

## Clinician Update

### Oct. 14, 2021

#### Next Week! 2021 Medical Staff Annual Meetings

Virtua's respective medical staffs will hold their annual meetings next week. The meetings will provide a look back on what was a very momentous year, as well as a preview for what is ahead. Look for an Outlook invite from your medical staff office.

As a reminder, here are the dates:

- For **Virtua Our Lady of Lourdes and Virtua Willingboro** hospitals, the annual meeting for the combined medical staffs will take place on **Tuesday, Oct. 19, at 5 p.m.**
- For **Virtua Marlton, Virtua Mount Holly, and Virtua Voorhees** hospitals, the annual meeting for the combined medical staffs will take place on **Wednesday, Oct. 20, at 6 p.m.**

#### ACTION NEEDED: Nominations Now Open for Best Docs and Hospitals

Throughout the year, various publications hold nominations for best hospitals and top docs. Some are based on publically reported metrics, others are peer-to-peer nominations, while still others seek consumer opinion.

Clinicians, by nature, tend to avoid what they may perceive to be popularity contests, but the fact is that holding a "top doc" honor is held in some esteem—and why be shy about supporting our fellow colleagues and our organization? Every day, we show faith in referring our patients to Virtua providers and facilities. Why not go the extra step and vote for them too?

Two important deadlines coming up:

#### Nov. 1, 2021 – Deadline to participate in the 2022 *U.S. News & World Report* Best Hospitals survey

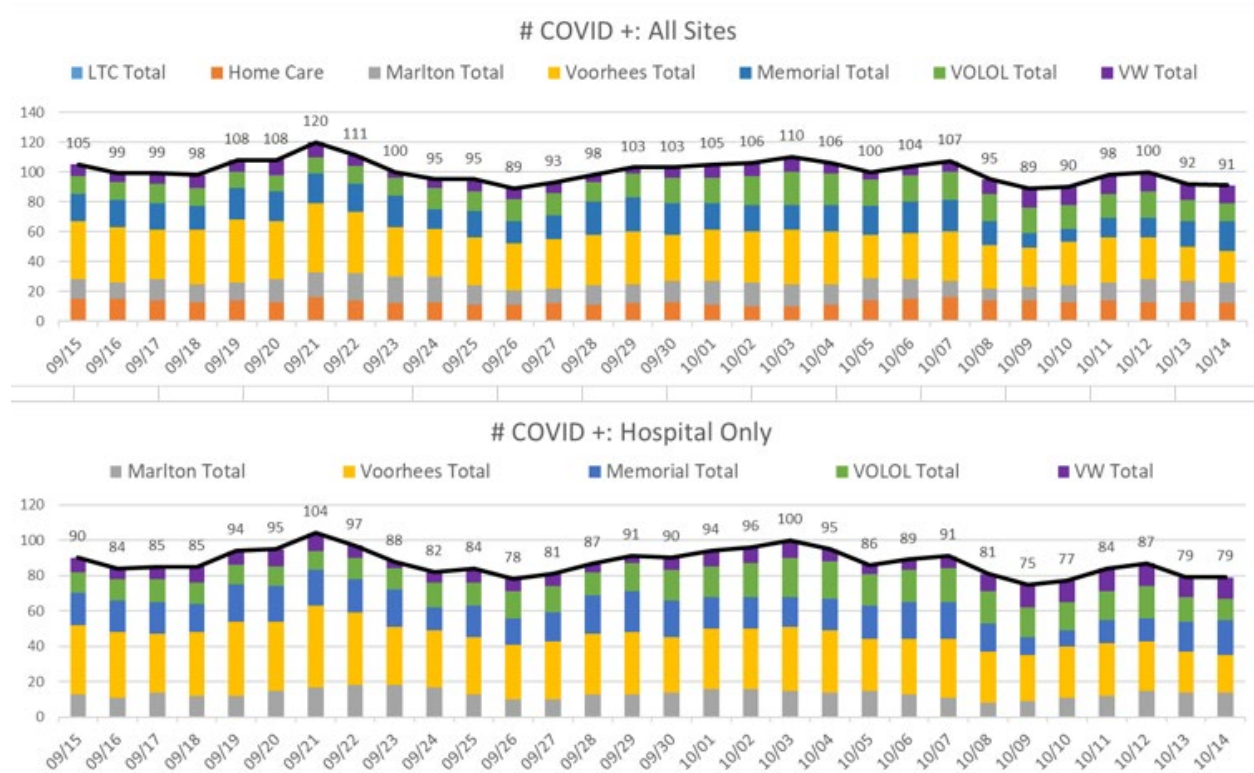
- This survey seeks your expert opinion on which hospitals are among the best at providing care for complex or challenging conditions.
- Survey-eligible physicians *who are Doximity users* can take the survey online next spring. But in order to be eligible to digitally vote for the upcoming survey, you need to **claim your Doximity profile before Nov. 1.**
- It's free and easy to do, and the only online platform where such voting takes place. Having a Doximity profile is also good for you professionally, as it has become the LinkedIn for clinicians.
- *If you have not yet claimed your profile, you can do so now and join over 1 million health care professionals at [doximity.com](https://www.doximity.com).* Need to know how to establish your Doximity profile? [Just follow the instructions here.](#)
- *U.S. News typically releases their rankings in July.*

