

## Clinician Update

### September 19, 2024

Listen to an abbreviated [audio version](#) of this issue.

### Coming Soon: Epic Secure Chat

In the coming weeks, Virtua Health will transition from QliqCHAT to Epic Secure Chat for all peer-to-peer clinical secure messaging. Secure Chat will be activated with the upcoming Epic upgrade on **Thursday, Oct. 10**. This initial go-live will include person-to-person communication only. System groups will come in the next phase.

Once live, all person-to-person clinical messaging should be done utilizing Secure Chat except for answering service workflows. Secure Chat will automatically be available in Epic on workstations and through Haiku and Rover once the upgrade is complete.

Please stay tuned for additional information in future communications.

### A Boost in Physician Online Reviews

In just about one year, Virtua Health has proudly earned 10,300 four- and five-star online reviews, primarily on Google. Most of those reviews are for our campuses and practices—and yet nearly 2,300 have been submitted for our physicians and advanced practice providers!

These reviews reflect the wonderful care you and your teams provide for the community. To help encourage these reviews, Virtua has utilized a tool from NRC Health called Smart Request. Here are some items for your awareness:

- **Automated Review Solicitation:** Smart Request automatically requests patients leave a review at the end of a VMG outpatient satisfaction survey, streamlining the feedback process. Note that Smart Request is limited to physicians and advanced practice providers who are schedulable in the outpatient setting.
- **User-Friendly Interface:** Smart Request provides direct links to physicians' profiles on Google and Healthgrades, making it easy for patients to leave reviews with just a few clicks. Many APNs and physician assistants also have online profiles and are eligible to receive reviews.

For a few years, Smart Request directed users to Virtua's hospital and practice listings. In September 2023, however, it was redirected to *physician* listings—and had the intended effect.

In the past year, Virtua has experienced a remarkable 387% increase in online reviews for physicians, PAs, and APNs. This surge in feedback reflects the tool's effectiveness in automating review requests, making it easier for patients to share their experiences.

Here are some of the wonderful things our patients have written:

- “Great doctor, listens to you and makes you understand that he cares...”
- “...a 10 out of 10. Make that 50 out of 50!”
- “Simply the best.”
- “What a wonderful feeling to know I now have a primary doctor in charge of my health care needs, to aid, direct, and provide appropriate medical decisions.”

Despite this considerable progress, **hundreds of doctors have fewer than 10 reviews on their individual Google listings**. Not only does this fail to reflect years—often decades—of outstanding care, but it also leaves clinicians vulnerable to having one or two dissatisfied patients give a misleading or limited perspective.

Here are tips to help boost your online presence.

- Close each patient encounter within 48 hours. This is required to prompt the patient satisfaction survey and the request for a review.
- Discuss the value of online reviews with patients with whom you’ve developed a relationship. Rather than explicitly ask for a five-star review (which can feel uncomfortable), say instead that you are looking for genuine feedback to help prospective patients make informed decisions.

Thank you for all you do to create outstanding patient experiences.

## 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 is excellent. Her kindness, sincere caring, and concern make me feel at ease. She's professional and is committed to her patients. Highly recommended.” (Rozy Dunham, MD)

“I was so delighted and impressed by how he treated me as his new patient. He was so kind and listened attentively to my health concerns. And I know for sure that he will do great for my upcoming endoscopy procedure. I strongly recommend him and Virtua Gastroenterology for my friends and family. Thank you, Doc and Virtua GI! (Melville Ackerman, MD)

“She was absolutely amazing. I've been searching for a physician like this for years for my elderly mother, and I can't tell you how impressed I was, how thorough she was, how interactive she was. I kept telling her how grateful I was that I was even in her presence because it was just an experience I had not ever had before. I'm so grateful to have met her, and I just wanted to give her high regards. And thank you so much for having a doctor like Dr. Ginsberg at your practice.” (Terrie B. Ginsberg, DO)

“From the front desk check-in to all my interactions with nurses and scheduling, I felt comfortable and cared for. Laine Keyser was professional, knowledgeable, and calming. It was a very positive experience.” (Laine Keyser, APN)

“He is a very kind and caring doctor. He speaks to you face-to-face. Looks you in the eye and listens to you when you tell him something that you’re worried about.” (Efrain Paz Jr., DO)

## **Virtua Surgeon Explains Benefits of New Mammogram Requirement**

All health care facilities in the United States that provide mammograms are now required by the FDA to notify women of their breast density level. The new rules are designed to give clearer guidance about consulting a doctor for more information. New Jersey has been at the forefront of this issue, and has long had a similar state law requiring similar language. This new FDA requirement will help standardize the text nationally.

