

WOONTEILER *ink*
PUBLIC RELATIONS • MARKETING COMMUNICATIONS
HEALTHCARE DIVISION



History and Expertise

- Woonteiler Ink (Wink), founded in 1992, a full-service, award-winning PR/marcom firm, specializes in healthcare. We have represented more than 30 healthcare clients, including hospitals and physician groups.
- Gary Woonteiler, agency principal, PR professor/featured industry speaker, and author, has more than 30 years of experience.
- Wink's business model is a small, full-time staff and well-established partnerships with art directors, webmasters, videographers, etc.
- We are known for our outstanding client service, integrated approach, and results-oriented programs, including the repurposing of material to enhance branding and efficiency.

History and Expertise, Cont.

- We have excellent track records in traditional public relations/article writing as well as digital/social media.
- Our services include: strategic positioning, media relations, guest columns, web development and content, marketing collateral, email marketing, Facebook and Google campaigns, videos, advertising, special events, community relations, executive editing, etc.
- We can work on a retainer or project basis with flexible billing arrangements.
- This presentation highlights our recent work for two clients: Beth Israel Deaconess Medical Center (BIDMC) and Harrington HealthCare System.

Representative Clients

Hospitals/Health Systems/LTC Facilities

- Beth Israel Deaconess Medical Center
- Harrington HealthCare System
- Tufts Medical Center
- Partners HealthCare/Center for IT Leadership
- Mount Auburn Hospital
- Quincy Medical Center
- Falmouth Hospital
- The Boston Home
- Alternacare Acute
- Private Healthcare Systems

Health-related Charitable Organizations

- American Heart Association
- American Cancer Society
- American Red Cross
- Muscular Dystrophy Association
- Boston Aid to the Blind
- Friends Fighting Breast Cancer
- Handi-Kids
- United Way of Mass. Bay; Cape & Islands
- United Way

Physician Groups/Cancer Centers/Associations

- Commonwealth Hematology-Oncology
- Commonwealth Atrius Cancer Center/Atrius Health
- Central Massachusetts Independent Physician Association
- Affiliated Physicians Group/BIDMC
- Weight Loss for Life (WeLL)
- Personal Physicians Association
- Flier Beth Israel Deaconess
- Merrimack Valley Oral Surgeons
- Lexington Center for Women
- Cambridge Diagnostics Group
- TRAINOR Center

Miscellaneous

- Donoghue Barrett & Singal (Healthcare Department of law firm)
- MD Pad



Beth Israel Deaconess Medical Center

CardioVascular
Institute



Beth Israel Deaconess HealthCare®
Chestnut Hill



Beth Israel Deaconess Hospital
Needham

Cancer Center



American
Heart
Association®

My Heart. My Life.

Heart Walk.

Overview

- Client for 10 years.
- Worked with main hospital and satellite offices:
 - CardioVascular Institute (CVI)
 - Walking Program/AHA sponsorships
 - Cancer Center
 - BIDHC-Needham
 - BIDHC-Chestnut Hill Square

Media Relations

The Boston Globe



Andover resident leads a team in the Boston Heart Walk

The Patriot Ledger

Ribbon-cutting for Newton outpatient facility



South Shore Senior News

February 2015

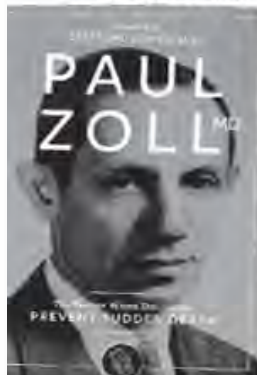
Helping Seniors Age Well And Enjoy Themselves While Doing It!

Free!



Plymouth Resident Publishes Cookbook

The METROWEST DAILY NEWS



Newton Doctor invented Lifesaving Devices

The Cape Cod Chronicle



Mammogram Saved My Life, Says Harwich Port Resident

Media Relations, Cont.

WBZ 1030 NEWS RADIO



Dr. Barbara Masser Discusses Importance of Urgent Care Centers with Jordan Rich

Chronicle



Dr. Alfred E. Buxton Discusses "Athlete's Heart Syndrome"

105.7 WROR BOSTON'S GREATEST HIT



Loren & Wally interview Lifestyle Change Awards Co-chair Susan Wornick

WBZ 1030 NEWS RADIO



Nurse Kim Guibone Talks About Lifestyle Change Awards with Jordan Rich

Guest Columns



MASSACHUSETTS MEDICAL SOCIETY

Every physician matters, each patient counts.



Walk This Way: Simple Form of Exercise Has Considerable Benefits

By Joseph P. Kannam, M.D.,
cardiologist at the CardioVascular
Institute at Beth Israel Deaconess
Medical Center



Breast Cancer: Risks, Screening, Prevention

Nadine Tung, M.D., Director of the Cancer
Genetics and Prevention Program, and
Dr. Gerburg Wulf, M.D., Ph.D., medical
oncologist and researcher, at The Cancer
Center at Beth Israel Deaconess
Medical Center



The Causes and Prevention of Cancer

Robb Friedman, M.D., board-certified
oncologist and hematologist, and Medical
Director of The Cancer Center at Beth Israel
Deaconess Medical Center in Needham, Mass

Each article above was generated to accompany interviews on *Physician Focus*, a monthly TV program broadcasted to an estimated 1.9 million cable households in Massachusetts. Additionally, these articles were also featured in 170+ local publications, including *MetroWest Daily News*, *Enterprise*, and *The Patriot Ledger*.

Patient Case Studies

World-Class Rower Wins Race, Overcomes Afib

Frederick Schoch from Franklin, Mass., is the executive director of the Head of the Charles Regatta in Boston. The 62-year-old father is also a world-class rowing champion. In fact, in 2009, he and his crew won the Regatta in the "50 and Older" category for the fifth consecutive year. However, Fred soon after developed atrial fibrillation (afib), and he feared he would never be able to compete again.



Newton woman overcomes two heart attacks, still leads active life

Paula Weitz, 81, always considered herself a healthy person.

