

## **Clinician Update**

### **October 19, 2023**

#### **Virtua Heart Rhythm Team Performs Another First to Improve Patient Care**

Principal investigator Heath Saltzman, MD, and the electrophysiology team at Virtua Our Lady of Lourdes Hospital has performed the first Optimizer Integra CCM-D system implant in South Jersey and the Philadelphia region. This is an investigational trial designed to evaluate the safety and efficacy of two individually proven therapies combined in one device.

The Optimizer Integra CCM-D functions both as an implantable cardioverter defibrillator (ICD) to treat life-threatening arrhythmias that can lead to sudden cardiac death, and CCM (cardiac contractility modulation), which has been proven to improve quality of life, decrease heart failure symptoms, and reduce heart failure hospitalizations. It is the first ICD with a rechargeable battery featuring a life span of at least 20 years.

“The Integra D system offers revolutionary benefits to improve patient care and health outcomes,” said Virtua electrophysiologist and lead physician Darius Sholevar, MD. “It is also the first implantable defibrillator system that offers a chance at heart failure recovery in patients with normal electrical conduction noted on EKG.”

Virtua Our Lady of Lourdes is participating in the INTEGRA-D trial, a multicenter study of 300 subjects from 75 centers that will evaluate the combination of CCM and ICD therapy in a single device via the Optimizer Integra CCM-D System. Impulse Dynamics, headquartered in Marlton, is the developer of the CCM-D System and sponsor of the INTEGRA-D trial.

Click [here](#) and [here](#) for shared social media on the achievement. Click [here](#) to learn more about cardiac research initiatives at Virtua.

#### **Virtua Health Signs with Woebot Health to Deliver Adjunctive Mental Health Tool to Patients**

Virtua Health and [Woebot Health](#) announced a collaboration that allows Virtua Health primary care clinicians and specialists to provide Woebot for Adults as a clinically directed adjunctive tool for people waiting to see a behavioral health provider or seeking support outside of traditional in-person therapy sessions. As part of the collaboration, the partners will implement a shared resource center, providing the training, deployment and reporting resources to seamlessly deliver Woebot for Adults within Virtua’s clinical care pathway. The announcement features quotes from two Virtua experts: Tarun Kapoor, MD, SVP and chief digital transformation officer, and Sam Weiner, MD, vice president and chief medical officer for Virtua Medical Group. Read more on [Yahoo Finance](#) or from [Woebot](#), and read/watch a "[Meeting of the Minds](#)" discussion between Dr. Kapoor and a Woebot's senior director of commercial intelligence.

## New Weapons Screening System Coming to Virtua Campuses

As part of a larger strategy to ensure the safety of all colleagues, patients, and visitors, Virtua is introducing a new weapons-screening system at several campuses, beginning with the front entrances of Virtua Our Lady of Lourdes Hospital and the Virtua Health & Wellness Center – Camden.

These new metal detectors use advanced sensors, cameras, and AI to assist security staff in screening for firearms and other weapons. The highly sophisticated technology detects and differentiates between items of concern and everyday objects (like keys and phones) in real time.

You have undoubtedly participated in such screenings at other high-traffic locations, such as concert venues, sports arenas, and casinos. Other health systems—including nearby Temple Health—use the same vendor Virtua has engaged for this project.

Importantly, the screening equipment is designed to be unobtrusive and to maintain steady foot traffic. Those entering the building will not need to empty their pockets or participate in a separate bag check. The system is capable of screening as many as 4,000 people per hour.

“Our goal is to maintain a warm and welcoming environment while elevating safety in a dignified manner for all,” said Greg Pease, assistant vice president of security and outpatient services. “We anticipate that colleagues and visitors alike will appreciate this extra measure to ensure everyone’s well-being.”

## Last Call: 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, next **Thursday, Oct. 26 at 6 p.m.** at the Barry D. Brown Health Education Center (HEC) in Voorhees.

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

## Virtua is “All In” on Excellence

Thank you to the thousands of Virtua clinicians and colleagues who have completed the Practicing Excellence *Patient Experience* program. It is quite a feat and something to celebrate. In fact, next week, on **Oct. 23 and 24**, Practicing Excellence team members will visit several Virtua campuses to speak with colleagues, applaud our commitment, and help us prepare for the next phase in our journey. You can expect to see team members:

- Rounding with leadership at various Virtua hospitals

- Participating in Operations Management Group (OMG) meetings
- Networking with the Human Experience Council and Clinician Coaching participants
- Attending Small-Group Coaching Sessions

Our guests from Practicing Excellence will also preview our next program, called *Virtua All In on Excellence*. Unlike the *Patient Experience* program (in which nine learning tracks were created for different job functions/locations), all Virtua colleagues will participate in the same program. This means enhanced opportunities for us to discuss and demonstrate our learnings. *Virtua All In on Excellence* will kick off the week of **Oct. 30**. Look for more details in next week's *Clinician Update*.

## Breaking Records: Virtua Health Shines With 2023 Online Review Volume

When it comes to online reviews, 2023 has been a record-setting year for Virtua. With about 10 weeks left in the year, Virtua has already surpassed last year's total number of online reviews, setting a new benchmark for volume and excellence.

