

## Clinician Update May 16, 2024

With your busy schedules in mind, we are experimenting with a way to expedite the delivery of this important clinician messaging to you. **If you are interested in an abbreviated audio version of *Clinician Update*, [click here](#).**

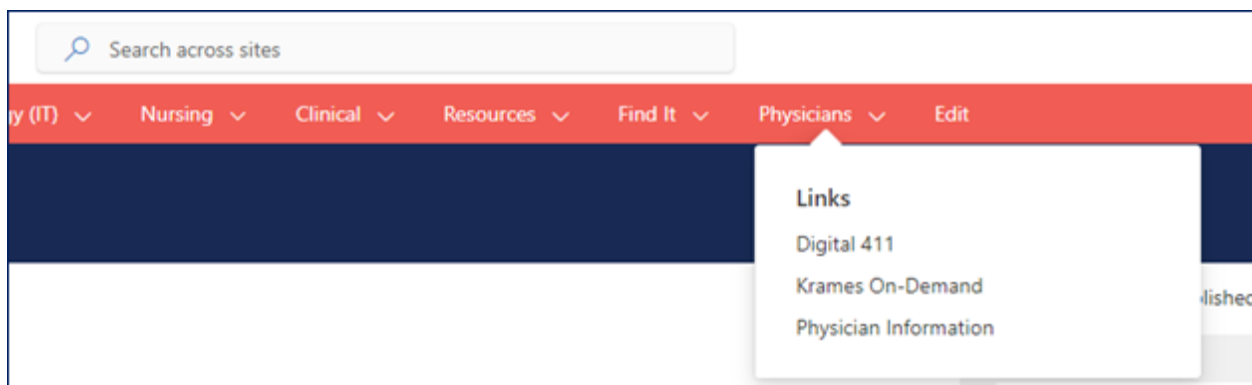
### Rowan-Virtua Celebrates New Doctors

The Rowan-Virtua School of Osteopathic Medicine community [recently celebrated](#) 202 new doctors as graduates of the class of 2024. Congratulations to the graduates, and a special hats off to Reg Blaber, MD, Virtua EVP and chief clinical officer, who received the Rowan-Virtua School of Osteopathic Medicine's Medal of Excellence—the medical school's highest honor—during the ceremony. The award recognized his extraordinary contributions to the school, its students, and the impact he has made in helping to form the college. Click here for an [inspiring short video](#) of the ceremony.

Dr. Blaber also spoke at the graduation ceremony for the Rowan-Virtua Rita & Larry Salva School of Nursing & Health Professions and the Rowan-Virtua School of Translational Biomedical Engineering & Sciences. His speech can be seen [here](#) at the 56-minute mark.

### Digital 411 and Physician Information to Be Transitioned to Colleague Corner, May 21

The VINE intranet is set to retire on **Tuesday, May 21** and all clinician resources will transition to be easily accessible via the Colleague Corner. The Digital 411 website link and Physician Information, previously found on VINE will now be readily accessible under a new and dedicated "Physicians" tab in the Colleague Corner navigation bar. The content and external access to Digital 411 will remain the same. Over the coming months, the "Physicians" tab will be further expanded to include resources for medical education (GME and UME), research, and faculty development.



As background, over the last year, many links found on Virtua's VINE intranet site have been moved onto Colleague Corner. This process allowed for outdated, unused links to be archived. You may have noticed that the amount of content on the VINE has diminished such that there are very few items left to select. Along with Digital 411 and Physician Information, the remaining VINE links to be transitioned on May 21 include CAREStream, Education, Krames On-Demand, Citrix, Epic Downtime, and Airstrip Downtime Access.

If you have any questions about this final transition, please email [VirtuaClinician@virtua.org](mailto:VirtuaClinician@virtua.org). Thanks again for your support. We're excited to have everything in one central location—the [Colleague Corner](#)—for your convenience.

## Happy Hospital Week!

It's National Hospital Week, and we're taking this special time to honor and celebrate our incredible colleagues who are dedicated to the health and safety of our communities.

Look out for digital and social media shout-outs recognizing our amazing teams. Click [here](#) to share a message of appreciation! Your words can brighten someone's day and show how much we all value each other.

There's also a special concert just for you. In partnership with Musicians on Call, we're thrilled to present a virtual "Concert for Caregivers" featuring award-winning artists Matthew Ramsey, Charles Esten, and Lauren Alaina. The concert was originally held in Nashville, but thanks to the American Hospital Association, caregivers nationwide can enjoy it. Click to [view the concert](#). Use the code **lourdes** to access the stream, available until **May 19** at 11:59 p.m.

Thank you for your dedication and compassion. You make a profound difference every single day.

## Advancing the Patient Experience

As we continue our Practicing Excellence journey, we thank you for your ongoing commitment to the Advanced Patient Experience Program. This week, we invite you to focus on the invaluable insights provided for your track in the [Week 6 Guide](#).