Nearly half of women over 40 are suspected to have dense breast tissue. “Four out of five of these women will have ‘heterogeneously dense’ tissue, while one out of five will have ‘extremely dense’ tissue. Both categories can make it more difficult to identify early cancers on mammograms. Additionally, extremely dense tissue is an independent risk factor for breast cancer,” said Virtua breast surgeon James Crawford, MD. “This requirement will hopefully help patients better understand their risk of breast cancer and if they might need additional testing.”

For a news report on the new requirement, click [here](#).

## **Do You Know a Patient Who Would Like to Participate in a Clinical Research Trial?**

Clinical trials play a vital role in advancing health care through the development of new medications, procedures, and technologies. Virtua has participated in research for many years, with a full trial portfolio that includes clinical studies with potential new therapies for cardiovascular disease (electrophysiology, structural heart, coronary intervention, TAVR, cardiothoracic surgery), and lung, orthopedics, and liver conditions.

If you know of a patient living with one of these conditions who would like to participate in a clinical trial, invite them to contact the Virtua Research Department.

Their journey begins with an initial appointment (either online or in-person) with a member of the Virtua Research team. The discussion will include an understanding of a trial’s purpose, treatment information, potential benefits and risks, the length of participation, and an overview of the trial’s activities.

If the patient is interested, the next step would be meeting with the principal investigator and the clinical research coordinator who will review an informed consent document with the patient and answer any questions they may have. The patient may want to bring a family member or friend to their appointment to help write down answers to their questions. If they decide to voluntarily participate in

the trial, they will sign the form, which acknowledges their understanding of the risks and your responsibilities. If they change their mind, they can withdraw from the trial at any time.

Patients can contact the Virtua Research team at 856-355-1228.

## Advancing the Patient Experience

We're in Week 24 of our Practicing Excellence journey. Today's tip can be found in the [Week 24 Guide](#).

This week, the organization shines a spotlight on *Track 3: Acute Care Inpatient Team*. They are watching the tip, "[Caring through the Chaos](#)." This tip shares approaches for delivering exceptional care through chaos and the need for improvement during chaotic situations.

## Important Apple Device Security Update Required

Virtua requires everyone using an Apple device, whether personal or Virtua-issued, to apply the latest update to patch a critical vulnerability.

Due to these important Apple security updates, any device without the required release version will be restricted from synchronizing Virtua email for security protection reasons.

[Click here to see the Apple Devices and their latest software version](#). If your device software version is **less than** the latest version, then **YOUR DEVICE IS AT RISK FOR COMPROMISE**.

If you have any questions, contact [securityawareness@virtua.org](mailto:securityawareness@virtua.org).

## Virtua in the News

### Dr. Cavalieri Named Among 50 Education Leaders

A statewide business publication has included Thomas Cavalieri, DO, on its "2024 Education Power 50" list. An internal medicine physician, he is the inaugural senior vice provost of the [Virtua Health College of Medicine and Life Sciences of Rowan University](#) and chief academic officer of Virtua Health. Dr. Cavalieri previously served as dean of the Rowan-Virtua School of Osteopathic Medicine and founded what is now the Rowan-Virtua New Jersey Institute for Successful Aging. Read in [NJ Biz](#).

### How South Jersey Providers Are Creating a Healthy Future

Virtua Executive VP and Chief Operating Officer John Matsinger, DO, discussed how area institutions are working to enhance care and support a bright future for our region. Dr. Matsinger shared a range of Virtua's strategies—from expanding telehealth and in-home care to advancing robotics and research to addressing social factors that affect health. Read in [South Jersey Biz](#).

