

Clinician Update June 2, 2022

The Powerful Force of Good

In the wake of multiple tragedies brought on by gun violence, most recently at a hospital in Dayton, Ohio and a medical center in Tulsa, Oklahoma, we as a Virtua Health community must support one another and serve as an example that good is a far more powerful force than hate.

Colleagues are encouraged to take advantage of an array of resources available on Carebridge. This includes confidential counseling available 24 hours a day, seven days a week (call 800-437-0911). You can also download, read, and share the following articles.

- [Managing Your Distress in the Aftermath of a Shooting](#)
- [Talking to Your Children About Violence](#)
- [Tips for Talking with Children & Youth After a Traumatic Event](#)

For more information, visit myliferesource.com and use access code Y6EXA.

This also presents an opportunity to review safety behaviors. Paul Sarnese, Virtua's assistant vice president of safety, security, and emergency preparedness, reminds all colleagues to:

- Be aware of your surroundings
- Report all suspicious persons/activities to Virtua security or 911
- Know the location of emergency communication devices
- Locate and commit to memory the exits and secure hiding places in your work area
- Participate in emergency preparedness exercises

Paul also participated in a podcast about solidarity against violence in health care, which you can listen to [here](#).

As part of a national movement to call for an end to gun violence, colleagues are invited to wear orange between **June 3 and 5**. To read more about the Wear Orange Weekend, visit wearorange.org. You can also consult the website to find Wear Orange events in Cherry Hill, Haddon Heights, Vineland, and other local neighborhoods. If you or your teammates participate, please send photos and reflections to virtuainfo@virtua.org.

Thank you for supporting your colleagues. Thank you for caring for our community. Thank you for being Here for Good.

Virtua Ranked as One of Top 50 Health System Brands in U.S.

Virtua is ranked among the country's best health system brands, as reported by the *Philadelphia Business Journal*. This year, Virtua ranked number 47, moving up from 75th in 2021.



The ratings are derived from indepth research led by Monigle, an independent brand consulting firm, with the American Hospital Association-affiliated Society for Health Care Strategy & Market Development. Monigle solicited opinions from more than 28,800 health care decision-makers

throughout the country on their perceptions of health systems' brands and how well they delivered a humanized experience for patients.

In the [Philadelphia Business Journal article](#), Chrisie Scott, SVP and chief marketing officer, said the report helps Virtua understand how people are connecting to and experiencing its brand. The data gives the health care industry a better understanding of what motivates and drives consumer connections and loyalty.

"Since there is no more personal or important choice than who you select to guide you and your family's health care, we recognize that our brand needs to connect on an emotional, human level as well as an intellectual, practical one," she said. "As a brand, we want people to recognize us, and choose us, and tell people good things about us."

Article Highlights the Importance of Language in Medical Care

It has been well over a year since the implementation of the 21st Century Cures Act, which improved patient access to their own medical records, including progress notes and faster posting of test results. These changes provide the opportunity for patients to participate in their care in new and profound ways and with [positive benefits that may not have been expected](#).

They also offer the opportunity for clinicians to reflect and improve upon their use of language as they describe patient encounters and observations. A recent article in [The BMJ](#), "Presenting Complaint: Use of Language that Disempowers Patients," and [summarized by MedPage Today](#), highlights how the words used in medical practice plays a critical role in the patient-provider relationship, and calls for careful consideration as the language used may cause harm—not only to the relationship but ultimately to the patient.

A team is currently working on a guide to inclusive language and related education. Look for more information in a future issue of *Clinician Update*.