Sure, she smoked for many years, but the Newton woman has always exercised and watched her diet. So when she felt an odd tightness in her chest on a Saturday morning in 2007, Weitz ignored it.



Harwich Port woman blindsided by chemotherapy



Breast cancer was a devastating diagnosis for Kathleen Mingle, a teacher who played tennis, ran and generally led an active and fit life.

But the shock was compounded when she learned that chemotherapy treatment for her potentially fatal cancer had damaged her heart.

"That's when I had to stop my chemotherapy," said Mingle, 66, who lives in Harwich Port.

Patient Kicks Up Her Heels after TAVR Saves Her Life

Margaret Wilson, 89, has always enjoyed dancing. She has fond memories of dancing with her husband over many years. Following his death in 2002, Wilson wanted to stay active, and after moving into a mobile home park in Carver, Mass., she started line dancing with a group in the clubhouse.

As Wilson (right) grew older, she weathered "typical" challenges for a woman of her age, including knee and hip placements and macular degeneration. Then, early in 2015, she developed an irregular heartbeat, had less energy, and started to experience shortness of breath. Thinking of her husband and fearing that her own health was failing, she hoped there would be a solution for her.



Website Content

How Much Do You Know about Cancer? Knowledge Is Power!

1. How many five-year cancer survivors are living in the United State?
 - a. 5 million
 - b. 10 million
 - c. 14 million
2. What is the leading cause of cancer death among women?
 - a. Breast cancer
 - b. Lung cancer
 - c. Skin cancer
3. What is the most common form of cancer for men?
 - a. Lung cancer
 - b. Colorectal cancer
 - c. Prostate cancer
4. Who is at highest risk of having BRCA1 and BRCA2 breast cancer gene mutations?
 - a. People of Ashkenazi Jewish descent
 - b. People with a family history of BRCA1 or BRCA2 mutations
 - c. All of the above
5. How many mammograms are abnormal?
 - a. 1-2%
 - b. 5-10%
 - c. 20-25%
6. The average age of a man when diagnosed with prostate cancer is ____.
 - a. 43
 - b. 58
 - c. 66
7. Tobacco smoke contains more than 7,000 chemicals and compounds. How many cause cancer?
 - a. At least 5
 - b. At least 69
 - c. At least 373
8. How many year(s) after quitting smoking does the risk of dying from lung cancer decline to half that of a person still smoking?
 - a. 1
 - b. 10
 - c. 25
9. A genetic test can reveal whether you have pancreatic cancer.
 - a. True
 - b. False
10. Risk for melanoma skin cancer doubles with ____ or more serious sunburns in a lifetime.
 - a. 2
 - b. 5
 - c. 10

Supraventricular Tachycardia

People with supraventricular tachycardia (SVT) often have an extra electrical circuit in their hearts and may occasionally experience very fast heart beats, or arrhythmias, that are unrelated to exercise, fever or stress.

Types of SVT include:

- Atrioventricular nodal reentrant tachycardia (AVNRT)
- Atrioventricular reciprocating tachycardia (AVRT), including the Wolff-Parkinson-White syndrome
- Atrial tachycardia

When SVT occurs, the heart rate can reach up to 200 beats per minute or more. The arrhythmia can terminate on its own, with vagal maneuvers (actions used to slow heart rate such as holding your breath, coughing, or immersing your face in

Catheter Ablation FAQ

What is a catheter ablation?

Catheter ablation is a procedure that is used to treat cardiac arrhythmias. It involves the use of radiofrequency or another energy source to destroy an area of tissue involved in the arrhythmia.

For which patients is catheter ablation appropriate?

Patients who have recurrent episodes of cardiac arrhythmias that cause symptoms may be considered for a catheter ablation procedure. Your doctor will advise you whether catheter ablation is the right treatment for you.

What happens during the procedure?

During the procedure, you will lie on a table, and you will be connected to monitoring equipment. In some cases, mild sedation is used, while general anesthesia is used for other types of ablation procedures.

Blogging

Health First

Breast Cancer Study Illuminates Need for Fewer Radiation Treatments: What This Means for Patients

Posted 1/13/2015

By Abram Recht, MD, Professor of Radiation Oncology, Harvard Medical School, Deputy Chief, Department of Radiation Oncology, Beth Israel Deaconess Medical Center

A recent study published in the *Journal of the American Medical Association* shows that about two-thirds of breast cancer patients who have lumpectomies (surgery to remove malignant breast tumors) receive radiation treatments that last nearly twice as long as necessary. As a radiation oncologist who has been involved with this issue for many years, I am concerned by these findings and see this as an opportunity to interpret the research, further the dialogue, and optimize treatment options for thousands of women.

Nearly 75% of breast cancer patients in the United States have lumpectomies every year, and most of them have radiation therapy after surgery to reduce the risks of recurrence. Conventional radiation treatments continue five days a week for five to seven weeks, compared to three to four weeks of daily, more intense therapy—a much shorter regime that is just as effective, according to several recent studies and new guidelines. While the longer treatments are equally effective in terms of outcomes, why should women have to spend more time and endure associated inconveniences?

The 'Angelina Jolie Effect'

What You Need to Consider Before Deciding about Breast Surgery

By Hester Hill Schnipper

Manager, Oncology Social Work, Cancer Center at Beth Israel Deaconess Medical Center

In 2013, actress Angelina Jolie Pitt had a preventive double mastectomy to remove her breasts, and two years later she had an oophorectomy to remove her ovaries. The "Angelina Effect" continues to influence critical decisions among women with breast cancer. Jolie Pitt's recent *New York Times* opinion piece stressed that every woman must make her own decision with the guidance of her doctors. Her choices were bold—and not for everyone.

As an oncology social worker for 35 years and breast cancer survivor, I urge all women with or at high risk of cancer to take time to understand the facts, process their emotions, and make the decisions that are best for them.

