



Coronavirus Updates for
Virtua Health Affiliated Practices

Webinar #10

Updated 4/16/2020



Agenda

- Latest Numbers
- Virtua Surge Projections
- Post Acute Challenges at the State Level
- Remote Monitoring Plan
- It's Been One Week
 - VPP/LHN Progress in Managing High Risk Population
- Keeping You Informed

Andrew Cohen, MD

Tarun Kapoor, MD

Donna Antenucci, RN, BSN

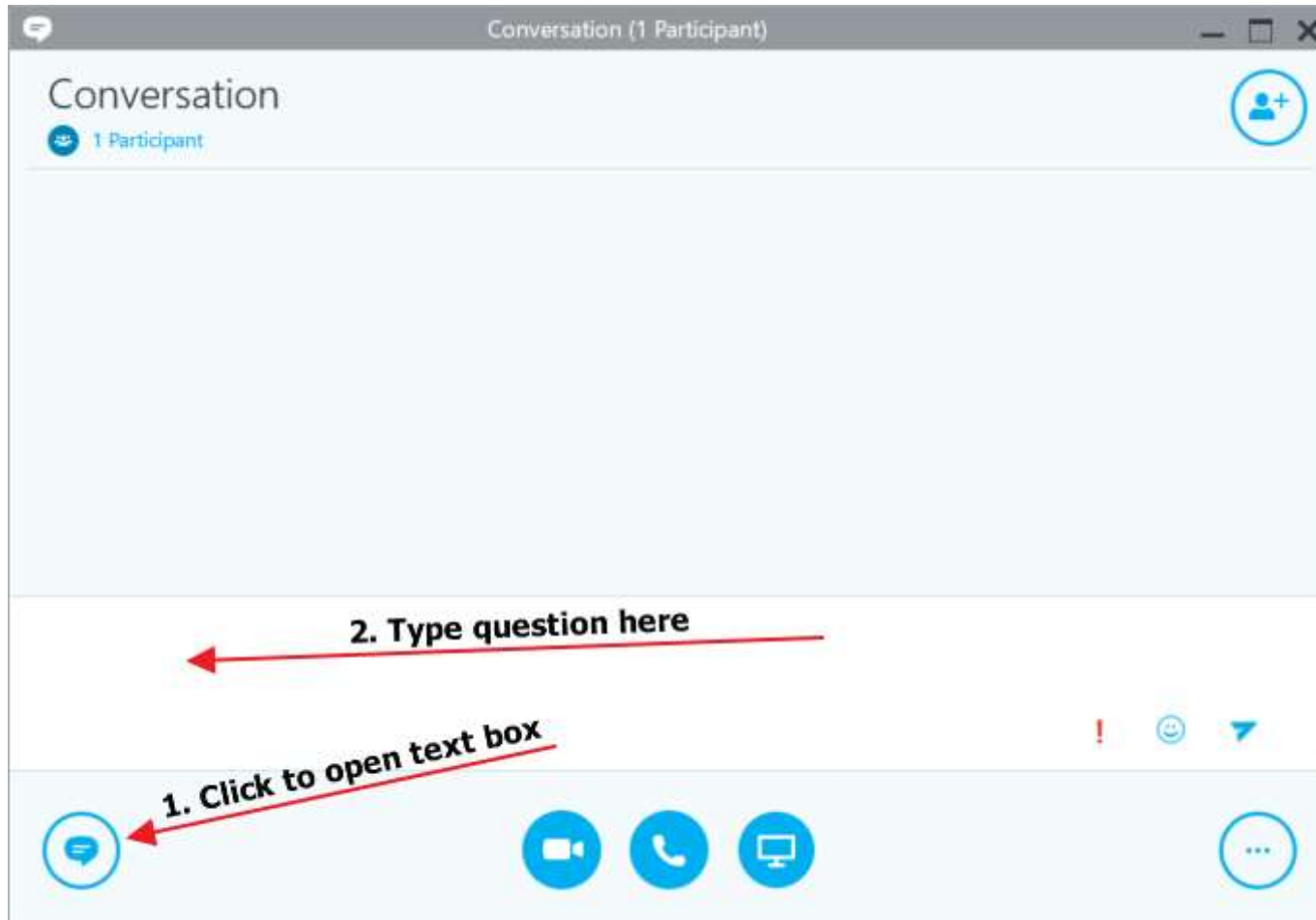
Donna Antenucci, RN, BSN

Gina Pimentel, Rachael
Perritt, Judy Low, Kevin
McCrea, Erica Schetter

Ryan Younger,
VP Strategic Marketing

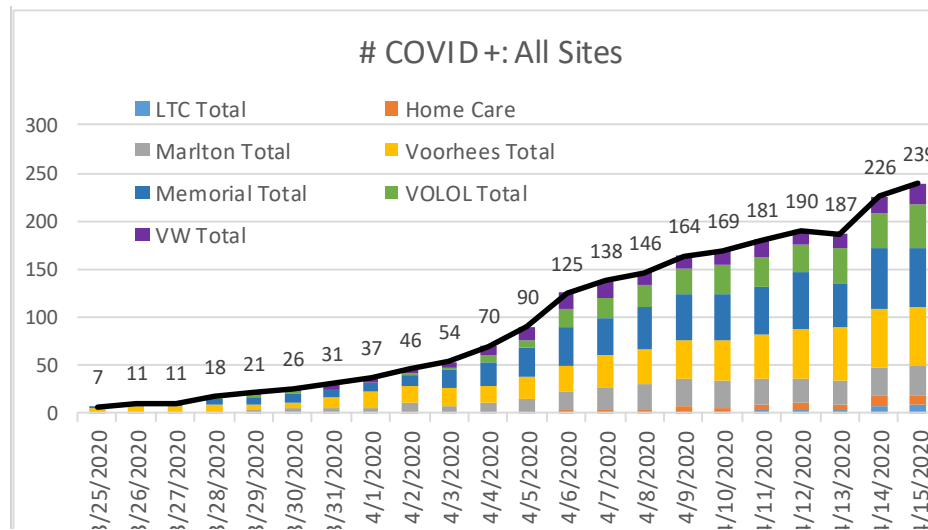


Best Way to Ask a Question



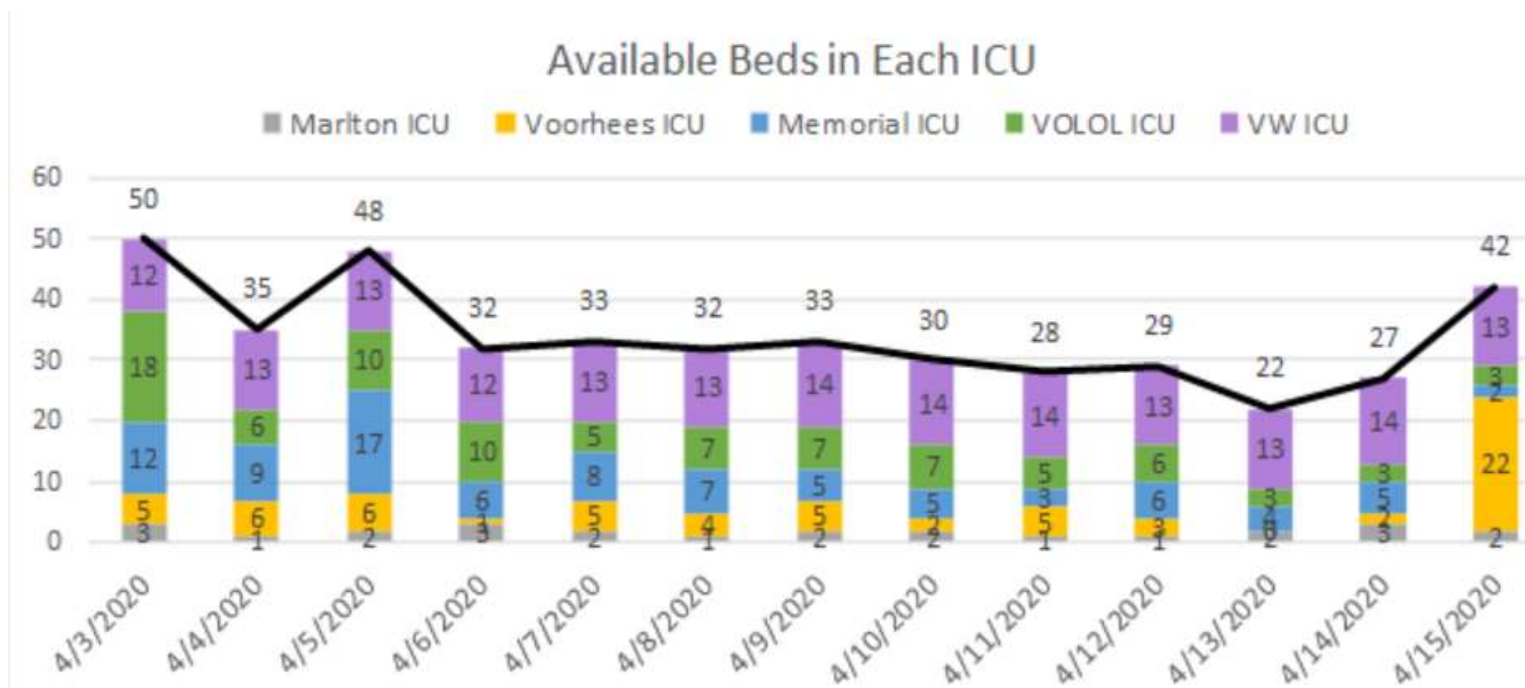
Latest Covid Numbers

Date	Global	National	State	Regional	Virtua Admissions
4/9	1,503,900	432,579	51,027	2,897	177
