

MASSACHUSETTS GENERAL HOSPITAL

- Interim branding solutions and guidelines
- Special programs

Logo Development and Identity Guidelines



Gastroenterology Identity Guidelines

MASSACHUSETTS GENERAL HOSPITAL
GASTROENTEROLOGY

MGH Gastroenterology Logo

Specifications and Use

This CD contains the Gastroenterology logo in EPS, TIF, JPG and GIF formats for Black, White, and Color options.

Example 1 — MGH Gastroenterology Logo in reverse format (Gastro_White)

Example 2 — MGH Gastroenterology Logo in 3 color: PMS 633, PMS 432 and PMS 302 (Gastro_PMS) or CMYK equivalents (Gastro_CMYK).

Example 3 — When only one color is available, reproduce in black (Gastro_K).

Example 4 — An area of non-encroachment around every logo defines a visual buffer. Logos may be resized, but should NEVER be cropped.

Always use reproductive art available through the Mass General Marketing Department.

MINIMUM SIZE — The minimum acceptable measurement is a width of 1.125" from the left edge of the shield to the right edge of the word Hospital, resulting in a line weight of 0.25 pt. This translates to a maximum reduction, using the enclosed files, to 38%.

Brochure Front Cover — Physician Audience (3.875" x 9")

Use this grid for 3.875" x 9" track brochure front covers for a physician audience. The example indicates size and placement of elements. A formatted template is available.

- Title** — Univers Condensed 18/22 tracking out of the solid color. Type is a single line, centered across the page, top aligned .375" from the head trim.
- Band** — Prints in 100% of PMS 302 or other color from the approved palette. Bleeds top, right and left, and is 1" deep.
- Main Visual Element** — This grey box indicates the area designated for the primary image, and should contain an interaction, consultation or medical procedure image in keeping with the guidelines described on page 4. It is 3.25" tall, and bleeds to the left.
- GI Visual Element** — This box is designated for the "GI Man" image when producing physician materials. It is 2" tall and bleeds to the right.
- Color Block** — The color block is 100% of the color used for the band at the top of the piece.
- Subtitle/Subhead Text** — Univers Condensed Light Italic 11/16, left aligned, upper/lower. Color is 50% black. This text block appears .375" from left edge.
- Background Color** — The background color is always white.
- Gastroenterology Logo** — Position a 3.375" wide logo .375" from the left edge and 5" from the bottom edge. Take care to maintain non-encroachment area around logo.

MassGeneral for ChildrenSM

MassGeneral for ChildrenSM
at NSMC North Shore Children's

MassGeneral Hospital
for ChildrenSM

MassGeneral for ChildrenSM
at Newton-Wellesley Hospital

Banner

A GUIDE TO
WORLD CLASS MEDICAL CARE
for Players, Coaches and Their Families

MASSACHUSETTS
GENERAL HOSPITAL

617.726.7500

Health Partnership Materials

A TRADITION OF EXCELLENCE

Massachusetts General Hospital has a rich heritage of clinical excellence, research and teaching. Established in 1811, Mass General was the first and still is the largest teaching hospital affiliated with Harvard Medical School and has the largest hospital-based research program in the United States. We are known worldwide for advancing medicine, developing promising, innovative treatments and pioneering research endeavors.

U.S. News & World Report, Annual Guide to America's Best Hospitals consistently names Massachusetts General Hospital among the elite of American hospitals... an institution to look upon when the highest and best standards of diagnosis and treatment are needed... a magnet for the best and brightest researchers and clinicians... and one of the finest and most sophisticated centers among the top 10 in the country and its medical specialty programs in the U.S. for the nation.

617.726.7500

Compassion and Innovation in Cancer Care

A PATIENT'S GUIDE
to the Cancer Center

MASSACHUSETTS GENERAL HOSPITAL
CANCER CENTER

Cancer Center Brochure @ Inserts

Options for Off-site Blood Labs

Bring your blood work requisitions (forms) with you each time you have your blood drawn. Please call the lab prior to your visit to check the hours they are open. The times listed below may have changed.

MGH-BACK BAY HEALTH CENTER (617) 582-7422
388 Commonwealth Avenue, Boston
Lab hours:
Mon-Fri, 8:30 a.m.-5 p.m.

MGH-REVERE HEALTH CENTER (781) 465-6192
300 Ocean Avenue, Revere
Lab hours:
Mon-Thu, 8:30 a.m.-8 p.m.
Fri, 8:30 a.m.-5:30 p.m.
Sat, 8:30 a.m.-12:30 p.m.

MGH-CHARLESTOWN HEALTH CENTER (617) 724-8170
73 High Street, Charlestown
Lab hours:
Mon, Tues, Fri, 8:30 a.m.-5 p.m.
Wed, 8:30 a.m.-8 p.m.
Sat, 8:30 a.m.-noon

MASS GENERAL WEST (WALTHAM) (978) 522-9000
40 Second Avenue, 4th floor
Suite 400, Waltham
Lab hours:
Mon-Fri, 9 a.m.-6:30 p.m.
(closed 12:30 p.m.-1:30 p.m. daily)

MGH-CHelsea HEALTH CENTER (617) 889-8855
151 Everett Avenue, first floor, Chelsea
Lab hours:
Mon-Thu, 8 a.m.-8 p.m.
Fri, 8 a.m.-5 p.m.
Sat, 8 a.m.-noon

NORTH END COMMUNITY HEALTH CENTER (617) 643-8011
332 Hanover Street, Boston
Lab hours:
Mon, Wed, Fri, 8:30 a.m.-4:45 p.m.
Tue, Thurs, 8:30 a.m.-7:45 p.m.

