

Clinician Update

June 22, 2023

Breakthrough Noninvasive Procedure Provides Crucial Insights into Liver Health

The Virtua Our Lady of Lourdes Hospital endoscopy team successfully conducted an endoscopic ultrasound-guided liver pressure measurement procedure on June 8. This procedure directly measures pressures in the portal and hepatic veins, providing valuable information about liver health for the evaluation of hepatic disease.

Typically, direct portal pressure gradient measurements are done during invasive procedures like liver biopsy or the placement of a special shunt. However, Virtua gastroenterologist Raman Battish, MD, has implemented a noninvasive technique that allows for direct readings from both the hepatic and portal veins, with minimal discomfort to the patient.

Virtua Launches AI Platform to Advance Colon Cancer Detection

Virtua is the first health system in the greater Philadelphia region and New Jersey to implement across an entire hospital network an artificial intelligence (AI) technology for the improved detection of colon cancer.

Medtronic's GI Genius uses AI to help physicians detect difficult-to-spot polyps during colonoscopies. It acts like a second set of eyes for the physician, and taps into its extensive database in search of anything that resembles cancerous or precancerous cells. When a match is found, a neon green square surrounds the area in question, directing the physician to take a closer look in real time.

You and your staff are invited to a GI Genius demonstration and "Find the Polyp" video game simulation on **Thursday, June 29, 10 a.m. to 12 p.m.** at Virtua Voorhees Hospital, Holman Conference Room.

Practicing Excellence at Virtua

Rethinking Work-Life Balance from the Clinician's Perspective, with Mark Shapiro, MD

Take part in a live discussion with Practicing Excellence as Mark Shapiro, MD, shares personal stories about pursuing high-impact endeavors to fuel passion, reignite purpose, and support personal growth. Dr. Shapiro is a hospitalist and lead clinical faculty of Practicing Excellence. The virtual conversation will take place on **Friday, June 30 at 12 p.m.** To register, click [here](#).

Week 12 and 13 Guides

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 12 and 13 guides](#).

Across Virtua, teams will focus on one of several compelling topics based on their learning track. Topics include Bringing Compassion, Practicing Self-Care, Team Communication and Recognition, Creating Patient Confidence, and Listening Well.

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.

Language of Caring Guide: Fostering Inclusivity through Person-Centered Language

Earlier this year, Virtua introduced the [Language of Caring Guide](#). This extensive document combines industry best practices with research and proven tactics from the Virtua marketing team regarding how to connect with consumers in ways that acknowledge their values and preferences.

One example highlighted in the guide is the importance of using "people-first" language at Virtua. Rather than defining individuals by their diagnosis or condition, we prioritize their unique identity. For instance, we refer to "people with diabetes" rather than "diabetics." This approach emphasizes the person before their circumstances. You can read more about this concept in the chapter titled "People-First Language" in the guide.

Bridget LeGrazie, AVP of oncology, recently shared her experience with the guide and how it has enlightened her about the power of language in shaping perceptions and promoting inclusivity through person-centered terminology:

"When I shared the *Language of Caring Guide* with my team, it sparked meaningful conversations and insights. During our monthly leader meeting, we engaged in discussions and received valuable feedback. We focused on refraining from defining individuals solely by their disease or diagnosis, recognizing that each person is unique with their own passions and roles in life."

The *Language of Caring Guide* can be accessed [directly here](#). It can also be found on the [Virtua Brand Hub](#). It serves as a valuable resource that can be read at your convenience or kept on hand for reference. The guide will receive regular updates, and we encourage you to share any opportunities to expand its content.

Virtua Health "By the Numbers"

We all know Virtua has five hospitals. But, if you ever need to know how many particular centers, labs, or EMS service units comprise our system, [here you can find](#) all of that and more in one place. The slide

is available [here](#) on Brand Hub should you need it for any reason, such as a presentation. It is regularly updated, and if you have any questions regarding it, reach out to VirtuaClinician@virtua.org.

In The News

Patients, Doctors, and Legislators Laud Hospital at Home

NJ Spotlight News recently highlighted Virtua's [Hospital at Home](#) program, an innovative care model that enables certain patients to receive hospital-level care from the comfort of their home. Currently, such programs are only covered by Medicare. However, New Jersey lawmakers are seeking to expand insurance coverage for this highly beneficial care model. This statewide TV story includes interviews with a patient and her daughter, as well as Virtua's Dr. Raul Berio-Dorta, MD, medical director of Hospital at Home, and Diego Ortega, MD, a hospitalist with the program. Watch [here](#).

June is Men's Health Awareness Month: Virtua Expert Offers Tips

Men don't have the best reputation for taking care of their health. They often avoid doctor visits and leave medical decisions to their spouse or partner. Many don't even have a primary care provider. Virtua's Marc McCleary, MD, a family medicine physician, offers advice to help men become proactive about their health and prevent future problems. In addition, a Virtua patient discusses how taking charge of his health led to life-improving surgery after years of discomfort. Read in [The Trentonian](#).

Virtua Physicians Talk Up Men's Health

Last week, for the first time ever, *Real Talk! Women's Health Chats* centered on men. Virtua physicians Richard Levine, MD, medical director of Virtua Pride Primary Care, and Christopher Morrison, MD, of Virtua Gastroenterology, joined host Nicole Michalik from 92.5 XTU to discuss digestive issues, high blood pressure, and everything to master a man's health checklist. To view the episode, [click here](#).

