

Clinician Update

April 1, 2021

Celebrating You!

Doctors' Day 2021 was a big hit at Virtua campuses across the region. Primo Hoagies expressed its thanks to doctors by donating lunch to the staff at the Burlington County COVID-19 Vaccine Mega-Site — click to see a news clip from [6abc Action News](#). Over in Voorhees, Virtua's **Dr. Erik DeLue** discussed the annual day of recognition for a segment on [NBC10](#) News.

As part of the Doctors' Day celebration, Virtua also launched a contest that invites the community — including Virtua colleagues and their families — to design their own face masks. If you're looking for a fun activity with the kids, grab some crayons and get coloring! The mask template and contest details can be found at virtua.org/heroes.

Virtua Our Lady of Lourdes Cardiac Team Adds TAVR Procedural Technique

On March 4, a 75-year-old Gloucester County woman became one of the first in the region to receive a transcatheter aortic valve replacement (TAVR) through the carotid artery.

In most cases, TAVRs are performed by accessing the femoral artery. However, this was not an option due to the patient's severe vascular disease. She also was not a candidate for the subclavian or transapical routes, or a hemisternotomy.

While the common carotid artery provides a close, straightforward path to the aortic valve, only about 600 TAVR cases using this approach have been performed nationwide.

The patient spent one night in the hospital before going home to continue her recovery.

Virtua Celebrates Dr. Lawrence Greenawald's 100th Robotic Case

Congratulations to **Dr. Lawrence Greenawald** on his 100th robotic surgery procedure and to the team at Virtua Our Lady of Lourdes Hospital in Camden! Robotic-assisted surgery allows Virtua's specially trained surgeons to perform complex procedures with more precision, improved visualization, less blood loss, and faster patient recovery.

Click to learn more about Virtua's [robotic-assisted surgery capabilities](#).

Next Step for the Cures Act: ADT Requirements Become Effective May 1

Virtua Health, like all health systems across the country, has been working toward the Cures Act's full implementation. In February, we went live on the new information blocking rules early, in advance of national mandates. The rest of the country must follow suit by April 5.

The next deadline approaching is May 1. By that date, Virtua must be live on the Admission, Discharge, and Transfer (ADT) Event Notifications requirements. The new rule requires providers to share ADT event notifications with other providers and systems so that providers have at their disposal the most up-to-date and accurate information about their patients. The goal is to help monitor patients throughout the entire continuum of care to improve outcomes while reducing preventable readmissions.

As a reminder, we have created a special [Cures Act Resource link](#) on [Digital 411](#). Check back frequently to find additional tip sheets, talking points, and more. You should also know that additional communications have been developed for non-clinical staff should they encounter patient questions, including tip sheets and presentations. Communication also is going out to Virtua patients with MyChart accounts to make them aware of the new offerings.

Remote Patient Monitoring Program Expanding

Effective **today**, Virtua's Remote Patient Monitoring (RPM) Program, which until this point has been focused on COVID-19 and CT surgery, is expanding to COPD.

With RPM, eligible patients are discharged home with a kit that includes a Bluetooth-enabled computer tablet, pulse oximeter, scale, and blood pressure cuff. By noon the day post discharge, our nurses contact patients to ensure they are set up on the technology. Each day, patients are asked to answer a series of questions pertinent to their condition(s) and enter vital signs. They also may be scheduled for a video check-in visit.