MASSACHUSETTS GENERAL HOSPITAL
CANCER CENTER

MASSACHUSETTS GENERAL HOSPITAL

MASSACHUSETTS GENERAL HOSPITAL

• Branding for Vascular Center

MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER
30 Shafter Street, 9th Floor
Boston, MA 02114

MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER
30 Shafter Street
Boston, MA 02114
www.massgeneral.org/vascularcenter

MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER
30 Shafter Street, 9th Floor
Boston, MA 02114

Cardiology/Vascular Medicine Cardiac Surgery Neurology Neurology Neurosurgery Vascular Radiology Vascular and Endovascular Surgery

Stationery

Save the Date: November 3-5, 2005

Massachusetts General Hospital Vascular Center
Comprehensive Update on Vascular Disease
for the Primary Care and Specialty Provider

The Conference Center at Waltham Woods, Waltham, Massachusetts

COURSE DIRECTORS

Kenneth Rosenfield, M.D. Lecturer in Medicine Harvard Medical School Director of Cardiac and Vascular Invasive Services Massachusetts General Hospital Boston, MA	Michael Joff, D.O. Instructor in Medicine Harvard Medical School Medical Director of the Vascular Diagnostic Laboratory Massachusetts General Hospital Boston, MA
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For complete program information and to register, visit www.ccmcm.com.

Physician Event Save-the-Date Postcard

MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER

Comprehensive Update on Vascular Disease
for the Primary Care and Specialty Provider
November 3-5, 2005

REGISTRATION FEES
Attendees can choose to attend all three days of the conference or just the sessions that address their areas of interest.

Physicians \$350 for 3 days, \$150 per day	Nurse Practitioners, Physician Assistants, Nurses, Fellows \$250 for 3 days, \$100 per day
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THE CENTER
The Massachusetts General Hospital Vascular Center is a fully integrated, multidisciplinary center of excellence created to provide comprehensive diagnosis and management of patients with vascular disorders. The multidisciplinary center is represented by seven clinical disciplines, including cardiology/vascular medicine, vascular and endovascular surgery, vascular radiology, neurology, neurosurgery, cardiac surgery, and nephrology. The team closely collaborates to ensure that patients are provided with an unparalleled level of sophistication in managing the entire spectrum of vascular disease.

THE SYMPOSIUM
The goal of this symposium is to increase awareness of the relevance of vascular disease and to provide practitioners with an update on the current approaches to diagnosis, prevention and management of vascular disease, with both medical therapy and intervention. The topics covered will be of interest to primary care practitioners and allied health personnel, as well as specialists in the fields of cardiology, neurology, radiology, vascular surgery, nephrology, endocrinology, hematology, rheumatology and pediatrics. This symposium will provide attendees with the information they need to better serve patients who present any of the wide range of symptoms associated with vascular disease. The format allows individuals to come for all three days or only to the one day that pertains to a specific area of interest.

QUESTIONS?
Complete Conference Management
Toll Free: 888-234-7695
Phone: 305-279-2250 / Fax: 305-279-8223

For complete program information and to register, visit www.ccmcm.com.

SESSION OUTLINE

Thursday, November 3
8:00 a.m. - 5:30 p.m.
Session I:
Peripheral Arterial Disease
Session II:
Aortic Aneurysm Disease
5:30 - 7:30 p.m.
Public Forum
What is PAD and should I be screened for it? How can I live longer and avoid heart attack, stroke, leg pain and other vascular problems?

Friday, November 4
8:00 a.m. - 5:30 p.m.
Session III:
Neurovascular Disease/Stroke
8:00 - 8:30 p.m.
Attendee and Faculty Reception

Saturday, November 5
8:00 a.m. - 5:30 p.m.
Session IV:
Vascular Thromboembolic Disease
Session V:
Renal and Muscular Vascular Disease

Physician Event Invitation

Comprehensive Update on Vascular Disease
for the Primary Care and Secondary Care Provider

November 3-5, 2005
The Conference Center at Waltham Woods

Presented by
MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER

Providing an integrated, multidisciplinary approach for the evaluation, treatment and follow-up of the full spectrum of vascular diseases.

MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER

Brochures - Patient Audience

PERIPHERAL ARTERIAL DISEASE

CEREBRAL VASCULAR DISEASE

AORTIC ANEURYSMS

RENAL ARTERY DISEASE

MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER

Providing an integrated, multidisciplinary approach for the evaluation, treatment and follow-up of the full spectrum of vascular diseases.

MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER

Brochures - Physician Audience

Peripheral Arterial Disease

Cerebral Vascular Disease

Aortic Aneurysms

Renal Artery Disease

MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER

Title 54 pt Unvers Cond Bold, Two Line Maximum

20 pt Unvers Light Cond Ital Acctive, Preserve Normal Color

MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER

Slide Headline, 36 pt Palatino with Two Line Maximum

Subhead Four Unvers Condensed Bold Italic 28 pt

- First level text is 20 pt Unvers Condensed Light Italic
- There is line spacing of one line
- There is line spacing of 0.2 lines after paragraphs
- Second level, indented text is the same size
- Text should not be spaced out more than 20 pt to ensure readability

MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER

PowerPoint Templates

MASSACHUSETTS GENERAL HOSPITAL

• Branding for Heart Center

Cardiovascular Disease Prevention Center Booklet

Stop Heart Disease Before It Starts

U.S. News & World Report consistently ranks the Massachusetts General Hospital Heart Center among the top 10 in the nation.

Heart disease is a leading cause of death in the United States, and the number one killer of women. If you or someone you love develops heart disease, you can have confidence in the cardiac experts at the Massachusetts General Hospital Heart Center. Our Heart Center physicians are international leaders in their fields, and they treat and manage heart disease, developing and using the most advanced treatments.

Take action now to maintain your heart health

Statistics show that cardiovascular disease is America's leading health problem, yet a focus on prevention can limit or eliminate your risk for heart disease. Consider these statistics released by the American Heart Association (AHA):

- At least 61 million people in this country suffer from some form of heart disease.
- One person in five suffers from some form of cardiovascular disease.
- 50 million people have high blood pressure.
- 12.8 million people suffer from coronary heart disease.
- 6.4 million people have angina pectoris.
- 7.5 million people have had a heart attack.
- 4.8 million people have experienced a stroke.

Conventional cardiovascular affects 1 million people.

Congestive heart failure affects close to 4.4 million.

More than 2,000 Americans die of cardiovascular disease each day, an average of one death every 23 seconds.

Take control of your heart health now and make lifestyle changes that promote heart health and reduce your risk of developing many of these conditions, or prevent existing conditions from becoming more severe. Our prevention programs could reduce your risk of heart disease by as much as 25%.

Visit www.mghprevention.com or call 877-236-5862 and learn how you can take control of your heart health. You can also email us at enr@mgprevention.org

A confidential, personalized, thorough assessment of any existing or potential cardiovascular problems.

Cardiovascular Health Evaluation Program

MASSACHUSETTS GENERAL HOSPITAL
HEART CENTER

The Cardiovascular Health Evaluation Program at Massachusetts General Hospital Heart Center

One appointment. One day. All the answers.

Among the best hospitals in the world, Massachusetts General Hospital has an unparalleled reputation for cardiac care. And now we've created a unique way for you to gain access to our leading doctors through the Cardiovascular Health Evaluation Program. One call will provide you with access to a thorough assessment of any existing or potential cardiovascular problems. Your multi-faceted examination will take place in one location—usually in one day.

One easy and effective process.

Once you make an appointment, our team of medical specialists will guide you through the process, step by step. You will always be treated as an individual and we welcome comments and suggestions regarding your care.

- First, forward any relevant medical records.
- Next, a Heart Center cardiologist will review your records and you will be contacted by phone to plan your specific evaluation process.
- We will schedule all necessary tests and make hotel and transportation arrangements for those arriving from out-of-town. The full evaluation will be conducted on-site (usually in less than one day).
- Your cardiologist will review all findings from your evaluation, and discuss these findings in light of your cardiovascular history and current lifestyle. He or she will then work jointly with you to develop a program to maximize your cardiovascular health.

Within two weeks, a narrative summary of the consultation, including computerized data and test images, will be provided to you on a CD. We will also send the information to any physician you specify.

Finally, we usually suggest that your personal physician review our recommendations and begin your implementation plan. We can also correspond with your personal physician, if desired.

MASSACHUSETTS GENERAL HOSPITAL
HEART CENTER

Core services for all participants.

- A review of your prior cardiovascular health data, including family history, prior cardiac diseases, prior testing and possible symptoms.
- A comprehensive cardiovascular physical examination.
- A resting electrocardiogram to evaluate for signs of problems with heart rhythm or active heart muscle disease.
- Cholesterol measurements (including total cholesterol, LDL— or bad—cholesterol, and HDL— or good—cholesterol), high sensitivity C-reactive protein, plasma homocysteine, HbA1c and glucose measurements will be taken. These blood tests will allow your cardiologist to assess your cardiovascular risk.
- An exercise stress test with EKG monitoring and nuclear imaging. This test will evaluate for reduced blood flow in the coronary arteries, which may occur due to cholesterol narrowing of the vessels.
- Discussion of the role of new technologies, such as 64-slice CT angiography, which may identify the presence of vulnerable plaques in cardiac arteries that could rupture. This technology provides images of the arteries that previously only invasive procedures could provide.
- Additional testing and referral based on the results of the core evaluation.
- An exercise prescription, stress reduction techniques and heart healthy diet recommendations.
- Evaluation of cardiac rhythm with continuous monitoring and/or an event monitor, as needed.

