

## Clinician Update

### August 17, 2023

#### Practicing Excellence: Conveying Compassion

Thank you for your commitment to Practicing Excellence and the Patient Experience journey. This week, we invite you to focus on the invaluable insights provided in the [Week 19 and 20 guides](#).

Topics include *Explaining Care*, *Supporting your Team*, *Explaining Actions*, *Listening Well*, and *Conveying Compassion*.

As for the skill of conveying compassion, Virtua Urgent Care lead nurse practitioner Dodi Iannaco, NP, had this feedback regarding Conveying Compassion # 3: *Finding the Trouble*:

"Within my role in urgent care, where we address minor injuries and illnesses, I often encounter patients for the first time. For me, it's crucial to understand their worries. By asking the patient about their concerns, I show compassion and establish a connection."

It is no surprise that conveying compassion is a common reference among our clinician reviews. Note the following recent examples, and the clinician referenced:

"When she is in the examination room with her, you get her undivided attention and compassion." (Mini Gupta, MD)

"Dr Galler is thorough, compassionate, and personable. He also spends time with the patient and explains everything. If I could give him 10 stars, I would." (Avi Galler, MD)

"I truly appreciated Dr. Zaretsky's kindness and compassion from start to finish." (Craig Zaretsky, MD)

"He was kind and compassionate and made me feel like he had all the time in the world for me... He made me feel heard and came up with an appropriate plan for our next steps." (Khaled El-Badawi, MD)

"He is a very caring, compassionate doctor. He spends as much time as needed with you, no rushing you through your appointment. If more doctors were like him, it would be a pleasure to go to the doctor's office! I would give 20 stars if I could!" (Hisham Elgenaidi, MD)

"I have been your patient for over 30 years, and I want to thank you for your care and compassion, and your knowledge and expertise in the field of medicine... and you can never retire. :)" (Richard Kader, DO)

Practicing Excellence allows you to search its library by topic. As we continue with our 26-week Patient Experience journey, you are also welcome to search for a topic that interests you—like conveying compassion—and find all related and relevant tips. We welcome your feedback as we share the Practicing Excellence journey. Email your thoughts to [VirtuaClinician@virtua.org](mailto:VirtuaClinician@virtua.org).

## Virtua VP of Clinical Operations Featured in *Here for Good: Inside Edition* Empowering Motherhood: An Inside Look at Team Birth

In the [latest episode](#) of *Here for Good: Inside Edition*, Nicole Lamborne, MD, VP of clinical operations, speaks with President and CEO Dennis Pullin about the exciting initiative called Team Birth at Virtua Voorhees Hospital.

Recognizing that the journey to motherhood is both exhilarating and challenging, Team Birth was born from the collaboration between the Department of Health and the New Jersey Quality Institute. Its main goal is to empower mothers to voice their needs and concerns during the birthing process. During an update on the initiative, Dr. Lamborne shared valuable insights, particularly opportunities to improve communication between staff and patients.

“If we aren’t open to hearing what patients are trying to say, we are not really listening and communicating,” said Dr. Lamborne.

Since the implementation, Dr. Lamborne has seen positive developments in communication. The initiative is currently underway at Virtua Voorhees, with plans to expand implementation to all Virtua delivering hospitals (Virtua Mount Holly and Virtua Our Lady of Lourdes).

Click to [view the video](#) and learn more about Team Birth, as well as the Midwifery Birth & Wellness Center and Dr. Lamborne’s predictions for the number of births at Virtua this year.

## Virtua Chief Clinical Officer Joins Marketing Leaders Presenting at Human Understanding Beyond 2023 Conference

As part of Virtua’s continuing journey to improve health care experiences for patients and fellow colleagues, Reg Blaber MD, EVP and chief clinical officer, Chrisie Scott, SVP and chief marketing officer, and Ryan Younger, VP of marketing, presented at the Human Understanding Beyond (HUB) 2023 conference, hosted by Virtua’s vendor-partner NRC Health.

Titled “Heartwiring: What Matters Most with Everybody, Always,” the presentation covered the importance of listening to consumers to create human understanding and design experiences that inspire loyalty. The team shared how Virtua created this best-in-class model and provided learnings about the metrics, structure, and processes that have supported this vision and positioning of a sustainable brand. Read [more](#).

## The Virtua Cardiology for Primary Care Symposium, Sept. 9 Virtua Cardiologist Welcomes Clinicians to Attend

[The Virtua Cardiology for Primary Care Symposium](#) will take place on Saturday, Sept. 9 in person at Rowan College of Burlington County, as well as virtually. For cardiologist Troy Randle, DO, FACOI, FACC,

MBA, program chair for the event, this continuing medical education program presents a valuable opportunity for clinicians.

