

Clinician Update

October 12, 2023

Virtua Health to Illuminate its Hospitals in Blue Light as a Symbol of Peace and Healing

As the sun sets on **Friday, October 13**, Virtua Health's five hospitals will **illuminate in blue lights** as a sign of peace and healing. The blue lights will continue to shine throughout Saturday and Sunday evenings.

"Recent tragic events remind us of how fragile and sacred life is, something that those who work in health care intimately understand," said Virtua president and CEO Dennis Pullin. "The color blue is associated with feelings of serenity and security. And so, by shining our lights, we aim to demonstrate our shared humanity and our sympathies for those in the Middle East and across the world who are grappling with violence, fear, and loss."

Virtua has previously used light as a symbol for health and healing: both at the Penn Medicine | Virtua Health Proton Therapy Center and as a community call-to-action to demonstrate support for front-line workers during the early months of the COVID-19 pandemic.

2023 Medical Staff Annual Meeting for Physicians

Thursday, Oct. 26

In keeping with the bylaws for Virtua's medical staffs, October is the month for our annual meeting for physician members. And, for the first time, this year Virtua will hold **one** meeting for the physicians of all medical staffs and campuses, on **Thursday, Oct. 26 at 6 p.m.** at the Barry D. Brown Health Education Center (HEC) in Voorhees.

"The meeting will provide a look back, as well as a preview for what is ahead," said Christopher Pomrink, DO, VP of Medical Affairs. "It will also be a great opportunity for staff physicians to connect and share camaraderie. We're looking forward to seeing all our physicians together."

An RSVP is required. Please look for an email from Isabella Lewis, ilewis@virtua.org, for your invitation and the agenda. Flu shots will also be available.

Important Note for Acquiring CME Credits

After completing continuing education, are you claiming your *American Medical Association (AMA) Physician Recognition Award (PRA) Category 1 Credit(s)*[™]? Note that there has been a change through our accrediting body, the Medical Society of New Jersey (MSNJ), regarding receipt of the awarded credits. When taking a Continuing Medical Education (CME) credited event, you must fill out the corresponding survey that follows the event to be officially awarded the appropriate credit.

For any questions or for more information, contact Christine Catts, DNP, RN, of Patient Care Services – Clinical Learning, at ccatts2@virtua.org.

Practicing Excellence at Virtua: Completing the Patient Experience Program

We have reached the end of our 26-week Patient Experience journey. After you complete the Patient Experience program, you will receive an email from Practicing Excellence via Credly (admin@credly.com). This email contains a link to the badge you have earned and provides an easy way for you to share the achievement on social media, including LinkedIn.

Next week, we will provide details regarding our next journey with Practicing Excellence. In the meantime, we invite you to revisit your favorite tips from the Practicing Excellence library.

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:

- “He was very thorough and methodical in his assessment and plan moving forward. I felt very comfortable and confident in his approach and recommendations.” (Gerard Collins, DPM)
- “Thorough, kind, receptive, and personable.” (Richard Paluzzi, MD)
- “He basically saved my life as I suffered from a heart attack. I can't thank him enough as well as the entire Virtua Our Lady of Lourdes staff who were all tremendous in my aftercare. Brings me to tears. Thank you.” (Ibrahim Moussa, DO)

The Practicing Excellence Success Team will visit various Virtua campuses Oct. 23 and Oct. 24. They will attend meetings, round on patient care units with Virtua leadership, and get an even closer look at the Culture of WE in action. We invite you to connect with our guests, ask questions about our journey, and share your Practicing Excellence moments with them. More details will be available in next week's *Clinician Update*.

Deadline for *Philly Mag's* Top Docs of 2024 – Nov. 15

If you have a colleague who you'd like to see included in the 2024 Top Doctors issue of *Philadelphia Magazine*, now's your chance to make that happen. The magazine partners with health care researcher Castle Connolly to create a list of top doctors. Nominations are open year-long, but to make the deadline for consideration into the May 2024 Top Doctors issue, Castle Connolly has announced that the **nomination window will close Nov. 15**.

The polling is open to all licensed physicians in America who are able to nominate physicians in any medical specialty and in any part of the country. The poll does not accept self-nominations nor any duplicate nominations of the same physician per calendar year.

Castle Connolly has been reaching out to all licensed MDs and DOs in the area to submit nominations. Physicians who are vetted and selected as Castle Connolly Top Doctors will have a listing on the Castle Connolly website and may be eligible to appear in this special issue of *Philadelphia Magazine*.

