with diabetes started to get really tough."

What is Diabetes?

Diabetes is a serious disease, which, if not controlled, can be life threatening. It is often associated with long-term complications that can affect every system and part of the body. Type 2 diabetes is the most common form of the disease. In a healthy person, the pancreas produces insulin that helps to metabolize glucose and starches. In a patient with

Type 2 diabetes, the pancreas does not secrete sufficient insulin, and the body is resistant to it.

Diabetes can, among other things, contribute to eye disorders and blindness, heart disease, stroke, kidney failure, limb amputation and nerve damage. It can affect pregnancy and cause birth defects as well. Although diabetes is a chronic and incurable disease (with the exception of gestational diabetes), with proper medical care, clinical therapies, diet, hygiene and exercise, symptoms and complications can be successfully treated and managed.

Getting Control

Earlier this year, Barlow made an appointment with Shant Parseghian, M.D., an NSMC endocrinologist who specializes in caring for patients with diabetes, because his blood sugar was "getting a bit out of control" after a recent back surgery. While at that appointment, he learned about a shared medical appointment that Dr. Parseghian holds for patients with diabetes and thought it sounded appealing. "I had never heard of shared medical appointments, but it sounded like a good idea to be around other people grappling with the same issues," says Barlow.



THE DIABETES MANAGEMENT PROGRAM

The Diabetes Management Program at North Shore Medical Center helps patients and their families learn the necessary skills for managing diabetes through diet, medication and exercise. Certified by the American



Diabetes Association, the program includes individualized assessment, goal-setting for optimal blood sugar management, nutrition recommendations and meal planning. Patients will also receive instructions in blood sugar monitoring, glucometer reading, oral medication or insulin management, insulin pump initiation and management.

In small group classes offered in Lynn and Gloucester, patients discuss real-life topics including eating in restaurants, reading food labels and carbohydrate counting. They discuss the benefits of exercise, what to do when you are sick and how to deal with the stress of having diabetes.

To learn more about the NSMC Diabetes Management Program, please call 781-477-3409.

The bi-weekly appointments typically have four patients or more and start with a five-minute orientation about the plan for the appointment. All patients sign a confidentiality agreement not to share information about other patients. A medical assistant takes the blood pressure readings of all patients and then Dr. Parseghian reviews each patient's case, asking and answering questions. Then the doctor or nutritionist educates the group about a specific subject and the patients share tips or challenges.

"I liked the people in the group appointment. They were all there for the right reasons, because they wanted to learn and benefit from all the information being provided by Dr. Parseghian." "I liked the people in the group appointment," says Barlow. "They were all there for the right reasons, because they wanted to learn and benefit from all the information being provided by Dr. Parseghian. It had a very positive atmosphere."

With better-focused education from his healthcare team and the added support of other patients, Barlow now feels like he is taking more control of his health. He has been more consistent with taking his diabetes medications and is trying to live an all-around healthier lifestyle. He is also learning from the experiences of the other patients in the shared medical appointments and the efforts they find successful in controlling their disease.

"The shared medical appointments are a great way to augment my individual appointments with Dr. Parseghian," says Barlow. "They give me an added level of support and education that really helps keep me on track."

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To learn more about shared medical appointments for diabetes, please call 978-542-0331.

Endocrinologist Shant Parseghian, M.D., runs a popular shared medical appointment for diabetes patients.

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Thanks to our outstanding nurses, doctors and staff, NSMC celebrated 2012 with accolades from some of the most respected healthcare rating organizations in the industry.

NSMC Named a Top Hospital by U.S. News and World Report NORTH SHORE MEDICAL CENTER was recently named to *U.S. News and World Report's* list of the 24 best hospitals in Massachusetts, joining Massachusetts General Hospital, Brigham and Women's Hospital and Dana-Farber Cancer Institute in receiving the honor. NSMC also received regional accolades from the magazine, earning a Best Hospitals designation in the Greater Boston rankings, and was designated as a high-performing hospital in both geriatrics and pulmonology based on clinical quality data like patient survival, safety and volume. NSMC is the only North Shore hospital to be named to both lists.

NSMC Earns an "A" for Patient Safety from The Leapfrog Group **NORTH SHORE MEDICAL CENTER** has been recognized as a leader in patient safety among hospitals nationwide by The Leapfrog Group, an independent national nonprofit committed to encouraging safer, higher-quality healthcare. Both NSMC Salem Hospital and NSMC Union Hospital were honored with an "A" Hospital Safety ScoreSM, the organization's top ranking.