Additional services as needed.

- If a patient is identified as high-risk based on the history provided or the standard tests, additional services may be needed to identify the source of the problem or to rule out certain conditions.
- 64-slice multidetector CT imaging for measurement of coronary calcifications.
- 64-slice multidetector CT angiography for non-invasive identification of coronary artery stenosis.
- Diagnostic cardiac catheterization.
- Intracoronary testing for plaque vulnerability (when technology is validated).
- Evaluation of carotid and peripheral artery stenosis.
- Cardiac evaluation by MRI.
- PEE-CT evaluation of the carotid arteries.
- Medical procedures such as angioplasty, stenting of coronary artery stenosis, coronary artery bypass grafting and treatment of cardiac abnormalities detected during the evaluation.

"Our program provides seamless access to the Massachusetts General Hospital Heart Center staff and to the innovations, resources and medical specialists of the entire hospital."

James L. Januzzi, MD
Medical Director, Cardiovascular Health Evaluation Program

MASSACHUSETTS GENERAL HOSPITAL
HEART CENTER

Cardiovascular Health Evaluation Program Brochure

Providing an integrated, multidisciplinary approach for the evaluation, treatment and follow-up of patients with complex thoracic aortic diseases

MASSACHUSETTS GENERAL HOSPITAL
HEART CENTER

Providing an integrated, multidisciplinary approach for the evaluation, treatment and follow-up of patients with complex thoracic aortic diseases

MASSACHUSETTS GENERAL HOSPITAL
HEART CENTER

Name of Event for Invitation

Weekday
Month 00, 2005

MASSACHUSETTS GENERAL HOSPITAL
HEART CENTER

Physician Event Invitation Template

CONGESTIVE HEART FAILURE

CONGENITAL HEART DISEASE

CORONARY HEART DISEASE

VALVULAR DISEASE

MASSACHUSETTS GENERAL HOSPITAL
HEART CENTER

Brochures - Patient Audience

Congestive Heart Failure

Congenital Heart Disease

Coronary Heart Disease

Valvular Disease

MASSACHUSETTS GENERAL HOSPITAL
HEART CENTER

Brochures - Physician Audience

Massachusetts General Hospital is pleased to announce the appointment of a

New Physician at the Center Name Here

MASSACHUSETTS GENERAL HOSPITAL
HEART CENTER

Physician Announcement

MASSACHUSETTS GENERAL HOSPITAL

• Branding for Gastroenterology Department

Gastroenterology Physician Package



MASSACHUSETTS GENERAL HOSPITAL
GASTROENTEROLOGY

Physician Directory

MASSACHUSETTS GENERAL HOSPITAL
GASTROENTEROLOGY

GI Medical Services

www.massgeneral.org/gastro

Advanced Endoscopy Service 617-724-4000
Crohn's and Colitis Center 617-724-4000
Liver Disease Center 617-724-4000
GI Endoscopy Unit 617-724-4000
GI Motility Center 617-724-4000
High Risk Cancer Clinic 617-724-4000
Liver-Biliary-Pancreas Center 617-724-4000

Patient Registration: 1-866-211-1111

LAST NAME	FIRST NAME	LOCATION	PHONE	FAX
Abramowitz	Diana	Blake 4F		
Aronoff	Bernard	Blake 4F		
Beards	Elonora	Blake 4		
Braga	Bill	Blake 4		
Bunkler	Cheryl	Blake 4		
Chan	Andrew	Blake 4		
Chang	Daniel	Blake 4		
Chung	Ray	Blake 4		
Dierstag	Jules	Blake 4		
Ferriani	David	Blake 4		
Goldfinger	Stephen	Blake 4		
Hir	Chin	Blake 4SC		
Kaplan	Lee	Blake 4ESB		
Kelley	Paul	Blake 4SD		
Konwick	Melvin	CSP 501		
Korczak	Joshua	CSP 505		
Kan	Brad	Blake 4ESB		
Nath	Barbara	Blake 4ESF		
Nishioka	Norman	Blake 4ESE		
Podolsky	Daniel	Blake 4ESB		
Pyatt	Daniel	Blake 4		
Redl	Andra	Blake 4BIC		
Richter	James	Blake 4ESE		
Sands	Bruce	CSP 509		
Schapiro	Robert	Blake 4SD		
Shapiro	Scott	CSP 509		
Shlager	Ben	Blake 4ESE		
Thane	Michael	Blake 4SC		
Wernstein	Debra F.	Bullfinch 2		
Xavier	Ramnik J.	Blake 4BIC		
Yip	Way	CSP		
The Fellows		Blake 455		
Flex-Sig Clinic		617-724-6880		

LAST NAME	FIRST NAME	LOCATION	PHONE	FAX
Stevens	Patricia	Blake 454		
Magos	Sarah	Blake 454		
Ruffalo	Marina	Blake 4		

GI Medical Services

www.massgeneral.org/gastro

Advanced Endoscopy Service 617-724-4000
Crohn's and Colitis Center 617-724-4000
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GI Endoscopy Unit 617-724-4000
GI Motility Center 617-724-4000
High Risk Cancer Clinic 617-724-4000
Liver-Biliary-Pancreas Center 617-724-4000

Advanced Endoscopy Service

Providing a comprehensive range of the latest endoscopic diagnostic and therapeutic procedures for patients with suspected or established disorders of the gastrointestinal tract, biliary tree, and pancreas.