In 2022, we received a commendable 5,529 online reviews, a testament to the outstanding care and service we provide to our community. We are proud to share that, to date, Virtua Health has already received an astounding 6,126 reviews – a testament to our commitment to delivering exceptional care and making a positive impact on the lives of those we serve.

Additionally, the overall sentiment of our reviews has improved since last year. In 2023, Virtua's online listings—representing hundreds of locations and clinicians—have earned an average of 4.60 out of 5 stars.

## 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:

- “I've been a patient of hers for a few years now, and it has always been a good experience for me. She is extremely knowledgeable as a primary care physician. She is caring and concerned about my health issues both currently and from my medical history. She is aware of my visits with other professionals and reviews those outcomes with me. She is a good listener and open to my questions and concerns. I never feel rushed on my visits. I look forward to a continuing relationship with her as my primary doctor.” (Kimberly Ni, MD)
- “He is very caring and really takes the time to connect with his patients.” (Stefan Mathews, MD)
- “He is one of the best PCPs I've ever had. He really takes his time to listen and understand your medical concerns/issues and needs. Not once have I ever been rushed or felt rushed during appointments. I have been dealing with mental health issues, and he has stayed on top of my treatments and schedules an appointment at least once a month to see how I am doing. He is

always on top of the paperwork and submits necessary documentation upon request in a timely fashion. Thank you, Dr. Schroeder, for caring and always listening to me. I honestly appreciate it.” (Ryan Schroeder, MD)

- “He is the BEST doctor that I have! He truly cares and got me through a very tough time! Cannot say enough about him!” (Auguste Turnier, MD)

## HeartTalk Arrives in Homes This Week

*HeartTalk* is a quarterly magazine mailed to 127,000 households in Burlington, Camden, and Gloucester counties. It aims to guide readers to follow a healthy lifestyle with expert advice on preventing and managing cardiovascular disease, weight management, improving lung, digestive, and reproductive health, and much more.

Special thanks to the following clinicians participating in the fall issue: Vivek Sailam, MD; Padma Chamrathy, MD; Ann Thompson, DO; Lynda Bascelli, MD; Mark Weir, MD; Matthew Puc, MD; Omar Choudhri, MD; Ibrahim Moussa, DO; Rita Butler, MD; Luai Tabaza, MD; and Angela Skrzynski, DO. Also thanks to Angela Barody, BSN, RN; and Ericca Palma, RN, MSN.

The fall issue arrives in homes this week. [Click here to read the digital version of the magazine](#). To view past issues, visit <https://www.virtua.org/articles/hearttalk-magazine>.

## Virtua in the News

### Dr. Matsinger Named a Leading Health System COO

A prominent industry publication has honored John Matsinger, DO, Virtua’s executive VP and chief operating officer, as one of “75 Hospital and Health System COOs to Know” for 2023. The recognition cites Dr. Matsinger’s role in Virtua’s recent acquisition of Reconstructive Orthopedics, his contributions to launching Virtua’s academic affiliation with Rowan University, and his overall responsibilities for the health system’s daily operations. Read in [Becker’s Hospital Review](#).

### Virtua Hospitals Lit Blue for Peace, Healing

Each evening last Friday through Sunday, Virtua illuminated its five hospitals in blue, a color associated with feelings of serenity and security. “By shining our lights, we aim to demonstrate our shared humanity and our sympathies for those who are grappling with violence, fear, and loss,” said Virtua President and CEO Dennis Pullin. Read our press release posted by the [Burlington County Chamber of Commerce](#).

### After Celebrity’s Death, Virtua Expert Shares Facts on Breast Cancer

When actress and author Suzanne Somers died Sunday after a long battle with breast cancer, many were left with questions about the disease. Deborah Butzbach, MD, discussed risk factors and the benefits of proven treatments. Watch on [CBS 3](#).

## 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](mailto:mfinch@virtua.org). Click [here](#) to join the live virtual meeting on Monday, Oct. 23, at 5:30 p.m.

## Utilizing Our Medical Librarians

October is National Medical Librarians Month, an opportunity to bring awareness to the vital role of health sciences information professionals who offer access to quality literature and evidence-based data to improve research efforts and patient outcomes. When it comes to securing credible health information quickly and efficiently, our medical librarians are valuable partners.

"With the massive amount of health information available online, clinical staff can turn to the specialized services of medical librarians now more than ever," said gynecologic oncologist Michelle Bilbao, DO. "Our education never stops, and we are always seeking to learn."

"While there are so many resources to try and keep up with medical literature," said emergency physician Craig Turner, "it's nice to know that we have medical librarians who streamline the search."

Medical librarians Helen-Ann Brown Epstein at Virtua Marlton, Virtua Mount Holly, and Virtua Voorhees, and Sophia Kim at Virtua Our Lady of Lourdes, Virtua Our Lady of Lourdes School of Nursing, and Virtua Willingboro, are always ready to research your requests.