- Physicians wishing to nominate someone can register here: nominations.castleconnolly.com
- Each nominating physician will need to use their first and last name, email, hospital, specialty, and ZIP code.
- A nomination code for 2023 and a link to the nomination site will then be automatically emailed.
- Each calendar year, a physician may nominate: 15 in their own specialty, 7 in each Family Medicine/Internal Medicine/Pediatrics, and 5 in each of the remaining specialties.
- Helpful general info can be found [here](#) and [here](#).
- Nomination submissions via the [portal](#) are due by: **Nov. 15**

Congratulations to the 120-plus physicians from Virtua Medical Group and Virtua Integrated Network selected for *Philadelphia* magazine's Top Docs list in 2023, listed [here](#).

Team Up to Advance Equal Health Access

In a world where health can be significantly influenced by location, income, and access to resources, Virtua strives to bring essential care and healthy food directly to the people in our community, especially those who lack sufficient health insurance or easy access to services.

In this recent [editorial piece](#) written by President and CEO Dennis Pullin for NJ.com, Dennis showcases Virtua's Eat Well programs that offer nutritious food either free of charge or at a very low cost so that our neighbors have access to the "medicine" of healthy eating. Additionally, Virtua is exploring technology and partnerships, such as working with Medtronic to find ways to more effectively treat preventable conditions like high blood pressure and diabetes.

Creating a healthy, equitable future is not just about direct health care, it's also about ensuring that organizations uphold principles of fairness and inclusion in their operations and cultures. From ensuring that everyone has access to health care, to creating a workplace that celebrates diversity and gives back to the community, employers can make a huge difference.

Advocacy is something we can all participate in. By voting, volunteering, and supporting initiatives that support health equity, we're improving our communities and ensuring a better, healthier future for everyone.

Click to [read Dennis' editorial in NJ.com](#).

Virtua in the News

Virtua Recognized Among 100 Leading Orthopedic Programs

Becker's Hospital Review has named Virtua to its 2023 list of “100 Hospitals and Health Systems with Great Orthopedic Programs.” The story cites Virtua’s extensive network of specialists and surgeons, including the addition of Reconstructive Orthopedics’ 300-member practice in July, plus awards for quality. Read [here](#).

Mobile Mammograms in Spotlight for Breast Cancer Awareness Month

Several media outlets showed how South Jersey residents—whether insured or uninsured—can access mammograms and other vital health screenings aboard Virtua’s innovative Mobile Health & Cancer Screening Unit. “We’ve had women who said that this is the first time they've received a mammogram,” noted Lisa Rosenberry, director of community-based programs for the Penn Medicine | Virtua Health Cancer Program. Watch on [NBC 10](#) and [CBS 3](#), and read in [New Jersey Family](#).

Virtua Among Top 19 ‘Most Wired’ U.S. Health Systems

After 12 consecutive years as a “Most Wired” health system, Virtua has earned the program’s highest honor—Level 10—for the first time. We are among just 19 U.S. hospitals/health systems to earn this distinction from the College of Healthcare Information Management Executives (CHIME). The Most Wired list recognizes organizations that use information technology to improve patient safety and health outcomes. Read in [Becker’s Hospital Review](#).

Advantages of Cardiac PET-CT and Identification of Ideal Patients to Refer, Oct. 23

Join internationally recognized expert in cardiac PET-CT, Gary Heller, MD, PhD, as he shares the advantages of cardiac PET-CT (over other imaging modalities) and the identification of ideal patients to refer for cardiac PET-CT. The learning event will take place on **Monday, Oct. 23 at 5:30 p.m.** on Teams. All physicians are welcome to attend.

Dr. Heller has more than 30 years’ experience in clinical cardiology and nuclear cardiology. He is a former program director of the Cardiovascular Fellowship Program at Hartford Hospital/University of Connecticut School of Medicine, and past president of the American Society of Nuclear Cardiology.

For more information, reach cardiologist Mark Finch, MD, at mfinch@virtua.org. Click [here](#) to join the live virtual meeting on Monday, Oct. 23, at 5:30 p.m.

Successfully Treat Patient Obesity: A Comprehensive Approach, Nov. 18

Virtua's bariatric surgery program has planned a learning opportunity for interested clinicians on **Saturday, Nov. 18** at the Barry Brown Health Education Center in Voorhees. The event is entitled "[Successfully Treat Patient Obesity: A Comprehensive Approach](#)" and will feature metabolic & bariatric experts Samuel Wasser, MD, FACS, FASMBS; Emeka Acholonu, MD, FACS, FASMBS; Gaurav Sharma, MD, FACS, FASMBS; Srikanth Parsi, MD, FACS; and Michelle Hunt, Psy.D, LCADC.