MASSACHUSETTS GENERAL HOSPITAL
GASTROENTEROLOGY

Crohn's and Colitis Center

Dedicated to caring for patients with inflammatory bowel disease — Crohn's disease and ulcerative colitis.

MASSACHUSETTS GENERAL HOSPITAL
GASTROENTEROLOGY

Crohn's and Colitis Center

Dedicated to caring for patients with inflammatory bowel disease — Crohn's disease and ulcerative colitis.

MASSACHUSETTS GENERAL HOSPITAL
GASTROENTEROLOGY

Massachusetts General Hospital is pleased to announce the appointment of a

New Physician in the Department of Gastroenterology

MASSACHUSETTS GENERAL HOSPITAL
GASTROENTEROLOGY

Physician Announcement

Rack Brochures - Physician Audience

Patient Audience

Clinical Trials

To enroll a patient, call 617-122-4567. For a complete list of clinical trials, visit www.massgeneral.org/ctp

Biliary Tract Disorders
Individuals with Biliary Tract Disorders
Title: A prospective comparison of endoscopic ultrasound-guided cholangiopancreatography (EUS) and endoscopic retrograde cholangiopancreatography (ERCP) to ERCP alone
Description: Prospective comparison of EUS/ERCP to ERCP alone in the evaluation and management of complex biliary disease including large structural biliary stones, cholangiocarcinoma, sclerosing cholangitis, and biliary strictures.
Eligibility Criteria: Individuals undergoing ERCP for diagnosis and management of biliary disorders.
Recruitment Status: OPEN
Institution: Massachusetts General Hospital, Boston, Massachusetts
Principal Investigator: Peter Kahney MD

Hepatitis C
Individuals with Liver Disorders
Title: A prospective comparison of endoscopic ultrasound-guided cholangiopancreatography (EUS) and endoscopic retrograde cholangiopancreatography (ERCP) to ERCP alone
Description: Prospective comparison of EUS/ERCP to ERCP alone in the evaluation and management of complex biliary disease including large structural biliary stones, cholangiocarcinoma, sclerosing cholangitis, and biliary strictures.
Eligibility Criteria: Individuals undergoing ERCP for diagnosis and management of biliary disorders.
Recruitment Status: OPEN
Institution: Massachusetts General Hospital, Boston, Massachusetts
Principal Investigator: Peter Kahney MD

Ulcerative Colitis
Individuals with Inflammatory Bowel Disease
Title: A prospective comparison of endoscopic ultrasound-guided cholangiopancreatography (EUS) and endoscopic retrograde cholangiopancreatography (ERCP) to ERCP alone
Description: Prospective comparison of EUS/ERCP to ERCP alone in the evaluation and management of complex biliary disease including large structural biliary stones, cholangiocarcinoma, sclerosing cholangitis, and biliary strictures.
Eligibility Criteria: Individuals undergoing ERCP for diagnosis and management of biliary disorders.
Recruitment Status: OPEN
Institution: Massachusetts General Hospital, Boston, Massachusetts
Principal Investigator: Peter Kahney MD

Live Endoscopy Conference

THURSDAY, JUNE 16, 2005

Blake Building, 4th Floor
GI Endoscopy Unit
Infectious Disease Conference Room
Boston, MA

MASSACHUSETTS GENERAL HOSPITAL
GASTROENTEROLOGY

Physician Event Invitation

Gastroenterology at Massachusetts General Hospital

The Gastroenterology Unit at Massachusetts General Hospital is pleased to announce the appointment of a new physician to the faculty of Harvard Medical School.

We are committed to providing the highest quality patient-oriented care pertaining to digestive and liver diseases. Our approach is based on the latest research and treatment of common and uncommon conditions in clinical practice. We offer consultation for all digestive and colorectal (colon/rectum), as well as the live endoscopy modalities.

To arrange an appointment you may call our central office at 617-724-4000. For more information, visit www.massgeneral.org/gastro.

SERVICES INCLUDE:

- General GI Service
- GI Motility Center
- High Risk Cancer Clinic
- Liver-Biliary-Pancreas Center

Crohn's and Colitis Center

The Crohn's and Colitis Center at Massachusetts General Hospital is pleased to announce the appointment of a new physician to the faculty of Harvard Medical School.

We are committed to providing the highest quality patient-oriented care pertaining to inflammatory bowel disease. Our approach is based on the latest research and treatment of common and uncommon conditions in clinical practice. We offer consultation for all digestive and colorectal (colon/rectum), as well as the live endoscopy modalities.

To arrange an appointment you may call our central office at 617-724-4000. For more information, visit www.massgeneral.org/gastro.