Jolie Pitt, whose mother died of breast cancer, carries the BRCA 1 gene mutation. According to Jolie Pitt, her gene mutation gave her an 87 percent chance of developing breast cancer and a 50 percent chance of developing ovarian cancer. She delayed her ovary removal surgery due to reluctance to catapult her body into menopause. This is a concern for many women and, no doubt, a bigger concern for a public figure known for her physical beauty. But women need to know that menopause — whether natural, surgical, or chemical — isn't always a terrible experience. Many women don't miss their monthly menses, and not all experience intense hot flashes or other distressing physical changes.

Newsletters

Heartmail

Your Guide to Heart and Vascular Health from
CardioVascular Institute
Beth Israel Deaconess Medical Center

bidmc.org/cvi
DECEMBER 2015

An Aspirin a Day

Can it really keep the doctor away?

[Read more »](#)

Heart-Healthy
New Year's
Feast



Share
New Year's
Recipes



FOR YOUR INFORMATION

News and Information about the Cancer Center @ Beth Israel Deaconess Medical Center

Volume 3: Summer 2015



Dr. Walter Gilbert

DEVELOPMENTS

Nobel Laureate
Gilbert Supports
RNA Medicine

[See page 8](#)

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NEWS

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AROUND THE CANCER CENTER



BRCA 1 Gene

Next Generation Genetic
Testing: Beyond BRCA



Beth Israel Deaconess
Cancer Center and Surgical Pavilion
Needham

BANKER & TRADESMAN

ESTABLISHED IN 1872

Beth Israel Deaconess To Open 30k SF Cancer Center, Surgical Pavilion

September 4, 2014





Beth Israel Deaconess
Cancer Center and Surgical Pavilion
Needham



Beth Israel Deaconess Hospital
Needham

Jennifer A. Pline
Chair of the Board of Trustees
Beth Israel Deaconess Hospital-Needham

and

John M. Fogarty
President and CEO
Beth Israel Deaconess Hospital-Needham

Invite you to join us in celebration of
**The Trotman Family Glover Café
Dedication**

June 16, 2014
6:30 p.m.

Beth Israel Deaconess Hospital-Needham
148 Chestnut Street, Needham
Please park in the main parking lot

Kindly RSVP by June 9 to
Bethany Allen
ballen3@bidneedham.org or (781) 453-3748

**WICKED
LOCAL** **NEEDHAM**
NEWS FROM THE NEEDHAM TIMES

**Beth Israel –
Needham
hospital renames
Glover Café**





Beth Israel Deaconess HealthCare®
Chestnut Hill

Boston
magazine

HUB HEALTH *BOSTON'S GUIDE TO LIVING WELL

Beth Israel Deaconess's New Clinic Is Open in Chestnut Hill

The new center is now open to patients, and the walk-in clinic will open August 5.

Kevin Tabb, President and CEO of Beth Israel Deaconess Medical Center,
Cordially Invites You to a

Special Ribbon-Cutting

At Our New HealthCare and Urgent Care Facility
At Chestnut Hill Square



As a member of the Newton-Needham Chamber of Commerce, you know firsthand how critical it is to provide community services such as outstanding healthcare and urgent care. In Chestnut Hill, we're about to open a comprehensive outpatient center that features world-class healthcare, including:

- Advanced Urgent Care with board-certified emergency medicine physicians
- Primary Care
- 20 specialties, including OB/GYN/Women's Health, Sports Medicine/PT/OT, Imaging with CT scan, Spine Center, Surgical Specialties, Acupuncture, and Yoga

WHEN:

July 10, 2014, 5:30-6 p.m.
for ribbon-cutting; followed
by a special open house
for physicians and public
officials

WHERE:

BID HealthCare–Chestnut
Hill at Chestnut Hill Square,
200 Boylston Street,
Chestnut Hill, MA 02467,
outside front entrance
(weather permitting); then
tours of facility on 4th Floor,
above Wegmans



**All the services the community needs.
Under one roof**

Walking Program/Lifestyle Change Awards/AHA

- Ongoing efforts to promote the health benefits of walking and the Walking Club at BIDMC.
- Special events, including National Walking Day and Boston Heart Walk.
- Publicity, email marketing, website, social media.
- Significant print, TV, and radio coverage.
- Liaison with AHA for sponsorships and promotion.
- Planned and implemented "Walks of Life" campaign to recruit numerous individuals, including celebrities, to record their "steps" and commit to healthier lifestyles.
- Planned and executed "Lifestyle Change Awards" program, which involved hundreds of nominations from individuals who dramatically changed their lifestyles/walking routines; recruited celebrity chairmen and honored the winners.

CardioVascular
Institute



Beth Israel Deaconess
Medical Center



**You Are Invited to
Join Our Walks of Life Campaign!**

CBS
Boston

WBZ

Walks of Life – Who Walks More?

By Michael Lasalandra, BIDMC Correspondent



Celebrating Heart-Healthy Achievements. Former WCVB-TV5 anchor, Susan Wornick, congratulates WBZ radio host, Jordan Rich, on his Lifestyle Change Award. The recent Lifestyle Change Awards ceremony at Beth Israel Deaconess Medical Center in Boston recognized Boston-area individuals who made dramatic lifestyle changes that improved their heart health. Susan Wornick is one of the co-chairs of the 2014 Walking Campaign.

The Heart of a Woman

Planned and implemented a free patient education event hosted by the BIDMC CVI focused on the prevention, diagnosis, and treatment of cardiovascular disease in women.





Liver Cancer Grant Incubator

Hatching Ideas to Save Lives

November 3, 2015

8 a.m. to 1 p.m.

