

nsmcNow!

THE NEWS OF NORTH SHORE MEDICAL CENTER



More than 575 runners took part in the 2nd annual North Shore Cancer RUN. Among them, NSMC's own Alexy Kochowiec, M.D., (in red) who took top honors in the 5K road race for the second year in a row.

A MOVING EXPERIENCE

RECORD-SETTING CROWDS TURN OUT FOR ANNUAL NORTH SHORE CANCER WALK AND 5K CANCER RUN

Lisa Cavallaro, R.N., has walked in every North Shore Cancer WALK since the event was started 20 years ago—until this year. Diagnosed with melanoma, a serious form of skin cancer, Cavallaro is currently undergoing treatment at the Mass General/North Shore Cancer Center in Danvers and simply didn't have the energy to walk the full route this past June 26. But, that didn't stop an enthusiastic group of more than 100 of Cavallaro's colleagues, friends and family members from walking on her behalf as part of the Live Strong for Lisa team. Formed by her daughter, Molly, the team raised upwards of \$7,000.

"The Cancer WALK is something that I've always done with my husband and children and now it's come full circle," says Cavallaro, Nurse Manager in the NSMC Birthplace. "Now people are walking for me and I'm benefiting from the amazing care at the Mass General/North Shore Cancer Center. The outpouring of support I have received is truly inspiring."

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As Seen on TV

NSMC PLASTIC SURGEON SHELDON SEVINOR, M.D., APPEARS ON "THE VIEW"

On June 13, NSMC plastic surgeon Sheldon Sevinor, M.D., sat down with Barbara Walters and Joy Behar on the set of the popular daytime talk show "The View" in front of a live audience and 3.5 million home viewers to discuss a growing trend in his profession: male cosmetic surgery.

"The demand for plastic surgery procedures on men has increased dramatically over the past several years," says Dr. Sevinor. "In 2010, more than one million men underwent cosmetic surgery in the United States. More than ever, men are now experiencing the anti-aging pressures that women have been faced with for years. They shouldn't be shy about changing some aspect of their appearance."

This is not the first time Dr. Sevinor has been called upon by the national media to discuss trends in cosmetic and reconstructive surgery. Over the course of his 35-year career he has appeared on such shows as "Oprah," "Good Morning America" and "Inside Edition" to discuss a wide-variety of topics

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NSMC plastic surgeon Sheldon Sevinor, M.D., (far right) during his recent appearance on "The View."

NORTH SHORE CANCER WALK/RUN

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Cavallaro's story is just one of many to be heard at this year's Cancer WALK/RUN, lending an emotional depth to the festivities that is almost palpable. "Everyone at the event has a powerful story to tell, whether it's about their own battle with cancer or that of a loved one," says Sara Andrews, Senior Vice President of Development. "It's a day on which people celebrate life and honor the memory of those less fortunate. It's a very moving experience for everyone involved."



Lisa Cavallaro, R.N., Nurse Manager of the Birthplace at NSMC Salem Hospital (center), with and her son, Peter, and daughter, Molly.

