

## **Clinician Update**

### **June 24, 2021**

#### **Missed Last Week's Town Hall? Recording Now Available**

On June 16, Virtua President & CEO Dennis W. Pullin hosted a town hall for all affiliated clinicians (VMG, VIN, medical staff). For those unable to make it, we now have the Zoom recording [available here](#). If you are short on time or just interested in selected presentations, here are time stamps so you can quickly locate each section of the presentation.

- Welcome and Introduction – Dennis Pullin at **1:30**
- Chief Clinical Officer Dr. Reg Blaber's overview of Virtua's response to COVID-19 at **4:26**
- Dr. Blaber and Chief Medical Officer Dr. Jennifer Khelil discuss Virtua's journey to become a high-reliability organization at **13:08**
- Chief Operating Officer Dr. John Matsinger and Chief Strategy Officer Stephanie Fendrick shared some of the facility enhancements and new ventures at **33:14**
- Chief Human Resources Officer Rhonda Jordan discusses our efforts to build inclusive communities and to achieve diversity and equity in our workplace at **53:28**
- Chat session (Q&A) at **1:05:23**

If you have any questions concerning the town hall, or any of the initiatives described in the video, send them to [VirtuaClinician@virtua.org](mailto:VirtuaClinician@virtua.org).

#### **Vein Center Receives National Accreditation**

On June 10, Virtua Vein & Vascular Experts in Voorhees received full three-year accreditation in superficial venous evaluation and management from the Intersocietal Accreditation Commission (IAC).

Founded in 1991 by medical professionals to advance appropriate utilization, standardization, and quality of diagnostic imaging and intervention-based procedures, IAC provides accreditation programs for vascular testing, echocardiography, nuclear/PET, MRI, diagnostic CT, dental CT, carotid stenting, vein treatment and management, cardiac electrophysiology, and cardiovascular catheterization. IAC-accredited programs are dedicated to ensuring and promoting quality patient care.

The clinicians at Virtua Vein & Vascular Experts provide the latest minimally invasive treatments for the full range of venous and vascular disorders, from varicose and spider veins to deep vein thrombosis. To make a referral, call **856-309-5869**.

#### **Latest COVID-19 Fast Facts**

In last week's *Clinician Update*, we announced that our COVID-19 census had remained so low that Virtua is no longer creating daily trending graphs. However, for the foreseeable future, we will continue to share NJ Department of Health data to summarize the current state of both COVID transmission and vaccination progress.

- The rate of transmission in New Jersey stands at 0.97.
- The state's Vaccination Overview dashboard reports 9,512,222 doses of vaccine have been administered.
- The total number of cases as of 3 p.m. are as follows:

- Burlington County: 38,356 cases
- Camden County: 49,128 cases
- Gloucester County: 26,631 cases
- COVID-associated mortality for Camden, Burlington, and Gloucester counties: 2,633.

### **Virtua Recognizes Pride Month**

In recognition of Pride Month, Virtua colleagues throughout the organization demonstrated Virtua's IDE (inclusion, diversity, and equity) values by showing their support for the LGBTQ+ community.



Pictured are colleagues from Virtua Urgent Care – Medford wearing their Pride Month masks.

If you have pictures of your team celebrating and recognizing Pride Month, email them to [virtuainfo@virtua.org](mailto:virtuainfo@virtua.org), and we will include them in *By Design* or the Virtua Colleague Group on Facebook.

Additionally, Virtua invites you to consult web-based training opportunities available on the Virtua Learning System pertaining to IDE. Specifically, [Appreciating Diversity: Pride Month](#), which demonstrates how small-but-meaningful changes to the ways we interact with one another can lead to greater understanding and foster an environment that encourages empathy and acceptance.

### **Behavioral Health Latest in Virtua's *Today* Medical Education Series**

[Behavioral Health Today](#) is the latest in Virtua's newsletter series designed to educate clinicians on the latest therapeutic options and innovative approaches within our specialty services. This month's issue features medication-assisted therapy in the treatment of substance abuse, as well the latest in electroconvulsive therapy (ECT) for refractory depression.

Our library of publications for and about Virtua clinicians has a home base on [Digital 411](#), found under [“Additional Resources/Clinician Publications.”](#) There, you can find archived copies of previous issues.

Printed copies are available. Just email [VirtuaClinician@virtua.org](mailto:VirtuaClinician@virtua.org).

