

South Shore Medical Center  
Reaching Out to the Community  
50 Years of Service



## Founding Fathers



“Fifty years ago five doctors embarked on the novel idea of sharing resources and responsibilities to create a group practice known as the South Shore Medical Clinic. With the reciprocating nurturing with administrator Betty Allen, we have flourished and evolved this expanding medical complex.”

*Wallace Kemp, M.D.*



“Although a chain is no stronger than its weakest link, a bound together bundle is much stronger than its weakest stick and we turned out to be a bundle of sticks not stick in the muds. Dr. Kemp had the vision he had the generosity to give us more visions, the desire to give patients as close to a one-stop Medical Center for most of their services, the early entrance into joining with other groups to launch a multi-service prepaid care plan which flourished by giving patients the very best care we could imagine, and do it in a hands on friendly fashion”.

*Arthur Garceau, M.D.*

## Early Physicians



“I became involved with South Shore Medical Center thru Dr. Wallace Kemp. My plan was to gradually leave Boston and academia to be full time at South Shore Hospital. When South Shore Medical Center appeared in 1962 it was a godsend. Dr. Kemp introduced me to the group and I’ve been here seeing patients for 50 years.”

*Richard A. Mayo, M.D.*



“Joining SSMC in 1966, there was one small building and probably fewer than 30 employees. Today we are serving patients at four sites and I am told we have 540 employees! Providers, management, and support staff must be doing a great job of meeting patient’s needs. However, it is good to see new ideas for even better patient care/disease prevention being developed.”

*Robert E. Zeller, M.D.*

“ I am very excited and proud to be part of South Shore Medical Center as we celebrate our 50th Anniversary. SSMC was unique at its inception and we are all indebted to our Founders, Betty Allen, and all who came before us. We have been able to not only survive but thrive through all the years and all the many changes in healthcare. SSMC continues to be a special place, a place that feels like home to me and so many others. I am fortunate to have been able to spend my career here. I know if we all work together we can look forward to another 50 great years (at least!).”

*Richard A. Kauff, M.D., Chairman of the Board*



“Our goal is to provide a continuum of coordinated care throughout the life cycle, promoting wellness and preventing illnesses before they occur. Close monitoring and early treatment of obesity, diabetes, hypertension, chronic lung disease, and congestive heart failure are helping to keep our patients out of the hospital.”

*Stanley R. Sacon, Ph.D., Chief Executive Officer*



“It takes a team to provide excellent health care. There is no way to do it alone. South Shore Medical Center and the other Atrius Health member group practices bring together physician-led clinical teams and provides them with resources, expertise and the most current thinking about improving the delivery of health care services. Most importantly, we all share a commitment to providing exceptional value to our patients. We think that value is realized when we make it easier to be healthy.”

*Edward W. Nalband, M.D., Chief Medical Officer*



## The Right Care in the Right Place at the Right Time

In 1962, five physicians came together to create a group practice south of Boston—launching a healthcare innovation. At that time, the common, accepted way to practice medicine was through solo practitioner offices. The founders of South Shore Medical Center had a different vision. They realized that they could provide better care for their patients if they worked

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together, sharing resources, equipment, and clinical staff. Today, with offices in Norwell, Kingston, and Weymouth, South Shore Medical Center has grown to include a staff of 70 physicians, 20 Advanced

Practice Clinicians as well as other health professionals providing services to 60,000 patients in internal medicine, pediatrics, family practice, and obstetrics/gynecology.



## Patient-Centered Medical Home

Our journey began 50 years ago as individual practitioners who came together to provide more efficient and convenient care. We expanded on that original idea when, in 2004, we became one of the founding members of Atrius Health, a not-for-profit alliance of six leading medical groups in Eastern Massachusetts, serving one million adult and pediatric patients in over 3.8 million visits annually to 50 practice locations. Atrius Health and SSMC share a singular mission - “to partner with our patients to make it easier to be healthy.”

SSMC is committed to serving our patients across the continuum of care. This model of coordinated care—called the “medical home”—is provided through an ongoing relationship with a personal physician at all stages of life, including childbirth, pediatric and adult care, acute care and chronic care, preventive services, and end of life care. Care is integrated across all elements of our complex health care system as well as in the community. Care of individual patients and populations of patients is facilitated by registries,

information technology and point-of-care decision support. As a result, our patients receive the highest quality, evidence-based care. In fact SSMC is certified for the medical home by the National Committee for Quality Assurance. In the medical home model, a personal physician leads a team of caregivers that includes nurses, nurse practitioners, physician assistants, medical assistants, care managers, care coaches and more. SSMC believes more efficient and convenient care —“making it easier to be healthy”— is just as relevant now as it was when we began in 1962. Our challenge is to carry forward the best of the past while moving SSMC into the future. We believe the medical home model is the best way to provide coordinated, patient-focused care

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## Pioneering Interoperability: Coordination of Care

Imagine showing up in the emergency room of a local hospital and having the doctor who sees you know the essential parts of your medical history. If you are a patient of an Atrius Health practice seeking service at South Shore Hospital, this is reality. As soon as you are identified, a snapshot from your medical record flashes onto a computer screen in the emergency room, including your recent illnesses, medication allergies, and any other important health information. If you are admitted to the hospital, your information follows you to the floor.

