

## Clinician Update

### July 6, 2023

#### Virtua Health Using A.I. Technology to Enhance Colon Cancer Screenings

Last week, Virtua presented an interactive demonstration of new technology that helps doctors detect the presence of possible precancerous lesions during colonoscopies. The GI Genius™ intelligent endoscopy module helps physicians identify difficult-to-spot polyps during a colonoscopy—the most effective tool for identifying colon cancer. Virtua is the first in the Greater Philadelphia region and New Jersey to implement this technology at all of its hospitals.

“GI Genius is like a second set of eyes for the physician during a colonoscopy,” said Gregory Seltzer, MD, medical director of Virtua GI and Digestive Health. “This technology combines the skill and training of the gastroenterologist with the latest innovation in colon cancer detection.”

“Colon cancer is one of the most treatable cancer types when it’s detected early, which is why we encourage everyone 45 and older to participate in routine colonoscopies or as advised by their doctor,” said Keith Meslin, MD, section chief for colorectal surgery at Virtua. “With the addition of GI Genius and other recent technological advances, we are helping to ensure the people of South Jersey have access to the latest, greatest care,” he said.

Multiple media outlets covered the story, including [6 ABC](#), [CBS 3](#), [KYW Newsradio](#), and [The Trentonian](#). Read Virtua’s press release [here](#).

#### INTRODUCING THE 360° SERIES: Get the Full Picture of Virtua Clinicians

We are thrilled to unveil a new video series showcasing the exceptional clinicians at Virtua! Aptly named the 360° Series, these engaging video segments offer an all-encompassing look into their personal and clinical experiences, interests, and unique approaches to medicine.

Our recent episode features cardiothoracic surgeon Dr. Chun (Dan) Choi, vice president for clinical operations for the cardiovascular service line. Learn about Dr. Choi’s philosophy of care—and the surprising way he’s honoring some hip-hop legends.

Click to [view Dr. Choi's 360° profile](#), which is also posted to Virtua's social channels. Take a moment to check out the incredible stories behind our dedicated health care professionals. We encourage you to share these videos with your friends and colleagues to build awareness for our **#BestDoctors**.

#### Open for Registration: Cardiology for Primary Care - Sept. 9, 2023

[Register today for the annual Virtua Cardiology for Primary Care Symposium](#), scheduled to take place on Saturday, Sept. 9. 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. This year's topics include a panel on heart failure led by Tolu Agunbiade, MD, medical director of Virtua's Advanced Heart Failure Center, with Virtua endocrinologist Jean Davidson, DO, and pharmacist Michael Hasbrouck, PharmD. This is just one of the many excellent presentations on the agenda. [Learn more and register here](#).

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. Once again, the program will be held in person at Rowan College of Burlington County, as well as virtually. Questions? Email [VirtuaClinician@virtua.org](mailto:VirtuaClinician@virtua.org).

### [Catch up on Here for Good: Inside Edition](#)

In the spirit of getting to know our remarkable individuals who are making a difference at Virtua and in our community, the *Here for Good: Inside Edition* podcast has featured three exceptional colleagues thus far: Kasey Hewitt, outcomes manager for maternal child health at Virtua Mount Holly Hospital; Dr. Dan Choi, VP of clinical operations and lead of the cardiovascular service line, and Lisa Rosenberry, manager of NJ Cancer Education and Early Detection (CEED). As we explored their stories, we gained valuable insights into the impact they've made in the lives of others. In case you missed these heartwarming episodes, catch up on the [Colleague Corner](#)!

If you know of a Virtua colleague with a distinct and memorable story to tell, let us know by sending an email to [virtua.info@virtua.org](mailto:virtua.info@virtua.org).

### **Practicing Excellence at Virtua**

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 14 and 15 guides](#).

Those enrolled in the Virtua Corporate Experience track had the opportunity to watch the Week 14 tip titled *Beyond the Work: Knowing Each Other*.

