

Clinician Update

July 20, 2023

Reconstructive Orthopedics is Now Part of Virtua Health Virtua welcomes over 300 new colleagues

Effective this week, Reconstructive Orthopedics is now part of Virtua Health's Virtua Medical Group (VMG). The prominent medical-surgical practice is now Virtua Reconstructive Orthopedics. More than 60 clinicians have officially joined the VMG staff, as well as 300-plus staff members.

"Collectively, Virtua Health has nearly 100 orthopedic providers on staff; it is truly an all-star line-up," said John Matsinger, DO, EVP and chief operating officer. "This ensures South Jersey residents can find outstanding care close to home."

Virtua Reconstructive Orthopedics serves patients across four counties in New Jersey: Burlington, Camden, Cumberland, and Gloucester. The newly onboarded medical offices are located in Bordentown, Cherry Hill, Medford, Moorestown, Pitman, Sewell, Vineland, and Voorhees.

[Click for more information.](#)

40th ASC Joins Virtua Family

Virtua's Network of Ambulatory Surgery Centers (ASCs) is now at 40. Virtua recently welcomed Chester County Surgical Center. The new addition joins a network of surgery centers in New Jersey, Pennsylvania, and Delaware—all state-of-the-art health care facilities that transform the outpatient experience and provide the highest caliber care for diagnostic and therapeutic procedures and surgery.

"All 40 facilities are state licensed, nationally accredited and Medicare certified, ensuring adherence to the highest quality and safety standards," said Monte Goldstein, MD, chief medical officer of Virtua's ambulatory surgical centers. Virtua's ASCs provide a safe and convenient alternative to hospital-based outpatient care with a strong track record of positive patient outcomes and satisfaction. *Newsweek* recently recognized 14 Virtua ASCs in the top 26 ASCs in New Jersey.

Click [here](#) to see a map of all 40 ASCs in the Virtua network.

CMO of Virtua's ASC Network Recognized Nationally

Speaking of Dr. Goldstein, he was recently honored as one of *Becker's ASC Review* 2023 "Physician Leaders to Know." *Becker's* states, "These physicians featured on this list are exemplary leaders with deep clinical knowledge and experience. As physicians, these individuals also bring clinical expertise to

their leadership roles, providing them with a thorough understanding of the inner workings of the health care system.”

Dr. Goldstein, an anesthesiologist, joined the staff of Virtua Health in 2019 and was promoted to Joint Venture ASC CMO in 2021. He has provided guidance to the entire Virtua Health network of ASCs throughout New Jersey, Pennsylvania, and Delaware, offering clinical, business, and strategic advice to promote ASC portfolio success. Additionally, Dr. Goldstein serves as an executive board member and certified CMS surveyor for QUAD A, a nonprofit, physician-led global accreditation organization. He is also on the medical advisory board of Orbis International, the charitable organization dedicated to fighting blindness throughout the world and home to the Flying Eye Hospital, the world’s only fully accredited ophthalmic teaching hospital on board an MD-10 aircraft.

“I’m humbled by the recognition,” said Dr. Goldstein. “But this is truly based on the efforts of the entire Joint Venture Team. The collaboration of our team with our JV partner physicians and advancement of our goal to provide the highest quality ambulatory surgical care is what really gets me excited. Virtua’s network of 40 ambulatory service centers is serving more and more patients, and we are truly making a difference. We anticipate performing 200,000 cases this year. Kudos to the great people I work aside. They are the glue holding it all together. Thanks to them, we are 40 strong, and growing.”

To see the list of “Physician Leaders to Know,” click [here](#).

Virtua’s Digital Transformation Chief Earns Statewide Recognition

Statewide business magazine *NJBIZ* has named Tarun Kapoor, MD, one of its “2023 People to Watch in Health Care.” As an SVP and chief digital transformation officer, Dr. Kapoor oversees Virtua’s master plan in support of an intuitive care journey. This includes an important new partnership with Memora Health to streamline care delivery. To learn more about that partnership, click [here](#). To view the *NJBIZ* list, click [here](#).

Practicing Excellence: Shared Thoughts as the Journey Continues

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 16 and 17 guides](#). Topics include Listening Well, Explaining Care, Supporting your Team, Practicing Self-Care, and Beyond the Work.

A reminder as we take this journey together, Practicing Excellence offers a wealth of videos in its library. Physicians and their teams have been sharing feedback from their favorite tips so far.

Bhaven Murji, DO, of Virtua’s residency program, had this to say regarding Rapport Tip #2: Finding the Who:

“Implementing this method in my practice on the renal ward at the National Health Services has made a tremendous difference. Given our patients often have long stays, return to hospital frequently, and undergo lengthy bedside procedures, establishing a rapport is even more vital.

Asking about their interests not only helps alleviate their anxiety, but also fosters a stronger connection and trust. I've found that patients become more relaxed and cooperative during their procedures, which significantly aids the treatment process. I'm inspired to continue integrating this approach into my daily interactions not just with patients, but also my colleagues."

Cynthia Schumacher, practice liaison with the Virtua Integrated Network, submitted a [short video clip](#) and discussed how her team is making the most out of the Practicing Excellence tips, particularly how they are encouraging deep conversations and helping them build better relationships with those they work with.

We welcome your feedback as we share the Practicing Excellence journey. Email your thoughts to VirtuaClinician@virtua.org.

Nominations Now Open for Virtua's Peer Support Network, WE Support

As reported in [last week's Clinician Update](#), President and CEO Dennis Pullin has announced that WE Support (Virtua's peer support network) is set to launch soon. This program creates a space for colleagues to seek emotional support from a trained peer who has a shared experience working in the health care environment. Initially, WE Support will be introduced among our physician population, followed by nursing and MICU, with the ultimate goal of expanding it to all populations across Virtua.