Dr. Wasser, medical director of bariatric surgery, will serve as facilitator. "With the disease of obesity increasing in prevalence and multiple new frontiers for treatment of the disease advancing, this will be an excellent learning opportunity especially for primary care, cardiology, pulmonary, and endocrinology providers to gain insight of the complicated diagnosis, broaching the subject of obesity with their patients, and new treatment plan options now available," he said. "It will also help providers understand that the disease of obesity is a chronic metabolic disorder with neurochemical dysregulation at its core and help them gain insight into both medical and surgical modalities available to successfully treat their patients."

To register for this event, please go to the Virtua Learning System (VLS) on the Colleague Corner and search for "Successfully Treat Patient Obesity." Click [here](#) for a flyer which includes the accreditation statement. CME is available for VMG and VIN clinicians who attend.

For further information please contact Lisa Shaw, director of digestive health, at lshaw@virtua.org or 856-355-0877.

Thank You to Our Medical Assistants

Medical Assistants Week is Oct. 16 to 20. Medical assisting is an allied health profession whose practitioners function as members of the health care delivery team and perform administrative and clinical procedures. They enhance the patient experience, not only with their clinical knowledge but with their dedication to building rapport with patients. Thank you for adding a personalized touch to the patient experience.

The Trusted Pregnancy Care of Virtua Midwifery

Virtua's Midwifery Birth & Wellness Center celebrated its second anniversary last week during National Midwifery Week. Virtua built the center, the only freestanding facility of its kind in South Jersey, in response to the growing interest of young families in having midwife-assisted birth in a non-hospital setting. At Virtua, midwives attend births in the hospital and our birth center. Having that choice means our patients have options if they want a midwifery birth but need more high-level care.

The midwifery model of care is holistic, wellness-based, and patient- and family-centered. Physiologic labor and birth is an option for women at low risk for pregnancy complications.

"Starting or growing a family is such a special time for everyone involved," said Karen McEvoy Shields, CNM, administrative and clinical director of the center. "Everyone at the center strives to provide

personalized experiences that celebrate the individual and reflect their respective preferences and values so that every birth is a beautiful experience.”

“Most importantly, our midwives promote pregnancy as a healthy experience regardless of where you deliver your baby,” said midwife Sheila J. Kaufman, CNM. “Attending a birth means we are an invited guest to the experience, sharing our expertise while ensuring that what’s most important to our patient and their family is at the center of their care.”

That's what Chekera Cooper learned when she chose Virtua Midwifery in Camden.

"I always wanted a natural birth," said Chekera. "During my pregnancy, my midwife Sheila asked me what I wanted in my birth plan and shared information to help me make decisions. She gave me 'if this happens, then you can do this ...' scenarios, which helped me feel well-prepared for anything.”

Follow her story on Virtua’s social channels facebook.com/virtuahealth and Instagram.com/virtuahealth.

Body Mass Index on Perinatal Depression

Rowan-Virtua SOM Medical Students Publish Critical Viewpoint

Body mass index (BMI) and perinatal depression (PD) are two crucial factors that intersect during pregnancy, influencing maternal well-being and pregnancy outcomes. David Lo and Jaylyn Thompson, both third year medical students at the Rowan-Virtua School of Osteopathic Medicine (SOM), recently published an article in the *European Journal of Psychiatry* providing a response to a recent Italian study that probes the intricate relationship between BMI, PD risk, and pregnancy outcomes.

The article, titled “Body mass index on perinatal depression: A critical viewpoint,” came to life while David and Jaylyn were doing their OB/GYN rotation at Virtua. Discussions about perinatal depression during their rotation led to further reading by the students and strong encouragement from preceptors, Virtua obstetric hospitalists Latriece Manning, DO, and Michelle Lyn Salvatore, MD.

The paper sheds light on the potential implications of body mass index (BMI) on both mental health and physical well-being during the perinatal period, opening avenues for deeper exploration and evidence-based interventions. The medical students make the case that future studies should explore temporal aspects, consider confounding factors, and explore effective psycho-educational interventions to support the mental health and well-being of pregnant women.

The future is bright for these medical students. Jaylyn is also the vice chair of The Black Collective at Virtua-Rowan SOM, and *SJMAG Media* spotlighted her as a [Woman of Excellence](#). David also serves as the editor-in-chief of [Eon Publishing](#), a nonprofit dedicated to helping medical students, residents, and professors climb the academic ladder by providing free to low-cost resources and opportunities for research.

For Anu Munshi, MD, MS, director of undergraduate medical education at the Virtua Health Office of Medical Education, the published article shows the academic vibrancy taking place here. “It’s so wonderful to see the seeds of curiosity being planted and constant search for knowledge being

encouraged here at Virtua. Seeing David and Jaylyn publish an article as third year students in an international medical journal is a matter of pride for us as an academic health system.”

Click [here](#) to read the article.