## Press Covers Rowan-Virtua Construction Milestone

Several media outlets reported on last week's beam-signing ceremony held by Rowan University, which headlined [last week's Clinician Update](#). Leaders from Virtua Health and Rowan University, joined by state and local officials, students, and community members, marked the ceremonial halfway point in the construction of the future home of the Rowan-Virtua School of Translational Biomedical Engineering & Sciences, as well as the Shreiber School of Veterinary Medicine.

Read at [ROI-NJ](#) and [WHYY](#) and watch on [6 ABC](#). Watch a video recap of the event [here](#). Read more [here](#).

## More Coverage of Proton Therapy Center's First Year

The Penn Medicine | Virtua Health Proton Therapy Center marked two important milestones last week: the program's first anniversary and its first 150 patients. In addition to the story we shared last week, a local news publication has written about the program. This latest story includes fresh remarks from patient Kyersten Corda and her radiation oncologist, Catherine Kim, MD. Read in [The Sun Newspapers](#).

## Virtua Health to Host its Annual Gala on Nov. 2 – Sponsorships & Tickets Available

The 2024 Virtua Health Gala is set for **Saturday, Nov. 2** at the Borgata Hotel, Casino, and Spa in Atlantic City. The annual black-tie event promises to be an inspiring and uplifting evening celebrating the power of philanthropy. Emergency medicine leader, artist, and philanthropist James E. George, MD, JD, will be honored at the event as Virtua's 2024 Humanitarian of the Year. Chef Jose Garces will be presented with the Distinguished Service Award. Proceeds from the gala will benefit Virtua's Eat Well food access programs, which bring affordable, nutritious food to under-resourced communities in our region.

Sponsorship information and tickets are available at [www.GiveToVirtua.org/Gala](http://www.GiveToVirtua.org/Gala).

## More Upcoming Events

### Hepatology and Gastroenterology Updates: Closing the Gaps, Oct. 5

In this session at the Virtua Barry D. Brown Health Education Center on **Saturday, Oct. 5**, participants will be able to:

- Diagnose, evaluate, and treat alcoholic hepatitis
- Recognize updates on new advanced and endoscopic techniques, such as transgastric liver biopsy
- Understand nonsurgical treatment options for liver tumors by interventional radiology
- Create a platform that allows the providers within the network to manage patients with hepatobiliary and GI diseases collaboratively, as well as empower communication with advanced care

Speakers include Simona Rossi, MD; Charles Snyder, MD; Ashraf Malek, MD; Nyan Latt, MD; Joseph Broudy, MD; Ely Sebastian, MD; Raman Battish, MD; and Brian Colangelo, LCSW.

For more details, including CME accreditation, registration information, the agenda, and more, [click here](#).

### **Virtua's Heart Health Fair, Oct. 5, 10 a.m. to 2 p.m.**

401 Young Avenue, Moorestown

Spread the word about this free event open to the public, rain or shine, under tents in the employee parking lot at the Virtua Health & Wellness Center — Moorestown.

The public can:

- Tour our facilities and learn about our services
- Participate in health screenings
- Relax with a chair massage
- Let the kids enjoy face painting and balloon artists
- Enjoy healthy snacks and giveaways and enjoy music from our live DJ
- Join a short fitness session with our instructor
- Meet clinicians and practitioners for heart-healthy information sessions
- Take a “walk with a doc” to get your steps in for the day
- Check out our EMS and mobile screening vehicles

To learn more and register for activities, [click here](#).

### **Slicer-Dicer for Researchers, Oct. 8, 5:30 to 6:30 p.m.**

303 Lippincott Drive, Marlton, Training Rooms 1 & 2

This is an interactive session with researchers to learn how to use the Slicer-Dicer in EPIC to obtain information for feasibility or sponsored research studies, as well as how to find and collect data for investigator-initiated studies. Click to [view the flyer](#).

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

**Monday, Sept. 23** is [International Day of Sign Languages](#), created by the United Nations to educate people on the importance of sign languages and the rights of people who are deaf. With 70 million deaf people around the world and 300 sign languages, the significance of the rights of those who are deaf is essential to ensuring inclusive experiences.