



"WIDOW-MAKER" - Gene Miller | Virtua  
Health Patient Story

### With Health Care Marketing, Patient Stories Rule

Some of the most effective ways to promote our outstanding services is through the voice of the patient. There is no better way to communicate our innovation, quality and compassion than through a patient story. Earlier this year, a team Virtua was featured in a [front page New York Times story](#) of an unvaccinated first responder who survived an extremely serious case of COVID-19 involving a foot-long pulmonary embolism. While the story highlighted vaccine resistance among law

enforcement officers, it cast a strong, positive light on the advanced care provided by the team at Virtua Our Lady of Lourdes Hospital that included many members of Virtua Cardiology and the cardiothoracic critical care service. We are so proud of this story, which was repurposed and used in [other media outlets](#). Then we received more positive attention when the [patient returned to thank the team and cheer on another patient](#) who he'd bonded with. A good story goes a long way.

Do you have any patient stories to share? The Virtua Marketing team is available to follow up and make all the connections to bring stories to life. If you have a patient who would be willing to be interviewed, let us know. Send your ideas to [VirtuaClinician@virtua.org](mailto:VirtuaClinician@virtua.org).