Consumer Reports
Names NSMC Heart
Surgery Among Top
in the Nation

NSMC'S HEART-BYPASS SURGERY PROGRAM has received a three-star rating—the highest available—from *Consumer Reports* magazine for the third year in a row. NSMC is one of only 27 heart surgery practices in the country, including just three in Massachusetts, to receive this designation. Ratings were based on information collected by the American Society of Thoracic Surgeons on measures such as survival rates, complications, proper medication use and optimal surgical technique. NSMC is one of only three community hospitals in the Commonwealth with a cardiac surgery program, and the only one on the North Shore.

NSMC Hospitals Receive Stroke Gold Plus Quality Achievement Award NSMC SALEM AND UNION HOSPITALS have received the American Stroke Association's Get With The Guidelines®—Stroke Gold Plus Quality Achievement Award. This award recognizes NSMC's commitment and success in implementing a higher standard of stroke care by ensuring that stroke patients receive treatment according to nationally accepted standards and recommendations.

For more information, please visit nsmc.partners.org.

DELICIOUS FOOD. LIVELY AUCTION. GREAT CAUSE.

Mark your calendar for the 4th annual Taste of the North Shore fundraiser taking place on Friday, April 12, 2013 at Acura of Peabody. Festivities will include delicious food from some of the area's finest restaurants, spirited entertainment and a lively auction. All proceeds will benefit cancer treatment and programs at North Shore Medical Center and the Mass General/North Shore Cancer Center in Danvers.

For more information, please visit nsmc.partners.org/giving



PULMONARY PRACTICE JOINS NORTH SHORE PHYSICIANS GROUP

North Shore Pulmonary Associates,

a practice of intensivists, pulmonologists and sleep specialists with a long association with NSMC, has joined North Shore Physicians Group (NSPG), NSMC's

affiliated multi-specialty group practice. Working closely with NSPG primary and specialty care physicians, this new association will ensure better coordinated care for patients diagnosed with respiratory issues and chronic lung diseases. Expanded use of electronic medical records and the secure electronic patient portal, Patient Gateway, will also enhance both quality and satisfaction.

North Shore Pulmonary Associates will continue to care for patients in their offices at Highland Hall, 55 Highland Avenue in Salem.

INFORMATION ON THE GO

NSMC LAUNCHES MOBILE VERSION OF WEBSITE

NSMC has launched a mobile website to make it easier to find information about the medical center using a smart phone—that is, an iPhone, Android or similar device.

NSMC's mobile website is a streamlined version of its full website that has been configured to fit on any smart phone or tablet computer

VISIT THE SITE nsmc.partners.org/mobile

screen. With simple graphics and bold navigation, the site enables visitors to quickly find a physician, directions to any NSMC facility, general information and contact phone numbers and email addresses.



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81 Highland Avenue Salem, MA 01970 978-741-1215

NSMC Salem Hospital

NSMC Union Hospital

MassGeneral for Children at North Shore Medical Center

NSMC Heart Center

NSMC Women's Center

North Shore Physicians Group

Collaborating with the Mass General/North Shore Center for Outpatient Care FP0

Follow Usl













Need a New Primary Care Doctor?

NSMC is dedicated to primary care.

Our primary care physicians are ready to care for you and your family. In the past year, we have welcomed several new primary care physicians to the North Shore, which means that many of our PCPs can offer you and your family an appointment with little to no wait time. And to provide you with the best care possible, all of our primary care offices use electronic medical records. These doctors are your connection to the Mass General/North Shore Center for Outpatient Care in Danvers as well as the full services of North Shore Medical Center and Partners HealthCare.

To learn more about our primary care physicians, please call our Physician Finder service at 1-877-NSMC-MDs (1-877-676-2637) or visit us online at nsmc.partners.org.





The Healthy Life is published by the Marketing and Public Relations Department of North Shore Medical Center. We welcome your input. Send questions, comments and suggestions to:

The Healthy Life, North Shore Medical Center Marketing Department 81 Highland Avenue—ED Ground, Salem, MA 01970 Phone: 978-354-2060 Email: HealthyLife@partners.org Website: nsmc.partners.org

NORTH SHORE MEDICAL CENTER is a multi-site health system located north of Boston and a member of Partners HealthCare, which was founded by Massachusetts General Hospital and Brigham and Women's Hospital. Together with Massachusetts General Hospital, we opened the Mass General/North Shore Center for Outpatient Care in Danvers in 2009.

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