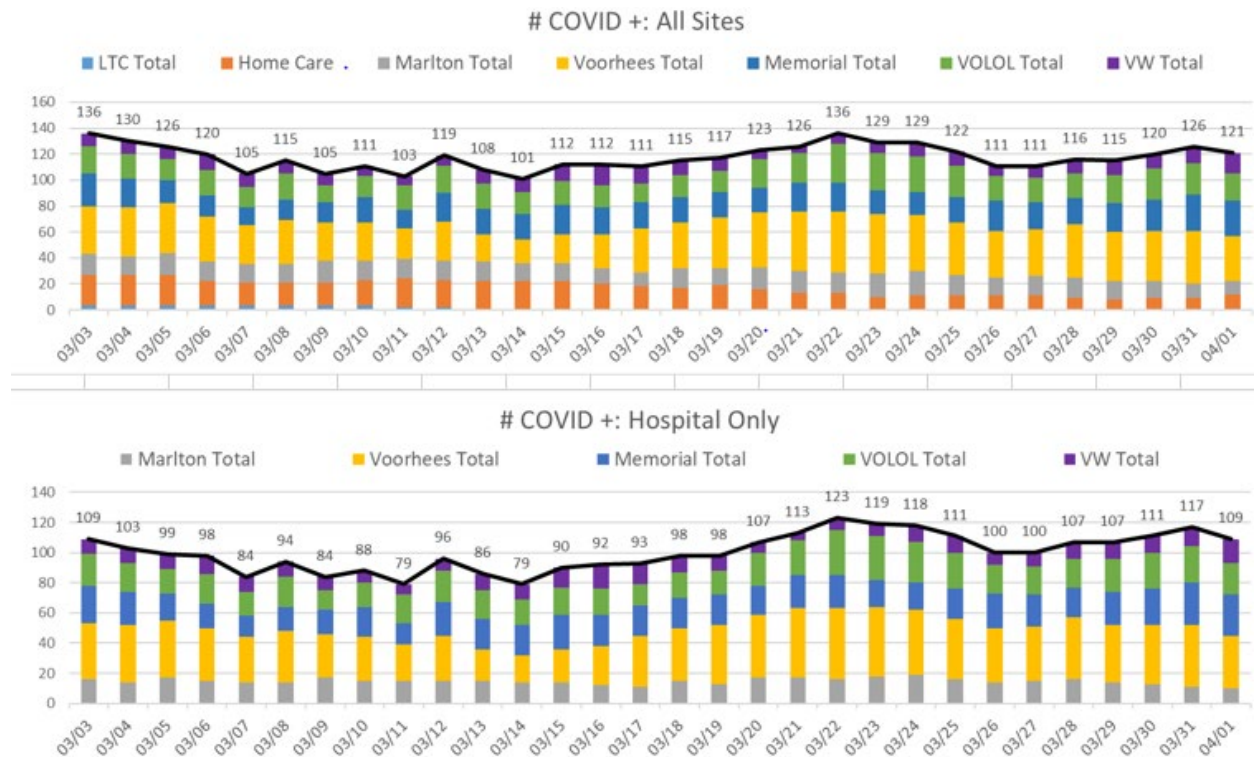
Should there be any worsening symptoms or alarming numbers, the patient is contacted by our team of nurses. If needed, the patient is triaged to either his/her primary care provider or appropriate specialist. If the patient is having trouble with medications, he/she is linked to our pharmacy team. Similarly, Virtua social workers are available to patients if needed.

Expanding the program to COPD (and eventually to CHF) aligns the RPM program with Virtua system-wide initiatives, including reducing unnecessary hospital days, decreasing the 30-day readmission rate, and improving overall patient experience.

In the coming weeks, we look to transition all COVID-19 patients to a modified version of the program, using a Pulse Ox and My Chart, instead of the full kit. This program, called "Care Companion," uses the patient's MyChart account to provide daily home monitoring and connectivity to nurses.

For questions about the RPM program, contact: Donna Antenucci, RN, president of the Virtua Integrated Network (DAntenucci@virtua.org), or Dr. Andrew Cohen, VIN's vice president for clinical operations (acohen@virtua.org).

Virtua COVID-19 Census



Fast Facts

- The rate of transmission in New Jersey is currently at 1.08.
- Locally, in the tri-county area, there have been a total of 2,406 confirmed deaths, as of 1 p.m. today. The state also reports “probable” deaths from COVID-19, with figures shared separately on the [state dashboard](#). For the three counties, probable deaths would account for an additional 191 fatalities.
- The total number of cases are as follows:
 - Burlington County 34,549
 - Camden County 43,429
 - Gloucester County 23,528

***SJ Magazine* Top Docs Polling Underway**

It’s April, and that means it’s now time to nominate colleagues for *SJ Magazine’s* 2021 Top Docs issue.

