

## Clinician Update

### November 10, 2022



## Virtua Health College of Medicine & Life Sciences of Rowan University

### Reimagining the Future of Medicine

On **Nov. 7**, Virtua Health and Rowan University unveiled and celebrated plans for the new Virtua Health College of Medicine & Life Sciences of Rowan University. Driven by empowerment, excellence and inclusion, this historic partnership is designed to impact clinical care, education, and innovative research for decades to come.

About 150 guests, including leadership and medical school and nursing students, attended the unveiling event, which showcased the premier of a [brand anthem video](#).

Additionally, several media outlets reported on this major milestone, including [New Jersey Business Magazine](#), [ROI-NJ](#), [KYW Newsradio](#), [Philadelphia Inquirer](#), and [6abc Philadelphia](#).

Together, Virtua and Rowan are national leaders in innovation with an unwavering focus on improving health and empowering the well-being of everybody we teach and everyone we reach. We offer an inclusive, team-based, and high-quality learning experience developed from teaching and researching principles that advance all aspects of human health.

Click to learn more about [Virtua Health College of Medicine & Life Sciences of Rowan University](#).

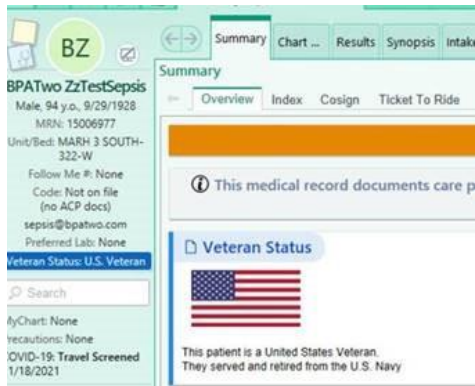
### Virtua Honors Veterans

Tomorrow is Veterans Day, a poignant time to honor America's veterans for their love of country and willingness to serve and sacrifice for the common good. Many are our fellow clinicians at Virtua, and we express our appreciation for these heroes who answered the call to serve.

In honor of Veterans Day, the WE Serve Colleague Community organized the Flag and Flower Challenge on Nov. 9, during which colleagues placed a flag and flower on the graves of veterans at Lake View Memorial Park.

Additionally, WE Serve planned the following activities to thank Virtua's veterans on **Friday, Nov. 11**:

- Virtua Visiting Vets will visit patients and colleagues who served in the U.S. military. They will present thank you magnets and ribbons.
- Complimentary meals will be provided to veterans in Virtua's cafeterias. We invite colleagues and visitors to identify themselves as a veteran to the cashier.
- Veteran recognition banners will launch in EPIC. If a patient is a veteran, the following image will appear in their medical record.



### **Honoring Our Nurse Practitioners**

National Nurse Practitioner Week will be held Nov. 13 to 19, a week set aside to celebrate these exceptional clinicians and the professionalism they provide to patients. At Virtua, there are hundreds of NPs serving throughout the organization.

“It is my honor to salute these talented professionals who make such a positive impact in the lives of patients every day,” says Catherine Hughes, MSN, MHA, RN, NEA-BC, senior vice president and chief nursing officer of Virtua Health. “A big thank you to our Nurse Practitioners for your dedication, commitment and support of our patients!”

