

Clinician Update

April 27, 2023

A Patient Experience Week Message from Dennis W. Pullin

Hello and happy Patient Experience Week! Our partners at The Beryl Institute started this tradition five years ago, and it has steadily gained momentum ever since.

I'm proud of the many ways we prioritize the patient experience at Virtua Health. Just last week, we launched the Mobile Health & Cancer Screening Unit that will make lifesaving services more accessible and affordable to people in our community. Two days ago, we held a luncheon to celebrate our hundreds of Virtua volunteers. These kindhearted folks are sometimes the first people patients encounter when visiting our campuses, and we are grateful for their commitment to enhance the experience of our patients. I always keep in mind that patients—people—have choices. The fact that they choose Virtua and our providers for their care says so much about all of you and how you show up.

As we continue with our Practicing Excellence *Patient Experience Program*, I hope you will take a moment to appreciate the incredible impact you have each day.

The tips provided by Practicing Excellence are often so simple, and that is by design. They aim to reconnect us to the big impact of the small things, to energize our shared purpose, and to remind us of our shared humanity.

Taking a page from Practicing Excellence, I am issuing my own “try this challenge” for the remainder of Patient Experience Week. I invite you to take an extra moment this week to remind yourself that each patient you encounter is a unique individual with a distinct perspective. Acknowledging that simple truth is what empowers us to deliver an outstanding experience to everybody, always. If you can, thank a patient for choosing Virtua and for placing their trust in our team. Watch what happens.

Every time I round, I am reminded that Virtua really is home to the best people and that incredible things occur each day across our health system. Thank you for all you do, and have a terrific Patient Experience Week.

Dennis

Introducing: the Language of Caring Guide

This week, in honor of Patient Experience Week, Virtua premieres a new resource: the *Language of Caring* guide. This extensive document combines industry best practices with research and proven tactics from the Virtua marketing team regarding how to connect with consumers in ways that acknowledge their values and preferences.

The guide can be accessed [here](#). It provides our shared communication style (whether aloud or in writing), and is an extension and reflection of our brand. There is no “right” way to use the guide. You can read it in one sitting or keep it on hand as a resource. The guide will also receive regular updates, and we hope you will let us know about opportunities to expand upon its content.

Here’s an example of what’s included: At Virtua, we make a deliberate effort not to make a person’s diagnosis or condition their defining attribute. As such, we care for “people with diabetes” rather than “diabetics.” Similarly, we care for “people experiencing homelessness” instead of “the homeless.” Notice how the word *people* comes first in both instances? You can read more about the concept in the chapter of the *Language of Caring* guide called “People First Language.”

Think of the guide as another example of how, at Virtua, we always “SEE” good together through Safe, Excellent, and Empathetic care and communication. Please send questions or feedback to virtuainfo@virtua.org.

Practicing Excellence at Virtua

Our 26-week Practicing Excellence journey is going strong! Click to view the [Week 4](#) and [Week 5](#) guides to view, try, and share with your peers. To view the weekly guides and additional resources, visit the [Practicing Excellence page](#) on the Colleague Corner. 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.

Also note that Practicing Excellence recently released an app update. This update included technical fixes to keep the app operating smoothly.

If you do not have auto-updates active on your mobile device, visit the App Store or Google Play Store to install the latest update. Search Practicing Excellence in the store.

If you have any questions, please email members@practicingexcellence.com.

Top Physicians 2023 - *South Jersey Magazine*

In its August issue, *South Jersey Magazine* will highlight those physicians as voted by the public that have made an impact on the lives of people in our area. Each person can vote one time per day [here](#). Entries must be received by June 2.

[Here is the publication’s Top Physicians, 2022.](#)

In The News

Virtua to Acquire Prominent Orthopedics Practice

As reported in *Clinician Update* last week, longtime regional leader Reconstructive Orthopedics is slated to become part of Virtua Medical Group in July. The practices will operate under the name Virtua Reconstructive Orthopedics. All staff members in good standing—about 300 people—are being invited to transition to the Virtua workforce, and patient care will continue without interruption. “Virtua has long been dedicated to quality health care close to home, and views this as fundamental to a person’s quality of life,” said Dennis W. Pullin, FACHE, president and CEO of Virtua. “We are excited and honored to have this caliber of experts join Virtua and to continue this legacy.” Founded in 1977, Reconstructive Orthopedics is one of the state’s largest orthopedics practices. Read more in [NJBiz](#), [Philadelphia Business Journal](#), [Philadelphia Inquirer](#), and [ROI-NJ](#).

New Mobile Program Provides Free Mammograms, Other Screenings

Whether they are uninsured, can’t take off from work, or face other obstacles, people often skip important screenings that can catch cancer early—when it’s most treatable. To boost access to this care, Virtua has introduced a state-of-the-art [Mobile Health and Cancer Screening Unit](#). This 40-foot clinic on wheels travels to communities across Burlington and Camden counties, providing free mammograms, Pap tests, PSA tests for prostate cancer, and more. Read in [NJBiz](#) and listen on [KYW Newsradio](#).

Virtua’s Attention to Addressing Maternal Mortality for Black Women

The United States has one of the highest rates of maternal mortality among high-income countries. With April being National Minority Health Month, and with Black Maternal Health Week already quickly behind us, ever important is the reminder that awareness is year round. It is why Virtua is providing education and training for clinicians and patients.

“We are taking steps to improve our communication with patients and between maternal-child health team members—attending physicians, resident physicians, nurse midwives, and nurses,” said Nicole Lamborne, MD, vice president of clinical operations for Women's Services at Virtua Health.

