

## Clinician Update

### April 11, 2024

With your busy schedules in mind, we are experimenting with a way to expedite the delivery of this important clinician messaging to you. **If you are interested in an abbreviated audio version of *Clinician Update*, [click here](#).**

#### Breaking News:

### **[U.S. News Honors Virtua Our Lady of Lourdes Hospital for Excellent Outcomes among Black Maternity Patients](#)**

Today marks the start of Black Maternal Health Week, and *U.S. News & World Report* is calling attention to this critical health equity matter by recognizing 26 hospitals nationwide that are high performing in maternity care for Black patients.

“This recognition is extremely meaningful to our colleagues,” said Nicole Lamborne, MD, Virtua’s vice president of clinical operations for women’s health and a practicing OB/GYN physician. “We believe that all people are deserving of compassionate, individualized care, and therefore we must dedicate ourselves to being champions for health equity and providing our Black patients with outstanding experiences and clinical excellence.”

Virtua Our Lady of Lourdes is the only acute care facility in Greater Philadelphia to receive this distinction. Learn more about this honor from [U.S. News & World Report](#).

#### **Starting Next Week: Epic Care Everywhere Image Exchange**

Beginning **Tuesday, April 16**, Virtua will go live with Phase 1 of the Care Everywhere Image Exchange through Epic. This valuable tool will help clinicians receive a comprehensive view of the care a patient received at a facility or organization outside of Virtua. By exchanging documents with these groups, Virtua care team members can view patient data such as EKGs, wound images, and other PDF documents, making it easier for all care providers to stay on the same page.

These shared documents can be viewed in the Media tab in Epic Hyperspace. Clinicians can identify it as a shared image from an external organization if the document type name starts with “External” and it is accompanied by the Care Everywhere symbol.

Among the many organizations Virtua clinicians will be able to view images from include Penn Medicine, Jefferson Health, CHOP, and Cooper. Additionally, clinicians at participating organizations will be able to retrieve files from Virtua.

In the coming months, a second phase of this project is planned that will allow additional Care Everywhere Image Exchange functionality, such as referential diagnostic quality images.

## Advancing Health Care through Artificial Intelligence

President and CEO Dennis Pullin had the opportunity to sit down and talk with two of Virtua's experts on artificial intelligence, focusing on how AI is impacting health care, and how it's being thoughtfully deployed here at Virtua. Tune into this informative conversation with Tom Gordon, SVP and chief information officer and Tarun Kapoor, MD, SVP and chief digital transformation officer. A little "AI IQ" can go a long way!

Click to [view the video](#).

## Launching this Week: Practicing Excellence Advanced Patient Experience Program

The Advanced Patient Experience Program launches this week and will run for 26 weeks. We invite you to watch the handy introduction video, as well as the invaluable insights provided in our first set of tips in the program. If you are uncertain as to which tip you should watch, please consult the [Week 1 Guide](#) to see which one corresponds to your specific learning track. Topics include: Be Visible, Taking Time to Think about How We Work, The Impact of Patient Participation, Patient Partnership When It's Busy, I Care about You, The Words We Choose, The Current State of Explaining Care, and The Power of Understanding.

Throughout the organization, colleagues are watching tips that reflect their role and team based on nine learning tracks. That said, all Practicing Excellence content supports our core values and principles. For example, a topic discussed is "[The Words WE Choose](#)." There are many correlations between the Practicing Excellence tips and the tips from Virtua's own [Language of Caring Guide](#).

A key insight from the video emphasizes the importance of "making your words personal and authentic." Similarly, the Language of Caring Guide's first chapter encourages us to prioritize person-first language, recognizing individuals as more than the illness we're treating. Instead of labels like "mentally ill," we advocate for phrases like "person with a mental disorder, illness, or health condition." These words offer a more compassionate and respectful approach to communication.

**Call to action:** Colleagues who are not yet enrolled in the advanced program can view instructions and enrollment codes on the [Practicing Excellence page of Colleague Corner](#). **Remember to use your work email during the login process.** Should you encounter any difficulties, don't hesitate to reach out to our tech support team by emailing [members@practicingexcellence.com](mailto:members@practicingexcellence.com).

## Palm Vein Scanning to Begin at Virtua Mount Holly ED and Pediatric Pavilion

On April 17, Virtua will launch Imprivata PatientSecure palm vein scanning at the Virtua Mount Holly emergency department and Pediatric Pavilion. PatientSecure is a biometric technology device that identifies each patient using the unique characteristics of their palm veins. Palm vein scanning provides

a fast and safe way to correctly identify each participating patient and accurately link to their medical record.

Rollout will continue system-wide in a phased approach throughout 2024. To learn more about palm vein scanning at Virtua, click [here](#) to download the FAQs.