Back in your doctor's office, your primary care physician has just received a real-time electronic message about what has happened to you, including your current medical status.

This seamless continuity of care is due to an innovative system that maintains health records for patients while exchanging clinical

## Accessibility + Communication = Wellness

South Shore Medical Center is a leader not only in group practice, but also in accessibility and patient communication: From the first days of the practice, the doors were open every day except Thanksgiving and Christmas with on-call care always available on evenings, weekends, and holidays. We improved access and communication through the use of technology by creating a 'patient portal' in 2008, providing on-line access to SSMC and its physicians. We now have more than 20,000 patients who are just a few clicks away from accessing care.

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“Through our Wellness Program, we partner with our patients to help them manage diabetes, asthma, hypertension, cholesterol, pulmonary disease, and weight loss.”

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Promoting wellness is an important activity inside SSMC but it extends beyond our four walls as well, including many community outreach activities, sponsoring regional health fairs, and participating with other organizations in local initiatives promoting health information and screening programs. The Medical Center also sponsors health educational series for members of the community and has actively participated in affordable housing programs, drug awareness and treatment programs, food and nutritional

support programs and many others. (See “Community Connections” below.)

“Through our Wellness Program, we partner with our patients to help them manage diabetes, asthma, hypertension, cholesterol, pulmonary disease, and weight loss,” says Edward Nalband, M.D., internist and Medical Director at South Shore Medical Center. “We see these patients regularly and provide them with visual graphs of their blood sugar, blood pressure, cholesterol, and other values over time to give them a historical

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perspective about their health and to encourage them to keep up the good work!” adds Associate Medical Director and internist David Halle, M.D.

South Shore Medical Center is committed to health care strategies that prevent illness and maintain a healthy quality of life while avoiding unnecessary hospitalization. An automated telephone communication system alerts patients to upcoming appointments, flu shots, medication information, and other time-sensitive health concerns.

“Keeping people healthy is both a quality of life issue and a cost-effectiveness mission,” says Stanley Sacon, Ph.D., CEO of South Shore Medical Center. “When people do need care in the hospital, we are committed to finding the right care in the right place, whether in one of the academic teaching centers or a community-based hospital.”

data between physician offices and the hospital as needed. All records are available in both the hospital and physician office systems, and can be viewed within their native electronic medical records.

## Shape Your Future: Preventing Pediatric Obesity

A program at South Shore Medical Center is making a difference, one family at a time. ‘Shape Your Future’ is an educational website designed to help families develop healthy eating and exercise habits in a fun, engaging way. Patients have access to recipes, exercise tips, healthy snacking/meal planning, school lunch planning and a blog maintained by our wellness staff. We are focused on addressing the future of South Shore Medical Center's community wellness initiative. Our goal is to ‘touch’ our community across generations. Through the use of interactive social media, online webinars and in-house group sessions, we hope to spread our wellness message of ‘Know your Health, Own your Health’.

# SSMC COMMUNITY CONNECTIONS

We see ourselves as a community resource, committed to creating partnerships with patients:

## Resources for Cancer Patients

In August 2011, South Shore Medical Center spearheaded a bone marrow donor transplant drive to benefit cancer patients all over the country. SSMC collaborated with Dana Farber Cancer Institute in the drive, bringing staff to a SSMC site and setting up stations to collect cell samples from potential bone marrow donors. Some 150 potential donors volunteered to have their mouths swabbed for cells and their tissue types analyzed and then added to a national bone marrow donor registry. “The enthusiastic response from South Shore Medical Center staff, volunteers and the community was heartening,” said Project Manager Judy Welsh. “We are happy to contribute to the health not only of our community, but also to cancer patients across the country,”

## Toys for Tots

For the past 15 years South Shore Medical Center has been in partnership with the Norwell Fire Department and the US Marine Corps in a Toys for Tots drive. Every year, SSMC staff and patients bring thousands of new toys to all five clinical and administrative locations. South Shore Medical Center then delivers the toys to the Norwell Fire Department, which distributes them to children all over the South Shore. “Every year we get more toys donated, a sign of the amazing generosity of staff and patients in our community,” says SSMC Chief Financial Officer Tom Carroll.



## Home is Where the Heart Is

In another community initiative, SSMC provides financial support to South Shore Housing, a non-profit agency that is committed to enhancing the quality of life for low and moderate-income people. It does this by providing decent, safe and affordable housing, helping families move toward economic and social independence, and helping people reconnect with their community. South Shore Medical Center provides annual financial support to South Shore Housing. “We feel that South Shore Housing is an important element of our community,” says South Shore Medical Center Chief Financial Officer Tom Carroll. “We want to be more than a group practice, we want to be a community institution—one with a heart. It is important for our patients’ well being, as well as for the well-being of all citizens in our communities—to have access to safe, affordable housing.”