#### Jan. 1, 2022 – Due date to vote via Castle Connelly, the source for several "top docs" publications lists, including the coveted *Philadelphia Magazine*

- This survey identifies top physicians, rated by their peers.
- Castle Connelly is a third-party that manages physician nominations. Its online process is found at [www.nominations.castleconnolly.com](https://www.nominations.castleconnolly.com).
- **Physicians can vote any time of the year, but voting for next year's class ends Jan. 1, 2022.**

- Open to all licensed physicians (MD & DO) in America. You may nominate physicians in any medical specialty and in any part of the country. You can also indicate whether your nominee is best in the region or nationally.
- A few tips:
  - Voting is anonymous but access is granted after entering your information, including NPI number. After you submit, you will receive a nomination code to enter the site to vote. If you forget your NPI, it can be found [here](#).
  - Self-nominations are not accepted.
- Philadelphia Magazine’s Top Docs issue normally comes out in May.

## COVID-19 Census



## Latest COVID-19 Fast Facts

- The rate of transmission in New Jersey is 0.94.
- The total number of cases as of 3 p.m. are as follows:
  - Burlington County: 45,166 cases
  - Camden County: 57,594 cases
  - Gloucester County: 31,837 cases
- COVID-associated mortality for Camden, Burlington, and Gloucester counties: 2,822.
- The state’s Vaccination Overview dashboard reports 11,996,376 doses of vaccine have been administered.

## Virtua Marlton Expands Surgery Capabilities with New Da Vinci Robotic System

Today, the Virtua Marlton operating room team performed their first procedures with the da Vinci Xi surgical system. The Xi is the latest generation da Vinci system. Virtua now offers da Vinci minimally

invasive procedures at Virtua Our Lady of Lourdes, Virtua Mount Holly, Virtua Voorhees, and Virtua Marlton. Virtua surgeon Craig Zaretsky, MD, performed the first da Vinci procedures at Marlton, two hernia repairs.

“I am excited for the expansion of our robotic platform to Virtua Marlton. With this expansion, it allows us to provide robotic services to our thoracic patient population. We already have the Monarch robotic platform to aid in the diagnosis of thoracic cancers, but now we can expand this to allow for robotic-assisted lung resections and thymectomies,” said Dr. Zaretsky. “Additionally, we can expand services to our bariatric patients, which we already offer on the Mount Holly campus. Aside from these new services, we now have expanded access for our general and colorectal surgeons, which will help improve our time to surgery.”

The da Vinci robot uses a high-definition 3D camera that the surgeon can move and magnify from a console located a few feet from the patient. The system directly translates the surgeon’s hand, wrist, and finger movements to the robot’s instruments, which are inserted into the patient through small incisions. The robot is completely controlled by the surgeon.

Compared with traditional open surgery, patients benefit from:

- Less pain
- Reduced risk for complications and infection
- Smaller incisions and less scarring
- A shorter hospital stay
- Quicker recovery

Click [here](#) to learn more about robot-assisted surgery at Virtua.