Liver Disease Center

The Liver Disease Center at Massachusetts General Hospital is pleased to announce the appointment of a new physician to the faculty of Harvard Medical School.

We are committed to providing the highest quality patient-oriented care pertaining to liver disease. Our approach is based on the latest research and treatment of common and uncommon conditions in clinical practice. We offer consultation for all digestive and colorectal (colon/rectum), as well as the live endoscopy modalities.

To arrange an appointment you may call our central office at 617-724-4000. For more information, visit www.massgeneral.org/gastro.

Advanced Endoscopy Services

The GI Endoscopy Service provides a full range of endoscopic procedures and treatment in a state-of-the-art facility. In addition to endoscopy and colonoscopy, advanced procedures are arranged by a specialized service. Appointments are arranged by contacting individual physicians or the GI Endoscopy Unit. For more information, visit www.massgeneral.org/gastro.

CO-DIRECTORS, CROHN'S AND COLITIS CENTER:

- Joshua R. Korzenik, M.D.
- Bruce E. Sands, M.D., M.Sc.

STAFF PHYSICIANS:

- Daniel K. Podolsky, M.D.
- Richard Hodin, M.D., Director
- Scott B. Snapper, M.D., Ph.D.
- Harland Winter, M.D., Director
- Ramnik J. Xavier, M.D., Director
- Beth Ann Norton, R.N., M.A.

Appointments are given to:

- Written referrals from physicians
- Information about patients

The DAVE Project – Gastroenterology

The DAVE Project – Gastroenterology is a collection of teaching tools. The focus is gastrointestinal endoscopic video clips and presentations using the full spectrum endoscopic imaging supported by pathologic, radiologic, and surgical images. Physicians are able to submit, for consideration, new entries to watch and expand the atlas. The atlas is free to use for non-commercial purposes and the content is peer reviewed.

THE DIGITAL ATLAS OF VIDEO EDUCATION

Over the past 20 years, innovations in technology have dramatically changed the field of gastrointestinal endoscopy. The evolution from fiberoptic to video chip hardware has both improved image resolution and provided a new viewing format. This result has broadly influenced both the practice and teaching of endoscopy. The experienced endoscopist can now recognize the subtle mucosal detail of the sawtooth pattern of gluten-sensitive enteropathy, or the irregular surface of a colorectal polyp signifying malignant degeneration. The digital video format has conferred many teaching advantages over its fiberoptic predecessor. As a result, the quality of images used in journals and educational materials has radically improved.

Perhaps the greatest potential impact of this advancement, however, has been on the quality of the video clip. Endoscopy is a visual field and endoscopic imaging creates a rich text of scenes aside from color and detail. As we maneuver an endoscope around a finding, we can sense its firmness, mobility, and three-dimensional configuration. The video clip, as opposed to the static image, captures the true essence of endoscopy. Yet, despite the clear advantage of the video clip over the static image, its use remains under exploited. Until recently, video clips

MASSACHUSETTS GENERAL HOSPITAL
GASTROENTEROLOGY

News & Views

The Massachusetts General Hospital Gastroenterology Department

Expanded Endoscopy Suite

More capacity to better serve your patients.

The MGH GI Endoscopy Unit provides a full range of endoscopic procedures and treatment in a state-of-the-art facility. In addition to endoscopy and colonoscopy, advanced procedures are arranged by a specialized service. Appointments are arranged by contacting individual physicians or the GI Endoscopy Unit. For more information, visit www.massgeneral.org/gastro.

Appointments are given to:

- Written referrals from physicians
- Information about patients

MASSACHUSETTS GENERAL HOSPITAL
GASTROENTEROLOGY

Expanded Endoscopy Suite

More capacity to better serve your patients.

MASSACHUSETTS GENERAL HOSPITAL
GASTROENTEROLOGY

Crohn's and Colitis Center

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Fax: 617-724-2024
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DANIEL PODOLSKY, MD
Telephone: 617-724-4000
Fax: 617-724-2150
Email: podolsky@partners.org

SCOTT SNAPPER, MD, PhD
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HARLAND WINTER, MD
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Email: hwinter@partners.org

RAMNIK XAVIER, MD
Telephone: 617-724-4000
Fax: 617-724-6000
Email: rxavier@partners.org

BETH ANN NORTON, NP
Telephone: 617-724-4000
Fax: 617-726-3800
Email: bnorton@partners.org

MASSACHUSETTS GENERAL HOSPITAL
Crohn's and Colitis Center
100 Charles River Plaza, 3rd Floor
Boston, MA 02114

Brochure Insert

MASSACHUSETTS GENERAL HOSPITAL VASCULAR CENTER

The opening of a new Vascular Center location necessitated a variety of materials from pre-opening promotion to event-day literature and signage.

For the opening of the new Waltham location of the Massachusetts General Hospital Vascular Center, communications were developed for two distinct audiences: physicians and consumers.

Utilizing the identity and graphic system we had already designed for the Vascular Center, new stationery, envelopes and appointment cards were developed.

A billboard (1) announcing the new location was designed and installed, generating interest in the community ahead of additional advertising.