4/16	2,078,277	639,664	71,030	3,430	220 (4/15)
% increase since last meeting	38%	48%	39%	18%	24%



Regardless of Growth (linear vs exponential)...

There is an Escalating Number of Patients Occupying Beds...and a Fixed Amount of Beds/Equipment Available



What Can We Do?



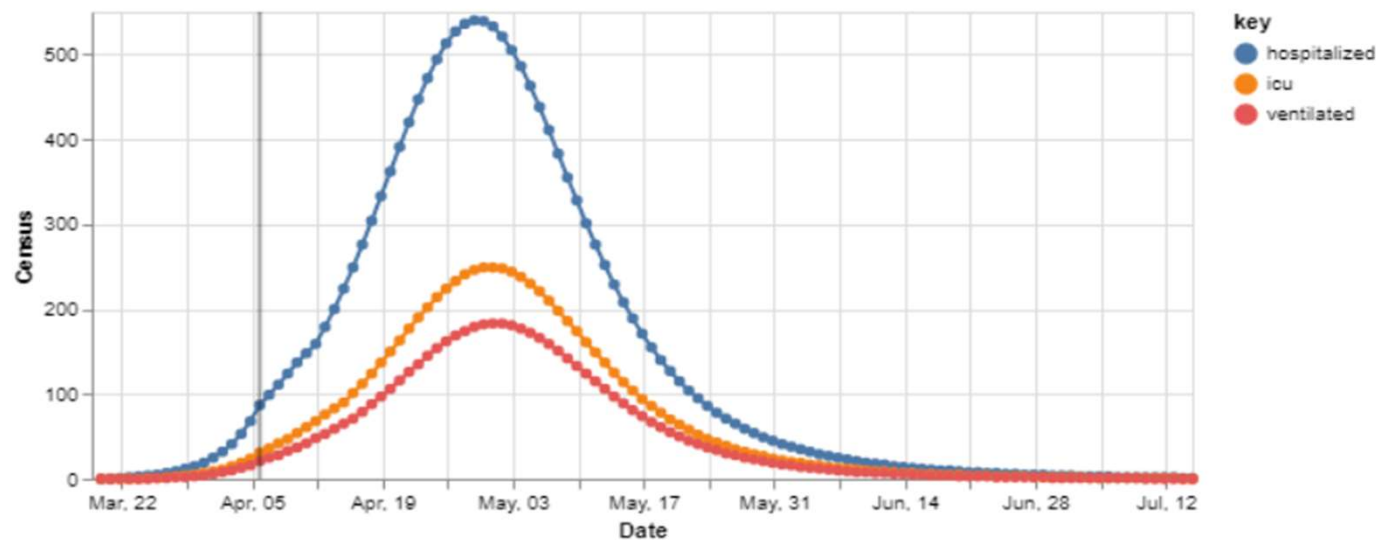


Virtua Surge Plan Update

How we think the model plays out.....

