

Clinician Update

March 3, 2022

Virtua Health Supports the People of Ukraine

From all of us at Virtua Health, we wholeheartedly stand with Ukraine. As these tragic and unprovoked events unfold, it's understandable to feel a sense of hopelessness and despair. But to our colleagues, friends, family, and community—stay strong and join us in supporting the people of Ukraine.

The Garden State is home to 75,000 residents of Ukrainian descent. New Jersey has the fourth largest Ukrainian population in the country and Pennsylvania has the second largest.

On the [Virtua Colleague Group page on Facebook](#), Virtua colleague Maryana Tank posted:

My home country needs our help! Many Ukrainians have lost their homes and belongings due to the bombings. Thousands of people are living in basements and bomb shelters with no heat and are running out of food and water. As the war progresses, the number of injured is increasing.

Women and children are fleeing the country to save their lives. All they are bringing is one to two small bags with just essentials. They don't know where they will sleep or eat. Our neighboring countries, especially Poland, are helping as much as they can, but they need help to aid the refugees.

I implore you to help, in whatever way you can! Every little counts. There's power in numbers.

Here are reputable humanitarian organizations for your consideration:

- [Red Cross Ukraine](#)
- [Ukraine Armed Forces](#)
- [Come Back Alive](#)
- [Razom for Ukraine](#)

NEW! Virtua Advanced Transplant & Organ Health Provides Coordinated Organ Care

Being *Here for Good* means continuously finding ways to serve our patients better. That's what inspired the creation the newly renamed Virtua Advanced Transplant & Organ Health service. It combines Virtua's longstanding transplant, kidney, and liver care services within one fully coordinated organ care program for patients in our community.

The team start by taking a patient-centric approach to organ health. By aligning our services and specialties, we're better equipped than ever to evaluate, diagnose, and successfully treat serious conditions like kidney or liver disease through every necessary stage of care. That means better outcomes, easier care coordination, streamlined specialist referrals, and optimal treatment options.

At Virtua, it's our mission to treat every patient like family. We listen, learn, and make it a point to understand each individual patients' goals. And now, with all our organ health and transplant providers collaborating under the Virtua Advanced Transplant & Organ service line, our family just got tighter.

To learn more about the services provided by Virtua Advanced Transplant & Organ Health, visit:

- [Kidney Care | Kidney Disease, Virtua Nephrology, NJ](#)

To refer a patient:

In EPIC, colleagues may choose “Ambulatory Referral to Nephrology”

- [Virtua Liver Care | Liver Disease Treatment in NJ](#)

To refer a patient:

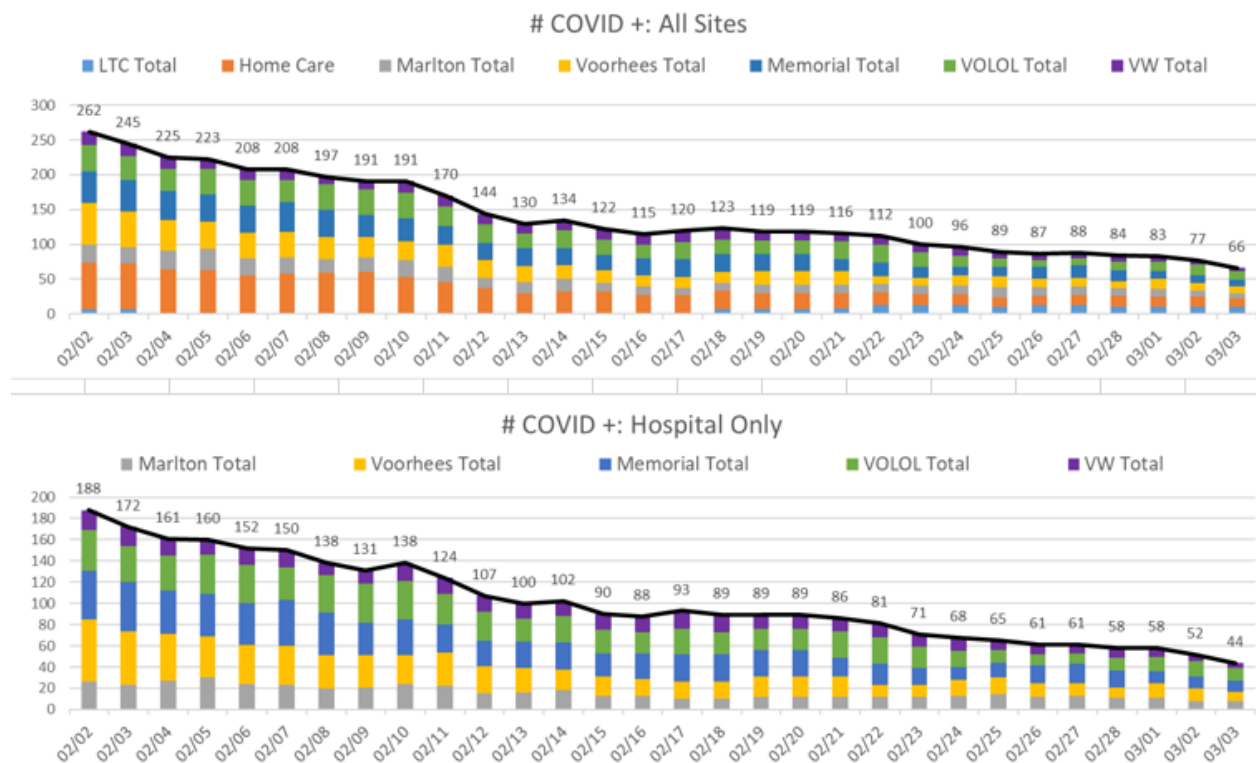
In EPIC, colleagues may choose “Ambulatory Referral to Hepatology”