Joseph B. Martin Conference Center
77 Avenue Louis Pasteur
Boston, MA 02115



Liver Cancer Grant Incubator

Hatching Ideas to Save Lives

Agenda

November 3, 2015

HMS Martin Center, Pechet Room

Liver Cancer Grant Incubator Steering Committee:

Nabeel Bardeesy, PhD; Raymond Chung MD; Robert Fisher, MD; Wolfram Goessling, MD, PhD;
Rebecca Moksad, MD, MPH (Chair); David Ryan, MD; Deborah Schrag, MD; Daniel Tenen, MD; Andrew Zhu, MD, PhD

7:30 – 8:00 Registration and coffee

8:00 – 8:20 Welcome and introduction

8:00 **Welcome:** Pier Paolo Pandolfi, MD, PhD, Director, Cancer Center and the Cancer Research Institute at Beth Israel Deaconess Medical Center (BIDMC)

8:05 **Overview of retreat format and Working Groups based on NIH provocative questions (PQ):**
Rebecca Moksad, MD, MPH, Program Leader, Gastrointestinal (GI) Medical Oncology, Cancer Center at BIDMC

8:10 **Background and extent of the problem:**
Lorelei Mucci, MPH, ScD, Director, Cancer Epidemiology, Harvard School of Public Health

8:15 **Question-and-Answer (Q&A)**

Liver Cancer Grant Incubator

Planned and implemented major BIDMC event, sponsored by the Dana-Farber/Harvard Cancer Center, which brought together scientists and clinicians from the greater Harvard community to discuss the field of liver cancer research in hopes of submitting grant proposals.



Harrington

HEALTHCARE SYSTEM

Total Local Care



Overview

- Client for eight years; responsible for all PR/marketing for five years for hospital campuses and numerous satellite offices.
- Served on Senior Leadership Team.
- Strategic marketing and plan rollout.
- Corporate branding, including logo/tagline and graphic identification.
- Media relations, article writing, resulting in multiple cover stories and electronic coverage.
- Advertising program, including print, billboards, posters, cinema.
- Website upgrades and content management.
- Collateral, including hundreds of newsletters, brochures, fliers, reprints.
- Vendor oversight, and liaison, including art director, webmaster, videographer, ad reps.
- Physician recruitment program through online marketing program.
- Special events, including grand openings of Emergency Department, Urgent Care Center, and Diagnostic Imaging Department.

Overview

- Community relations, including sponsorships of numerous walks and local events.
- Facilitating numerous accolades on local and national level for hospital and CEO.
- Social media, including Facebook and Google campaigns, LinkedIn, Twitter.
- More than 20 videos highlighting corporate story, patients, physician focuses, services.
- Blogging program ongoing on numerous health issues, often repurposed as guest columns.
- Speaking program at area venues.
- Testimonials from scores of patients, with repurposing for media case studies.
- Email marketing program set-up for MailChimp, including extensive database development.
- Focus group liaison and consultation.
- Community & Government Relations Committee management.
- Issues management, damage control.

Cover Stories

TELEGRAM & GAZETTE



Harrington HealthCare expansion keeps eye on bottom line

Medical system's growth meets
community, business needs

MDNEWS

ABOUT • FROM • FOR PROVIDERS



Award-winning Harrington HealthCare Keeps Community at Heart with Total Local Care

H HOSPITAL NEWSPAPER

The New England Edition



Hospital of the Month: Harrington HealthCare System Brings Award Winning Quality Care to South Central Massachusetts

Media Relations

WORCESTER **Business Journal**



Harrington Lowest in
Costly C-Sections

The YankeeXpress

SOUTH COUNTY MONTHLY CROSSTOWN ADS & BUSINESS NEWS

Harrington HealthCare Receives
\$10,000 from Savers Bank for
Behavioral Health Services



TELEGRAM & GAZETTE



A life saved: Douglas teen expresses
gratitude by volunteering at
Webster hospital

SOUTH COUNTY **WiRE**



New Surgeons
Join Harrington
HealthCare
System

HCN **HEALTHCARE NEWS**



Pamela
Zouranjian
Connor
Named
Director of
Cancer
Center at
Harrington

Advertising

Local Cancer Care Center
Learn about our comprehensive and
advanced cancer treatment options.
www.harringtonhospital.org

Breast Cancer Treatment
Learn about our compassionate &
comprehensive breast cancer care.
www.harringtonhospital.org



Harrington Hospital

Sponsored

We combine compassionate care and advanced technology. Top quality,
safety, satisfaction!



Harrington Hospital

Doctor

3,365 people like this.

Like Page

**URGENT
CARE** at Harrington
express

OPENING SEPTEMBER 2015

10 North Main St., Charlton
(across from CVS)

In affiliation with
Harrington
HEALTHCARE SYSTEM
Total Local Care



Harrington Hospital

Sponsored

Local, personalized, & comprehensive OB/GYN
services for women at every stage of life.



Women's Health Office
Conveniently located in Charlton.

Call Now

Third time's (still) a charm.



Harrington
HEALTHCARE SYSTEM

Total Local Care



Brochures

**URGENT
CARE** at Harrington
express



Our Doctors Make
the Difference.



UrgentCare Express at Harrington
10 North Main Street
Charlton, MA 01507

No Appointment Needed
Open 7 days a week

Monday - Friday | 9 a.m. to 7 p.m.
Saturday | 9 a.m. to 5 p.m.
Sunday | 9 a.m. to 5 p.m.

508-248-1770

UrgentCare Express at Harrington is operated by Harrington Physician Services, an affiliate of Harrington HealthCare System.

Harrington Physician Services is a multidisciplinary group with more than 100 primary care and specialty physicians located in six towns across South Central Massachusetts.

**URGENT
CARE** at Harrington
express

**Harrington
HEALTHCARE SYSTEM**
Total Local Care

NEW DIAGNOSTIC IMAGING DEPARTMENT:

Bringing Solutions
to Light



**Harrington
Memorial Hospital**
Total Local Care

Comfort, Convenience,
Cutting-Edge Technology

Here at Harrington, we have been providing a full complement of diagnostic imaging services to local patients for decades. Now, thanks to our significant investments in technology and an innovative collaboration with distinguished radiologists from Beth Israel Deaconess Medical Center, we provide the region's most advanced and comprehensive services. And we make them available seven days a week. Our newly renovated Diagnostic Imaging Department comprises ten spacious and comfortable imaging suites, all conveniently located on two adjacent hallways on the first floor of our main hospital.