Driving Change and Fueling Communities Cordell Boyd Joins Dennis Pullin on Here for Good: Inside Edition

From the get-go, Cordell Boyd has been at the helm, driving the Eat Well Mobile Farmers Market through Burlington, Gloucester, and Camden counties. Cordell shares the program’s impact on providing our neighbors with fresh, accessible produce, expressing, "You can't help but feel the gratitude and you tear up. It's fulfilling for me."

Cordell is no stranger to Camden, specifically Camden City, having roots that run deep there. Growing up alongside his five sisters and two brothers, Camden will always have a special place in his heart. In fact, his sisters still manage the family business, a funeral parlor, located just across the street from the Virtua Health & Wellness Center. To Cordell, being Here for Good for the community means we are here to do good and here for the long haul.

Click to [learn more about Cordell Boyd](#).

Upcoming Events to Share

Raise Your Hands! Join us on Global Handwashing Day

This **Sunday, Oct. 15**, is Global Handwashing Day, a global advocacy day dedicated to increasing awareness and understanding of the importance of hand hygiene in saving lives.

Whether you’re catching your team mid-suds at the sink or just waving those clean hands, take a snapshot and send us your photos. Let the world know we’re in this together and help us spread the word in our internal communications and social channels.

Click to [share your photos](#).

This Sunday, We’re Stepping Up for Cancer Survivorship With the American Cancer Society

The Penn Medicine | Virtua Health Cancer Program is proud to support Making Strides Against Breast Cancer this **Sunday, Oct. 15**, at Cooper River Park in Pennsauken. The 25th annual event starts at 8:30 a.m. and the 3.1-mile walk begins at 9:45 a.m., rain or shine. The event site will be filled with interactive tents for all ages, and many wonderful sponsors around the field with info and giveaways. Look for the Virtua sponsored Survivor’s Tent.

“Feel free to join us,” said Matthew Puc, MD, Virtua thoracic surgeon, and the program’s director. “It will be a great day to support our community and go for a walk.”

To sign up, go to MakingStridesWalk.org/GPSNJ.

Think Pink!

It's Breast Cancer Awareness Month! Join your Virtua colleagues on **Friday, Oct. 20** to raise awareness about the importance of early detection and annual mammograms. We are welcoming a photo of you dressed in pink. You can post it on the colleague Facebook group or send it to hellogood@virtua.org. Show your team pride and raise awareness for this important topic, and we may include your photo in Virtua's news and social media channels.

Real Talk! Women's Health Chat, Oct. 19

Breaking The Silence: 3 Hidden Health Issues Women Often Face Alone

Many women "go it alone" when they experience life-interrupting symptoms like heavy bleeding, pelvic pain, and pain with sex. But it's not something to feel embarrassed talking about. Virtua OB/GYNs and minimally invasive GYN surgeons Geoffrey Bowers, MD and Minda Green, MD will reveal how and when to talk to your GYN provider about your symptoms and share solutions in a Real Talk! Women's Health Chat on Thursday, Oct. 19 at 7 p.m. [Register for free here.](#)

Help Spread the Word—Camp Oasis Is Set for Nov. 19

Presented by the Penn Medicine | Virtua Health Cancer Program, [Camp Oasis](#) is a free, spirit-lifting one-day getaway camp for children who have a parent or loved one battling cancer. Registration is now open for the winter session on **Sunday, Nov. 19** at the NL Aquatic Center in Voorhees. Help spread the word by sharing the [Camp Oasis Brochure and Registration Form](#) with your teams and patients or community members who may be interested in participating. If you have any questions about Camp Oasis, please contact Jackie Miller at jmiller2@virtua.org or 609-724-8480.

IDEA – Inclusion, Diversity, and Equity for All

The operating room team at Virtua Mount Holly Hospital honored Hispanic Heritage Month in September. Celebrating their Hispanic and Latino colleagues, they decorated the staff lounge with vibrant colors and shared homemade dishes such as arroz con gandules, pernil, pollo guisado, arepas, and empanadas.

October is Global Diversity Month, which recognizes various cultures, traditions, and the benefits of diversity. This month, we recognize and celebrate the following observances:

[International Pronouns Day](#) is Oct 18. Discover how pronoun sharing and correctly using another person's pronouns promotes safety, respect, and allyship. Learn [how to select your pronouns](#) in Virtua Works.

October is [Filipino History Month](#). [Celebrate](#) the history and legacy of Filipino Americans in the U.S. From the recorded arrival in 1587 in California to being listed as one of the top three Asian-American communities in the country, learn about important movements and contributions of the Filipino community.

National Indigenous People's Day was celebrated on Oct. 9. The idea to create this recognition began in 1977, during a United Nations conference on discrimination. In 1989, South Dakota first established this awareness date, followed by others thereafter. Learn more about the importance of [recognizing Indigenous communities](#) and [preferred terms](#) when referring to these communities.