



Clinician Update

April 10, 2025



[Listen](#) to an abbreviated audio version of Clinician Update.

Measles Update: Resources for Detecting and Reporting Measles Cases

Last week, our [top story](#) in *Clinician Update* reported on Virtua's readiness preparations for the possibility of a measles outbreak. We shared that the infection prevention team is working with its partners across Virtua to prepare for possible cases presenting to our emergency departments, urgent cares, and VMG practices.

To support this effort, we have updated the [Infection Control section](#) (under *Department Assets*) on the Virtua Brand Hub to include broader communications to help our staff.

As a further help to access these documents, click on the following links on [Digital 411](#) to view and print branded flyers about how to detect and properly report measles cases to infection prevention and your patients:

[Measles Symptoms Notice](#)

[Door Notice for Measles Symptoms](#)

[Patient Advisory for Measles](#)

Meanwhile, the New Jersey Department of Health is reminding residents about the importance of staying current on vaccines, especially MMR, following recent measles exposures in the state. Click [here](#) and [here](#) for news coverage. At the

moment, the state is not experiencing a measles outbreak, which is defined as three or more related cases by the [Centers for Disease Control and Prevention](#).

Sharing Virtua's New Guiding Principles

You may have already seen President and CEO Dennis Pullin's email message this week introducing our [new Guiding Principles](#)—an exciting step in the ongoing evolution of our Culture of WE. [Click to view this video](#) and visit the [Culture of WE page](#) on the Colleague Corner for additional details.

Building on this, next week, we're launching our new Practicing Excellence program that will run throughout most of 2025. This program was custom-made for Virtua and is divided into four sections, each one corresponding with one of the new Guiding Principles. We will start with a focus on the Guiding Principle "WE Care Compassionately."

Look for next week's communications to include more details and a video message from Jen Khelil, DO, EVP and chief clinical officer.

***Suited for Leadership* is Available Now, and for a Great Cause**

Great leaders have great wisdom to share, and Virtua Health President and CEO Dennis Pullin has compiled his most impactful life lessons in a new book, *Suited for Leadership*. Published on Monday, you can read Dennis' purposeful prose and intriguing insights in [hardcover, paperback, or digital format](#). In fact, the book is No. 1 on Amazon's "Hot New Releases" list for the Leadership Training category and Workplace Culture category.

In the book, Dennis pays respect to the frontline clinicians who are the heartbeat of any health system, describing how they rose to the occasion to provide hope and healing during the COVID-19 pandemic. Much like clinicians do purposeful work to make a difference in the lives of others, Dennis encourages current and emerging leaders to show up authentically and create impact through meaningful acts.

All proceeds from *Suited for Leadership* support Virtua Health's umbrella of food access programs.

If you'd like to learn more about Dennis' book you can either link to www.dennispullin.com or go directly to Amazon:

What Patients Are Saying About Our Clinicians

Confidence in care is a common reference among our clinician reviews. Note the following recent examples and how the patient felt about the experience, and the clinician referenced:

“Dr. Siddiqui is a wonderful doctor. She saved my life. I enjoy going to see her. She is very professional with her work—and me.” **(Safia Siddiqui, MD)**

“Warm, friendly, comforting doctor, listened well to my concerns, made me feel hopeful. Highly recommend.” **(Tahir Hassan, DO)**

“Thank you for saving my legs and my life! You truly are amazing! You will always be in my heart.” **(Jacob Wilson, DO)**

“Dorian Jackson is phenomenal! I instantly felt at ease discussing issues with her. I highly recommend her and she's very personable.” **(Dorian Jackson, APN)**

“Dr. Agar takes the time to listen to your questions and concerns. She is kind and caring. As a new patient, it was initially difficult for me to switch to a new doctor, but I feel I made the right decision based on my health and history.” **(Monica Agar, MD)**

Reminder of Resources at the Ready for You

It's National Library Week. If you haven't yet, now is a great time to discover and utilize the Virtua Health Sciences Library. Our medical librarians are: [Helen-Ann Brown Epstein](#) at Virtua Our Lady of Lourdes Hospital, [Anna Cuneo](#) at Virtua Mount Holly, Marlton, and Voorhees, and [Sophia Kim](#) at Virtua Willingboro, Virtua Our Lady School of Nursing, and Virtua Our Lady of Lourdes Hospital. They are available to meet all your information needs.