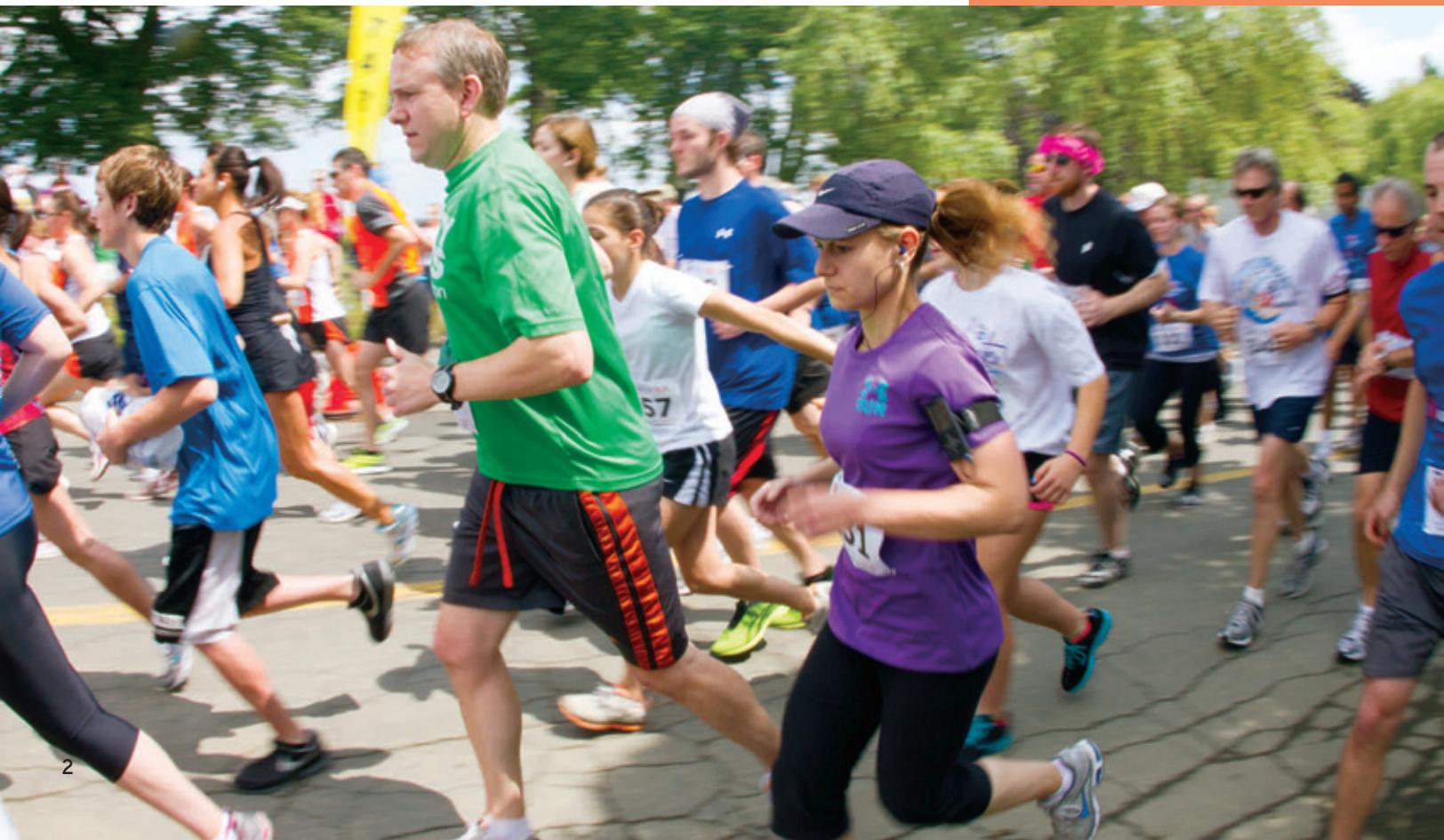
Building on last year's highly successful 20th anniversary celebration, this year's Cancer WALK/ RUN drew a record-setting crowd. An estimated 6,000 walkers and more than 575 registered runners participated in the event—including a large number of NSMC physicians, nurses and staff members. For the second year running, NSMC's own Alexy Kochowiec, M.D., took top honors in the 5K road race with an impressive time of 16:57.

The largest single-day fundraising event on the North Shore, the Cancer WALK/RUN has raised more than \$16 million to date, providing vital funds for cancer treatment and programs at NSMC and the Mass General/North Shore Cancer Center in Danvers. Proceeds from this year's event will support the renovation of the inpatient oncology unit at NSMC Salem Hospital and support programs at the Mass General/North Shore Cancer Center.

To view additional photos from the event, please visit nsmcgiving.partners.org.



1. Team NSPG Saugus with Sanjay Aurora, M.D., M.P.H. (second from left). 2. Diane Menasco, R.N., and Michael Reich, M.D. 3. Jack Karas, M.D.; George Freedman, M.D.; and spouses. 4. Members of Team Phippen: Wafaa Cluen, R.N.; Marianne Duhaime, R.N.; Jessica Pagan, R.N.; and Jessica's sister, Sasha. 5. The NSMC Cardiac Services water stop team: Susan Stefanski, N.P.; Diana Travascio, R.C.I.S.; and Lisa Brunell.





6. Karen Cheever of Maintenance and Stephen Austin of Groundskeeping with friends. 7. The NSMC Human Resources water stop team: Allison Collier, Mary Zwiercan, Sherry Ratcliff, Ellen Wayman and Lily Manangan. 8. Kevin Noyes, WALK spokesperson; Joel Schwartz, M.D.; Jim McIntyre, M.D.; and Robert Norton, NSMC President and CEO.

All photos left to right.





THE MIND-BODY CONNECTION



NEW STRESS REDUCTION PROGRAM AIMED AT ADULTS, TEENS AND CAREGIVERS

“We live in stressful times,” says Jefferson Prince, M.D., Director of Child Psychiatry at MassGeneral for Children at North Shore Medical Center. “Between the economy and the nightly news, there’s a lot to be stressed out about.” Add to these a chronic medical condition, difficult life situation or just the normal ups and downs of everyday existence, he adds, and there is a growing need for practical coping skills.

Dr. Prince himself was feeling a bit stressed out several years ago due to the considerable demands of his job. To find relief, he turned to yoga and mindfulness meditation as a way to cultivate a greater awareness of the present moment and relax. “Not only did yoga and meditation help me personally, but I saw many applications for patients in terms of treatment and prevention,” he says. “The more you can access your own inner-strength, the more you can maintain and enhance your own well-being no matter what the circumstances.”

