

## Clinician Update

### September 22, 2022

#### **Virtua Pride Primary Care to Provide Monkeypox Vaccine for Eligible Individuals**

Virtua Health's Pride Primary Care practice—dedicated to the health needs of LGBTQ+ people and allies—now offers the monkeypox vaccine. The vaccine is provided at no cost to recipients.

Anyone can contract monkeypox, regardless of age, race/ethnicity, gender, or sexual orientation, according to the U.S. Centers for Disease Control and Prevention (CDC). However, some people are statistically at a [higher risk](#).

Those who think they may benefit from the monkeypox vaccine should review the CDC's [eligibility criteria](#). Eligible individuals are not required to be patients of Pride Primary Care or Virtua. Appointments are required, as the practice cannot accommodate walk-in vaccine requests. Anyone interested in learning more or becoming a patient of Virtua Pride Primary Care, located in Marlton, is invited to call 856-355-7144 or register online at [virtua.org/pride](http://virtua.org/pride).

In related news, the total number of cases in New Jersey reported as of today: **676**

#### **Virtua to Open Specialty Pharmacy in Berlin**

As part of the ongoing effort to transform and improve its delivery system, Virtua will open a new specialty pharmacy on the Virtua Berlin campus later this month.

Virtua Pharmacy – Berlin will be a state-licensed pharmacy that largely or solely provides medications for people living with serious health conditions, most often requiring complex medical therapies. Examples include:

- Cancer
- Cystic fibrosis
- Dermatological conditions
- Gastrointestinal issues
- Hemophilia/other bleeding disorders
- Hepatitis
- HIV/AIDS
- Human growth hormone deficiencies
- Multiple sclerosis
- Organ transplantation
- Rheumatoid arthritis

The specialty pharmacy will be a resource for Virtua clinicians and their patients, with a goal of providing enhanced assistance in sourcing and supplying these complex medications.

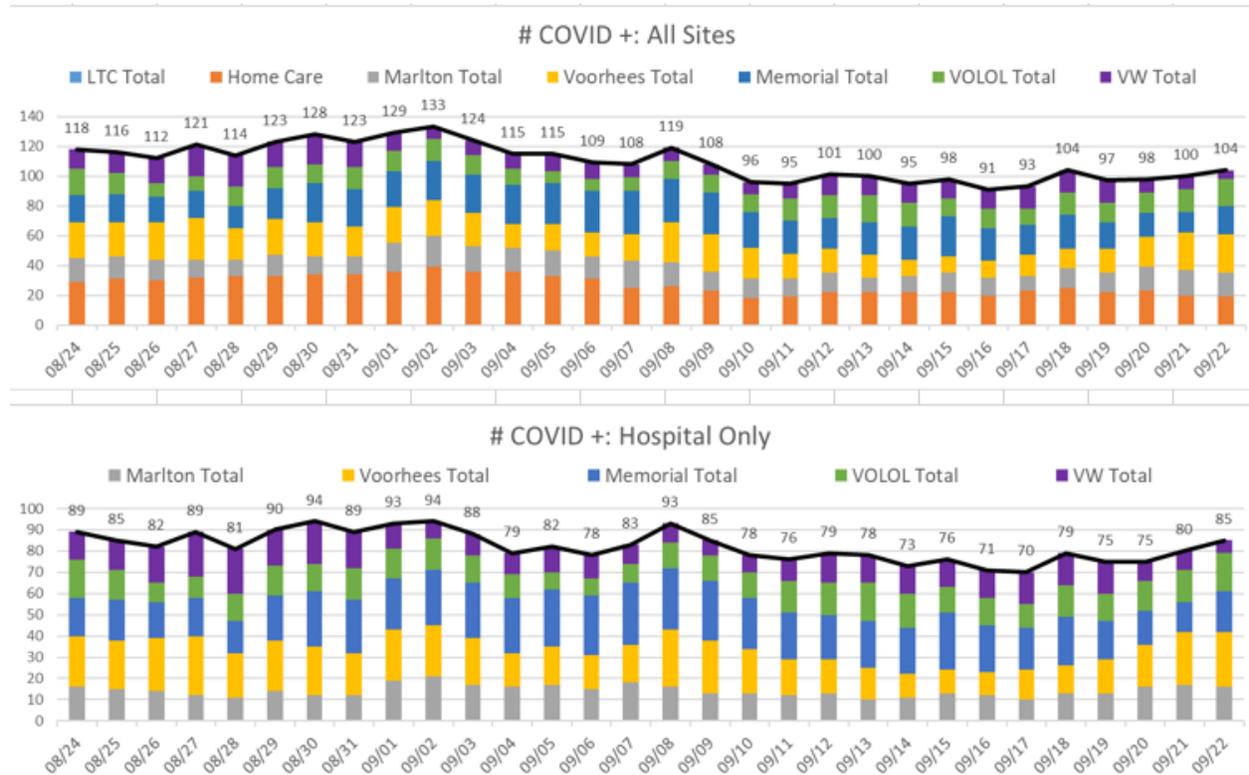
“The specialty pharmacy will collaborate with Virtua medical staff to provide their patients with access to required medications, and we will support patients by reviewing financial requirements, discussing side effects, planning for sustained prescription use, and helping to ensure complex therapies are viewed broadly,” said Patrick Ferguson, AVP of pharmacy services. “It is critical that we treat the *entire* person and not limit our purview to a diagnosis or condition.”