- [Virtua Organ Transplantation | Kidney, Pancreas, Liver Transplant NJ](#)

To refer a patient:

In EPIC, colleagues may choose “Ambulatory Referral to Solid Organ Transplant Team” and then select the appropriate organ type

COVID-19 Census



Latest COVID-19 Fast Facts

- With 17 confirmed deaths today, the state today has sadly surpassed 30,000 mortalities.
- The rate of transmission in New Jersey was reported today as 0.77.
- The total number of cases reported as of 3 p.m. today:
 - Burlington County: 82,300 cases
 - Camden County: 103,243 cases
 - Gloucester County: 54,158 cases
- COVID-associated mortality for Camden, Burlington, and Gloucester counties: 3,604.
- The state’s Vaccination Overview dashboard reported 16,871,681 doses of vaccine have been administered.

Virtua’s Network of Ambulatory Centers (ASCs) Now at 30

Virtua recently welcomed Tri-County Surgery Center in Southampton, Pennsylvania as its 30th ASC. The new addition joins a network of surgery centers in New Jersey, Pennsylvania, and Delaware—all state-of-the-art health care facilities that transform the outpatient experience and provide the highest caliber care for diagnostic and therapeutic procedures and surgery. All the facilities are state licensed, nationally accredited and Medicare certified, ensuring adherence to the highest quality and safety standards. Virtua’s ambulatory surgery centers provide a safe and convenient alternative to hospital-based outpatient care, with a strong track record of positive patient outcomes and satisfaction. Click [here](#) to see a listing of all 30 ASCs in the Virtua network.

Next Week — CME Program: Hepatocellular Carcinoma

March 10, 6 to 7 p.m.

This program will bring together providers to discuss expert faculty opinions and share current literature regarding hepatocellular carcinoma advances. The target audiences are clinicians who specialize in primary care, internal medicine, gastroenterology, hospital medicine, general surgery, hepatobiliary, and oncology.

Participants will be able to identify the risk factors; order/interpret appropriate tests to establish the diagnosis; and formulate the comprehensive management of patients with hepatocellular carcinoma.

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Medical Society of New Jersey (MSNJ). Virtua is accredited by the MSNJ to provide continuing medical education for physicians and designates this continuing medical education activity for a maximum of 1.0 AMA PRA Category 1 Credits. Click to [view the flyer](#).

Virtua Physician Moderates NJ Healthcare Quality Institute Panel on Primary Care

The New Jersey Health Care Quality Institute (NJHCQI) hosted the second installment of its virtual series: *Primary Care as a Common Good*. The webinar, entitled “The Case for Increasing Our Investment in High Quality Primary Care,” took place on Wednesday, Feb. 23 and focused on how states are choosing to invest in primary care to create a healthier and more equitable health care system. The event featured panels of experts familiar with states already measuring, reporting, and setting targets to increase investment in primary care and how that may be accomplished through primary care payment transformation.

One of the panels was moderated by Mary Campagnolo, MD, Virtua family physician and geriatrician, medical director of VMG’s Value Based Programs and Payer Contracts, and director on the board of the American Academy of Family Physicians. Her panel delved on the specifics of “Primary Care Investment in New Jersey.” To see the entire NJHCQI program, click [here](#), but to see specifically Dr. Campagnolo’s portion, know that she is at 1:12:40 in the program.