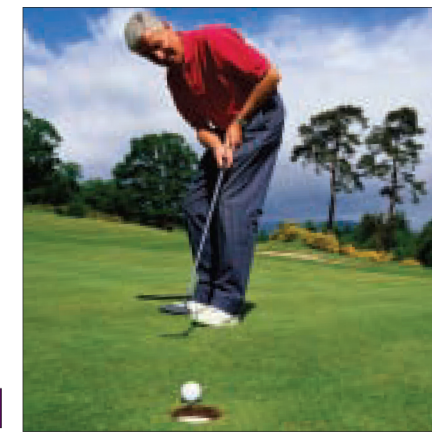
For physicians, an invitation to a ribbon-cutting ceremony (2) was designed, as well as an overview brochure (3) to be distributed at the event.

For consumers, posters (4) and a direct mail postcard (5) were developed to draw attendance at an open house for the community.

A consumer-targeted informational brochure (7) was developed to give to consumers who attended the event, providing information about MGH and the Vascular Center.

All materials reinforce the MGH brand, strongly present the Vascular Center and its offerings, and coordinate with existing materials.

The event was so successful, advertising was pulled two weeks ahead of the event because screenings were already scheduled at 200% above expectations.



1

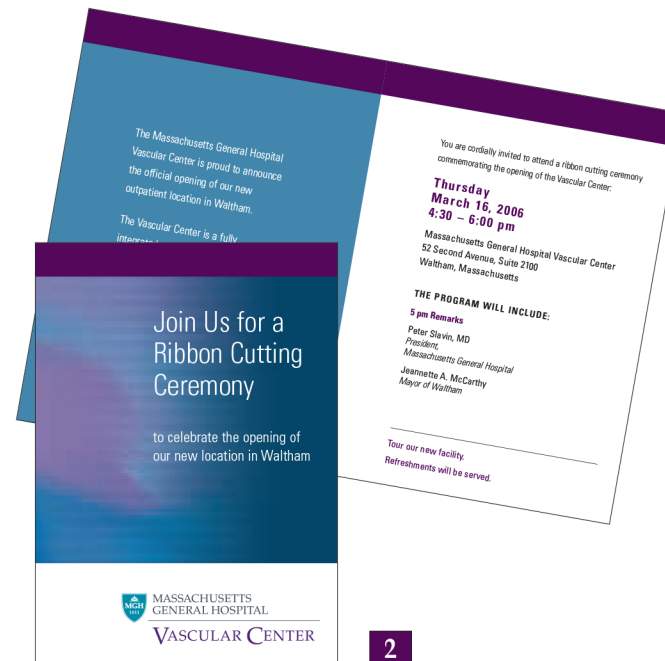
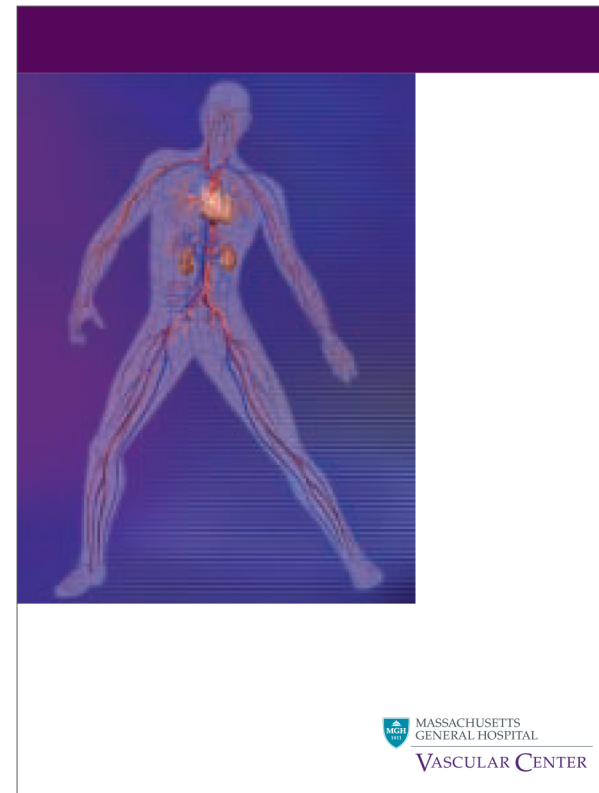
You work to perfect your stroke.
We work to prevent it.