Medication orders filled at the specialty pharmacy will be shipped directly to patients' homes via FedEx.

Virtua clinicians who would like to utilize Virtua Pharmacy – Berlin or have questions about its capacity are invited to call 856-322-3080.

“Our pharmacy is totally patient-focused, and our clinicians are an extension of our patients,” Ferguson said. “We look forward to working with, supporting, and simplifying the workflows of our fellow Virtua colleagues.”

## COVID-19 Census



### Latest COVID-19 Fast Facts

- The rate of transmission in New Jersey is currently 1.05.
- The total number of cases reported as of 3 p.m. today:
  - Atlantic County 65,027 cases
  - Burlington County: 102,956 cases
  - Camden County: 124,960 cases
  - Gloucester County: 63,928 cases
- COVID-associated mortality for Camden, Burlington, Gloucester, and Atlantic counties: 4,872.
- The state’s Vaccination Overview dashboard reported 18,722,067 doses of vaccine have been administered.

### Introducing the Google Locations Review Card

In just two years, Virtua has earned more than 14,000 online reviews! In a competitive market, online reviews help acquire new patients, impact local search rankings, and empower patients and their families to share experiences and express gratitude. Thanks to the efforts of you and your dedicated teams, we have broken records and reached new heights. However, it's important that we continue to nurture our online reputation by growing our review volume and increasing our listings' star ratings.

We have just the tool to help!

Now on the Virtua Brand Hub, the [Google Location Review Card](#) is a customizable postcard with a unique, trackable, and secure QR code, which takes consumers directly to your office or department listing on Google where they can leave a review.

Thanks to feedback and helpful suggestions from various teams, notably the staff at Virtua Voorhees and Virtua Marlton hospitals, QR codes are now front and center to help your patients and their families get to your Google listing quickly and easily. Watch [this quick video](#) to help you get started!

We can't wait to see all the wonderful feedback your teams will inspire with this new tool. If you have any questions, or need assistance creating a card for your location, email Melissa Patterson-Adams at [mpatter2@virtua.org](mailto:mpatter2@virtua.org) or email [brandhubsupport@virtua.org](mailto:brandhubsupport@virtua.org). Spanish versions of the card can also be made available upon request.