Hello Good Happenings

Virtua Pride Primary Care Celebrates First Anniversary

Virtua's LGBTQ+ pride was on full display last week, as [Virtua Pride Primary Care](#) marked its first birthday with a festive open house for the community.

Visitors toured the welcoming facility, met the friendly physicians and staff, and enjoyed snacks, giveaways, and prizes. The Marlton office features eight exam rooms, and will soon offer on-site lab services, as well as gastroenterology appointments (one day a month), and other specialties.

Several media outlets covered the event, including [NJ Spotlight News](#) (the statewide PBS station), [KYW Newsradio](#), and 6 ABC's Action News. For more information, read Virtua's [press release](#).

Congratulations to Shanin Gross, DO, Virtua Pride's lead physician; Richard Levine, MD, medical director; Jake Semple, practice manager; and the entire Virtua Pride team!

Swinging for Our Tiniest Patients!

On June 12, Virtua hosted its annual charity golf outing at the Union League National Golf Club in Swainton, New Jersey. It was a wonderful day on the links in support of a great cause—Virtua's Level III NICU in Voorhees. Thanks to the support of 24 corporate sponsors and 140 golfers, more than \$130,000 in net proceeds from the event will benefit our tiniest patients and their families. We are grateful to all our loyal friends and generous donors whose support of this event will have an impact!

You can learn more about the creation of a dedicated Infant Nutrition Room at the Virtua Voorhees NICU [here](#) and support this initiative by making your gift to [Give for Good](#).

Grateful Family Member Praises Virtua Marlton Hospitalist for Exceptional Care and Compassion

Bryan Fromkin, APN, a hospitalist at Virtua Marlton Hospital, has received high praise from a grateful family member for his exceptional care and compassion. Brenda O'Brien, practice manager of VMG Hospitalist Group, shared a heartfelt letter from the family member who expressed deep appreciation for Bryan's outstanding qualities as a health care provider. The family member wrote:

"I would like to commend your hospitalist Bryan Fromkin. During my father's stay, Bryan continuously displayed extraordinary compassion and understanding, in addition to his superior medical knowledge and acumen. He explained everything to our family so we could share in the decision-making. Bryan is exactly the type of provider everyone wants caring for their loved ones. He is empathetic and sensitive to the needs of his patients while providing exceptional medical care. My entire family is grateful to Bryan. Words cannot express how much we appreciated everything Bryan did for dad."

Thank you, Bryan, for your commitment to providing exceptional care and bringing comfort to patients and their families.

[Spread the Word on Supporting Power Red Blood Donations at Virtua](#)

The American Red Cross is seeking enthusiastic individuals to participate in Power Red blood donations.

What is a Power Red blood donation?

During a Power Red donation, participants provide a concentrated dose of red blood cells, which are vital for those who require transfusions as part of their medical care. This specialized donation process separates the donor's red blood cells from other components, returning plasma and platelets to the donor in a safe and comfortable manner. By dedicating a little extra time during the appointment, these donors make a more significant impact on patients in need. Click to [learn more about Power Red donations](#).

Who benefits from Power Red donations?

Red cells obtained from Power Red donations are typically administered to trauma patients, newborns requiring emergency transfusions during birth, individuals with sickle cell anemia, and those suffering from significant blood loss.

Time and benefits:

- Duration: Approximately 30 minutes longer than a whole-blood donation
- Benefits: Enhanced hydration and usage of a smaller needle
- Ideal Blood Types: The Red Cross is particularly interested in donors with blood types O positive, O negative, A negative, and B negative
- Donation Frequency: One can make a Power Red donation every 112 days with the opportunity to donate up to three times per year

To gain a better understanding of the Power Red blood donation process, here is an [informative video](#).

Note: The height requirement for females has been updated to 5'3" since the making of this video.

How to sign up:

If an individual is interested in contributing a Power Red blood donation during Virtua's blood drives, encourage them to reach out to Tina Bortner at cermertbortner@virtua.org or Annemarie Giovetis at agiovetis@virtua.org.

Celebrating Moments of Unity at Virtua

Virtua is renowned for fostering a remarkable spirit of togetherness among its colleagues. Through special events and celebrations, our teams come closer, creating a positive and supportive work environment. In our latest [Wow-WE video](#), we invite you to experience some unforgettable moments that highlight these shared experiences among Virtua's colleagues. Enjoy snapshots from colleague picnics during Hospital Week, the jubilant first birthday celebration of Virtua Pride Primary Care, and the invigorating Run with the Docs event. Click to [watch the video](#) that captures it all. Dozens of colleagues are featured—you might even see yourself!

IDEA – Inclusion, Diversity, and Equity for All

On June 21, we welcomed the first day of summer, and longest day of the year in the Northern Hemisphere—also known as the Summer Solstice. Learn more about the difference between Summer Solstice, Midsummer Day (June 24), and Quarter Days [here](#).

We also celebrate the birth of Helen Keller on June 27, known for being a humanitarian who was deaf and blind. She was also one of the co-founders of the American Civil Liberties Union (ACLU). Read more about Helen Keller's life and achievements [here](#).

We also recognize those observing [Eid-Al-Adha](#) on June 28, celebrated three days after Hajj, the annual pilgrimage to Mecca. Eid al Adha Mubarak to those celebrating!