“I liken it to touring a museum and gaining new insight or reinforcing what was known,” said Dr. Randle. “What we discuss, educate, and learn here has a direct impact on improving patient care and outcomes.”

This will be the 13th year Virtua Cardiology has held this event to educate primary care practitioners, physicians, NPs, PAs, and other health professionals on news and trends in cardiovascular care. A few of this year’s topics include sleep and the heart, imaging modalities, a panel discussion on heart failure, and so much more.

The symposium is part of the Rowan series, “Key Essentials for Optimizing Patient Care,” a virtual/hybrid 5Block CME Series, and is designed specifically to better prepare primary care clinicians for the management of their patients.

“If you’re able to make it, I encourage all my fellow clinicians to consider attending,” added Dr. Randle. “I promise it will be so worth the time.”

[Learn more, view the agenda, and register here.](#) Questions? Email [VirtuaClinician@virtua.org](mailto:VirtuaClinician@virtua.org).

## Virtua in the News

### **Virtua Joins Blue Cross and Others to Eliminate Race-Based Medicine**

As reported last week in [Clinician Update](#), Virtua is among 12 Philadelphia-area health systems collaborating with Independence Blue Cross to remove race as a factor in clinical guidelines used to make treatment decisions. Such “race-based medicine” has contributed to health inequities in the region and beyond, said Independence CEO Gregory E. Deavens.

For example, race is often considered when interpreting a lung test. The system assumes Black and Asian patients have smaller lung capacity compared to their white counterparts. As a result, the test fails to detect lung disease in many Black and Asian patients.

The group, called the Regional Coalition to Eliminate Race-Based Medicine, will initially review 15 tools used to diagnose illness or make treatment decisions, for conditions ranging from heart disease to breast cancer.

“All people deserve equal access to high-quality, safe health care,” said Virtua President and CEO Dennis W. Pullin. “At Virtua Health, we are proud and honored to be part of this groundbreaking effort, which will improve health outcomes for so many.”

Read in the [Philadelphia Inquirer](#) and [Philadelphia Business Journal](#).

### **Virtua Brings Advanced Lung-Cancer Diagnosis to Second Hospital**

Two Virtua hospitals now offer leading-edge, robotic technology that can access and more accurately

diagnose small, hard-to-reach lung cancers. Virtua Mount Holly recently added the minimally invasive system, called robotic-assisted bronchoscopy. The technology has been used at Virtua Marlton for two years.

The robotic procedure enables doctors to reach 80% to 90% of suspicious lung nodules—versus reaching just 60% with traditional bronchoscopy. The technology is also better at accurately diagnosing cancer, according to interventional pulmonologist Mark Weir, MD.

“It’s helping us find more lung cancers and successfully treat more people,” he said. Read in [The Trentonian](#).

### **Government Grants \$500,000 for Nursing Education at Rowan-Virtua School**

U.S. Rep. Donald Norcross recently announced \$504,335 in funding from the Department of Health and Human Services for the Advanced Nursing Education Workforce training and apprenticeship program at the Rowan-Virtua School of Nursing & Health Professions.

“South Jersey is leading the way in medical education and research, and I will continue fighting in Congress to equip health care professionals with the training and resources they need to keep our communities healthy,” Rep. Norcross said.

The funding will help recruit and train students interested in becoming family nurse practitioners and psychiatric mental health nurse practitioners, specifically in the areas of primary care, behavioral or maternal health, and substance use disorders, said Rowan University Provost Tony Lowman.

“The Rowan-Virtua School of Nursing & Health Professions is committed to helping build a diverse workforce trained to provide culturally competent, quality care to medically underserved populations in southern New Jersey,” he explained.

“We’re very pleased to take on this critically important work and we thank Congressman Norcross for supporting such funding.” Read [here](#).

## **How Do You Feel about Virtua's Programs and Services?**

Many of you not only work for Virtua Health, but also use our programs and services. This dual perspective—as clinician and customer—offers unique insight regarding the care we provide. From our emergency and primary care to our wellness and specialty care services, your experiences and observations are important to us.

Whether you're a clinician who has benefited from our care or simply have insights to share, we welcome your thoughts. Your feedback is important in enhancing the services we provide to our patients, community, and Virtua family. To voice your thoughts, click to [complete the brief survey](#).

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

On Aug. 21, we honor National Senior Citizens Day. Inaugurated in 1988, this day shines a spotlight on the contributions, rights, and needs of our older generations. Referenced as an "aging nation," projections from the United States Census Bureau indicates that by 2035, approximately 78 million individuals will be 65 or older. Dive deeper into statistics and insights on healthy aging by visiting [Get the Facts on Healthy Aging](#).