Patients value our cutting-edge technology and compassionate caregivers. They appreciate the prompt appointment scheduling, fast and stress-free procedures, and quick turnaround for results. And they certainly welcome the fact that they no longer have to drive to Worcester or Boston to receive healthcare that is truly world class. Harrington's state-of-the-art diagnostic imaging services include:

- MRI
- CT
- Digital Mammography
- Bone Densitometry
- Ultrasound
- Nuclear Medicine
- X-ray



Our advanced diagnostic imaging brings solutions to light. It's all part of Harrington.

CANCER TREATMENT

The
CANCER CENTER
at Harrington

Treating Cancer.
*Repairing
Hope.*



Radiation Therapy

The Cancer Center at Harrington works closely with 21st Century Oncology/Radiation Therapy Services. Located on the first floor of the facility, Radiation Therapy Services offers advanced treatment through different types of Radiation Therapy.

Treatments available include:

- Intensity Modulated Radiation Therapy (IMRT): Carefully calculated beams of intense radiation are delivered at multiple angles by a revolutionary computer system.
- Image Guided Radiation Therapy (IGRT): A sophisticated treatment which uses a target image to guide the delivery of radiation for each and every treatment.

Please call Radiation Therapy Services at 508-765-6830 for more information.



Programs/Resources
Available

The Cancer Center at Harrington has a variety of advanced treatment and patient care services, including:

- Nutrition Services
- Pain Management Clinic
- Rehabilitation
 - Lymphedema Program
 - Physical Therapy
 - Occupational Therapy
- Support Groups
 - Breast Cancer
 - Cancer Survivor
 - Look Good...Feel Better
- Reiki
- Hand Massage
- Resource Room
 - Wig Bank
 - Research Library

Support Staff

- Medical Oncology/Hematology Physicians (Board Certified)
- Oncology Certified Nurses
- Pharmacist
- Social Worker
- Volunteers

Harrington
Memorial Hospital

Direct Mail

A Comprehensive Approach to Pain

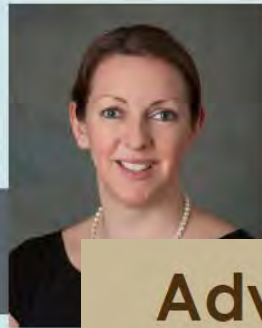
Increase mobility. Improve your quality of life.

We offer a multidisciplinary approach to pain management, including physical therapy, integrative therapy, imaging studies, and interventions.



**Deneene Doyker-Booth
M.D.**

Board-certified
Anesthesiology & Pain Management



**Kate Mason
M.D.**

Board-certified
Anesthesiology & Pain Management

Harrington
PHYSICIAN SERVICES
Total Local Care

Advanced Surgical Services

*High quality, comprehensive care, minimally-invasive procedures,
and board-certified specialists... just minutes away.*



**Thomas Canto
M.D.**



**Stephen Hilborn
M.D.**



**Thomas Johnson
M.D.**



**Evan Provisor
M.D.**



**Colette Whitby
M.D.**

Appendectomy | Colonoscopy | Biopsies, including breast and lymph node
Gallstones | Hemorrhoid banding | Laparoscopic hernia repair
Lipoma removal | Pilonidal cyst | Thyroid procedures
Varicose vein treatment | Wound and abscess care

Newsletters



News for the Extended Harrington Family | October 2015 | Volume 91

Harrington
HEALTHCARE SYSTEM
Total Local Care

MOORE NOTES

Much to be Thankful For



Dear Harrington Family,

It's the start of the holiday season, there's frost on the pumpkin, and this is a good time to reflect on the challenges and accomplishments of this year. Indeed, we have much to be thankful for as Harrington cares for more and more patients and members of the many communities in our service area.

I'm happy to report that our behavioral health initiatives are moving forward, and I salute institutions like Savers Banks for their generous donations. Fund-raising efforts continue for our new psychiatric unit planned to open on our Webster campus.

I'm also delighted to share news about Harrington having the lowest C-section rate in the entire state, as reported by the Leapfrog Group! This is another testament to the dedication of our healthcare providers and our commitment to quality.

This is also a season for giving back, and Harrington as always is proud to support efforts to help many of our neighbors in need.

I am grateful to work with such an outstanding staff and volunteers throughout the year!

Wishing you and yours a Happy Thanksgiving!

Ed Moore
President & CEO

Behavioral Health Expansion

New outpatient program, patient navigation services bridge gap

In follow-up to a \$3.5 million grant awarded by the Massachusetts Health Policy Commission (HPC) in 2014, Harrington has begun implementation of several programs aimed to expand access to critical behavioral health services throughout Southern Worcester County.

The "medical home model" places licensed behavioral health clinicians and patient navigators within Harrington's inpatient unit and Emergency Care Center in Southbridge and the Harrington Physician Services (HPS) family practice office in Charlton.

Prior to this program opening, Worcester was the only option for patients who required a higher level of care.

In November, Harrington will open the region's first-ever, intensive outpatient program for substance abuse in Southbridge. Prior to this program opening, Worcester was the only option for patients who required a higher level of care because of significant risk factors and to prevent further relapse and hospitalization in this region.

Greg Mirhej, Assistant Vice President for Harrington's Behavioral Health Services, said one of the primary program goals is to reduce Harrington's 30-day Southbridge Emergency Room re-visits by 15 percent over the next two years.

A navigator and clinician will be added to the HPS Webster primary care office by December.

A portion of the HPC grant was also awarded to help fund a new, locked inpatient psychiatric unit at Harrington's Webster Campus. The 16-bed, 8,200-square-foot unit will be the first in central and western Massachusetts to offer an inpatient unit with a specialty track for patients suffering from both mental illness and substance abuse. The facility is scheduled to be opened in late 2016.

SAVERS BANK DONATES TO INPATIENT UNIT

Related to the story above, Savers Bank has donated \$10,000 to support the funding the new, inpatient psychiatric unit in Webster.

