

Clinician Update

June 1, 2023

Meeting the Need for Sicker Hospitalized Patients

More than 40% of people who seek medical care at New Jersey hospitals are presenting with "major" or "extreme" levels of illness, according to a New Jersey Hospital Association (NJHA) [report](#), which noted the highest levels of severe illness were reported by inpatients with a non-COVID-19 diagnosis.

"The good news is we are moving forward from the pandemic," said Virtua pulmonologist Angel V. Rodis, MD. "The not-so-good news is that data shows that our community has now been coming to the hospital with more severe levels of illness."

While COVID infections led to overwhelming numbers of hospitalizations, especially among those with underlying conditions, fears of contracting the virus caused many individuals to delay their care. As a result, they presented at the hospital with significantly worsened, more complex health disorders.

"There's no question about it: We're seeing much sicker patients presenting at our hospitals," said Cathy Bennett, president and CEO of the NJHA. "That's a real worry for the health of our population, and an added burden for hospitals and their care teams in the midst of a severe workforce shortage."

"All that said, at Virtua we have prepared ourselves to meet the need of the higher acuity," said Dr. Rodis. "The pandemic has trained us to deal with whatever may come our way."

[Read the NJHA report here](#), and [read here for news coverage](#) in *Becker's Hospital Review*.

Mark Your Calendars for June 8: Virtua's Day of Well-Being

The inaugural Day of Well-Being at Virtua Health is Thursday, June 8. Virtua is dedicated to prioritizing the wellness of our colleagues, and on this special day, we will host a series of online sessions. These sessions are designed to support the six dimensions of total well-being: Emotional and Mental; Intellectual; Physical; Financial; Social; and Spiritual.

Click [here](#) for the Day of Well-Being activity schedule. There is an extensive list of expert-delivered sessions available to all colleagues. Sign up for any classes that pique your interest. Even if you're unable to attend live, you'll receive access to the recorded sessions for 90 days after the event.

In addition to the virtual sessions, at select Virtua locations, we will serve refreshing smoothies, delectable fruit bowls, and delightful Hawaiian shave ice, while supplies last. Review the schedule [here](#) for times and locations.

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 9 and 10 guides](#).

To share your experiences, email virtuainfo@virtua.org and your thoughts could be featured in upcoming messaging. To access the weekly guides and additional resources, visit the [Practicing Excellence page](#) on the Colleague Corner.

Open House to Celebrate Virtua Pride Primary Care's First Anniversary Wednesday, June 14

We extend our warm wishes to Virtua Pride Primary Care, which is celebrating its one-year anniversary. Virtua Pride Primary Care opened last June to meet the health needs of the LGBTQ+ community and allies. To date, the providers are treating 573 patients and have completed 1,636 patient visits since opening on June 27, 2022.

To mark a successful first year, [the practice will host a free open house](#) on Wednesday, June 14, 11 a.m. to 1 p.m., at 534 Lippincott Drive in Marlton. The event will include complimentary health screenings, giveaways, and light refreshments. Guests can meet the doctors and staff, tour the facility, and learn about the latest offerings.

They will provide information on free cancer screenings and services in the areas of gastroenterology and social work tailored to the needs of the LGBTQ+ community. Additionally they will highlight the upcoming availability of HIV testing and mpox vaccines.

To learn more about Virtua Pride Primary Care, visit virtua.org/pride or call 856-355-7144.

Virtua in the News

Virtua CFO Named Among Best Financial Leaders in Health Care

Becker's Hospital Review recently named Bob Segin, EVP and chief financial officer at Virtua, to its "126 hospital and health system CFOs to know." Under Bob's guidance, Virtua became New Jersey's first health system to receive an AA- credit rating from S&P Global and Fitch Ratings, *Becker's* noted. Additionally, the New Jersey Hospital Association will honor Bob with the Distinguished Service Award for providing exceptional service to their health systems while also generously sharing their insights and expertise with colleagues statewide. Bob will be honored at NJHA's Best at the Beach seaside celebration on July 13. Read more about Bob's achievements in [Becker's Hospital Review](#) and on [NJHA's website](#).