In addition, you can tap into a wealth of resources virtually. To access the Health Sciences Library homepage while on the Virtua network, click on the Clinical tab at the top of the [Virtua Colleague Corner](#), then select the [Health Sciences Library](#) link from the drop-down menu. There, you can place requests in the Discover Box and receive a full-text retrieval assisted by AI. You can ask a question or put a request for the librarians in the InfoBasket. You also can find a journal from the collection of almost 14,500 titles, read a chapter in an e-book,

answer a point-of-care question in Clinical Key or Dynamic Health, search in a database like PubMed, or visit the ever-growing Virtua Author Repository. All this—and you don't even need a library card!

Smarter Care, Faster: Inside the Enterprise Logistics Center

Virtua continues to change how it delivers care with its Enterprise Care Logistics Center. This central hub uses the latest technology to enhance system capacity and improve patient outcomes by monitoring real-time data, creating system-wide transparency, leveraging innovative solutions, and optimizing resources.

This teamwork and technology mean better care for patients. The center supports, coordinates, and creates efficiencies ultimately leading to a smoother and more effective health care experience for everyone.

Click to [view the video to learn more](#).

Supporting Organ Donation Awareness

It's National Donate Life Month, and it provides us all the opportunity to show our support and gratitude for the gracious individuals who choose to donate an organ to someone in need. One way to do that is by sharing our organ donation awareness LinkedIn graphic by clicking [here](#). This small gesture of your raising awareness will help advance the health of our community and beyond.

"As the only center in South Jersey performing kidney, liver, and pancreas transplants, we are saving lives. And that is due to both the advanced capabilities of the Virtua team and the profound generosity and humanity of those who have donated, living and deceased. When it comes to organ donation and transplantation, there is much to be grateful for," said Simona Rossi, MD, transplant hepatologist and administrative medical director of Transplant and Organ Health services.

Next month, you can also help spread awareness by walking or running with Virtua Advanced Transplant & Organ Health at year's NJ Sharing Network 5K in Ocean Grove, Monmouth County.

"For the critical role you play in the care of our shared patients, we thank you and would be honored if you would walk with us," said Dr. Rossi.

To join the Virtua-sponsored team, please contact transplant liaison Natalie Frament at 215-528-1195 or nframent@virtua.org.

In the News

More on National Donate Life Month

A North Jersey publication shared an inspiring story of generosity in the face of tragedy. Daniel J. Ford, who received care at Virtua Our Lady of Lourdes, designated that his organs would be donated upon his death.

His wife, Jenn Ford, praised Virtua and NJ Sharing Network, which recovers and places donated organs and tissue. "We are forever thankful for the incredible staff at Virtua Our Lady of Lourdes Hospital, who treated Dan and our family with such compassion and respect. Their dedication made all the difference in helping us navigate this heartbreaking time."

Read in [The Paramus Post](#).

Virtua CEO Named a Top Leader in Health Care

Becker's Hospital Review has recognized Dennis Pullin among the country's "great leaders in health care" for 2025. The magazine cited numerous accomplishments, from Virtua's leadership in robotic surgery, to advocacy for workplace safety in health care, to multiple initiatives that address social determinants of health. Read in [Becker's Hospital Review](#) and [New Jersey Business Magazine](#).

Addressing Needs of Young Health Care Professionals

Rhonda Jordan, EVP and chief human resources officer, was among seven HR leaders who shared how their organizations are attracting and retaining "Gen Z" talent. She discussed Virtua's colleague community for young professionals, innovative well-being initiatives, mentoring, and professional development programs. Read in [Becker's Hospital Review](#).

Upcoming Calendar

Black Maternal Health Week

The annual observance of [Black Maternal Health](#) is **April 11 to 17**, with this year's theme: "Healing Legacies: Strengthening Black Maternal Health Through Collective Action and Advocacy."

Run With the Docs

Set for **Sunday, June 8**, this 5-kilometer run and 1-mile walk brings more than 1,000 participants to Virtua Voorhees Hospital each year to raise funds that directly support local families who experience pregnancy and infant loss. Sign up at runwiththedocs.org.

Propel 100 Cycling Event

This charity cycling event takes place on **Saturday, June 28**—and we have 10 FREE REGISTRATIONS for Virtua cyclists! Contact Andrew Giordano at agiordano@virtua.org for a registration code. The ride begins at the JFK Center in Willingboro and offers options for all experience levels, including 12-, 30-, 50-, 70-, and 100-mile routes. Proceeds from the event will benefit Virtua's oncology screenings and services. Sign up [here](#).



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