"Savers Bank is pleased to support Harrington Healthcare System as it addresses the acute need for increased access to mental health and substance abuse services in central Massachusetts," said Joseph Coderre, President and CEO of Savers Bank.

For more information on the behavioral health expansion, visit www.harringtonhospital.org.



Right, Harrington President and CEO Ed Moore; left, Savers Bank President and CEO Joe Coderre.

Survivors Share Hope: Celebrating Breast Cancer Awareness Month



For my visits now, they still remember me and always say hi. It takes a special person to do what they do."

-Mary Devlin

Dr. Whitty didn't sugarcoat the news. She told me, "Yes, it's going to be hard, you're going to feel awful and look awful, but think of it this way: we're going to take a year away from your life so you can have 30 to 35 more years of health." That notion got me through the toughest days.

-Sharon Yager



Harrington was proud to support breast cancer awareness in October by receiving generous donations from Finally Lisa's Salon and Southbridge Coffee Roasters, in addition to other initiatives.

Read more from Sharon and Mary online: www.harringtonhospital.org

Harrington
HEALTHCARE SYSTEM
Total Local Care

Health-e-Bytes

Keeping Our Community Healthy

Welcome to our first edition of Health-e-Bytes, Harrington's e-newsletter directed to our friends and colleagues in the 21-plus communities we serve! We look forward to sharing timely health tips and educational material throughout the year. We also invite you to learn more about your healthcare providers at Harrington who will contribute to this e-bulletin. For more information, please visit our website and follow us on social media. Here's to good news and good health!

Selecting a Healthcare Provider: 10 Steps to Healthy Outcomes

By: Kristin Morales-Lemieux

Choosing a healthcare provider is often a daunting task, and it starts with selecting a primary care provider. Patients should first determine where they would like to seek care and carefully consider potential barriers. For example, if choosing a physician close to work but far from home, is it wise to get there when not feeling well? As part of your search, insurance companies can be a good resource.



Here are some questions to address when selecting a primary care physician:

1. Will I be able to drive myself or get someone else to drive me to the office when I am ill?
2. If using public transportation, is the office located on the bus route?
3. Does the physician participate with my health insurance?
4. What hospital or healthcare system is the physician associated with? Is it located near my home?
5. Do I have to pay to park when visiting the physician's office or the hospital?
6. What are the physician's work hours? Are they available when I need them?
7. What accommodations does the physician have for after-hours and weekend care?
8. Does the physician have nurse practitioners and/or physicians' assistants in the office?
9. Does the physician have an electronic health record to improve efficiencies?

Guest Columns

WBJournal.com

Worcester Business Journal Online

Health care close to home

BY ED MOORE, PRESIDENT & CEO, HARRINGTON HEALTHCARE SYSTEM
DECEMBER 2, 2015



Nothing is as important as your health and the health of your loved ones. Accordingly, you shouldn't compromise when you choose the right healthcare providers and facilities. However, it's a challenge to find the perfect formula regarding healthcare factors that are most important to individuals and families—convenience, compassion, and comfort on one hand; and quality, safety, and affordability on the other. The question is: Where can you find the best combination of humanity and technology?

One of the most important considerations is proximity of care. While local healthcare consumers are becoming more sophisticated, there are lingering myths about levels of care. Some people feel that to receive optimal care, they must travel to a major medical center in Boston or Worcester. To be sure, there are instances when large, academic teaching hospitals, which specialize in research and clinical trials, may be preferred acute care

options. These circumstances include unknown or unusual diagnoses, rare diseases, and possible insurance coverage matters.

C-sections can double birthing costs

NOVEMBER 23, 2015 | MARK SIMONELLI



Mark Simonelli, obstetrician and gynecologist, Harrington HealthCare System

An important new study by the Leapfrog Group shows that more than 60 percent of the reporting hospitals have excessive rates of Cesareans, or C-sections. According to the American College of Obstetricians and Gynecologists and the Society for Maternal-Fetal Medicine, Cesarean birth has increased greatly since it was first measured in the '60s, and today, one in three women have C-sections.

We, at Harrington HealthCare System, believe that too many of these women are undergoing major abdominal surgery without medical necessity, increasing medical risks as well as costs.

Leapfrog's study, which focused on first-time, low-risk pregnancies that reached the 37th week or later, included 1,222 nationwide hospitals that divulged their C-section rates.

Among the reporting hospitals, only 39.1 percent met Leapfrog's recommended target rate of 23.9 percent, with surprising results among community hospitals and teaching hospitals. For example, in Massachusetts, some well-known medical centers reported rates of over 40 percent, while Harrington HealthCare System, based in Southbridge and serving 21 communities in South Central Massachusetts, had the lowest rate in the state at 14.3 percent.

At Harrington, we are pleased with our performance yet troubled by the statistics. We hope this information will be beneficial to patients, providers, employers and insurers in the future.

The fact is, while C-sections are sometimes preferable or necessary – especially when the baby is in distress – most often, vaginal birth is a better option. C-sections may be a more expedient means of delivery, but they have serious risks, including infection and blood clots as well as injuries to other organs, respiratory problems for babies, and potential complications for mothers with future pregnancies.

Patient Testimonials

"I never felt rushed. I never questioned what they were doing. I felt really comfortable."

At 38 weeks pregnant, Linda Sanborn didn't stress too much when her husband, David, was deployed by the National Guard to Vermont for three days.

"I thought, 'No problem. He'll be back in plenty of time,'" recalls Sanborn.



If you're unlucky enough to get cancer, be lucky enough to go to Harrington.

In 2013, 46-year-old Charlton resident Sharon Yager thought she was done with cancer treatments. The previous year she had undergone surgery and radiation for thyroid cancer at one of the major medical centers in Boston.

"When I finally finished treatment, I thought I would slowly start to feel better and regain my energy," she says.

Yager's energy levels, however, remained the same, and she felt worse, not better.