"Class of 93" Colon Cancer Campaign

In addition to Bob Segin receiving the Distinguished Service Award, Virtua's "Class of 93" colon cancer awareness campaign received NJHA's *Connect Award for Outstanding Communication*. "Our Best at the Beach" honorees represent some of the most moving stories and inspirational leaders in New Jersey's healthcare community. They are among the hundreds of thousands of New Jerseyans who choose a

career of caring, and we are grateful for their service,” said NJHA President and CEO Cathy Bennett. Read more on [NJHA’s website](#).

Virtua Recognized as Top-50 U.S. Health System Brand

An annual study of more than 25,000 consumers again demonstrates that Virtua ranks among the nation’s best health care brands. The analysis was conducted by Denver-based brand consulting firm Monigle and the American Hospital Association. Virtua is among just three health systems in the Philadelphia region—and the only South Jersey organization—ranked in the country’s top 50 health system brands. Read in [Philadelphia Business Journal](#).

Virtua Midwifery Center Receives Prestigious Accreditation

The Commission for the Accreditation of Birth Centers (CABC) recently accredited the Virtua Midwifery Birth & Wellness Center in Voorhees. The facility is the only free-standing midwifery center in South Jersey, and the only free-standing birth center to receive CABC accreditation in New Jersey. Read at [Burlington County Chamber of Commerce](#).

Virtua Receives Three 2023 Telly Awards

What do Audible, Disney Parks, Netflix, and Virtua have in common? They are all among the winners of the [44th Annual Telly Awards](#), announced earlier this week. Virtua received three 2023 Telly Awards, each for a video commercial:

- Gold Telly for our [Here for Good](#) television brand spot
- Bronze Telly for the [online version](#) of that spot
- Silver Telly for our [Women’s Here for Good](#) television spot

Read [Virtua’s news announcement](#) and in [The Trentonian](#).

Deadline Alert: *South Jersey Magazine* Top Physicians 2023

In its August issue, *South Jersey Magazine* will highlight physicians voted by the public who 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](#).

Upcoming Events

American Cancer Society Relay for Life Saturday, June 3, 2 to 10 p.m.

Virtua is proud to sponsor the American Cancer Society Marlton Relay for Life, a meaningful way for the community to celebrate survivors and their caregivers and to remember those we have lost. Be sure to

stop by and visit the Virtua Mobile Health & Cancer Screening Unit. We invite you to tour the bus and obtain information to host an event. As the sun sets, relay teams will help light luminaria bags in memory of a loved one. This will take place at the Memorial Sports Complex at 1040 Tuckerton Road in Marlton. Click for [more information](#).

Haddon Township Pride Parade

June 8, 5 p.m.

Virtua proudly returns as a sponsor of the Haddon Township Pride Parade, and we extend an open invitation for everyone to participate! Arrive at the Westmont PATCO train station at 5 p.m., where you'll find a VIRTUA sign to gather by. For further details, reach out to OUT at Virtua Colleague Community at out@virtua.org.

Run with the Docs

Sunday, June 11

Lace up your sneakers! Run with the Docs benefits Virtua's Perinatal Bereavement and Palliative Care Program, which provides support and care to families experiencing [pregnancy and infant loss](#). The program helps to ensure that families who experience loss have access to a multidisciplinary range of services that provide comfort and support during a very difficult time. [Click for more information](#).

American Cancer Society Bike-A-Thon

Sunday, June 11

The American Cancer Society Bike-A-Thon Bridge to the Beach features four starting points and six route options giving you the freedom to ride a short, medium, or long distance. Participants may also go virtual and set your own meaningful miles to complete at your pace. Virtua is a proud supporter of the event. [Click to sign up](#): Use code SPONSOR-20 for \$20 off the registration fee and choose Team Virtua when signing up. Email Andrew Giordano at agiordano@virtua.org for a chance at free registration for this event.

[A Heartfelt Letter of Appreciation: Hospitalists Making a Difference](#)

The dedication and compassion of our colleagues often leave a lasting impact on patients and their loved ones. It is heartwarming to receive a letter of appreciation that highlights exceptional care. Here is a touching letter from a patient's family member, expressing gratitude for the outstanding care received from two exceptional hospitalists, Komali Tungaturty, MD, and Mark G. Sunga, DO, and the staff during the patient's hospital stay.