SwipeSense Hand Hygiene System Goes Live in Virtua Marlton Hospital this Week

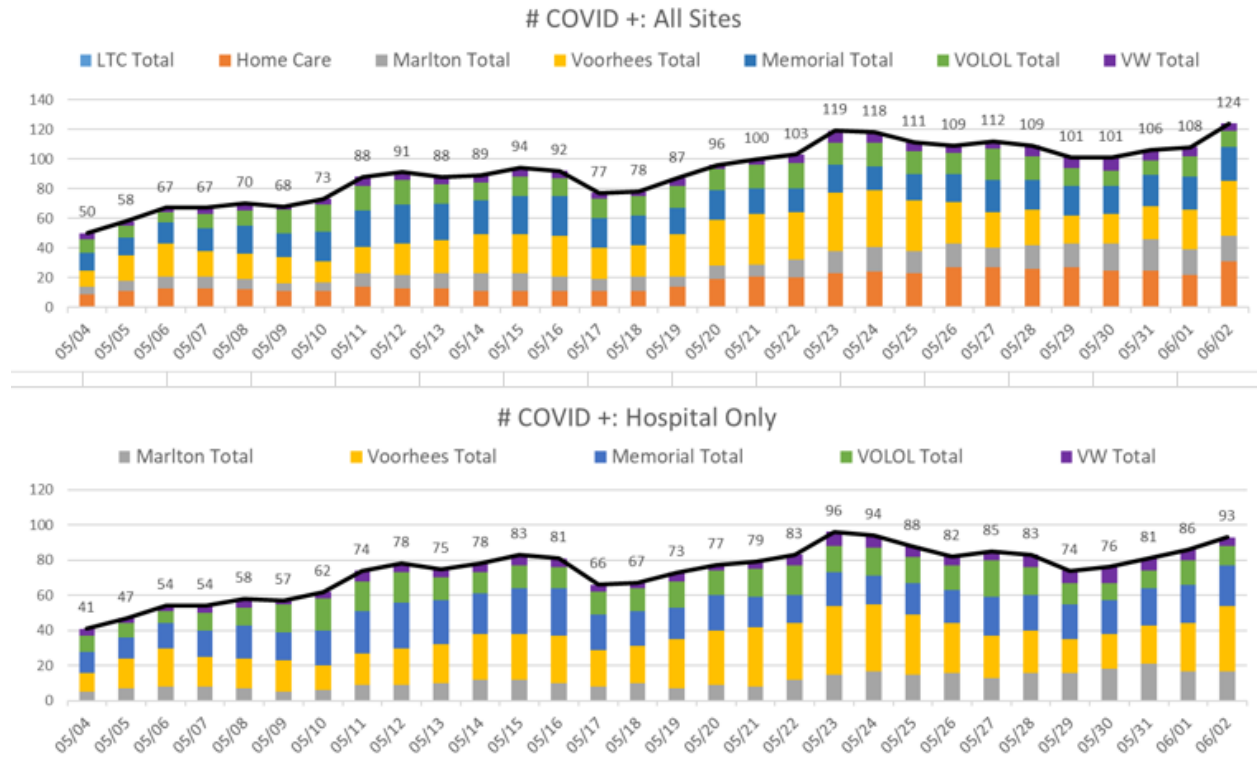
Virtua has joined forces with SwipeSense, an innovative platform that uses tracking technology to help increase hand hygiene compliance. Virtua will pilot this program at Virtua Marlton Hospital. The system was installed in areas where direct patient care is provided (inpatient units, emergency department, and procedural rooms), and colleagues received their SwipeSense fobs. Data validation and testing is currently underway.

By using a combination of SwipeSense fobs and hygiene sensors, we can capture reliable data to aid in the fight against hospital-acquired infections. Studies show that, on average, hospitals using SwipeSense have reduced hospital-acquired infections by 49% in the first year.

Unit managers and colleagues working in infection prevention, public safety, and human resources will have access to hand hygiene dashboards that will allow us to celebrate individuals and departments with great hand hygiene and provide clear opportunities where improvement is needed.

Click on [Frequently Asked Questions](#) and [Overview](#) to learn more.

COVID-19 Census



Latest COVID-19 Fast Facts

- The latest rate of transmission in New Jersey was reported on Tuesday as 0.96.
- The total number of cases reported as of 3 p.m. today:
 - Atlantic County 58,040 cases
 - Burlington County: 90,646 cases
 - Camden County: 111,354 cases
 - Gloucester County: 57,820 cases
- COVID-associated mortality for Camden, Burlington, Gloucester, and Atlantic counties: 4,663.
- The state's Vaccination Overview dashboard reported 17,899,458 doses of vaccine have been administered.

A Spotlight on Colleagues and *Future Colleagues*

Virtua celebrated colleagues during Doctors' Day in March, and Hospital, Nurses, and EMS Weeks in May by showcasing a series of print and online advertisements, as well as celebration videos featuring our colleagues' children.

In case you missed it, check out the [Virtua Celebrations page](#) to see future Virtua colleagues sharing their best wishes to our health care workers.

We would like to extend our appreciation to our colleagues and their kids, nieces, and nephews for their participation.

Update: Here for Good T-Shirts in Support of Ukraine

Thank you to all the colleagues who have purchased the special edition "Here for Good" t-shirt to support the people of Ukraine. To date, more than 550 shirts have been ordered. If you've received your shirt, please take a picture and email it to hellogood@virtua.org.

The cut-off date to purchase a t-shirt and have it shipped to a Virtua campus is **Sunday, June 12**. After that date, any new orders will be shipped to the colleague's home and will incur a \$5 shipping fee. Visit the [Virtua Logo Shop](#) to order the shirt (available in crew neck and v-neck styles).

OUT at Virtua Participating in Haddon Township Pride

The OUT at Virtua Colleague Community will participate in the upcoming Haddon Township Pride Parade, and all Virtua colleagues are invited to join in the festivities. The event, now in its second year, will be held on **Thursday, June 9** from 6 to 10 p.m.



More than 30 colleagues have already expressed an interest. To receive email updates on ways to get involved—including where and when the OUT Community is gathering before the parade—please complete this [sign-up form](#).

Fresh Take, Fresh Look: IDEA Shirts

The Virtua Health Logo Shop has a stylish new shirt to add to your collection. These terrific tops are meant to bring visibility and unity to our Colleague Communities as they attend events throughout the region, and are a visual reminder of what we stand for. The shirt comes in three styles/cuts; [click here](#) to place an order.

Upcoming Events

Your Weird and Wonderful Body: A Real Talk Event
Thursday, June 9 at 7 p.m.

The community is invited to tune in for some candid girl talk with host, Nicole Michalik from 92.5 XTU. She'll be chatting with three Virtua experts: female pelvic medicine physician Dr. Kristene Whitmore; breast surgeon Dr. Lori Timmerman; and primary care physician Dr. Denne Thomas-Patterson about thoughtful ideas for your Be Well, Get Well, and Stay Well checklist.

Registration is required to receive the event link to the live online webinar. Share with your friends and don't forget to bring your questions! [Click to register](#).