### **Five Stars for Advanced Surgical Institute**

And speaking of five stars, celebration is in order for our friends at Advanced Surgical Institute, who recently achieved a milestone of 500-plus five-star Google reviews! In honor of such a major achievement, we're sharing a five-star review from Lavette W., a recent patient:

*"To say I was nervous about having my outpatient procedure done is a huge understatement, but the warm, attentive staff quickly put me at ease. Dr. Shehata's total professionalism (yet caring bedside manner) assured me that I would be well taken care of... and I was; I had an excellent experience! I cannot thank them enough for the care they gave me. I would highly recommend Advanced Surgical Institute to everyone who requires same-day, outpatient surgery."*

A five-star review signals to future patients and their families that Virtua provides quality care. So, who's next? If you're working toward achieving a similar milestone and need help to do so, consider adding the new [Universal Google Review card](#) from the Brand Hub to your tool kit! The featured QR code will not only impress your patients but makes it super easy for them to leave feedback about their experience.

*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.*

### **Run with the Docs! Highlights of an Amazing Event**

[Run with the Docs](#), a 5K run and 1-mile walk at Virtua Voorhees Hospital, raised more than \$90,000 for our [perinatal bereavement program on Sept. 18](#). More than 1,200 people participated.

OB/GYNs, pediatricians, anesthesia teams, surgeons, nurses, and residents all joined forces for the worthy cause, supported by security, plant operations, and catering staff—making this event so special for so many families.

## Have You Signed up for the Heart Walk?

As chair of the 2022 South Jersey Fall Heart Walk, Dr. Reg Blaber encourages you to sign up for this fun team-building event, which takes place on **Saturday, Oct. 22** in West Deptford. In addition to spending time with your fellow colleagues and receiving a cool t-shirt, the Heart Walk empowers you to raise awareness for heart health, something we specialize in at Virtua.

When you sign up, be sure to join one of Virtua's teams. Or, if you'd like to rally a group of friends and family, you can start a group of your own. Click to [learn more](#) and check out [Dr. Blaber's inspirational video message](#).

## Rehabilitation Awareness

We recognize rehabilitation professionals who work together to make a difference in the lives of others. Rehab is part of our patients' road to recovery—physically, mentally, and spiritually. As we celebrate Rehabilitation Professionals Month in September, we invite colleagues to send photos, stories, shout-outs, and fun facts about our rehab teams via email to Elena Hoffbauer ([ehoffbau@virtua.org](mailto:ehoffbau@virtua.org)).

## Technology Enabled Care Virtual Conference: Maximizing the Technology Toolkit Nov. 5, 7:30 a.m. to 2 p.m.

This free conference is open to all Virtua employees and medical staff. It is geared toward clinicians, providers, allied health roles, IT professionals, and leaders across the organization. The conference's focus is to showcase how technology-enabled care has transformed clinical settings across the health care industry. This conference offers two concurrent tracks, Technology and Clinical. Agenda items include Voice-Enabled Technology, Epic's Clinical Pathways, and Cybersecurity. Click to [view the flyer](#).

## A Focus on Emotional Well-being

At Virtua, colleague well-being is a priority. The [WE Thrive](#) page provides resources supporting the six key areas of well-being: physical, emotional, social, financial, spiritual, and intellectual.

This week, we focus on **emotional well-being**.

Our emotional well-being is important because it guides how we feel, act, and react to everyday situations. Sometimes it can be helpful to do a self-check of our emotions by asking ourselves how we are feeling.

It may be beneficial to look for support by spending time with loved ones, participating in a favorite activity, or talking with a therapist. We observe September as Suicide Prevention Awareness month. Let's be better together and continue the conversation around mental health!

### WE Thrive Tip:

Here are some ways to be an advocate:

- Familiarize yourself with Virtua's Employee Assistance Programs through Carebridge.
- Learn more about suicide prevention by visiting the [American Foundation for Suicide Prevention](#) (AFSP) or [National Alliance on Mental Illness](#).
- Join an AFSP local [community walk](#).
- Promote the National Suicide & Crisis Lifeline number 9-8-8.
- Be open to discussions with family and friends about therapy.