"While visiting New Jersey, my partner had a medical emergency. He went to Virtua Our Lady of Lourdes Hospital for what turned out to be an issue with his heart. We were impressed with the emergency services and inpatient medical attention. Doctors, specialists, nurses, and administrators repeatedly came to check on him. We have never experienced that kind of attention. We found a fabulous facility—it's the place to be if you need attentive care."

This letter serves as a heartwarming reminder of the immeasurable impact we have on the lives of patients and their families.

From the Hello Good Mailbox

Virtua Surgical Group and Virtua Medical Group recently celebrated their exceptional colleagues and fostered a sense of unity and camaraderie. Virtua Surgical Group organized an exciting team-building event—axe throwing! The event was a fantastic experience filled with laughter and enjoyment. Everyone had a great time bonding and strengthening their team spirit.

Virtua Medical Group (VMG) held a celebration for the winners of the Digital Transformation Office's Practice Transformation initiative. This initiative aimed to foster friendly competition among our VMG practices, with the goal of increasing awareness and engagement with our eCheck-In process for patients. The VMG practices that demonstrated the highest growth rate in patient e-Check-Ins were rewarded with a visit from Mister Softee. By actively promoting the eCheck-In option to patients, we are able to save valuable time for both patients and clinicians when patients arrive for their appointments. Special congratulations to Women's Primary Care — Moorestown, Primary Care — Moorestown, Pain and Spine — Washington Township, and Nutrition and Diabetes — Moorestown.

Guides Needed for Musicians On Call

Virtua Our Lady of Lourdes Hospital is getting ready for the return of in-person, bedside performances by Musicians on Call (MOC). While MOC has successfully lined up performers to provide the music, the program can use a fresh supply of volunteer guides. Guides introduce the musicians to the care teams, patients, and families. Volunteers are needed to escort the musicians, communicate with staff and patients, and heighten the MOC experience.

Would you, or someone you know, want to be a part of the healing power of music as a volunteer guide? Volunteer guides know the protocols, policies, and expectations, and are responsible for making sure these guidelines are upheld during the shift. Guides must commit to volunteering once a month for at least one year. The in-person programs are usually held once a week in the early evening.

"With in-person performances returning for the first time since the pandemic, more guides are needed to help ensure the MOC's success," said Tiffany Lockett, director of Volunteer Services and Spiritual Care at Virtua. "They accompany the musicians to patient rooms so to help the process move most effectively, and with great reward for all, I must add."

Interested to be a guide? Apply [here](#).

[Musicians On Call](#) is a nonprofit organization that has performed to more than 10,000 patients, staff and visitors at Virtua Our Lady of Lourdes in over a dozen years of performances. While the in-person program is held at Virtua Our Lady of Lourdes, know that every week there is an [ongoing virtual program](#)

—held Wednesdays at 5 p.m. live, with a video available afterward—that benefits all of Virtua. Use hospital code **lourdes** to access.

In addition, new virtual performances have recently expanded and include a new Spanish speaking option on the hospital dashboard [here](#), as well as a behavioral health virtual program which is available through coordination with staff. (Let us know if you'd like to learn more at VirtuaClinician@virtua.org.)

Throughout, MOC's mission remains the same—to provide access to music that supports the healing process by improving mood, pain tolerance and mental outlook, all with a human connection. To learn more about MOC, click [here](#).

IDEA – Inclusion, Diversity and Equity for All

National Caribbean American Heritage Month

Join us in recognizing [National Caribbean American Heritage Month](#), founded by [Dr. Claire Nelson](#) in 2000, and officially declared in June 2004 by Congresswoman Barbara Lee.

Pride Month

Additionally, we celebrate Pride Month, in recognition of lesbian, gay, bisexual, transgender, queer, or questioning (LGBTQ+) communities. With more than 500 anti-LGBTQ+ bills introduced in state legislatures this year, the call for allyship continues to grow nationally and locally. View [this comprehensive guide](#) from the Human Rights Campaign on “Being an LGBTQ+ Ally.”

Additionally, Virtua's gift shops are selling special bracelets to commemorate PRIDE month. All colleagues will receive a 10% discount and 10% of the proceeds will go to Virtua's OUT Colleague Community. If anyone would like a bracelet and are not located near a gift shop, the gift shops team will happily deliver them to you.