Admitted Patients (Census) $ICU:Vents = 1.5:1, Vents \text{ days } 10 \text{ Days}$

Projected census of COVID-19 patients, accounting for arrivals and discharges



Hospitalized Census peaks at 540 on Apr 29

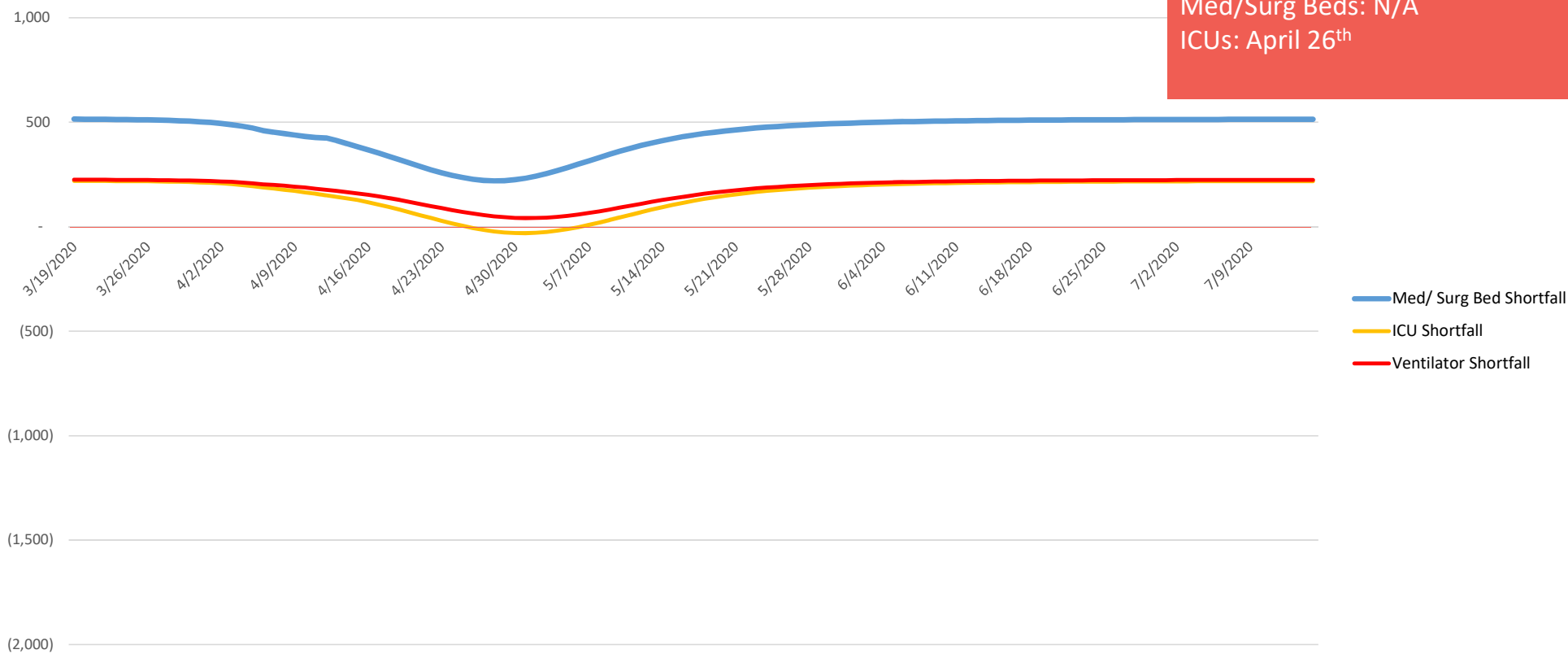
ICU Census peaks at 249 on Apr 30

Ventilated Census peaks at **183** on May 01

Bed, ICU, and Ventilator Shortfalls

Total Beds 515 Total ICU 219 Total Ventilators 225

Demand Exceeded Capacity
 Med/Surg Beds: N/A
 ICUs: April 26th





Post Acute Challenges

NJ DOH Emergency Conditional Curtailment of Admissions Order (April 13, 2020)

Cohorting Plan must include 3 Groups:

1. Residents who are showing symptoms of COVID-19 or have tested + for COVID-19
2. Individuals who have been exposed to someone who is + or shown symptoms of COVID-19 (non-symptomatic but exposed)
3. Not ill and not exposed

Admit or Readmit IF:

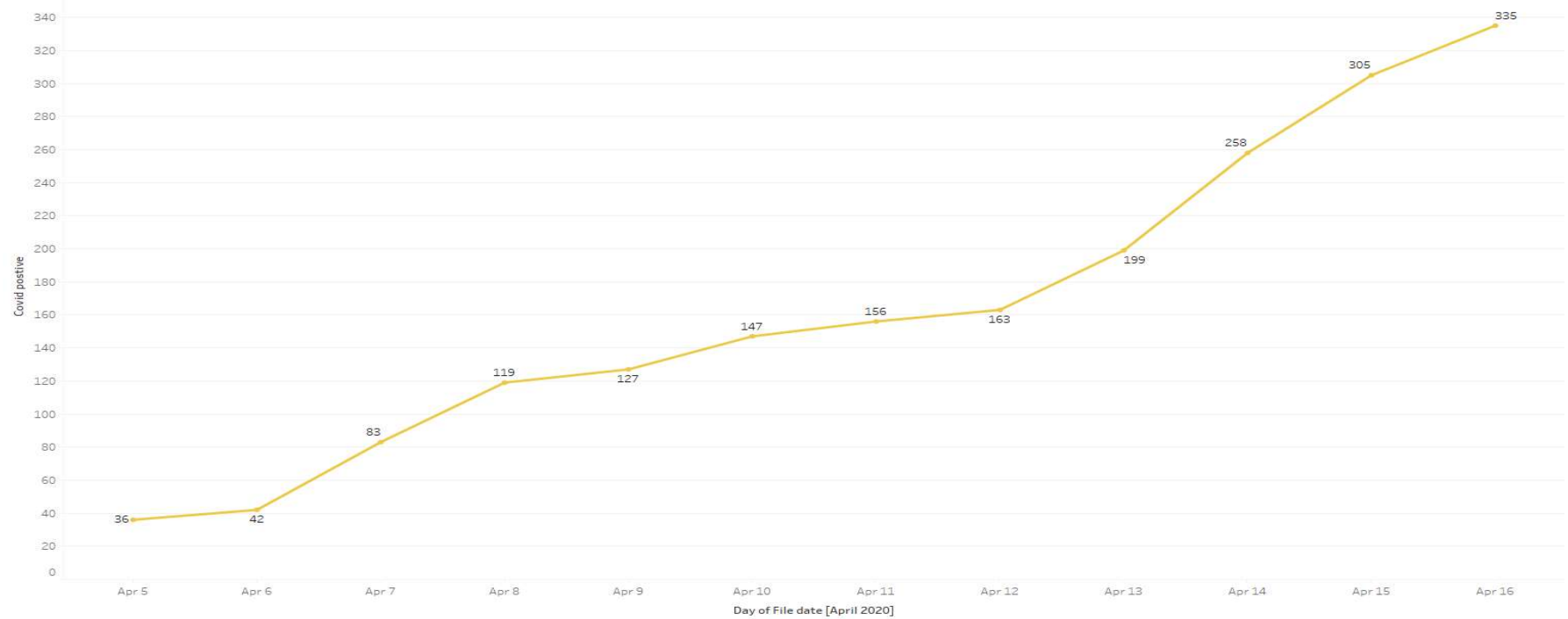
- ✓ Over-all ability to separate residents
- ✓ Dedicate staff to each cohort
- ✓ Allow necessary space to do so at onset of outbreak

