

## COVID-19 Clinician Update

July 16, 2020

### “We are Here for You and Here for Good” — Virtua Health Launches New Commercial

Virtua is raising awareness of our commitment to caring for our community in new and different ways through a commercial that launched this week. As our patients and neighbors begin to reconnect with us for care, we remain dedicated to helping them be well, get well, and stay well—that includes keeping them safe and protected in our facilities and caring for their needs on their own terms. The commercial is now airing on select cable stations and streaming online. Click [here](#) to view the commercial.

### View Updated Visitor Information—Effective July 20

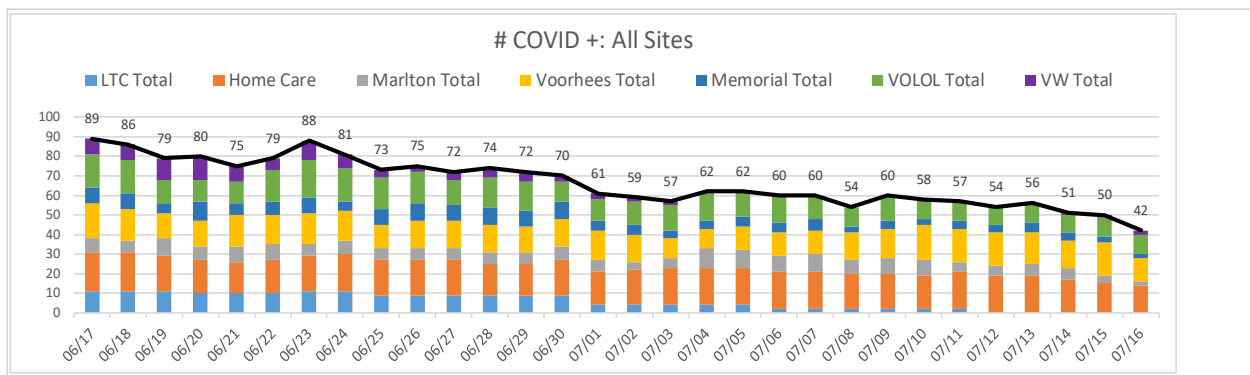
The health and well-being of Virtua’s patients, visitors, and colleagues remains our highest priority. With safety at the forefront of everything we do and in accordance with the Centers for Disease Control and Prevention (CDC) and New Jersey Department of Health, on **Monday, July 20**, Virtua is allowing limited visitation at our facilities.

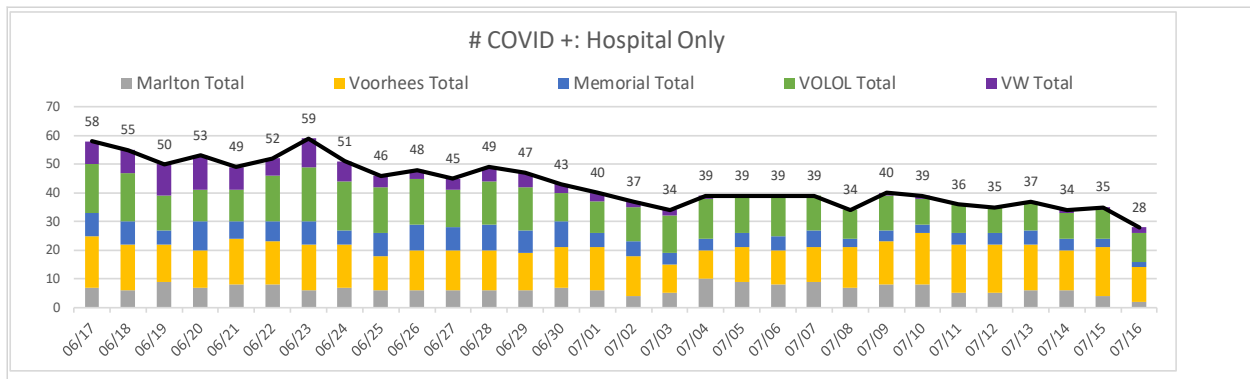
Additionally, we take infection prevention very seriously and have taken extra precautions to help ensure Virtua is doing everything we can to minimize any risk to our patients, visitors, and colleagues.