### **Free Cancer Screenings for Uninsured Residents**

Free breast, cervical, colorectal, and prostate cancer screenings are available for uninsured residents who meet the following requirements:

- Resident of New Jersey
- Between the ages of 21 and 64
- Uninsured or underinsured
- Not able to pay for the screenings

The screenings are provided through the NJ CEED Program at Virtua. The program accepts Medicare A only. We cannot accept Medicaid per federal regulations.

For more information, call 856-247-7388, visit [virtua.org/CEED](http://virtua.org/CEED), or follow us on Facebook at [Virtua Free Cancer Screenings](#). Click to view the [flyer](#).

### **Checking in with Virtua Primary Care – Ventnor**

Welcome a new colleague and practice to the family! Virtua Primary Care – Ventnor, a PCP practice at the Jersey Shore, has joined Virtua Medical Group.

**Dr. Hidalberto Curnow**, primary care physician, says, “Having Virtua come in now—as a representative of the health care community in this area—is going to help a lot of people... If you need anything, I’m two blocks from the beach. Come in any time.”

Click to [view the video](#) to learn more about Virtua Primary Care – Ventnor.

### **Virtua in the News**

- **New Dads Get a Crash Course on Being a Parent—in a Pandemic.** On Father’s Day, a diverse group of first-time dads—including three whose babies were born at Virtua hospitals—shared their experiences in this poignant piece. Additionally, pediatrician **Dr. Cyriac George** provided his professional insights. Read [here](#).
- **Hospital Doctors Are Seeing Far Fewer COVID-19 Patients.** The *Philadelphia Inquirer* spoke with hospital staff from across the region, including **Melissa Zak**, chief nursing officer at Virtua Memorial and Virtua Willingboro hospitals, and **Dr. John Matsinger**, executive vice president and chief operating officer. Read [here](#).
- **Menopause Symptoms and Treatment Differ for Every Woman.** This informative article discusses how lifestyle changes, medications, or hormone therapy may provide relief. The *Philly Voice* story features OB/GYN **Dr. Rachel Kramer**. Read [here](#).
- **Marketing Mammograms Leads to Major Increase in Screenings.** A recent marketing initiative increased breast cancer screenings at Virtua by more than 350%, undoubtedly saving lives. This story includes interviews with **Ryan Younger**, vice president of marketing, and breast surgeon **Dr. Elizabeth Revesz**. Read [here](#).

## **Raising Awareness about Fraudulent Unemployment Insurance Activity**

Across the United States, there have been reports of unemployment insurance fraud. These actors are using fraudulent emails, websites, and robocalls to receive unemployment payments and benefits.

Most victims of unemployment identity theft are unaware that claims have been filed, or that benefits have been collected using their identities. Many people only find out unemployment identity theft occurred when they receive correspondence in the mail, such as a payment, a state-issued tax form that's incorrect, or a notice indicating that their employer received a request regarding an unemployment claim in their name.

During the pandemic, there has been a substantial amount of phishing and malware attacks and impersonations. The [New Jersey Cybersecurity and Communications Integration Cell](#) (NJCCIC) recommends that individuals avoid clicking links and opening attachments from unknown senders and exercise caution with emails from known senders.

NJCCIC encourages reporting unemployment fraud if there is suspicion that someone is claiming New Jersey unemployment benefits illegally. Cyber-related incidents may be reported to the [New Jersey Department of Labor](#), the [Federal Trade Commission](#), or your local police. Additionally, it is encouraged to alert your credit bureau, monitor your credit, and review the [Unemployment Insurance Fraud Consumer Protection Guide](#).

## **Caregivers Guide the Future**

Virtua Information Technology is committed to working with its operational partners to ensure that the Epic electronic health record (EHR) is properly aiding them in providing their patients with a higher quality of care. As such, Virtua recently became a participant of the [KLAS Arch Collaborative](#)—a provider-led effort to unlock the potential of EHRs. Their standardized surveys and benchmarks help health care organizations uncover best practices and move the needle in health care I.T.

With that in mind, Virtua clinicians were invited to provide their feedback to the KLAS Arch Collaborative Survey earlier this week. The results of their input will aid Virtua on its journey of improving patient safety, providing higher quality care, and reducing unnecessary care delivery costs through more effective workflows. Our caregivers' experiences are critical for us to understand how we can better implement and optimize our systems to meet their needs going forward.

To provide your feedback, please check your email for a link to the KLAS survey and complete it no later than **Tuesday, July 16**. If you have not received it, please let us know via [VirtuaClinician@virtua.org](mailto:VirtuaClinician@virtua.org). Thank you in advance for your valuable feedback.