## The 2024 Philadelphia Magazine Top Doctors List Is Here

Congratulations to the more than 100 Virtua and Virtua-affiliated physicians to appear on the 2024 *Philadelphia Magazine* [Top Doctors list](#). A spot on this list signifies trust and standing in the region, in part because the individuals recognized are nominated by their peers. Click [here](#) to consult the list, where you can search "Virtua" to browse the honorees among us.

## What Patients Are Saying About Our Clinicians

Confidence in care is a common reference among our clinician reviews. Note the following recent examples and how the patient felt about the experience, and the clinician referenced:

“She explained everything in detail and took her time with me. I appreciate being heard and not rushed.” (Theresa Adeliyi, MD)

“He is fantastic! He is patient, kind, caring, listens to me, understands my medical conditions and history, explains everything clearly and in a way that is easy to understand, and provides good quality treatment to help me manage my chronic pain.” (James William Bailey, DO)

“She spent a lot of time with me discussing my issues and suggesting ways to help me. She was very caring and patient with my many questions.” (Dorothy T. Westlake, APN)

“He is an excellent doctor. He is very kind to his patients and tries to give them the best care. I recommend him.” (Hidalberto Curnow, DO)

“Excellent professionalism. Thank God for caring professionals.” (Anokhi Mehta, MD)

## Kudos to Virtua Cardiology – William G. Rohrer Center – Voorhees

And while on the topic of positive reviews, congratulations to Virtua Cardiology – William G. Rohrer Center – Voorhees for achieving an impressive 96.1% patient satisfaction score from 792 surveys in the first quarter. To celebrate their success, the clinicians and staff enjoyed a pizza party. Look to an upcoming issue where we'll reveal the practice that has shown the most improvement since 2023.

## Sharing the Language of Caring

Virtua Health's [Language of Caring guide](#) is an important resource that combines industry best practices with research and proven tactics on how to connect with consumers in ways that acknowledge their values and preferences. It provides our shared communication style (whether aloud or in writing) and is an extension and reflection of our brand.

Here's an example of what's included: At Virtua, we make a deliberate effort not to make a person's diagnosis or condition their defining attribute. As such, we care for “people with diabetes” rather than “diabetics.” Similarly, we care for “people experiencing homelessness” instead of “the homeless.” Notice how the word *people* comes first in both instances? You can read more about the concept in the chapter of the *Language of Caring* guide called “People First Language.”

Language that evokes healing and hope, as opposed to conflict, is often warmly received. Think of the [Language of Caring guide](#) as another example of how, at Virtua, we always “SEE” good together through **Safe, Excellent, and Empathetic** care and communication. Please send questions or feedback to [virtuainfo@virtua.org](mailto:virtuainfo@virtua.org). Look for an update to the guide in the coming months.

## Words Matter

As a reminder that words matter, findings presented this month at the American Psychiatric Association 2024 Annual Meeting and reported [here](#) this week in *Medscape* reinforces that message. The study found that many patients with opioid use disorder are described in clinical notes as being abusers, addicts, junkies, or with other stigmatizing terms.

“A clinician’s words can make patients feel judged and blamed. They may also feel stigmatized and concerned about how much their clinician cares for their well-being. This can discourage patients from sharing symptoms, complying with treatment, or seeking treatment in the future—all negatively impacting their clinical course,” said psychiatrist Jay Case, MD, program director of Virtua Behavioral Health. “Focusing on caring language that does not ‘label’ or stigmatize patients communicates compassion to our patients, helps them trust our recommendations and care, and improves outcomes. In addition, the language we use as clinicians also impacts the way WE think and feel about our patients. By communicating and thinking about patients as people first, it reinforces our own compassion.”

Below are two patient reviews of our Virtua clinicians received recently that show the power of the language of caring:

“I was a new patient. My experience with her was very positive! She took the time to listen to what I had to say without judgement and provided compassionate, careful recommendations. I felt heard and supported and look forward to future visits.”

“I’ve been seeing her for years and I don’t plan on ever leaving her. She listens to you, is very empathetic, and I feel like she actually cares. Never felt judged by her.”

## Virtua in the News

### **Newsweek Names Virtua Voorhees a Top Maternity Hospital**

Nationwide, 168 hospitals earned *Newsweek*’s highest ranking—five ribbons—on its list of best maternity hospitals. Virtua Voorhees Hospital is the only hospital in South Jersey and one of just five in New Jersey to receive this prestigious honor. Read in [Newsweek](#) and [Becker’s Hospital Review](#).

### **Eight Virtua ASCs Gain National Recognition**

The inaugural edition of [U.S. News & World Report’s “Best Ambulatory Surgery Centers”](#) includes eight of Virtua’s joint-venture ASCs. Representing all four of the eligible categories, the eight facilities have earned the distinction of “high performing.”