Moving Towards Zero

March 1 marked Zero Discrimination Day, a day recognized by the United Nations to actively promote everyone’s right to live with dignity while celebrating their differences regardless of age, gender, race, sexuality, health status, ethnicity, ability, occupation, education, and beliefs.

This year for Zero Discrimination Day, join Virtua’s Colleague Communities on Tuesday, March 15 from 5 to 6 p.m., as WE come together to promote change and discuss ways we can work together to end discrimination.

Click [here](#) to register for the session!

Additionally, our Colleague Communities are busy at work offering more programs to promote inclusion, diversity, and overall well-being, as well as a chance to start your own Colleague Community!

Bolstering Resilience in a Dynamic Landscape

The Women of Virtua Colleague Community invites all colleagues to join them on Wednesday, March 23 in a session dedicated to YOU. In this session, you will learn strategies to cope with and develop resilience to the ongoing stressors of the pandemic. We will cover tools to improve work-life balance, instill hope, and mitigate burnout and compassion fatigue.

Colleagues who would like to join the session can [register by clicking here](#)!

New Colleague Communities Are Looking for Founding Members

Inclusion is about two distinct sets of experiences or states. The first is a sense of belonging, and the second is a feeling that one's uniqueness is valued and integrated. Our Colleague Communities are integral for creating this sense of belonging and leveraging our uniqueness to create a brighter future for all.

We are excited to announce our Colleague Communities are continuing to grow! YOU can help us establish these groups! We are looking for individuals who would like to become part of the core committee, which will help lay the foundation for future events and educational sessions with the:

- [Latino/Latina/Latinx Community](#)
- [Veterans Community](#)

Are there other Colleague Communities you think we should consider? Let us know! [Suggest a Colleague Community](#).

Cybersecurity: What You Need to Know

Cybersecurity is critical, now more than ever. Detecting and reporting suspicious activity is essential on everyone's part as these cyberattacks continue to escalate due to the conflict between Russia and the Ukraine. We have asked Lou Dignam, AVP of information security at Virtua, to answer some important questions regarding cybersecurity and our collective role in it. To view the FAQ in its entirety, click [here](#).

What is a cyberattack? Where are cyberattacks coming from, and what is their goal? A cyberattack is an attack launched from one or more computers against another computer, multiple computers, or networks. The goal of these attacks can vary, but in simple terms, the attackers aim to be disruptive by taking the targeted system offline, accessing its information, ransoming encrypted data, extorting money, or stealing and selling the data.

How damaging are these cyberattacks? Health care was a big target for attackers in 2021 and the concern is this will continue to grow. Last year alone, over 40 million patient records were known to be compromised in the United States, and many more were suspected to be unreported. Some of these incidents have taken down networks for weeks at a time and have led to disruptions of care, and loss of millions of dollars.

Cyberattacks can target each of us in the form of a “suspicious” message, sometimes easy to miss.

What are the threats Virtua is currently seeing? Attackers are always looking to take advantage of situations (such as tax season, world events, the pandemic, disasters, etc.) to scam unsuspecting victims. They like to use specific personal information to make their messages look legitimate. This messaging can come in a variety of forms—phishing, smishing, and vishing. We have seen examples of all three of these coming to Virtua staff, mostly through email which is defined as phishing.

How extensive are Virtua’s layers of cyber defense? Virtua has made a great investment in protecting our patients and resources. That said, no one solution can truly protect against all attack vectors or plug every security hole in the organization.

What about our individual role in cyber defense at Virtua? Cybersecurity is everyone’s responsibility. Stay vigilant! Everyone should maintain a heightened posture when it comes to cybersecurity and protecting the organization and your own personal data. If an email looks suspicious, DON’T DELETE IT, REPORT IT. It is not a harm to open the email, just don’t click on any of its links or open any of its attachments. Use the Report Phishing button in Outlook or forward it to reportphish@virtua.org.

Thank you for your vigilance. To view the FAQ in its entirety, click [here](#).

Colorectal Cancer Awareness Month

March is Colorectal Cancer Awareness Month and tomorrow, Friday, March 4 is **National Dress in Blue Day**. We invite all Virtua colleagues to recognize Colorectal Cancer Awareness Month by wearing your favorite shade of blue. Gather your team for a fun photo and submit it to hellogood@virtua.org. Your photo may be featured in *By Design* and on Virtua’s social media pages.