Intrigued by his positive personal experience, Dr. Prince teamed up with Marguerite Roberts, M.S., N.P., Director of the Family Resource Center at the MassGeneral for Children at North Shore Medical Center, to research the subject further. Together, they discovered the Mindfulness-Based Stress Reduction (MBSR) program. Developed at the University of Massachusetts Medical School in the '70s, MBSR teaches participants how to integrate mindfulness into their everyday lives through yoga and meditation. “The program helps participants reduce their emotional reactivity and gain a deeper sense of calm,” says Dr. Prince. “It really seemed like something that could benefit a lot of people in our community—from patients dealing with chronic behavioral issues to kids in our schools.”

After completing extensive MBSR teacher training and receiving grants from the Tower Foundation and Read Trust, Dr. Prince and Roberts founded a program at NSMC in 2010. Their first offering was a research study for teens called “Cool Minds™”—the only such community application of the MBSR program for adolescents offered in the country—beginning at the North Shore Recovery High School in Beverly. Conducted with their colleague James Howland, Ed.D., LICSW, a social worker at the Recovery School, the group has since offered classes for both adults and teens at various NSMC locations. New sessions are set to begin in September.

Roberts was particularly impressed by how receptive teens have been to the program. “I thought that this wouldn’t come very easily to teenagers because they’re so plugged in to technology and not used to sitting quietly,” she says. “But over the course of the program, they really start to engage. The students were able to follow guided meditations for 30 minutes in complete silence. These teens had more self-control, were less impulsive and were better able to focus on school work.”

“There’s all sorts of research supporting the power of mind-body programs like MBSR in dealing with stress and other health issues,” says Dr. Prince. “We are teaching life skills that can be applied to any situation.”

For more information, please visit nsmcfamilyresourcecenter.org or call 978-354-2670.



Mindfulness-Based Stress Reduction instructors (L-R) Jefferson Prince, M.D., Marguerite Roberts, M.S., N.P., Ivette Thomson and James Howland, Ed.D., LICSW.

REDESIGNING CARE



NSMC STAFF NOW IMPLEMENTING BEST PRACTICES FOR COLON CANCER PATIENTS

“From the initial biopsy to the follow-up treatment, we are reestablishing the steps that caregivers at NSMC and all Partners hospitals will take to treat colon cancer patients,” says Marc Rubin, M.D., Chairman of the NSMC Department of Surgery and the hospital’s Liaison to the Partners Colon Cancer Care Redesign Team. “By adopting evidence-based best practices, we are standardizing these steps across our system.”

Taking a leadership role in addressing the nation’s healthcare challenges, multidisciplinary care redesign teams with representatives from each Partners acute-care hospital are setting new standards on how specific diseases are treated in order to improve quality and reduce costs. These include stroke, diabetes, colon cancer, coronary disease (AMI and CABG) as well as primary care.

Dr. Rubin and his colleagues on the Colon Cancer Care Redesign Team analyzed each step in the patient’s care and



made recommendations for improvement. At the individual hospital level, physicians and nurses evaluated the team’s recommendations and provided input to shape the results. With that test process completed in April, caregivers will put these steps into place at each Partners acute-care hospital by October 1. “As

initial steps in colon cancer redesign, we focused on expediting test results from the colonoscopist and streamlining referrals to the surgeon,” says Dr. Rubin.

“Medicine’s growing complexity now requires greater emphasis on values that reward teamwork and systems that promote more reliable, standardized care,” says Mitchell Rein, M.D., Senior Vice President of Medical Affairs and Chief Medical Officer for NSMC.

“In that spirit, all Partners caregivers will be using pre-operative, intra-operative and post-operative checklists to ensure maximum consistency in how we provide colectomy cancer care. It is not just about delivering the best care, it is about implementing the tools to do it consistently.”

The Colon Cancer Team’s recommendations also acknowledge the value of patient involvement with the care plan in supporting safety and overall outcomes. One of the team’s novel approaches is a plan to share a written “compact” with patients to establish their personal responsibilities in the care process.

“Creating this consistency requires a focused effort,” says Charlene Scarpa, R.N., Associate Chief Nurse for Surgery and Endoscopy at NSMC. “Nearly everyone in Surgical Services will play a role. Each hospital will be integrating the recommendations into their daily operations.”

Unless the variation is clinically warranted, each Partners HealthCare caregiver treating colon cancer patients will follow the same standardized course of treatment. The prescribed plan does allow variation to enable, for example, either a



Marc Rubin, M.D., (right) Chairman of the NSMC Department of Surgery, is working with the Partners Colon Cancer Care Redesign Team to implement new standards to improve quality and reduce costs.