MASSACHUSETTS
GENERAL HOSPITAL

VASCULAR CENTER

BOSTON AND NOW IN WALTHAM



2



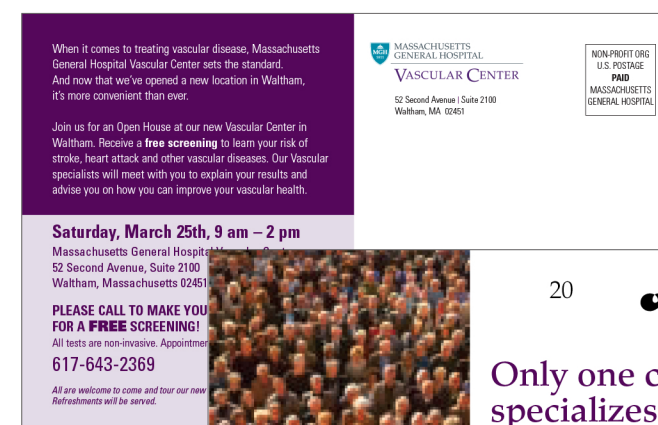
4



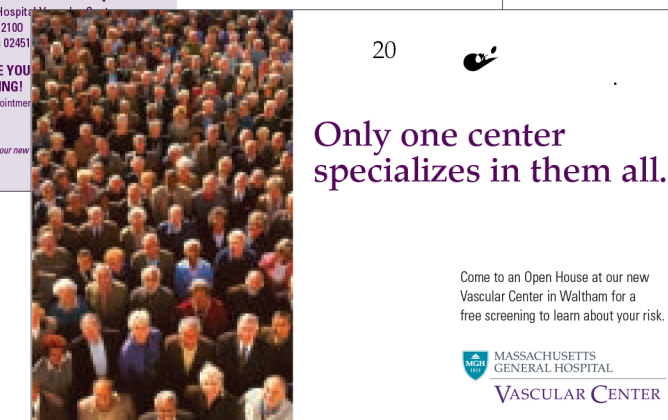
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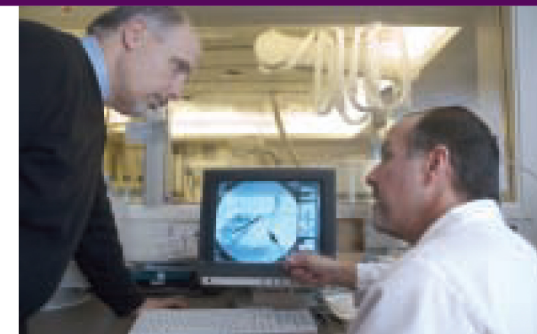
7



5



Come to an Open House at our new Vascular Center in Waltham for a free screening to learn about your risk.



From left: Michael Joffe, MD, Director, Vascular Medicine; Richard Combs, MD, Chief, Stroke & Endovascular Surgery

Tradition of Excellence

The Vascular Center builds upon the long tradition of excellence in clinical care, research and education at Massachusetts General Hospital. Our physicians are nationally and internationally recognized experts in their specialties, and every physician practicing in the Vascular Center has undergone a stringent re-credentialing process to ensure the best care for our patients.

In addition, our physicians have a history of innovation including establishing contemporary arterial and venous reconstructive surgery, perfecting aortic surgery techniques, establishing the first aortic graft program for aortic aneurysms in New England, leading the development of carotid stent therapy in the United States, pioneering noninvasive diagnostic tools and establishing endovascular treatment of peripheral vascular disease.

At the Vascular Center, our goal is to offer the best evaluation and treatment strategies — including optimum medical management, conventional surgeries, minimally invasive interventions, and clinical trials for selected patients, as well as access to services and timely communication with you to assist in the care of your patients. We believe that our integrated approach fosters innovative thinking, ensuring the best possible care for every patient and advancing the field of vascular care.

Your patients will benefit from the expertise of other specialists throughout Massachusetts General Hospital, the oldest and largest teaching affiliate of Harvard Medical School.

Massachusetts General Hospital Vascular Center

Welcome to the Massachusetts General Hospital Vascular Center, a fully integrated center of excellence providing multidisciplinary care for your patients with vascular disorders. Massachusetts General Hospital established our Vascular Center in order to integrate the various disciplines that provide vascular care and to provide a forum for specialists to collaborate and design optimal management strategies for each patient.

As you are aware, vascular disease can occur throughout the circulatory system, and disease in one vascular bed may elevate the risk for disease in another. Our integrated Center provides an ideal framework for managing global (non-coronary) vascular disease throughout the body. As for coronary disease, our Vascular Center specialists collaborate with our colleagues in the Massachusetts General Hospital Heart Center, a multidisciplinary Center offering complete cardiac care in the treatment of patients with coronary artery disease.

In addition to providing clinical care, the Vascular Center serves as a focus for our efforts to introduce innovative technology for treating vascular disease, provides a unique setting for the training of resident physicians, and promotes basic and clinical research to advance the treatment of vascular disease.

Our Center comprises seven clinical disciplines — Cardiology/Vascular Medicine, Vascular and Endovascular Surgery, Vascular Radiology, Neurology, Neurosurgery, Cardiac Surgery and Nephrology. It is the only center in the country to bring all these specialties together to advance clinical care, education and research in vascular disease.

Our new outpatient Vascular Center location in Waltham is a pivotal component of our commitment to provide comprehensive patient care. All outpatient services including noninvasive imaging and consultation are now available in this one convenient location.



From left: Michael Joffe, MD, Director, Vascular Medicine; Christopher Zerkow, MD, Director of Endovascular Surgery; Stephen Willey, MD, Vascular Radiology



From left: Douglas Dushman, MD, Cardiology; Michael Joffe, MD, Director, Vascular Medicine; Kenneth Rosenfield, MD, Senior Staff, Vascular Medicine; Lane Bates, MD, Cardiology