I have to wonder why people would drive all the way to Boston when you get the same, maybe even better care, right here at Harrington.

Joann Grindle, 74, of Southbridge, is no stranger to Harrington Hospital. She worked here for 20 years as a home health aide coordinator in the homecare division. Now she works for Overlook Life Care Community in home care, where she has been for the past 10 years.

When Joann found a lump on her neck, she immediately called her primary care doctor, Dr. Paul Harrington.



Blogging



September 26th, 2015

Back-to-School Backpack Safety

It's hard to believe that summer has already flown by, and it's time to get the kids back-to-school. For your child, a new school year means the return of waking up early, doing homework, and keeping up with after-school activities, but one thing you may not realize is it can also mean the return of back problems.



January 15th, 2016

Watch Your Back when Lifting Snow!

Snow shoveling is a very strenuous activity during extreme weather conditions. Being prepared for the task will help decrease your risk of injury. Here are some important tips to remain healthy during snow shoveling. You will be glad you took the ext...

[Read more »](#)

December 7th, 2015

Buck the Trend of Gaining Up to 10 Pounds this Holiday Season



Each year, many of us have a conversation with ourselves just before the holidays start. This conversation usually takes place after the first gift basket arrives at the office or one of your neighbors brings over a pie in the flavor of apple, pumpkin, or pecan. When this happens, we realize that the holidays are upon us. For many, this triggers the "you better watch it because you don't want to gain 10 pounds like you did last year" panic. However, it also seems that every year, coincidentally with the timing of Thanksgiving, we roll our high hopes for healthy eating into a goal for the New Year instead.



April 11th, 2015

The Truth Behind Juicing and Detox Diets

With summer right around the corner, advertisements for "fad" weight-loss programs are everywhere you turn. Two of the popular weight loss trends right now are cleanses—or detoxification—and juicing. Before you invest your time or money into one of these concepts, consider the scientific evidence available.

Videos



Harrington HealthCare System: Zack's Story



About Harrington HealthCare System



Low Back Pain - Harrington HealthCare System



The Exceptional Care of Harrington Nurses

Website Content

Our Eighth "A"!

We have once again earned the highest letter grade, an "A" for patient and hospital safety measures. We join an elite list across the *entire country* of hospitals who have scored an "A" eight consecutive times, -- one for every rating period since the organization began.



LEARN VIDEO LIBRARY »



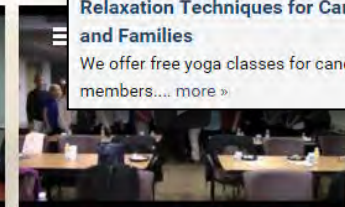
GET TO KNOW HARRINGTON HEALTHCARE SYSTEM



HEADACHES - HARRINGTON PAIN CENTER



AN INTRODUCTION TO PAIN



HAPPY PHYSICAL THERAPY MONTH!

Ongoing & Upcoming Events

Past Events

[View results & pictures »](#)

Cruisin' into Healthcare Auxiliary Car and Motorcycle Show

Classic car and motorcycle show. Dash Plaques, Entertainment, Food, Family Fun... plus we've added motorcycles this year -- share with your fellow enthusiasts!... [more »](#)

[View results & pictures »](#)

Relaxation Techniques for Cancer Center Patients and Families

We offer free yoga classes for cancer patients and their family members.... [more »](#)

News

January 18, 2016

Harrington Earns Blue Distinction Center Recognition for Maternity Care

Harrington was one of only two hospitals in the state, and the only hospital in Central Massachusetts, to earn the designation as a Blue Distinction Center for Maternity Care by Blue Cross Blue Shield Association (BCBSA). [Continue reading »](#)

January 4, 2016

Harrington Names New Physicians to Wound Care Center

The Wound Care Center at Harrington, located at 10 N. Main Street in Charlton, has welcomed three new physicians. All the doctors are available for consultations and appointments for patients with chronic, hard-to-heal wounds. [Continue reading »](#)

OUR SERVICES

Harrington has a complete range of inpatient medical services (i.e., medical, surgical, ICU/CCU, psychiatric, pediatrics, and Ob/Gyn beds) and a wide range of outpatient services including mental health, substance abuse, occupational medicine, and other programs. We are currently embarking on a major renovation / expansion program.

Select from all of our services alphabetically, or [read more »](#)

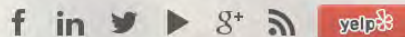
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QUALITY IS OUR TOP PRIORITY

Total Local Care begins with making sure we give the best and safest care possible to our patients.

[See our quality and patient satisfaction scores »](#)

SOCIALIZE WITH US



LOCATIONS

Here at Harrington, we offer services close to where you live and work. While our main campus is located in Southbridge, our care extends throughout the area in Webster, Dudley, Sturbridge, Charlton, East Brookfield, and Brimfield.

HARRINGTON HOSPITAL (SOUTHBRIDGE)
100 South Street
Southbridge, MA
[Map »](#) [Contact Information »](#)

HARRINGTON HEALTHCARE AT SPENCER
118 West Main Street
Spencer, MA
[Map »](#) [Contact Information »](#)

[View our additional locations »](#)

VISITOR INFORMATION

As a visitor, you can help your loved one and play an important role in the patient's healthcare experience and recovery. [Read more >>](#)

Visiting hours are from 11:00 a.m. to 8 p.m. daily with exceptions >>

Social Media



Harrington Hospital

December 23, 2015 at 12:44pm · 🌐

Still looking for a last minute dish for Christmas dinner? Look no further! Chef and registered dietitian and nutritionist Tyler Reinhart, has got you covered with this savory and healthy mashed potatoes recipe that any guest is sure to love! And, don't forget to check out our whole article on how to avoid weight gain this holiday season, by visiting our website: <http://buff.ly/1OL4WyV>

Mashed Potatoes with Roasted Parsnips and Garlic

- | | | |
|-----------------------|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| • Yukon Gold Potatoes | 5 each | 1. Cut off the top of the head of garlic; lightly drizzle w/ olive oil and lightly season with salt and pepper. Wrap the head of garlic in foil and bake in a 350 degree oven for about 45 minutes. |
| • Parsnips, peeled | 5 each | |
| • Olive Oil | ¼ cup | 2. Cut the parsnips into even pieces (to promote even cooking). Either toss with a small amount of oil, or lightly spray with pan spray. Roast the parsnips at 350 degrees until they are soft. |
| • Garlic | 1 head | |
| • Goat Cheese | ¼ cup | |
| • Milk, 1% | 2 cup | |
| • Salt | ½ tsp | |
| • Pepper | ½ tsp | |

3. Place potatoes in enough cold water to cover them. Place over high heat until they are tender. Strain the potatoes and set aside.