This tip emphasized the use of a personality assessment to improve connections with your teammates. At Virtua, we utilize the DISC behavioral preference assessment, a highly respected tool featured in various leadership development courses listed under "WE University Classes" below.

Jenny Zanetich, VP of talent management, stated, "Virtua's HR team has been using the DISC assessment for team-building exercises and as part of our leadership development curriculum for many years. This assessment is widely regarded in multiple industries and is immensely valuable in understanding your own communication style and that of your teammates. It contributes to enhancing self-awareness and fostering stronger interpersonal relationships."

Other Practicing Excellence tracks focused on *Listening Well*, *Practicing Self-Care*, *Beyond the Work*, and *Bringing Compassion*. In your discussions with your team, discuss how these insights relate to our

Guiding Principles and Culture of Safety Behaviors. For example, the Practicing Excellence Tip of Listening Well ties to the safety behavior of Got your Back. View this month's focus on Got your Back and the Guiding Principle of Continuous Learning and Innovation.

### [Virtua Orthopedic Surgeon Co-Authors Article Evaluating the Safety of Cryoneurolysis](#)

Cryoneurolysis is a minimally invasive procedure performed in the office that numbs the nerves around the knee joint. The procedure utilizes extreme cold temperatures and is typically done before knee surgeries, such as replacements and ACL reconstructions. Cryoneurolysis has been shown in the literature to require less postoperative narcotics for patient due to the numbing effect of the pain receptors.

[A recently published multi-center study](#) involving Virtua and Louisiana State University (LSU) was designed to evaluate the safety of cryoneurolysis as a preoperative treatment for total knee arthroplasty (TKA). The findings are encouraging and suggest that cryoneurolysis is a relatively safe adjunct procedure without an increased risk of major or minor complications when used as a preoperative treatment for TKA.

According to the study's lead author, Virtua Orthopedics & Spine's Sean Mc Millan DO, FAOAO, "Postoperative pain is common for your patients, however, not something that should prevent them from reclaiming the quality of life that they deserve. It is why my partners and I have been performing cryoneurolysis on our preoperative knee replacement patients for the last several years with excellent outcomes. In addition, we have seen amazing results in keeping our young athletes off opioids entirely after ACL surgery by integrating this technology. The purpose of this study was to examine the potential for any complications related to total knee surgery by integrating this procedure. Our results show that, in this small multi-center cohort, there appears to be no greater risk of complication to our patients."

To read more about this article please click [here](#).

### [Grateful NICU Family to Host Family-Friendly Event Saturday, July 22, 6:00 to 9:00 p.m.](#)

[Johnson's Locust Hall Farm](#) will host its first-ever Christmas in July fundraising event on Saturday, July 22 from 6 to 9 p.m. This family-friendly event is a way of sharing the Johnson family's gratitude for the outstanding nurses, doctors, and specialists who cared for one of their youngest while a patient in the NICU at Virtua Voorhees Hospital for two months.

Attendees will enjoy sunset hayrides to the fields where they can pick peaches, flowers, tomatoes, and blackberries; live music; food trucks; a 50/50 and special raffles; and of course, a visit from Santa himself! Proceeds from the event will support Virtua's NICU and Special Care nurseries.

For more information and to buy tickets, [click here](#).

To learn more about how we invite our patients and community to share their gratitude through The Lasting Impact Project, visit [virtua.org/gratitude](https://virtua.org/gratitude).

## Awareness and Recognition

This month, we observe Disability Pride Month, celebrating stories and achievements of people with disabilities. With the American Disabilities Act (ADA) being signed into law on July 26, 1990, efforts to ensure disability in inclusion continue to evolve. Click to learn more about the [colors of the Disability Pride Flag](#) and [terminology](#) such as ableism, identity-first language, and person-first language.

Additionally, we invite you to read Chapter 3 of Virtua's own [Language of Caring Guide](#).