## Know Your Health, Own Your Health: SSMC Wellness Department



South Shore Medical Center sponsored its first Health Fair on Sunday Oct 2, 2011, with health information and screening stations set up throughout the sprawling Hanover Mall. About 450 members of the public participated, served by more than 40 SSMC clinical staff who gave up their Sunday afternoons to volunteer for the Fair. Free offerings included screenings for blood sugar, cholesterol, and blood pressure; flu vaccines; nutrition talks on Portion Distortion, Demystifying Food Labels, and Nutrition Jeopardy; stations for Healthy Weight—including body mass index and percent of body fat measurements; Healthy Heart—including blood pressure checks, “fat test tubes” and “sugar test tubes” demonstrating how much fat and sugar are in various foods; Healthy Families, which included a police officer

doing child identification; an instructional hand washing station showing how to remove germs; and information on bike helmet safety. The Healthy Women station included breast cancer screening, as well as information on osteoporosis, menopause and other women’s health issues. A SSMC women’s health specialist and primary care specialist were on hand to answer questions.



“As a non-profit medical organization, we are committed to providing wellness education and health awareness to our community at large,” said Esther H. Kim Director of Wellness and Disease Management

### Keeping Patients Healthy and Educated

South Shore Medical Center offers free support and educational groups, as well as clinics, addressing a number of health issues:

**Sugar NEWS (Nutrition, Exercise, Wellness, Support):** Monthly free support and education groups for patients with diabetes. The focus is to help patients better manage their diabetes and provide ongoing peer group support. SSMC also offers a quarterly workshops for patients diagnosed with pre-diabetes to prevent the progression to diabetes.

**Weigh to Go:** A nine-week, once weekly weight management program provides group education with a registered dietitian and an exercise physiologist. Topics include emotional eating, facts about supplements, a shopping tour of a local supermarket, and education about good nutrition and good exercise behaviors.

Other free quarterly educational seminars open to all patients include osteoporosis, menopause, hormone replacement therapies, and nutrition and exercise.

## Blood Pressure and Flu Clinics

South Shore Medical Center offers a free Blood Pressure Clinic to patients with hypertension, diabetes or cardiovascular disease. Patients are seen by a nurse, and receive education about managing blood pressure, as well as medication adjustment. The clinics are offered at SSMC sites in Norwell, Libbey Parkway in Weymouth, and Kingston. The program began in the summer of 2011 and has followed more than 200 patients between visits to the primary care doctors.

“The Blood Pressure clinics increase affordable access to care,” says Mary Ellen Choate, RN Director of Clinical Operations. “Many patients won’t go to the doctor regularly for blood pressure checks because of cost. Our blood pressure clinic visits are free, and our flu clinics keep our community healthy.”

SSMC also offers annual flu vaccine clinics every year from October and through December or January. Patients can get flu shots during the day, evenings, or weekends. During the 2011-2012 flu season more than 15,000 patients received both the flu and (if applicable), the pneumonia vaccine.

## Spreading the Health



For the past several years, South Shore Medical Center has been sending doctors, nurses, and medical supplies to a clinic in the Dominican Republic. They see people of all ages who have no access to health care. “Part of our mission is to contribute to communities in need,” says Edward Nalband, M.D., Medical Director. “We have taken this project on as a way

“Our missions to the Dominican have forged strong connections within both the South Shore and Dominican communities. Most special for me have been sharing in the friendships between doctors and nurses who share this experience. The clinic work is a challenge given the settings, such as one room schoolhouses. We have incredible support from our Peace Corp Workers, drivers, and the Sisters who feed us lunch and dinner. I hope this is a commitment that we maintain at South Shore Medical Center.”

-Laura M. Nowosielski, M.D.

of renewing our commitment and providing a meaningful contribution to the world outside of our day-to-day activities.” South Shore Medical Center currently funds the cost of these visits, professional time, and supplies.

“In the Dominican Republic, we took care of families with five kids who had never seen a doctor,” says family practitioner Ben Ryan, M.D., who recently traveled there with a team from South Shore Medical Center. “We examined the kids and connected families to local resources. We are building a relationship of trust with this community. They know that we will be back with supplies and medicine twice a year.”



## MAKING IT EASIER FOR PATIENTS TO BE HEALTHY

Unlike many physician practices, Atrius Health and its member medical groups are not-for-profit organizations. We believe this community-focused, not-for-profit approach to health care best serves our patients and our communities. Since we are a member of Atrius Health, we are able to receive charitable donations through the Atrius Health Foundation. Funds raised through the Atrius Health Foundation support the development and delivery of programs and services that include:

- Help for families in crisis
- Help for the frail elderly
- Help for at-risk children
- Help for the homeless
- Help for the chronically ill
- Help for underserved local communities
- Help for impoverished international communities

To learn more about the Atrius Health Foundation, please go to this website:

<http://www.atrusherhealth.org/foundation/foundation.asp>

or call 617-559-8004



South Shore Medical Center's New Home!

Writing: Roanne Weisman

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Thank you for our first 50 years



## Our Founding Fathers

Frederick Freidman, M.D., Donald Garland, M.D., Arthur Garceau, M.D.,  
Gerald Collins, M.D., & Wallace Kemp, M.D.



South Shore  
Medical Center  
Atrius Health