“When colon cancer patients come to a Partners hospital, these care redesign efforts will ensure that each one receives the high quality care they deserve every time.”

resident or a nurse practitioner to perform certain steps depending on the institution’s clinical information systems and staffing traditions.

“We will share our work and we will hit our marks,” says Dr. Rubin. “When colon cancer patients come to a Partners hospital, these care redesign efforts will ensure that each one receives the high quality care they deserve every time.”



Lorrie Willett, R.N., CEN, Trauma Program Manager, Salem Hospital

Late one night in early June, a young male, hemorrhaging from multiple gunshot wounds to his abdomen and legs, arrived in the Salem Hospital Emergency Department via ambulance. There he was met by NSMC's highly trained trauma team, a group of physicians, nurses, OR techs and support staff who specialize in treating the critically injured. Within minutes, the patient was stabilized and whisked off to the operating room. After successful surgery he was admitted to the ICU and within a week was off to a rehab facility, well on his way to recovery.

"The trauma team that was on duty that

night are to be credited with saving this patient's life," says Lorrie Willett, R.N., CEN, NSMC Trauma Program Manager. "Had he gone to a community hospital that wasn't a verified Level III trauma center like Salem Hospital, he probably wouldn't have made it." Willett wasn't on the scene herself, but it's her job to make sure that the necessary systems and protocols are in place to ensure that the trauma team can do its job no matter how dire the circumstances.

A veteran nurse with more than two decades of experience in emergency medicine, Willett reviews each and every of the 650-plus trauma cases that come through the Salem ED each year looking for areas in need of improvement. "The success of any trauma program depends on performance improvement and continually evaluating the care you deliver," she says. The majority of the trauma cases that come through the Salem ED are related to auto accidents, penetrating wounds and ground-level falls.

"Being a verified Level III trauma center means that we are a community hospital that meets specific requirements set by both the state and the American College of Surgeons," says Willett. "We also work closely with state and regional agencies on injury prevention programs and education."

Willett joined NSMC five years ago and has previously worked at Lowell General Hospital, St Joseph's Hospital, Holy Family Hospital and Saints Medical Center. She has also worked for the past 15 years with the State Trauma Committee and with NEEMS Region III to encourage other community hospitals in the Commonwealth become verified Level III trauma centers.

"The success of any trauma program depends on performance improvement and continually evaluating the care you deliver."

Achievements

James S. Allan, M.D., Associate Chief of Thoracic Surgery, has been elected to the Board of Directors of the American Society of Transplantation.

Paul Copeland, M.D., was selected to present a case at the inaugural Master Clinicians Panel at the 93rd annual Endocrine Society meeting held in Boston this past June.

Jason Feran, T.N.A., of the Cardiac Surgery Unit, received an Associates Degree in Nursing from North Shore Community College this past May.

Lisa Herlihy, R.N., M.S.N., C.C.R.N., C.S.C., clinical educator in the Cardiac Surgery Unit, received a Master of Science in Nursing degree from Salem State University this past May.

William Leedy, R.N., received a 2011 Partners Sustainable Champion Award this past April.

Debra Pelletier, R.N., nurse manager of Cardiology Services, recently received a Master of Science in Nursing Administration from Northeastern University.

Sarah Skinner, R.N., M.S.N., C.C.R.N., clinical staff nurse in the Cardiac Surgery Unit, received a Master of Science in Nursing/Advanced Registered Nurse Practitioner degree from the MGH Institute of Health Professions.

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pertaining to his specialty. In 2007, he was even the focus of a two-part segment on "The View"—shot at Union Hospital—that followed five women from a single Boston-area family through the entire cosmetic surgery process. The second part of this series, in which the final results of the surgery were revealed, was the most watched episode of "The View" that year.

"I love what I do and enjoy talking about it—especially the psychology behind plastic surgery and the factors that motivate people to have it done," says Dr. Sevinor. "There are a lot of physicians out there who are willing to talk about the sensational aspects of plastic surgery, but I prefer to talk about real people and how cosmetic surgery can radically transform their lives. My goal in going on these shows is to educate the public as much as possible."

This seriousness of intent coupled with an ability to discuss complex procedures in easy to understand language is what first got Dr. Sevinor noticed by the Boston media early on in his career. "In the '80s, there was a huge buzz around plastic surgery—it was just something that hadn't received much attention before and people were curious," he says. Local print and television coverage eventually led to inquiries from national, even international, media outlets and Dr. Sevinor has been getting calls from journalists and television producers ever since. "Once you've proven that you're a reliable and well-informed guest, producers keep calling back."

Has Someone Made Your Day?

"Made Someone's Day?" is a simple and easy employee recognition program to acknowledge and celebrate service excellence at NSMC. Honor your colleagues: call 781-581-4567, e-mail NSMCRecognition@partners.org or submit an online recognition form found on the NSMCConnect homepage.