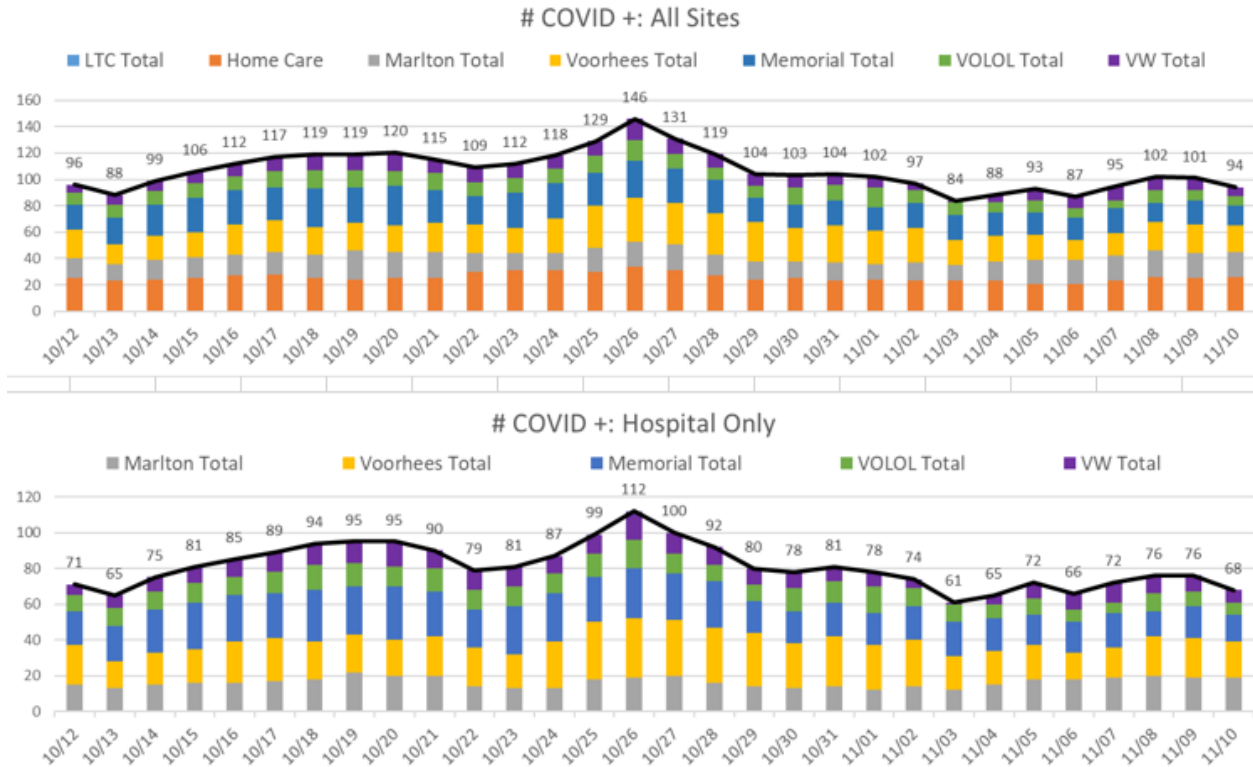
### **Tune into the Latest Episode of *Here for Good* with United Way President and CEO**

In this episode of *Here for Good*, Virtua Health President and CEO Dennis Pullin sits down with Bill Golderer, president and CEO of United Way of Greater Philadelphia and Southern New Jersey. Tune in to hear their conversation as Bill, an ordained minister who leans into his spirituality and faith to guide him, strives to build a world where people have the desire to build up rather than tear down.

From changing the notion of “donations” to that of “investments”—and using those investments as a catalyst to inspire action locally—Bill is a true believer in the power of collaboration and the capability of bringing partners together to have the biggest impact on the neighbors we all serve.

His words are particularly relevant at this time of year, when Virtua colleagues are joining together to support each other and our community through [our Give for Good campaign](#). Listen on your preferred podcast platform or [watch here](#).

### **COVID-19 Census**



**Latest COVID-19 Fast Facts**

- The rate of transmission in New Jersey was reported today as 1.03.
- The total number of cases reported as of 3 p.m. today:
  - Atlantic County 66,640
  - Burlington County: 106,386 cases
  - Camden County: 129,096 cases
  - Gloucester County: 65,865 cases
- COVID-associated mortality for Camden, Burlington, Gloucester, and Atlantic counties: 4,924.
- The state’s Vaccination Overview dashboard reported 19,528,219 doses of vaccine have been administered.

**Monkeypox Stats**

As of Wednesday’s weekly posting, the number of probable and confirmed cases of monkeypox cases in New Jersey: **754**.

**Coming Up: Advances in Liver Disease: Updates from the 2022 U.S. National Liver Meeting  
Nov. 19, 8 a.m. to 1 p.m.**

Participants in this program will gain insight into the new therapeutic modalities for primary liver cancer and liver failure; identify the outcomes of the current clinical trial evaluating the new agents for aggressive forms of fatty liver disease; and name the indication and limitations of liver transplantation, including use of living and extended donors.

