

## Clinician Update

### April 13, 2023

#### Conducting Research at Virtua – How to Start

“It’s an exciting time for research at Virtua!” says Jillian Stanley, Director of Research Administration at Virtua. Clinical research has been integrated with more Virtua locations than ever before. Our hospitals have adapted various COVID19 research protocols since the pandemic began to offer more options to our critically ill patients. Virtua Our Lady of Lourdes Hospital offers patients access to many investigational cardiac device implants before they are on the open market. Research is growing to include the recent partnership with Rowan University and the Virtua Health College of Medicine & Life Sciences.

If you are interested in conducting research at Virtua, your first step should be to contact the Office of Research Administration which will help shepherd you through your research journey. Contact [researchreview@virtua.org](mailto:researchreview@virtua.org) and the research team will provide you with the necessary policies and forms to obtain all approvals. For more information, [click here for a brief overview](#) on doing research at Virtua. You can also visit the Virtua Learning System (VLS) and review *Conducting Research at Virtua* ([csod.com](https://csod.com)).

[Click here to view the overall Research Review Policy](#). Remember that our library of clinical publications has a home base on [Digital 411](#), found under “Additional Resources/Clinician Publications.”

#### Virtua Health Colleagues are Practicing Excellence

We have entered Week 2 of Practicing Excellence and the *Patient Experience Program*. Just like last week, we encourage you to watch the weekly tip with your team or independently. Then, follow it up with a meaningful conversation about the content.

For those who want to incorporate Practicing Excellence into their team huddles, look for weekly guides on the Practicing Excellence page of Colleague Corner. For your convenience, click to view the [guides for this week \(Week 2\)](#) and [next week \(Week 3\)](#).

**User tip:** If you watch a Practicing Excellence tip in a group setting, make sure everyone knows that they can keep their individual account up to date by tapping the link next to “Already watched this video?” below the tip. This feature is available on both the desktop and mobile versions of the platform.

For a reminder to see how to register your Practicing Excellence account, click [here](#) for a previous *Clinician Update* now posted on Digital 411.

**Please note:** When you first enroll in the *Patient Experience* program, you will be asked to provide a join code. There are different [codes](#) for different subsets of the Virtua workforce, including specific clinician groups. Once you are enrolled, the Practicing Excellence platform will serve up the weekly tips in the recommended order -- similar to the way Netflix automatically queues the next episode of a series.

[Click here to view this graphic](#) and enter the code that corresponds with the learning track.

To view all Practicing Excellence resources, for those on the Virtua computer network, visit the [Practicing Excellence page](#) on the Colleague Corner.

To help our colleagues in this journey, the team from Practicing Excellence offers “office hours” to answer questions regarding activation, integration, or for any additional support you may need. Office hours are Wednesdays from 11 a.m. to 12 p.m., as well as Thursdays 3 to 4 p.m., now through April 20. Click to [log on during office hours](#).

Thank you for supporting this exciting initiative.

## Virtua Participates in Modern Healthcare’s Best Places to Work Survey

**Friday, April 14** is the final day to participate in *Modern Healthcare’s* “Best Places to Work” survey.

A small group of colleagues were randomly selected to receive the 10-minute employee survey. Good news: earlier today we reached the necessary participation rate in order to be considered for recognition. That said, the more Virtua colleagues who participate, the better.

Therefore, everyone is invite to search their inbox for an email from March 31 sent by [Surveys@WorkforceRG.com](mailto:Surveys@WorkforceRG.com). The subject line was “Your Voice Counts – Best Places to Work in Healthcare.” If you were selected, you likely received reminder emails on April 5 and 10 as well.

When searching, be sure to look in the “Other” folder if you use Microsoft 365, or check in your “Spam” filter.

If you were selected, it would mean a great deal if you could take 10 minutes to complete the survey. Your feedback matters, and this is a rare opportunity to represent yourself and the larger team. The survey is confidential.

If you were NOT selected, thank you for double checking. There is nothing you need to do.

The results of the survey will be shared by *Modern Healthcare* in the fall.

## Virtua in the News

### **Virtua CEO Named among “Great Healthcare Leaders to Know”**

*Becker’s Hospital Review* recently named Virtua President and CEO Dennis W. Pullin to its 2023 list of [“Great Healthcare Leaders to Know.”](#) A few weeks ago, Dennis was also included on *Becker’s* list of [“149 Black healthcare leaders to know.”](#)

### **Virtua Defies Industry Norms with Majority of Women Leaders**

Women represent about 75% of the U.S. health care workforce, yet they’re vastly under-represented at the leadership level. Virtua, however, has worked to reverse this inequity within our organization. As a result, five of Virtua’s nine senior executives are women, and nearly 55% of Virtua’s senior leadership

members are women—more than twice the industry average. Read more in [ROI-NJ](#), [Becker's Hospital Review](#), and [Virtua's press release](#).

### **Fighting the Good Fight**

The medical community continues to make significant progress in cancer treatment, including the new Penn Medicine | Virtua Health Proton Therapy Center in Voorhees. This [South Jersey Magazine](#) story includes an interview with Dr. Catherine Kim, medical director of Penn Medicine | Virtua Health Radiation Oncology.