“It means approaching each patient from the mindset that more information is better than less,” said Theresa Adeliyi, MD, medical director of the Virtua Center for Women. “We find that when patients are armed with such detailed information, it provides them with a framework from which they feel comfortable and confident to express concerns that they may otherwise hesitate to bring up.

Virtua is also a birth facility member of the [Southern New Jersey Perinatal Cooperative](#), which endeavors to incorporate practical changes to our approach in care of women in our region.

This [CBS3 News broadcast](#) featured Virtua’s attention to addressing maternal mortality for Black women.

Additionally, 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](#).

Three Virtua Doctors Named ‘Exceptional Women in Oncology’

The number of female oncologists is increasing, thereby enhancing the patient experience for those who feel most comfortable receiving cancer care from a woman. Castle Connolly, a respected physician-

rating organization, created a nationwide list of top female oncologists. It includes Virtua's Drs. Deborah A. Butzbach, Alexis Harvey, and Catherine S. Kim. Read in [Becker's Hospital Review](#).

Virtua Psychiatrist Comments on the Topic of Youth Suicide

The tragic death of a local 11-year-old raises questions about the causes and frequency of suicide in younger children. Dr. Patrick Cleary, chair of Virtua's Department of Psychiatry, discussed the risks associated with bullying and undiagnosed mental health disorders in young kids. Read in the [Courier-Post](#), [Burlington County Times](#), or [Vineland Daily Journal](#).

Virtua CEO Named Outstanding National Leader

Becker's Hospital Review has named Virtua President and CEO Dennis W. Pullin, FACHE, to its 2023 list of "Great Health Care Leaders to Know." He is among 89 peers from across the country who are "expertly navigating the ever-changing landscape of modern health care," stated *Becker's*. The publication cites Pullin's "strong sense of purpose and vision," enabling a range of initiatives to improve lives across South Jersey. Read [here](#).

Virtua and State's First Lady Honor Volunteers

For the first time in three years, Virtua held an in-person celebration of its 650 caring volunteers. New Jersey First Lady Tammy Murphy expressed her appreciation for these generous community members—from retirees to students—during her keynote address at the luncheon. [This CBS 3 story](#) focuses on volunteer Alan Cohen, a retired colleague who has been a cancer and stroke patient at Virtua. "It's like a second family," he said.

Virtua Pediatric Mobile Services Unit Awarded Healthy Tomorrows Grant

Congratulations to the Virtua Pediatric Mobile Services Unit for receiving the Healthy Tomorrows grant by the Maternal and Child Health Bureau. The grant will fund the program's goals to provide healthy, nutritious food and preventive oral health care such as dental screenings and fluoride varnish to New Jersey's at-risk pediatric populations. Click to [view more about the initiative](#).

Virtua Physician Participates in Rutgers Healthcare Symposium

Robert Post, MD, medical director of Research and chair of Family Medicine at Virtua, was among the panelists regarding the conducting and funding of research at a symposium entitled "Life Sciences and Health Care Institutions: Partners for Life." Presented by the Edward J. Bloustein School of Planning and Public Policy, Rutgers University, and sponsored by the New Jersey Health Foundation, Inc. and HealthCare Institute of New Jersey, the day-long series of events provided insight into the respective roles of health systems and the life sciences that foster the development of lifesaving and life-enhancing research and solutions.

Share your Thoughts: Fall Bioethics Symposium

Preparation has started to hold a Bioethics Symposium in the fall, and the planning committee wishes to receive your feedback about topics, speakers, format, and time of day. Please take a few minutes to [complete the survey](#).

Virtua Physicians Talk Up Back Health

In our most recent Real Talk! Women's Health Chat, our experts dived into the topic of back pain, sharing tips to strengthen muscles, and how to know when it's time to get help. Kyle Mueller, MD, neurosurgeon of the Penn Medicine | Virtua Health Neurosciences Program, James Sanfilippo, MD, spine surgeon of Virtua Orthopedics & Spine, , and Richard DeWitt, physical therapist discussed the causes of back pain, particularly in women.

To view the program, click [here](#).

IDEA – Inclusion, Diversity and Equity for All

Awareness and Recognition

There is much to celebrate in May! Virtua recognizes the following observances:

- Asian American and Pacific Islander (AAPI) Heritage Month
 - We invite you to learn more about the [VirtuAsia Colleague Community](#) on the Colleague Corner for AAPI-focused events and educational resources.
 - Interesting Fact: The term Asian American was first coined by student activists in the 1960s; and the umbrella term “Asian American and Pacific Islander” was created within the 2000 Census to represent two separate racial groups.
- Jewish American Heritage Month
 - Click to [learn more](#) about past and current experiences of Jewish Americans.
 - Interesting Fact: 7.6 million Jewish Americans make up an estimated 2.4% of the U.S. population, with an estimated 12 to 15% represented by Jews of Color.
- Older Americans Month
 - Led by the Administration for Community Living, Older Americans Month has been observed for 60 years. This year's theme is *Aging Unbound* to urge exploration of diverse aging experiences and fight age-related stereotypes.
 - Interesting Fact: 15 million older adults volunteer across the country. Nearly half of all adults, age 65 and older, volunteer in some capacity.
- Mental Health Awareness Month

- [The Office of Behavioral Health Equity](#) works with the Substance Abuse and Mental Health Services Administration to reduce disparities in mental health and substance-use disorders across populations. Events and resources around behavioral health needs of various groups, including marginalized groups, and military will be occurring throughout the month.
- Interesting Fact: Global Maternal Mental Health Day is May 3. 1 in 5 women around the world experience a type of perinatal mood and anxiety disorder and 7 in 10 women hide or downplay symptoms.