4. When the garlic is finished roasting, remove from the skins.

5. In a food processor, puree the parsnips, olive oil, garlic cloves, goat cheese, milk, salt and pepper.

6. Mash the potatoes with the pureed mixture.

Submitted by Chef Tyler Reinhart, Registered Dietitian and Nutritionist at Harrington HealthCare System.

👍 Like 💬 Comment ➦ Share



HarringtonHealthCare @HarringtonCare · 13m

Even though today was mostly rain, winter's long from over. Get a refresher on snow shoveling tips. [#healthyback](#)

buff.ly/1U0ftum

View summary



HarringtonHealthCare @HarringtonCare · Jan 15

9 out of 10 Americans suffer from [#headaches](#). Learn the different types and when to seek medical advice:

buff.ly/1ONaInY

View media



HarringtonHealthCare @HarringtonCare · Jan 12

The American [@RedCross](#) urgently needs blood & platelet donors of all blood types. Help [#PreventAShortage](#): redcrossblood.org

Harrington HealthCare System Join our team! We are seeking a Quality Coordinator. Must be a licensed RN. The Quality Coordinator will facilitate and support the organization in meeting internal and external quality initiatives as well as participate in Risk Management activities... [more](#)



Why Work at Harrington? | Harrington HealthCare System

[buff.ly](#) · Harrington HealthCare System is a rapidly-growing, comprehensive regional healthcare system, serving the needs of Southern Worcester County Massachusetts and Northeastern Connecticut.

Like (3) · Comment · Share · 28 days ago

👤 Jason Chvie, Jaime Paris Boisvert and Angela (Gisleson) Chvie

Add a comment...



Remillard Family Emergency Department Grand Opening

The Wait is Over!

The NEW Remillard Family Emergency Department

Average Wait Time: 15 Minutes

Exit 1

Harrington
HEALTHCARE
AT WEBSTER
Total Local Care

WEBSTER TIMES

Remillard Family Emergency Department opens its doors

UPGRADED FACILITY BOASTS 'A STATE-OF-THE-ART DESIGN FOR EMERGENCY MEDICINE'

BY JASON BLEAU
NEWS STAFF WRITER

WEBSTER — It's official — Harrington Memorial Healthcare's new Remillard Family Emergency Department is open for business in Webster.

The long awaited transition to the new, state-of-the-art department took place on Jan. 29 in the early morning hours, with the department becoming fully operational throughout the day.

What spawned as an idea and eventual

to fund the new facility, and state funding dedicated to the cause, all led up to the eventual opening of a department that those who work for the company call a massive upgrade, and one that brings a new feel to the hospital and its goal to provide dependable local healthcare.

The emergency department comes complete with nine private bays that can hold one patient each with enough room for a full stock of equipment as well as visitors. The rooms are all monitored by computer.

NOW OPEN!

The Remillard Family Emergency Department
at Harrington HealthCare at Webster!

Nine private exam rooms • Separate ambulance entrance
Two new patient waiting rooms • Enhanced central registration area



UrgentCare Express Grand Opening

YOU'RE INVITED!
.....
**URGENT
CARE** *at Harrington*
express
Our doctors make the difference.

Open House

.....

Tour the new facility, meet staff,
& enjoy refreshments.



10 North Main Street
Charlton, MA
Wednesday, September, 16th
4:00 p.m. to 6:00 p.m.

www.harringtonexpress.com



WBJournal.com

Worcester Business Journal Online

Harrington HealthCare to Open Urgent Care Center

July 22, 2015 | By: Emily Micucci

Southbridge-based Harrington HealthCare System is the latest Central Massachusetts provider to enter the urgent care business, announcing Tuesday that it will open an urgent care center in Charlton.

The center, which will be called UrgentCare Express at Harrington, is expected to open in September, according to a statement.



Community Relations

- Cause-related marketing, public service



Bobby's Benefit: Community Dog Show
and Lung Cancer Awareness Event



Take a Mental Health Day Color 5K

Awards and Recognitions

- A Top Hospital in the Nation three years in a row, 2013-2015, The Leapfrog Group
- One of only 133 hospitals nationwide to earn eighth straight "A" grades for patient safety, The Leapfrog Group
- Lowest primary C-section rate in Massachusetts—14.3% as reported by the Leapfrog Group
- Highest Reduction in Readmissions among all Massachusetts hospitals from 2011 to 2013 - 18.6% drop as reported by the Center for Health Information and Analysis
- Three-year accreditation for the Cancer Center at Harrington from the Commission on Cancer
- Top Performer in Patient Satisfaction and Patient Experience, Healthgrades
- Top 10 Massachusetts Hospitals For Quality Measures, Press Ganey
- 99th percentile patient satisfaction rating for inpatient care, Press Ganey
- Healogics Center of Distinction for our Wound Care Center
- SCORE award for quality of care to stroke patients
- Recipient of a \$3.5 million grant from CHART for expanding behavioral health programs



A **QUALITY PROGRAM**
OF THE AMERICAN
COLLEGE OF SURGEONS





To contact Gary Woonteiler:

Woonteiler Ink
1193 Main Street, Unit D1
Hingham, MA 02043

781-875-1958

info@woonteilerink.com

www.woonteilerink.com