## Continuing Medical Education (CME) Undergoing Software Upgrade

Virtua's vendor for our CME surveys and certificates, WeSpeakEasy, is transitioning to a new software that provides enhanced reporting and graphics. You will notice that the surveys and corresponding certificates will appear slightly different. This is an active process, and you may have already noticed the new effects. The full transition will be in effect by May 1.

The URL and QR codes for courses, regularly scheduled series (RSS), and enduring material will not change, so please continue to use them.

Please reinforce to your participants to complete the surveys ASAP for classes scheduled the last two weeks of April during the transition as WeSpeakEasy will be shutting down the former software. We want to avoid any loss of participant data.

## 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:

"From check-in to check-out, everyone was wonderful! Polite, informative, and just very kind, overall. I had almost no wait time and was kept informed. I was really impressed with this office and staff! I'm so happy to have found a new primary care provider with Alice DiPietro and this great team!" (Alice DiPietro, APN)

"This was my first time with this practice. Dr. Bess was very caring and compassionate. From the time I walked in, everyone was caring and compassionate. Thank you." (Angela Bess, MD)

"My experience with Dr. Acholonu was fantastic. I lost 140 lbs. in the last two years (from 335 to 195)." (Emeka Acholonu, MD)

"Tremendous doctor. His treatment, his recommendations, his attention are all incredible. And his staff is very friendly." (Ely Sebastian, MD)

"She was extremely empathetic and an excellent health care professional. I will recommend her to my friends and colleagues." (Christina Chao, MD)

## Virtua in the News

## **Rowan-Virtua School of Osteopathic Medicine Names New Dean**

Richard Jermyn, DO, has been appointed dean of the Rowan-Virtua School of Osteopathic Medicine. He had served as interim dean for the past year, overseeing the school's academic, research, and clinical affairs. A proven leader during his 28 years at the university, Dr. Jermyn has played a critical role in Rowan's partnership with Virtua, as well as the growth and success of the medical school.

"Even with all we've achieved, we are in the early phases of the Virtua and Rowan affiliation," said Reg Blaber, MD, executive vice president and chief clinical officer. "Our goal is to transform health care in the region and far beyond, and the vision and dedication of Dr. Jermyn will help make it happen."

Read in [New Jersey Business Magazine](#), [Philadelphia Business Journal](#), and [ROI-NJ](#).

## **Virtua Featured on 60 Minutes**

The acclaimed news show aired a comprehensive story on how artificial intelligence is being used to help people with mental health challenges like anxiety and depression. Virtua offers such a tool, a mobile app called Woebot, to increase patients' access to mental health support, particularly during off hours. Angela Skrzynski, DO, lead physician for Virtua Primary Care Telehealth, was featured discussing Woebot with a patient. Watch [here](#).

## **Virtua Named a Top Place to Work**

An industry news outlet recognized Virtua among 150 "top places to work in health care." The list features organizations that "prioritize workplace excellence and the happiness, satisfaction, well-being and fulfillment of their employees." The story cited Virtua's support of professional and personal development of colleagues, including opportunities for advancement and "a culture that promotes wellness." Read in [Becker's Hospital Review](#).

"It is incredibly gratifying to see Virtua listed as an employer of choice for our industry," said Rhonda Jordan, EVP and chief human resources officer. "We have a special culture and the best people, and that's becoming more widely known across the country."

Additionally, we extend our gratitude to our colleagues who participated in the *Modern Healthcare's* Best Place to Work survey. Our goal was for 40% of the selected individuals to complete the survey, and we achieved a commendable 48% participation rate. This not only exceeds our target, but also shows an improvement from last year's participation rate of 46% in 2023. We will share the survey results as soon as they are available.

## **5 Factors Shaping New Jersey Health Care**

Health systems face many challenges and opportunities in today's post-pandemic world. These include sicker patients, rising mental health needs, and social inequities such as food insecurity. Virtua's Eat Well Food Farmacy is cited as an example of how health systems can address such issues. The program fills "prescriptions" for fresh produce and other healthy foods for people experiencing hunger and food insecurity. Read in [New Jersey Business Magazine](#).

## **Finding Solutions to the Opioid Crisis**

Researchers and physicians affiliated with the Virtua Health College of Medicine & Life Sciences of Rowan University are developing new treatments, training the next generation of providers, and finding new strategies to help people access treatment and recover. Read in [Tap Into](#).

## **Virtua CEO Discusses His Leadership Style**

Today's chief executives try to balance "strong" and "soft" leadership qualities, according to an industry publication. Virtua President and CEO Dennis W. Pullin, FACHE, shared how he uses a mix of such skills, including authenticity, active listening, and mutual accountability. Read in [Becker's Hospital Review](#).

## **Virtua to Provide Health Services at New Community**

Developers recently opened a new affordable housing community in Camden, as part of a multi-phase redevelopment of the city's oldest public-housing development, Ablett Village. Virtua will provide health and wellness services, including education sessions and health screenings, for residents of the community being developed by the Michaels Organization. Read at [tmo.com](#).