Do Not Admit or Readmit IF

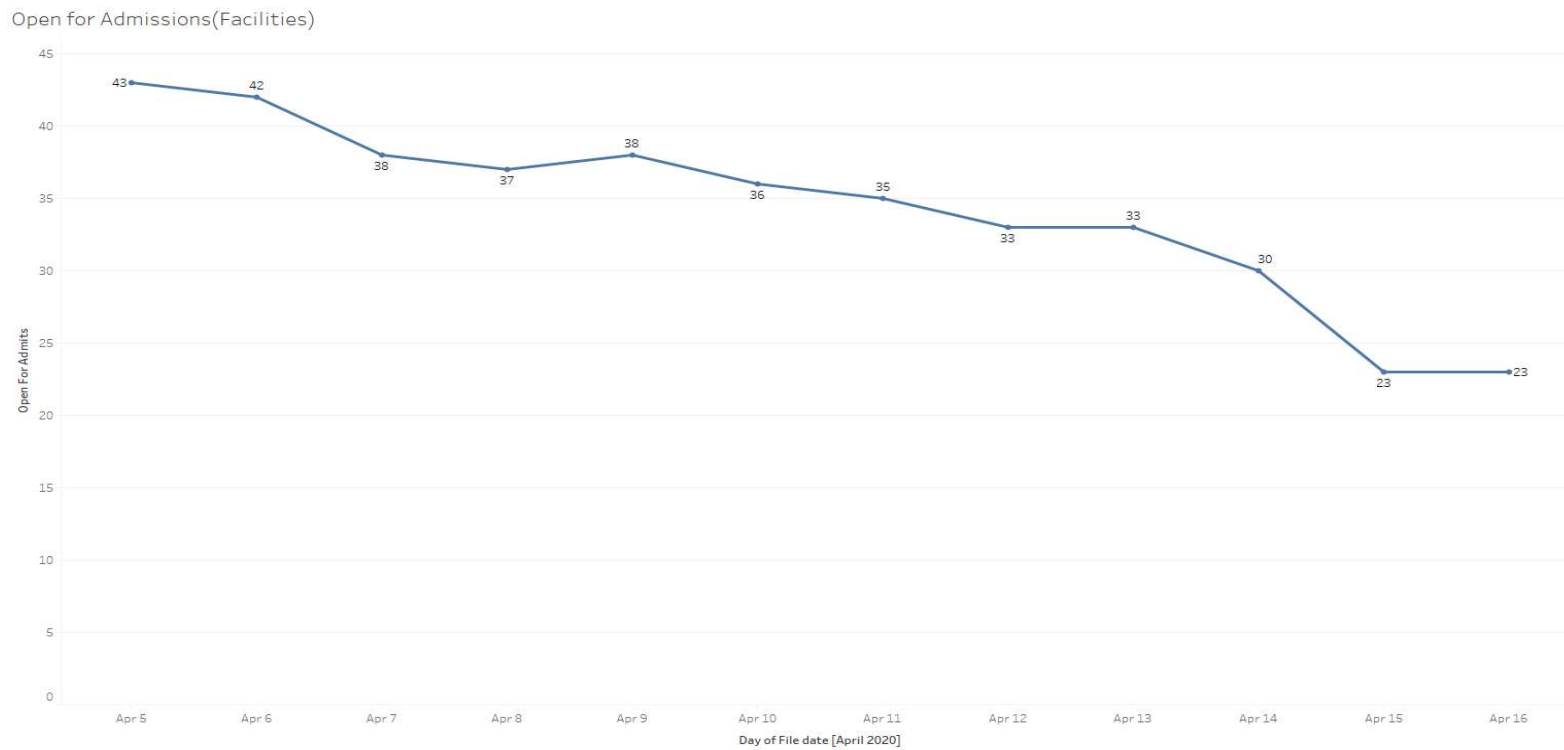
- Cannot Cohort
- Cannot Follow CDC Guideline for Infection Prevention
- Do not have the necessary staff