The new visitor guidelines and visitor information is being made available to practices through the Virtua Brand Hub on the VINE ([COVID-19](#)). Both documents have been posted to Digital 411 [here](#).

### By the Numbers

The following charts reflect the latest figures for Virtua-site cases of COVID-19.





### Fast Facts

- Based on tests returned from July 11, the statewide test positivity rate is 2.13 percent.
- Currently, the rate of transmission in New Jersey is 0.93.
- Locally, in the tri-county area, there have been a total of 1,105 confirmed deaths, as of 1 p.m. today. Recently, the state has begun accounting for “probable” deaths from COVID-19, with figures shared separately on the [state dashboard](#). For the three counties, probable deaths would account for an additional 105 fatalities.
- The total number of cases are as follows:
  - Burlington County 5,430
  - Camden County 7,786
  - Gloucester County 2,808

### Travel Advisory Update

Governor Murphy advised individuals traveling to or back to New Jersey from additional states with significant community spread of COVID-19 to quarantine for a 14-day period from the time of last contact within the identified state.

The updated advisory from **July 14** includes four additional states, **Minnesota, New Mexico, Ohio, and Wisconsin**. **Delaware** has been removed from the list. The travel advisory applies to any person arriving from a state with a positive test rate higher than 10 per 100,000 residents or a state with a 10 percent or higher positivity rate over a 7-day rolling average.

As of today, **Thursday, July 16**, there are **22 states that meet the travel advisory criteria**: Alabama; Arkansas; Arizona; California; Florida; Georgia; Iowa; Idaho; Kansas; Louisiana; Minnesota; Mississippi; North Carolina; Nevada; New Mexico; Ohio; Oklahoma; South Carolina; Tennessee; Texas; Utah; and Wisconsin.

### The Physician’s Influence: *Tell Us How You Have Helped Friends & Family with Their Health during the Pandemic*

As part of the effort to raise awareness and share our commitment to being “here for good,” we recently asked Virtua clinicians to share how they are supporting the COVID-19 effort by being community influencers—helping to calm fears, offer support, and provide critical health care navigation

to friends, family, and neighbors. We received some great stories already, but we want more! So, how have you helped friends and family tend to their health during the pandemic?

In all of the noise over the last four months, one thing remains clear: People trust their physician. In a recent Virtua Voice-Activated survey of consumers' feelings towards the COVID-19 crisis, respondents are most likely to feel more comfortable going to a medical facility after receiving information from their doctors. This result was consistent across all gender and age segments and highlights the importance of physicians in helping the community to return for much needed care.

We are looking for doctors who want to share their personal stories about how they are helping family and loved ones navigate health care right now. How has your personal influence and advocacy made a difference, even saved a life, during this unprecedented time? Have you yourself had a health care experience you would like to share? Let us know. These are the stories that will support the message that it is safe—because it is coming from a respected source.

Send us a quick email at [virtuainfo@virtua.org](mailto:virtuainfo@virtua.org) describing how you are helping others feel comfortable seeking health care. Or if you prefer, let us know if you'd like us to call. We may use your voice and share your story with our community.

### **In Case You Missed it: New Virtua COVID-19 Testing Center in Moorestown**

In order to continue providing residents of Burlington County and beyond with vital COVID-19 testing, Virtua Health opened a new COVID-19 testing center on Friday, July 10. The outdoor, tented center is adjacent to the **Virtua Health & Wellness Center** on Young Avenue in Moorestown. Residents of Burlington County with active COVID-19 symptoms do not require an appointment for testing; all others must have a referral from a Virtua-affiliated physician.

The Moorestown location is a replacement for Virtua's testing center in Willingboro, which opened on April 20 and closed July 7. In that time, more than 3,500 residents of Willingboro and the surrounding region received COVID-19 testing.

Hours of operations at the new Moorestown location are as follows:

- Monday, Tuesday, Friday, Saturday, and Sunday: 8 a.m. to noon
- Wednesday and Thursday: closed

The testing center is located at 401 Young Avenue, Moorestown, NJ 08057. For an updated list of all local testing sites, visit [Digital 411](#).