

## Clinician Update

June 5, 2025



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## Virtua to Go Live With a Single Ultrasound Compendium, June 10

On Tuesday, June 10, Virtua is going live with the first phase of a project to develop a single Radiology Compendium to be used throughout Virtua, replacing the three compendia used to order radiology exams. The first phase will include a single Ultrasound Compendium. In addition to the ultrasound go-live on June 10, please see below for a full listing of anticipated launches:

- Tuesday, Sept. 23, 2025 – CT Single Compendium
- Tuesday, Dec. 9, 2025 – Mammography Single Compendium
- Tuesday, March 24, 2026 – X-Ray Single Compendium
- Tuesday, June 23, 2026 – Nuclear Medicine Single Compendium

This effort aims to alleviate clinicians' confusion in the order process, standardize terminology across the organization using the national Logical Observation Identifiers Names and Codes (LOINC) mapping, allow for cross-checking of radiology orders, and enable Happy Together imaging in Epic.

To help ease this transition, the project team has compiled [this crosswalk](#) that lists the old order ID, the old order name, the new order ID, and the new order name.

Additionally, all universal preference lists will be updated with the new order IDs, however, any personalized preference lists will need to be manually updated. Tip sheets are available for assistance in editing these items:

- [Editing Inpatient Personalized Preference Lists](#)

- [Editing Outpatient Personalized Preference Lists](#)

Should you need any help, please contact the training team or the IT Service Desk (x51234).

## Physical Therapy/Rehab Centers Now at 31

This week, Rainbow Rehab joined the outpatient Virtua Physical Therapy & Rehabilitation team. Eight therapists at three practices are now part of the Virtua family. Rainbow Rehab's three locations provide physical, hand, and occupational therapy in locations that conveniently serve patients from Camden County, Burlington County, and surrounding areas. The addition brings Virtua to 31 physical therapy/rehab centers.

The three Rainbow Rehab outpatient locations are:

### **Virtua Physical Therapy & Rehabilitation - Marlton at Greentree Commons**

Greentree Executive Commons

801 NJ-73 Suite G Marlton, NJ 08053

856-396-3173

### **Virtua Physical Therapy & Rehabilitation - Haddonfield**

807 N. Haddon Ave.

Haddonfield, NJ 08033

856-669-0047

### **Virtua Physical Therapy & Rehabilitation - Mount Holly**

300 Campus Drive Unit A

Mount Holly, NJ 08060

609-261-3434

To learn more about Virtua's physical therapy programs and services, click [here](#).

## Practicing Excellence: Anticipating Needs

This week, we continue focusing on the Guiding Principle *WE Care Compassionately*, specifically the simple action of *Anticipating Needs*. [Click to view the tip of the week by track.](#)

## 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. Russo takes the time to know (and remember) his patients. Not only is he friendly, but he adds a trust factor to being his patient. I would definitely recommend this doctor and his office.” **(Ralph Russo, III, MD)**

“This doctor goes out of her way to make you feel seen and heard. She will go above and beyond to make sure you’re taken care of. Her bedside manner is incredible! I couldn’t recommend her more.” **(Amber Cheesman, DO)**

“Everyone in this office is wonderful. From the front desk to the checkout, everyone is professional and friendly. Dr. Timmerman is an excellent physician and surgeon. She truly cares about my life and overall well-being. I am extremely fortunate to have found this practice.” **(Lori Timmerman, DO)**

“She’s very attentive. She takes her time. She listens. I really love the superior experiences I have received when dealing with her.” **(Linda Faragasso, APN)**

“He was wonderful. I couldn’t have asked for a better experience. Everyone was kind, courteous, and extremely professional. I feel great and am happy with my choice of Dr. Jeremy Reid. Thank you for taking such good care of me.”  
**(Jeremy Reid, MD)**

## **Virtua in the News**

### **Virtua Doctors Offer Advice During Air Quality Alert**

Virtua pulmonologists Emilio Mazza, MD, and Matthew Gordon, MD, discussed the impact of poor air quality during yesterday’s air quality “action day.” The physicians recommended staying indoors in air conditioning on such days, especially for young children, seniors, and people with lung or heart problems. Watch on [CBS 3](#), [6 ABC](#), and [NBC 10](#).

### **Virtua Among Health Systems With Great Behavioral Health Programs**

This recognition by *Becker’s Hospital Review* noted that “Virtua Health delivers a robust spectrum of behavioral health services across South Jersey, anchored by 70 inpatient beds and supported by a team of over 60 certified behavioral health professionals.” It also cited Virtua’s licensed clinical social workers embedded within 28 primary care offices; the CASTLE program for youth with mental health diagnoses; Virtua’s advanced interventional psychiatry options such as electroconvulsive therapy; and its perinatal mood and anxiety disorder program. Read in [Becker’s Hospital Review](#).