“Quality of clinical care along with safety and patient experience remain the bedrock of what we strive to accomplish together,” said Monte Goldstein, MD, chief medical officer of Virtua ASC Joint Ventures. “So, we are proud to see this national designation.”

Click [here](#) for a Virtua press release on the accomplishment.

Last year, 16 ASCs affiliated with Virtua Health were listed [among Newsweek's list of the best ASCs in the nation](#) for 2023. Of the 30 New Jersey ASCs to receive this distinction, Virtua is affiliated with 14—including four of the top five in the state.

Virtua's portfolio includes [41 joint-venture ambulatory surgery centers](#) in total.

### **Transplant Patient Meets Donor Who Saved His Life**

Virtua Our Lady of Lourdes Hospital was the scene of a moving event on Friday when a kidney transplant patient met his living donor for the first time. Donor Jill Pinkelman traveled from her Nebraska home last week to meet Robert “Budd” Springer, who received her kidney in March 2023.

Among the speakers were Dr. Reg Blaber; Christine Palms, SVP of tertiary services and planning; Anita Mehrotra, MD, transplant nephrologist; and Ely Sebastian, MD, transplant surgeon.

Watch on [CBS 3](#), [6 ABC](#), [Fox 29](#), and [Dakota News Now](#). Listen on [KYW Newsradio](#). Read the extended [press release](#).

### **Virtua CEO Recognized as a Top Black Health Care Leader**

An industry publication has named Virtua's Dennis Pullin among 231 “Black Healthcare Leaders to Know.” As president and CEO of Virtua, Dennis is “a thought leader and health equity advocate,” the story notes. It cites multiple accomplishments under his leadership, such as expanding Virtua's continuum of care to more than 400 locations, bringing health services directly into communities through multiple innovative programs, and creating a sweeping partnership with Rowan University, to name a few. Read in [Becker's Hospital Review](#).

### **Virtua Named a Top 40 Health Care Brand in the Country**

Virtua ranked 39th in the annual [Humanizing Brand Experience report](#) issued by Monigle, a New York brand consultant and creative-experience company. Virtua is the second-highest-ranked health system in New Jersey, and it is second-highest in both the Philadelphia and New York markets.

“Humanizing a brand is all about putting oneself in the consumer's shoes and truly understanding their fears and hopes, their needs and expectations. It's about demonstrating empathy and going beyond the transaction of a health care moment to create a more meaningful relationship,” said Chrisie Scott, senior vice president and chief marketing officer for Virtua. Read more at [Virtua.org](#).

### **Discussing Bariatric Surgery on *Inside Medicine***

Virtua bariatric surgeon Louis Balsama, DO, was the featured guest on a recent edition of [Inside Medicine](#) on WWDB-AM Talk 860. In the interview, Dr. Balsama shared insights about bariatric surgery. He discussed the types of surgery options, how to determine the best option for patients, post-surgery care, and how diet and exercise play a role in weight-loss journey. The host of the program, Joseph J. Fallon, Jr. MD, is an endocrinologist at Rowan Medicine, an affiliate of Virtua Medical Group. To hear the program, [click here](#).

## Virtua Spotlighted for Exploring Virtual Care Solutions

Virtua Health is one of three regional health systems profiled by *The Philadelphia Inquirer* regarding hospital-based virtual care options. The article mentions pilot programs at Virtua Our Lady of Lourdes and Virtua Willingboro that leverage technology to further involve patients' families into care plans. Read in [The Philadelphia Inquirer](#).

## A Beacon of Hope for Grieving Families

Ann Coyle, manager of the perinatal bereavement program, is a shoulder to lean on. She is a light when the world feels dark. She offers hope in the most hopeless circumstances. And for over 40 years, she's been here for good for our neighbors who need it most.

In this special episode of "Here for Good: Inside Edition," President and CEO Dennis Pullin and Ann talk about her career at Virtua, how she helps parents who have lost a baby, and the initiatives she's created to provide lifetime support to these families in need.

Click to [view the video](#).

## Upcoming Local Cycling Events on Tap

Hats off to the many Virtua clinicians from across the system who recently [pedaled in support](#) of the Cherry Hill Free Clinic. Good to know the cycling circuit continues. Virtua is a proud supporter of the American Cancer Society Bike-A-Thon Bridge to the Beach on **Sunday, June 2**. To learn more about the event, click [here](#). If you are interested in learning more about Virtua's colleagues who participate in local cycling events, including the [Propel 100](#) on June 22, which supports oncology services at Virtua, email Andrew Giordano at [agiordano@virtua.org](mailto:agiordano@virtua.org).

## IDEA – Inclusion, Diversity, and Equity for All

On **May 17**, many around the world will be celebrating [International Day against Homophobia, Transphobia, and Biphobia](#), which highlights people of different sexual orientations and gender

identities. The significance of this date is aligned with the declassification of homosexuality as a mental disorder in 1990. This year's theme is, "No one left behind, equality, freedom, and justice for all."