With faculty from the **Virtua Advanced Transplant & Organ Health team**, speakers include Drs. Santiago Munoz, Simona Rossi, Ashraf Malek, Nyan Latt, Hisham ElGenaidi, and Ann Thompson.

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 Medical Society of New Jersey (MSNJ) to provide continuing medical education for physicians.

**Virtua designates this continuing medical education activity for a maximum of 4.5 AMA PRA Category 1 Credits™.** Physicians should claim only the credit commensurate with the extent of their participation in the activity. [Click to view the flyer.](#)

### **Join the Safety Story Sweepstakes!**

Safety stories have become an important part of Virtua's High Reliability culture. They are shared during Daily Huddle, Safety Huddle, and other meetings and gatherings.

In the spirit of submitting safety stories, the clinical quality, safety, and performance improvement departments invite you to join the *Safety Story Sweepstakes!* This contest takes place from **now until Friday, Dec. 2** and encourages colleagues to submit a Great Catch or Safety Event story.

The Great Catch story must have resulted in preventing an error that could have impacted patients or fellow colleagues negatively. The Safety Event story must have resulted in an improvement process that prevents errors from happening again.

A panel of colleagues from the quality, safety, and performance improvement departments will choose the top three stories and award prizes (First Prize Basket, Second Prize Basket, Third Prize Basket). Additionally, the winning entries will be featured in Safety Huddles.

Click to [send in your Great Catch or Safety Event story](#) and click to [see the Prize Baskets list](#). The deadline to submit the stories is **Friday, Dec. 2**. Winners will be announced the **week of Dec. 12**.

### **HELLO GOOD HAPPENINGS**

#### **Virtua Earns “Most Wired” Distinction 11 Years in a Row**

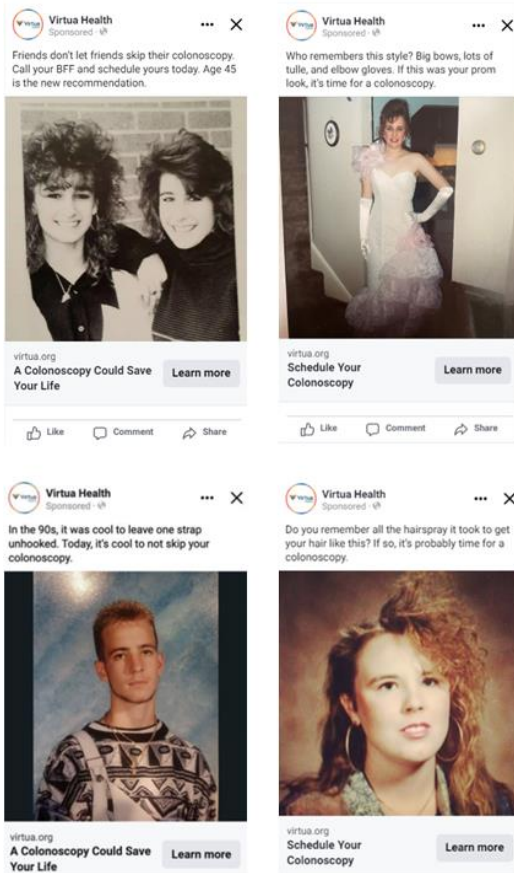
Virtua has been named a Most Wired health system in the U.S. by the College of Healthcare Information Management Executives (CHIME). For the 11th consecutive year and the 14th time overall, this honor recognizes Virtua’s comprehensive information technology (I.T.) department for teamwork, dedication, and problem solving.

Virtua has earned recognition as a certified “level 9” health system every year since CHIME enacted a 10-level rating system in 2019. This categorization reflects leadership in health care technology that actively advances the industry.

#### **Thanks for the Throwback Photos!**

In September, we asked colleagues to submit super fly '90s throwback photos for Virtua’s social media ad campaign for colon cancer screening. Shout out to five of our Virtua colleagues for submitting their Kodak pics!

- **Tracy McArthur**, director of operations for Virtua Medical Group (VMG)
- **Susan Hacker**, population health nurse with VMG quality department
- **Shelly Atella**, project administrator with digital transformation
- **Angelo Mancuso**, contract manager with purchasing
- **Rachel Brophy**, office assistant with Virtua Primary Care – Moorestown



### National Radiologic Technology Week, Nov. 6 to 12

This week-long celebration recognizes the vital work of radiology professionals and commemorates the discovery of the x-ray by Wilhelm Conrad Roentgen on Nov. 8, 1895. This year's theme is "Aiming to Heal." Click to [view the innovations](#) in medical imaging and radiation therapy.