### **How Virtua Incorporates Behavioral Health Into Primary Care**

In this companion piece to last week's related story, Sam Weiner, MD, VP and chief medical officer of Virtua Medical Group, discussed various behavioral health services at Virtua primary care offices. Providers include psychiatrists, a psychiatric nurse practitioner, and various social workers, based on the patient's specific needs. Medication-assisted treatment for opioid dependency is also available. Read the article and see Dr. Weiner's video interview in [HealthLeaders](#).

### **Building an Award-Winning Reputation and Patient Experience**

Two Virtua leaders discussed the organization's success in improving the online reputation of Virtua Willingboro Hospital. John Kirby, SVP and president of Virtua Mount Holly and Virtua Willingboro hospitals, and Ryan Younger, Virtua's VP of strategic marketing, shared their insights on a recent panel. "Over three years at Virtua Willingboro Hospital, we improved our online Google rating from 2.8 to 4.5," said John. "We did it by having a good ground game and having great conversations with our community." Read in [Becker's Hospital Review](#).

### **More on Expansion and Celebration at Virtua Our Lady of Lourdes**

Last week's heartfelt event at Virtua Our Lady of Lourdes Hospital has continued to generate press coverage. In addition to the stories we shared in [last week's Clinician Update](#), the following media outlets covered the start of transformative construction at the hospital: [6ABC](#), [NBC10](#), [Telemundo62](#), [NJBiz](#), [ROI-NJ](#), [Catholic Star Herald](#), and [Tap Into Camden](#).

### **Virtua Leader Shares Thinking Behind 'Eat Well' Programs**

Stephanie Fendrick, EVP and chief strategy officer, discussed Virtua's innovative approach to "food as medicine." In addition to its renowned Eat Well programs, Virtua recently launched a new Mobile Grocery Store and will roll out its first Mobile Food Farmacy this summer. Stephanie noted that food insecurity is often connected to a lack of transportation. Therefore, Virtua brings its mobile food programs into neighborhoods where they're most needed. Read in [HealthLeaders](#).

## **CME: Quarterly Cardiology Grand Rounds, June 18**

The Rowan-Virtua School of Osteopathic Medicine will host a virtual CME on "Advancements in Renal Denervation: Current Trends and Clinical Trials." Kintur Sanghvi, MD, chief of Interventional Cardiology, director of Cardiovascular

Innovation, and medical Director of Virtua Our Lady of Lourdes Cardiac Catheterization Laboratory, will be the speaker for this educational event. It will take place on **Wednesday, June 18** from 7 to 8 a.m.

Learning Objectives:

- Understand the mechanisms and rationale for renal denervation and sympathetic nerve modulation in managing conditions like hypertension and chronic kidney disease
- Review the latest clinical trials in renal denervation, highlighting key findings, emerging technologies, and the evolving role of sympathetic nerve modulation in patient care
- Identify the clinical applications and implications of renal denervation in practice and discuss how the procedure can be integrated into current treatment paradigms for hypertension and other cardiovascular conditions

To learn more, click [here](#). To join the meeting on June 18, click [here](#). For more information, contact [VirtuaClinician@Virtua.org](mailto:VirtuaClinician@Virtua.org).

## **Empowering Children’s Mental Health Through Creativity**

Virtua's Children Achieving Success Through Therapeutic Life Experiences ([CASTLE](#)) program has completed its annual art show, displaying the bold and expressive artwork of its patients. The CASTLE program provides diagnosis and treatment for children ages 3 to 18 who are experiencing issues such as ADHD, anxiety, depression, or emotional concerns.

“The art show reflects the power of art therapy, a key component of the program, in helping children navigate their emotions,” said Jay Case, MD, clinical vice president of behavioral health services at Virtua.

A special thank you to James George, MD, Doctor George Art, and the George Family Foundation, as well as the Alicia Rose Victorious Foundation, for their generous support of the program.

## **Ride for Cancer Patient Support Services and Mobile Health Screenings**

On **Saturday, June 28**, the 2025 Propel 100 Charity Bike Ride starts off in Willingboro. Distance options: 12, 30, 50, 70, or 100 miles. Virtua is not a sponsor but a beneficiary. Proceeds from Propel 100 support our cancer support services and mobile health screenings . To learn more or to register, click [here](#). For Virtua cycling information, events, and discounts, email Andrew Giordano at [agiordano@virtua.org](mailto:agiordano@virtua.org).

## Last Call! This Sunday, June 8: Run With the Docs!

The popular 5K run and 1-mile walk known as [Run with the Docs!](#) will take place on the Virtua Voorhees Hospital campus on **Sunday, June 8**, to support our programs for families who have experienced [pregnancy and infant loss](#). For more information, including registration details, [click here](#).



Virtua Health

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