## **Rowan-Virtua Center Helps Fill Gap for Adults with Disabilities**

Founded in 2019, the Rowan-Virtua Regional Integrated Special Needs Center is South Jersey's first primary care practice dedicated to serving people with complex special needs. Additional services are planned for people with both intellectual disabilities and mental health disorders. Read and watch on [NJ Spotlight News](#).

## **Special Eclipse Delivery in Mount Holly**

Sara and Jeff Hsu had planned to watch the solar eclipse, but Mother Nature intervened. Sara delivered their first baby, Evelyn, at the beginning of Monday's eclipse. A local TV station visited the family at Virtua Mount Holly Hospital, where they discussed the celestial experience. Watch on [CBS 3](#)

## **Reminder of Resources at the Ready for You**

It's National Library Week from April 7 to 13. If you haven't yet, now is always a great time to discover and utilize the Virtua Health Sciences Library. Our medical librarians, [Helen-Ann Brown Epstein](#) and [Sophia Kim](#), are available to meet all your information needs, and the site has a wealth of resources available to you.

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.

## Celebrating Health Information Professionals

Virtua is celebrating Health Information Professionals Week, April 15 to 19. Health information professionals are highly trained in management technology applications and understanding workflow processes in health care organizations. Virtua's Health Information Management (HIM) departments play a key role in optimizing health information to improve patient quality and safety every day of the year.

"Now more than ever, our advancements in technology broadly contribute enormous capabilities to all areas of health care," said Reg Blaber, MD, EVP and chief clinical officer. "I can't say enough about the work that health information professionals accomplish to help ensure patient information is accurate, complete, secure, and accessible, which impacts patient care and safety."

## Medical Lab Professionals Week, April 14 to 20

Medical lab scientists, phlebotomists, and other lab professionals are always busy providing vital information that is ever so critical in the diagnosis, treatment, and care of our patients.

"They are champions of blood bank, chemistry, hematology, histology, microbiology, and phlebotomy, all fortified with a tireless dedication to detail," said Ahmed Salahuddin, AVP of laboratory services at Virtua. "I thank these colleagues for their steadfast professionalism as they support our clinicians and ultimately our patients."

[Click here](#) to watch a video that features the activities at the labs and the talented individuals who work there.

## Upcoming Events

### Free Vascular Screenings Offered to Patients April 20

Virtua's vascular team will hold the second of two free public screening events on **Saturday, April 20**, at Virtua Cardiology Moorestown at Marne Highway.

Screenings involve a short pre-screen evaluation. Based on results, an ultrasound or other tests are performed as needed.

If you know someone who could benefit, please share. Appointments are highly recommended, but walk-ins are welcome. Click to [register](#). Click to [view the flyer](#).

### Nutrition and IBD, Important Information to Know, April 23

Understanding the role between proper nutrition and its impact upon Inflammatory Bowel Disease (IBD) is paramount. Sanket B. Patel, DO, Director of Virtua Crohn's and Colitis Center, will be virtually discussing this topic in depth for clinicians at a non-accredited educational event on **Tuesday, April 23**, at 3:30 p.m. To participate, [click here on Teams](#).

### **CME Event on Advanced Cardiac Imaging and Hypertension, April 24**

Hypertension remains a leading cause of cardiovascular complications for our patients, and a large proportion of these patients are not adequately controlled. This presentation will review the epidemiology of hypertension and offer an alternative treatment option for those difficult to control hypertensive patients. Additionally, we will review options for cardiac imaging and how that may benefit our patients. Cardiologist Mark Finch, MD, and interventional cardiologist Kintur Sanghvi, MD, medical director for interventional cardiology at Virtua, will be speakers at the event to be held **Wednesday, April 24**, 5:30 to 7:30 p.m. at the Barry Brown Health and Education Center. Click to [view the flyer](#).

### **Embracing Mental Health Conversations, May 2**

The goal of this virtual forum hosted by We Thrive is for colleagues to learn more about Virtua's dedication to help recognize and embrace the importance of mental health and what we can do as health care workers to support ourselves and those around us. The event will take place **Thursday, May 2**, 5 to 6 p.m. Feel free to spread the word to your teams.

The expert panelists include: Caitlyn Van Wagner, LCSW, CCFP, We Support program manager; Jay Case, MD, VP of clinical operations for behavioral health; Suja Matthews, MA, director of inclusion, diversity, and equity; Hafeza Shaikh, MD, assistant program director of cardiology; and Erika Dawkins, PsyD, clinical psychologist and Carebridge professional.

When on network, [click here](#) to register on the Virtua Learning System.

### **IDEA – Inclusion, Diversity, and Equity for All**

Celebrated by Hindus and Sikhs around the world on **April 13**, Vaisakhi, also known as [Baisakhi](#) or [Vishu](#), is observed as a religious observance. Known as an occasion to bring in a new year aligned with spring harvest, it also marks the founding of the Khalsa, the Sikh warrior community.