We encourage you to learn more about [colon cancer screenings](#) and schedule your colonoscopy:

- [Online scheduling made easy](#)
- [Age recommendation is 45](#)
- [Six tips for an easier colonoscopy prep](#)

#HelloGood Happenings

- **A Special Thank You to Virtua Willingboro Colleagues** — Last week, Links Incorporated, the Rancocas Valley Chapter of a Burlington County service organization, donated breakfast to a nursing unit at Virtua Willingboro Hospital. The Links wanted to show its appreciation to our frontline workers for their invaluable service to the community during the pandemic.
- **Baked Goods for a Good Cause** — Our Lady of Lourdes School of Nursing showed its support for Ronald McDonald House this semester. They baked tasty treats and sold them at Virtua Our Lady of Lourdes Hospital, collecting more than \$633. Thank you, student nurses!
- **A Note of Gratitude to Virtua Voorhees Food Service** — On behalf of Len, a patient at Virtua Voorhees Hospital, a handwritten note of appreciation was given to our food service colleagues. The note included the following message and drawing.

Thank you! This breakfast was wonderful! Len loved it. Great cheese omelet and crispy bacon. Your good food will help him heal more quickly.

Thank you, food service colleagues, and Frank Baccare, director of food and nutrition services, who shared this lovely homemade card with us.

See the good? Share the good! Email hellogood@virtua.org with stories, letters, and cards about fellow colleagues who are spreading the good in our campuses and the community.

Running, Biking, and Grooving to Help Our Community

If you've got cabin fever, this might be just what the doctor ordered: Several upcoming community-led events will give you the chance to get some movement and sunshine in your life—all for a good cause at Virtua. Click to learn more and sign up, today!

- [Crank the Food Bank](#) is an annual 5K run/walk sponsored by Virtua's Nutrition team. Hosted on Saturday, March 26 at the Virtua Voorhees Hospital campus, Crank the Food Bank benefits the [Eat Well Mobile Farmers Market](#); participants are also invited to bring a food donation for the Food Bank of South Jersey.
- Hosted by The Tyanna Foundation, [BreastFest](#) will take place Saturday, June 4 at Haddon Square in Haddon Township. This festive day of food and drink, live entertainment, and more supports Virtua's Tyanna Barre O'Brien Breast Care Comfort Fund.
- Get those sneakers on again on Sunday, June 12 for [Run with the Docs](#)! Virtua Voorhees Hospital is the scene of this popular 5K run and 1-mile walk, all to support our programs for families who have experienced [pregnancy and infant loss](#).
- Maybe pedaling is more your thing? Check out [Propel 100](#), the signature event of Goals Start Now, which will take place Saturday, June 25. Propel 100 features routes and distances for all ages and skill levels to benefit [oncology services at Virtua](#).

We appreciate how creative our community is when it comes to supporting Virtua's mission through philanthropy!

Women's Heart Support Group

If you know a woman who is concerned about heart disease, let her know about the Women's Heart Support Group at Virtua, a free, fun, and informative group that gets together monthly for:

- Expert-led discussions to help improve heart health and reduce future risks
- Peer support, information, and encouragement from other women with heart disease
- Sessions are facilitated by WomenHeart Champions, heart disease survivors trained at the Mayo Clinic's WomenHeart Science and Leadership Symposium

The spring 2022 meeting schedule: Thursdays—March 10, April 14, May 12, June 9 from 6:30 to 8 p.m.

All meetings take place virtually via Zoom. If you have questions and want to learn more, contact WH-VirtuaHealth@womenheart.org or call 833-894-3278. To register, click [here](#).

Visit with Virtua's Furry Friends

Virtua's Visiting Paws pet therapy program invites colleagues to spend quality time with furry friends at Virtua's hospitals. These pups are *Here for Good* and here for belly scratches. View the schedule below.

Virtua Marlton Hospital

Thursday, March 3, 3:30 to 4:30 p.m.

Conference room next to the Starbucks

Virtua Mount Holly Hospital

Friday, March 4, 1 to 2 p.m.

Front and Back Conference Center, First Floor

Virtua Voorhees Hospital

Monday, March 7, 1 to 2 p.m.

Holman C Conference Room

Virtua Willingboro Hospital

Thursday, March 17, 1 to 2 p.m.

Conference Room TBD

Virtua Our Lady of Lourdes Hospital

Monday, March 21, 1 to 2 p.m.

Wellness Room and Lobby

Please connect with Katelynn Hewitt at mhewitt@virtua.org or call x72676 with any questions. Click to [view the flyer](#).