"Their support is of vital importance for patient care and our trainees," said Dana Supe, MD, MBA, CPE, FAAPL, and VP/CMO of Virtua Mount Holly and Virtua Willingboro Hospitals. "I would like to recognize our librarians and their generous support."

To learn more about the services provided by our medical librarians, go to the [Virtua Health Sciences Library button on the Colleague Corner](#). There you can find a wide variety of patient care tools, including Clinical Key, a one-stop shop of information including overviews, full textbooks, guidelines, drug monographs, patient education, and ways to obtain Maintenance of Certification credits. Register for Clinical Key on a Virtua computer, download the web-based app and bring this vital information to your fingertips.

Send comments and questions to Helen-Ann Brown Epstein, informationist, at [hepstein@virtua.org](mailto:hepstein@virtua.org) or call 856-761-3843.

## Virtua I.T. Shines at HIMSS Conference in Atlantic City

One week after earning the "Most Wired" distinction, representatives from Virtua's I.T. department participated in the fall conference of the New Jersey and Delaware Valley chapters of HIMSS (Healthcare Information and Management Systems and Society). Tom Gordon, SVP and CIO, participated in a panel conversation, as did Marianne Everett, AVP, IT enterprise clinicals and CNIO. Julia Staas, AVP of information services, is current president of the NJHIMSS chapter. The theme of the conference was "Meeting Patients Where They Are: The Future of Healthcare Delivery" -- which reflects Virtua's commitment to orienting to the consumer and advancing outstanding experiences.

## Think Pink This Friday!

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. Take a photo of you and your colleagues dressed in pink. Post it on the colleague Facebook group or send it to [hellogood@virtua.org](mailto: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.

## Flu Vaccination Reminder: Deadline, Nov. 7

As of Oct. 17, 60% of colleagues overall at Virtua have participated in the program. Colleagues should receive their flu shots by 11:59 p.m. on **Nov. 7**. Visit the Colleague Flu Vaccination Resources Dashboard Card on the Colleague Corner for the schedule and additional details.

## Get to Know Virtua Gynecologic Oncologist Emily Gleimer, DO

Pickleball enthusiast? Check. Artist? Check. Former pilates instructor? Check. Proud mom? Check. Amazing and passionate gynecologic oncologist? Double check. Say hello to Emily Gleimer, DO, and discover how she's here for good and here for South Jersey women. [Click to view](#).

## Pickleball With a Virtua Doctor, Nov. 8

Know a colleague, friend, or family member who loves pickleball? On Wednesday, Nov. 8 at the Players Courtyard Pickleball Club in Moorestown, Virtua cardiologist and passionate pickleball player Howard M. Weinberg, DO, will host a discussion on maintaining a healthy heart and the health benefits of pickleball. There will also be instructors to assist anyone looking to learn the sport or improve their game. Attendees are encouraged to wear loose-fitting clothing and sneakers appropriate for pickleball.

To learn more, click this [flyer](#). Space is limited. To register click [here](#).

## **Virtua ICU Nurse Joins Dennis Pullin on *Here for Good: Inside Edition***

Melissa Sheehan is a nurse at the ICU at Virtua Mount Holly Hospital, but she's been at the hospital before—as an infant.

Born two months premature at Virtua Mount Holly 23 years ago, Melissa spent her initial three weeks of life under the care of the NICU team, particularly nurse Joy Haines, who remains a devoted member of the special care unit to this day. Melissa and her mother's gratitude toward the team, along with the care her grandparents received in the ICU during COVID, inspired Melissa to become a Virtua nurse.

For Melissa, it isn't merely a career choice, but a return to where her journey began. [Hear more from Dennis, Melissa—and Joy](#) on *Here for Good: Inside Edition*.

## **Spread the Word on Aging Successfully**

The Women's Alliance Network will host an insightful conversation about the keys to aging phenomenally. It will feature keynote speaker Dr. Rachel Pruchno, an endowed chair and professor of medicine in the [Rowan-Virtua School of Osteopathic Medicine](#), and moderator Dr. Esther Deblinger, professor of psychiatry and founding co-director of the [CARES Institute](#) at Rowan Medicine. The event is **Oct. 25 at 1 p.m.** at the Rowan-Virtua School of Osteopathic Medicine, Academic Center (Multipurpose Room).

[Register to secure your spot at this free event](#) (accessible off the Virtua network). Click to [view the flyer](#).

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

For this week's Global Diversity Month topic, we focus on inclusive workplace practices. At Virtua, inclusion begins with creating an environment where everyone belongs, enabling colleagues to bring their full potential and full self to the workplace, every day.

According to this [Forbes article](#), one key practice is to offer adequate access to resources. Also, it is important to practice using inclusive language, including non-gendered language when addressing the group, such as "Good morning, team" versus "Good morning, ladies." In addition, there is the importance of fostering brave spaces. Unlike safe spaces, brave spaces foster an environment where colleagues can offer diverse perspectives and challenge biases while still expressing and supporting inclusion. Click to view the [Language of Caring Guide](#).

Additionally, we celebrate [Polish American Heritage Month](#), recognizing the past and present [culture and stories](#) of the Polish in the United States.