## **Family Medicine Forum Set for Atlantic City, May 5-7**

The New Jersey Academy of Family Physicians, [NJAFP](#), will be hosting its “FamFed Forum 2023 - The Voice of Family Medicine,” at Harrah’s Waterfront Conference Center in Atlantic City on May 5-7. Dr. Mary Campagnolo, Virtua family physician and geriatrician, medical director for value-based programs and payer contracts for Virtua Medical Group and a member of the board of directors for the American Academy of Family Physicians (AAFP) will present on AAFP’s organizational and strategic plan for members and will provide a review of the health care landscape for family medicine. She will also be installing fellows and chapter board officers.

Click [here](#) to register.

## **Virtua Physicians Talk Up Back Health April 19, 7 p.m.**

In our next Real Talk! Women’s Health Chat, our experts will dive into the topic of back pain. Our host, Nicole Michalik from 92.5 XTU, will chat with three experts about the causes of back pain, particularly in women. They will share tips to strengthen muscles, and how to know when it’s time to get help.

Speakers include:

Richard DeWitt, physical therapist, Virtua Health

Dr. Kyle Mueller, spine neurosurgeon, Penn Medicine | Virtua Health Neurosciences Program

Dr. James Sanfilippo, spine orthopedic surgeon, Virtua Orthopedics & Spine, Reconstructive Orthopedics

[Click to register.](#)

## **Five Virtua Physicians Post Video for Upcoming Benefit Bike Ride May 13**

Drs. Jubril Oyeyemi, Alfred Sacchetti, Monika Smith, Hafeza Shaikh, and Tarun Kapoor donned their bike gear for this [promotional video](#) for the upcoming Cherry Hill Free Clinic "Cycling for Care" event. It's a

bike ride through the rolling hills of Burlington County on Saturday, May 13. The course options are 10 miles, 100 miles, or any distance in between. It's all to benefit the clinic.

To register, [click here](#).

## Run with the Docs!

### Mark Your Calendar for June 11

Now that spring is in full swing, it will soon be time to [Run with the Docs!](#) Virtua Voorhees Hospital is the scene of this popular 5K run and 1-mile walk on Sunday, June 11, all to support our programs for families who have experienced [pregnancy and infant loss](#). For event organizers and OB/GYN physicians Drs. Stacy McCrosson and Kimberly Bridges-White, the event is a great opportunity to get out for a truly meaningful cause. "We are so inspired by the families who show up with their teams each year," Dr. McCrosson said. "We are overwhelmed by the outpouring of support these families receive from our colleagues at Virtua, all the doctors, nurses, and staff, the running community, and friends and family from all over the tristate area who make it a tradition of kindness to be at this event."

"All of us together," said Dr. Bridges-White, "it's how we show we are truly Here for Good. So, we hope everyone feels welcome to be a part of it!"

For more information, click [here](#).

## Spotlighting the Impact of our Donors

We are pleased to share our 2022 Impact of Giving report – Transforming Health Care through Philanthropy and hope that you are as inspired as we are to see the incredible impact our generous donors and caring colleagues made last year.

Our colleagues' commitment to being here for good is remarkable. In 2022, 1,262 caring colleagues, including every senior leader, supported Virtua's colleague giving campaign, [Give for Good](#). Together through philanthropy, we supported a range of programs and services that make a difference for our patients, our community, and each other.

Thanks to our donors' generosity:

- 4,861 children received free developmental and health screenings by the Pediatric Mobile Services team.
- 755 hospitalized patients were aided beyond bedside care with services or financial assistance.
- 161 people in cancer treatment received a free wig and salon services at the RCCA Hair Boutique.
- 900+ market stops were held by our Eat Well Food Access team.
- 90+ Virtua colleagues received emergency aid through the Colleague Care Fund.
- ...and so much more!

See more of our donors' impact at [GiveToVirtua.org/impact](https://GiveToVirtua.org/impact).

You can also read the full printed report [here](#).

## IDEA – Inclusion, Diversity and Equity for All

### **Awareness and Recognition**

The maternal mortality rate across racial backgrounds has increased by almost 89% since 2018—with Black women being at much higher risk than any other racial group. This week, we commemorate Black Maternal Health Week, joining in ongoing efforts to increase awareness and create viable actions and solutions. If you were unable to join us for the Black and African American Colleague Community event on April 12 for [Black Maternal Health Week](#), the recorded event can be found [here](#). Click to read more about [Black Maternal Health Week](#) and this year's [Proclamation from the White House](#).

Additionally, we wish a [Happy Vaisakhi](#), also known as Baisakhi or [Vishu](#), to all celebrating on April 14 or April 15. Click on the hyperlinks to learn more about these spring harvest new year holidays, including recognition of the formation of Sikh communities celebrated throughout the world.

### **Upcoming IDEA Events:**

Join us for [The Power of Inclusion](#) on Friday, April 21 at 9 a.m. This one-hour webinar focuses on understanding the difference between diversity and inclusion as well as the benefits of working in an inclusive environment.