### Medical Staff Professional Week, Nov. 6 to 12

Virtua's medical affairs and physician services department drives patient safety by maintaining quality care through credentialing and privileging health care providers. These colleagues ensure that our community and provider population are safe and protected at all times.

Samantha Paul, manager of credentialing services, says, "Our team plays an integral role in the safety of our patients by ensuring our medical staff is properly trained, licensed, and privileged before providing care in our hospitals. They are dedicated day in and day out to the quality of their work and maintaining a positive customer experiences. I am proud this team, and cannot thank them enough for their hard work."

Leha Anderson-Rhyens, manager of credentialing services, says, "We thank our team for their hard work, thoughtfulness, and passion to this department and the organization. Their unwavering dedication deserves much praise. We may work behind the scenes, but our role is vital and the impact we have is felt each and every day. We wish our colleagues a Happy Medical Staff Professionals week!"

## **Virtua Celebrates Kindness Day—Every Day!**

**Sunday, Nov. 13** is World Kindness Day, but at Virtua Health, we celebrate Kindness Day every day! All across Virtua, colleagues come up with clever ways to celebrate and demonstrate kindness to one another. At Virtua Our Lady of Lourdes Hospital, nursing director Angela Golio Schafer maintains bulletin boards that feature heart-warming letters from patients and a “who’s who” photo wall showcasing the team.

Angela shares that this simple, tech-free tool helps create a sense of unity and shared purpose, and it acts as a visual reminder of the major impact individuals and teams have in shaping the patient experience.

"These messages always make me smile, or sometimes tear up," Angela says. "We care for people when they are most vulnerable, and so it's crucial we keep that in mind and do what we can to make a good impression."

*See the good? Share the good! Email [hellogood@virtua.org](mailto:hellogood@virtua.org) with stories, letters, and cards about fellow colleagues who are spreading the good in our campuses and the community. They may be featured in an upcoming edition of Clinician Update.*

## **Don't be Embarrassed: 10 Things to Ask Your OB/GYN**

**Nov. 17, 7 p.m.**

In an upcoming “Real Talk” event, two Virtua experts—gynecologist Dr. Theresa Adeliyi and nurse practitioner Elizabeth Kusturiss—to break down those common, blush-inducing questions that patients often ask. Their candid girl talk will be hosted by Nicole Michalik from 92.5 XTU. Feel free to share our link with patients, family and friends. [Click to register.](#)

## **The Cooks Tour of Moorestown Returns for the 57<sup>th</sup> Year**

**Dec. 7, 11 a.m. to 7 p.m.**

The Cooks Tour of Moorestown is back this year! This beloved holiday event is hosted by the Virtua Memorial Auxiliaries. We invite you to tour four featured homes, all beautifully decorated for the holiday season, and enjoy special opportunities for shopping. Proceeds support Virtua’s new Mobile Health and Cancer Screening Unit. For tickets and event details, visit [GiveToVirtua.org/cookstour](http://GiveToVirtua.org/cookstour).

## **Smoking Cessation Education and Support**

**Jan. 17, 5 to 7 p.m.**

Invite your patients to attend an educational support group to learn about the tobacco addiction process and get tools and support to help you quit smoking, including free nicotine patches and discounted acupuncture. Topic discussions include addiction, stress management, and developing a personal plan to quit smoking using resources and support. Click to [view the flyer](#).

## **You're Invited! Join our 2,200 Colleagues on Facebook**

Thank you to all the colleagues who recently joined the [Virtua Colleague Facebook Group](#)—pushing us to more than 2,200 members! If you haven't already, we encourage you to join the group and spread the word.

Existing group members and those who join by **Friday, Nov. 18** will be entered to win two tickets to see the [Holiday Jam](#) at the Met Philadelphia on **Friday, Dec. 2** at 8 p.m.! (Two lucky winners)

**Note:** Joining the group does not give other group-members heightened access to your profile, photos, and information on your personal Facebook page.