The first training sessions for physician peer supporters are planned for the end of August. To apply to be a peer supporter or to nominate a colleague, complete the [peer supporter nomination form](#). Please complete by Aug. 4 to be considered for the first round of training. For more information, contact Caitlyn Van Wagner at cvanwagner@virtua.org.

Meet Dr. Minda Green

Discover what inspired her to become a doctor

In the spirit of getting to know our providers better, we invite you to view the [profile video](#) of Minda Green, MD, which has been shared on Virtua's social media channels. Gain insights into her unique philosophy on treating women; discover the inspirations that fueled her journey to becoming a doctor; and uncover why she is committed to making a lasting impact in her field.

Social Share Moment: We encourage you to share or repost her [profile video](#) with your friends and colleagues on social media. Use hashtag #BestDoctors or #BestPeople to reflect that Virtua strives for excellence.

Opportunity to Explore the New Ion Bronchoscopy Robot

The Ion bronchoscopy robot allows physicians to access all 18 segments of the lung and enables minimally invasive biopsy. By using this robot, 80 to 90% of suspicious lung nodules are reachable, reducing the need for more invasive approaches like a needle biopsy through the chest.

All are welcome to get an up-close look at this valuable instrument on Wednesday, July 26 at Virtua Mount Holly Hospital, just outside the cafeteria. Mark Weir, MD, will be providing a demonstration from 11 a.m. to noon, and an open house will continue to 1 p.m. Representatives from Intuitive Surgical will also be on site to answer questions.

Virtua has been using robotic-assisted bronchoscopy in Marlton for the past two years. To learn more about the robot and Virtua's advanced capabilities to treat lung disease, [click this recent issue of Interventional Pulmonology Today](#) and [this press release](#).

Empowering New Nurses: A Conversation with Nurse Dave Dovell

As the largest subset of Virtua's workforce, nurses play a vital role in our organization, each with their own unique journey and personal story. In this episode of *Here for Good: Inside Edition*, President and CEO Dennis Pullin sits down with Dave Dovell, RN, from the Progressive Care Unit at Virtua Voorhees Hospital.

Dave, who joined Virtua in January 2023, took his passion for mentoring new nurses to the next level by writing a book specifically for them, titled "Brand New Nurse, Surviving your First Day on the Job."

The inspiration for Dave's book came from the challenges new nurses faced as they cared for patients for the first time during a pandemic. Dave viewed writing this book as an opportunity to reach a wider audience and instill greater confidence in nurses entering the profession.

Click to [view the newest episode](#) and learn key takeaways from the book, as well as his own favorite mystery novel that kept him reading all night.

New Jersey Hospital Association Honors Virtua

Virtua received two awards from the New Jersey Hospital Association (NJHA) at its 2023 "Best at the Beach" celebration in July. This annual seaside celebration of New Jersey's health care community shines light on honorees who represent some of the most inspirational leaders and stories in the state.

Bob Segin Receives Distinguished Service Award

Bob Segin, EVP and chief financial officer, received a Distinguished Service Award for his dedication to advancing the health care industry in New Jersey. For the past 39 years, Bob has been responsible for Virtua's strategic financial planning and treasury management, which includes mergers and acquisitions, physician joint ventures, and other business partnerships; planning and development; managed care; support services; construction management; supply chain; internal audit; and corporate compliance.

Humorous Health Campaign to Receive Award for Outstanding Communication

NJHA also honored Virtua with the Connect Award for Outstanding Communication. This award recognizes Virtua's digital "Class of '93" colon cancer awareness campaign. For two years, Virtua has implemented and evolved an amusing and nostalgic social-media campaign to remind people that the recommended age to start colonoscopy screenings has changed from 50 to 45.

The campaign entertainingly highlights iconic '90s hairstyles and fashions. To add authenticity to the effort, the Virtua team asked members of its workforce to submit personal photos from that era, which were incorporated into the campaign.

This campaign generated a 68% increase in colonoscopy leads. Over the first three months of 2022, more than 100 people scheduled gastroenterology appointments after seeing "throwback" social media posts celebrating 1990s trends.

In Gratitude, an Event Benefitting Virtua's NICU and Special Care Nurseries

Santa will make a summer appearance this Saturday, July 22 at 6 p.m. at [Johnson's Locust Hall Farm](#), as the Johnson family hosts a special Christmas in July fundraising event to benefit Virtua's NICU and Special Care Nurseries. This family-friendly event is the family's way of sharing their gratitude for the amazing nurses, doctors, and specialists who cared for one of their youngest family members who was a patient in the NICU at Virtua Voorhees Hospital for two months.

Grateful NICU mom Kaitlin Johnson, who is organizing the event, sat down with Virtua's own Denise Pascual, BSN, to create a video for the event. Watch below to find out why Denise chose to become a neonatal nurse and how our NICU team supports the babies and families who turn to Virtua for care.

Click to [view the video](#).

IDEA – Inclusion, Diversity and Equity for All

A Colleague Community is an employee resource group created to promote inclusion, belonging, and ally-ship in the workplace. Virtua is proud to offer six Colleague Communities aligned with our Culture of WE, celebrating diversity and embracing our differences. Learn more on the [IDEA page](#) on the Colleague Corner.

We value your ideas and encourage you to contribute to the growth of our Colleague Communities. If you have an idea for a new community, reach out to [Suja Mathew](#), director of inclusion, diversity, and equity. We welcome your input and look forward to expanding our supportive network.

Additionally, we extend warm wishes to those observing Hijri, the [Islamic New Year](#). As this week marks the beginning of a new lunar year, we wish you a Happy Islamic New Year! May this occasion bring joy, renewal, and blessings to you and your loved ones.