### Virtua in the News

- **Virtua is the Top Health Care Brand in the State** — A recent study ranks Virtua as the best health system brand in New Jersey, and among the top nationwide. The rankings are derived from in-depth research led by the American Hospital Association and two other organizations. Dennis W. Pullin, president and CEO, and Chrisie Scott, SVP and chief marketing officer, discuss the honor’s significance in this *ROI-NJ* story. Read [here](#).
- **Virtua’s Leader Named a Top Influencer** — Statewide business magazine *ROI-NJ* has named Dennis W. Pullin to its “People of Color 2021 Influencers” list. Pullin was chosen for his “many leadership positions in hospitals, academic medical centers, physician group practices, and private industry,” among other accomplishments. Read [here](#). Pullin is also among the *Philadelphia Business Journal*’s [Leaders in Health Care](#).
- **Watch: a Grocery Store on Wheels** — *Resolve Magazine*, a national online publication, highlights how Virtua’s innovative Mobile Grocery Store improves both food access and health in underserved communities. This powerful video includes interviews with Dennis W. Pullin, Debra Moran, and April Schetler—as well as delighted customers. Watch [here](#).
- **Virtua Opens Freestanding Midwifery Center** — The new [Midwifery Birth & Wellness Center](#) will offer even more options to area families in a soothing setting that resembles a home. NJ First Lady Tammy Murphy spoke at the opening ceremony last week, alongside Stephanie Fendrick, EVP and chief strategy officer, and other Virtua leaders and staff. Watch [here](#) and read [here](#).

## Awareness and Recognition

**Oct. 10 to 16** is Case Management Week, which recognizes the dedication, compassion, and patient-care outcomes achieved by case managers at Virtua.

Said Diane Carione, outcomes manager, "In most circumstances, we are the group who answers the patient's question, 'What happens next?' after discharge. It can be stressful for a patient who needs aftercare, such as home physical therapy, IV antibiotics, or placement in rehab or hospice. We coordinate care for those services and try to make the transition as smooth as possible." View this [video](#) to hear from more colleagues about case management.

Additionally, this week is IAHS HealthCare Security and Safety Week, which celebrates health care security and safety professionals and the critical role they play in serving health care facilities, personnel, patients, and visitors. The theme is "Courageous. Resilient. Professional," and emphasizes the importance of security and safety in health care and acknowledges the strong commitment, diligence, and care officers display in their practice and profession.

"Our security and safety teams are dedicated to protecting everyone on Virtua's campuses," said Paul Sarnese, AVP of safety and security. "We appreciate their ongoing passion and perseverance and recognize the many contributions they have made to our patients, neighbors, and fellow colleagues."

## All That We Are—Celebrating Global Diversity

Join us on **Wednesday, Oct. 27** from 3 to 4:30 p.m., as we sit down with Virtua's four Colleague Communities (Women of Virtua, Black and African American, OUT at Virtua, and the newly formed VirtuAsia) in a panel discussion where we explore how our diversity can both set us apart and bring us together. During the discussion, participants will have the opportunity to engage the panel with questions and through their smart devices. Additionally, participants can anonymously submit questions to the panel ahead of the forum through this [link](#). Click to [register for the virtual event](#).

## Events Alert!

- All are invited to the American Heart Association's (AHA) Fall Heart Walk on **Saturday, Oct. 23** at RiverWinds in West Deptford. As Virtua teams are forming, feel free [to join one or create one of your own](#). No financial commitment is necessary to participate and Virtua shirts will be provided. Click to view a [touching story](#) about Virtua patient Bob Goodman who went from heart transplant to the Transplant Games.
- In recognition of Breast Cancer Awareness Month, Virtua invites those who have been impacted by breast cancer to THRIVE, a free online event that includes a cooking demonstration; discussion on intimacy after cancer; and techniques to restore your strength. The event takes place on **Saturday, Oct. 23** from 10 a.m. to noon. To register, email [dgordon@virtua.org](mailto:dgordon@virtua.org) or call 856-206-4710.

## Annual Mandatory Conflict of Interest Disclosure Available on Virtua Works

Virtua Health colleagues who are director level and above, and all employed health care providers (physicians, nurse practitioners, and physician assistants), are required to complete the annual Conflict of Interest Disclosure Attestation by **Sunday, Oct. 31**. Conflict of interest is any relationship which is (or appears to be) not in the best interest of Virtua Health and those we serve. This would include any

personal business or financial benefit received from any decision or action taken for Virtua Health. Please click [here](#) for the Conflict of Interest policy.

The Conflict of Interest Disclosure Attestation is available on the home page of Virtua Works. Please click on the Compliance announcement in Virtua Works. Should you have any questions, please feel free to contact Ryan Peoples, Compliance Manager (856-355-0729) or Raquel Ravelo, Corporate Compliance Auditor (856-355-0792).