“If you were ill, who would you go to?” That is the guiding question asked by the magazine. [You can vote here on this link exclusive for physicians.](#) A physician license number is required, and you may cast only one ballot.

[Patients are able to poll as well, but would click on this link.](#)

Voting ends May 15, and you can find the results in the magazine's September 2021 issue.

As for last year's list, to view the physicians who were chosen by their peers – and patients – as a 2020 Top Doc, [click here](#).

Here for Her:

Look Out for Our Exciting New Campaign

You are starting to see and hear new messaging about Virtua almost everywhere.

Research shows that Virtua is a leader in women's health and there is an opportunity to create a more personalized connection. Women are the health care decision-makers in most households. Her health care needs are different. She should feel empowered and supported with access to comprehensive services.

That's why we have launched a new campaign, connecting the dots and reaching women in new ways around her life stages and moments that matter.

Click to view a version of the [print ad](#).

As one woman in our research stated:

"There is an unmet need among women for a health care provider that understands and has empathy toward their emotional and physical needs when it comes to their health. But even more prevalent is the need to feel heard and to have a trusted relationship with a women's health partner on a personal level."

Take pride in how Virtua is building this important relationship through a variety of channels such as TV, radio, social media, digital, billboards, newspapers and more. We encourage you to check out virtua.org/women to learn more about this exciting new approach. You can also watch the new commercial [here](#) and on [YouTube](#).

Make a Difference in Our Community

We invite you to join the Women of Virtua Colleague Community and learn about three programs that are making a meaningful impact to our communities and patients: the Cherry Hill Free Clinic, Virtua Community Health Engagement, and the CEED program.

All are welcome to this virtual event.

Wednesday, April 28
4 to 5:30 p.m.

A Zoom invitation will be sent two days prior to the session. View the flyer [here](#) and register [here](#).

Five Stars for the Advanced Surgical Institute

Google reviews are an increasingly common expression of gratitude. Many of Virtua's online reviewers not only take the time to highlight their experience, but they also graciously acknowledge members of their care teams. Today, we share a five-star review from **Rosemary C.**, a patient of Advanced Surgical Institute (ASI).

*My family and I have lived in Washington Township since 1982, and my recent visit to ASI was the best I've ever had. From the time I walked in the door, I was treated with kindness, compassion, and respect. That means a lot considering each and every patient is nervous and scared about having a surgical procedure of any kind. My fabulous staff members were **Ann, Jen, Michelle, Jon, Colleen, and Kristen**. A special shout out to **Kris** for being a great pre-op and post-op nurse, and thanks to **Diane** for my follow-up call at home. I appreciate the thank you card so I could personally thank every staff member who provided excellent care. Thank you a hundred times!*

Our colleagues and clinical partners provide excellent care for our community members, so it's nice to see that reflected in online reviews. In fact, March 2021 set a new record in the number of four- and five-star reviews that we've received in a single month. We closed the month with 502 positive reviews, which is a big leap from our previous record — 412 in October 2020. We look forward to breaking more records and turning meaningful interactions into moments of gratitude with online reviews.

Smoking Cessation Education and Support

Do you know of a patient or colleague who could use help kicking the smoking habit? If so, feel free to share this opportunity. A FREE smoking cessation program run by a trained tobacco treatment specialist is being made possible by the philanthropic support of Virtua Garden State Pulmonology Associates.

To help individuals quit smoking, Virtua will offer a two-session virtual educational support group to take place on **Tuesday, May 11** and **Tuesday, May 18** from 5 to 6:30 p.m.

Participants will learn about the tobacco addiction process and will get tools and support to help quit smoking, including free nicotine patches, lozenges, and acupuncture. Topic discussions will include addiction, stress management, and developing a personal plan to quit smoking using resources and support.

To register, call 888-847-8823. The Microsoft Teams meeting ID will be provided the week prior via email. Click to view the [flyer](#).