Covid 19 Positive

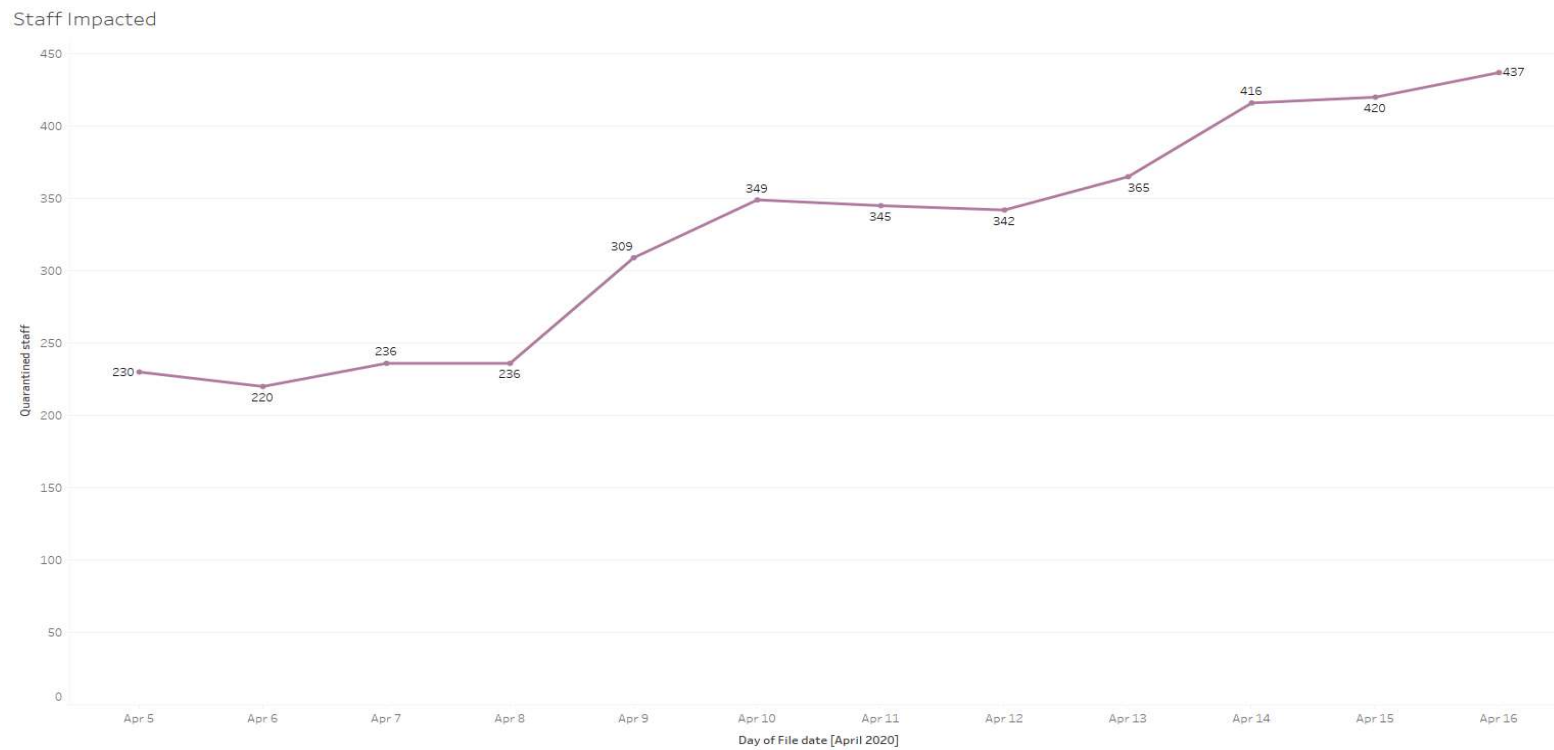
Covid 19 Positive



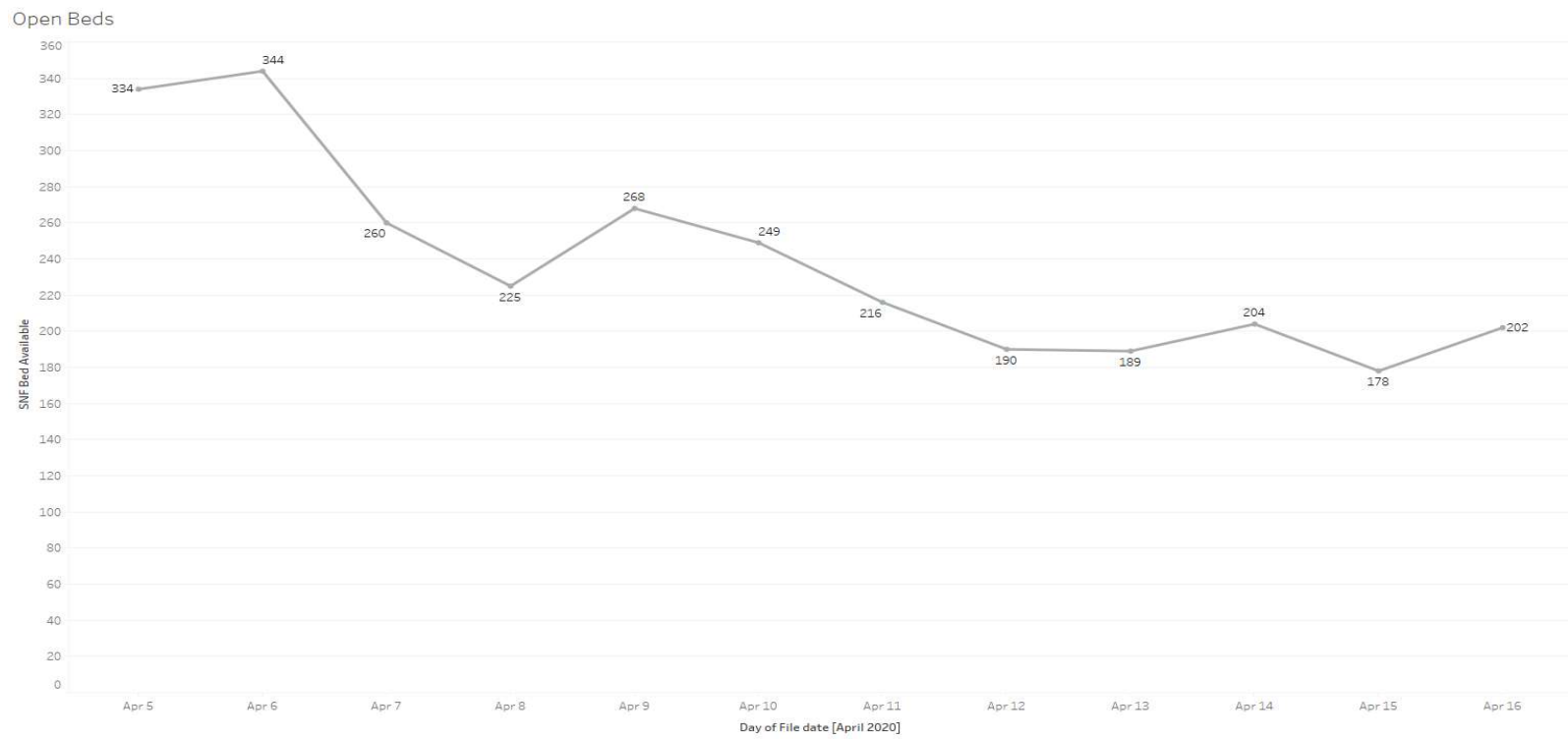
Open for Admissions



Staff Impacted



Open Beds



Not Live... YET

Supplementing Our Plan with Remote Monitoring

Donna Antenucci, RN, BSN
VP Clinically Integrated Network
President, LHN

Remote Monitoring Plan

- Population Remotely Managed (Pandemic and Beyond):
 - Discharges from Acute Care
 - Discharges from the Emergency Department
 - Complex Patients in the Community
- 200 Vivify Kits Leased by Virtua Health
 - Bluetooth enabled tablet
 - Pulse Oximeter
 - Blood Pressure Cuff
 - Scale
- Stakeholders & Roles:
 - Remote Monitoring Physician
 - Population Health Nurse
 - Patient
 - Inpatient Nurse/Case Management
 - Community Provider





CIN Update on Management of High Risk Patients

**We are managing 33.9% of high risk >65 yr old lives in South Jersey
PLUS Virtua Employees/Dependents 50-64 with Multiple CC**

Focused Assessment - Scripting

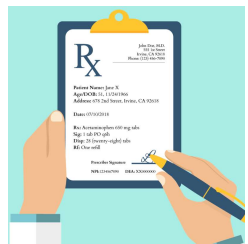
Food Access

- 2-week supply of food
- Shelter in place - no shopping
- Identifying patients interested in food delivery or pick up at a centralized location



Medication and Fall Risk

- 90-day supply of medications or delivery options
- Are any medications due for refill?
- Medication questions or concerns including affordability
- Falls related to medication
- Symptom control



Focused Assessment - Scripting

Chronic Disease Management

- Appointments in the last 90 days
- Telemedicine options

Mental Health

- Social isolation
- Coping skills
- GAD-7 & PHQ-9



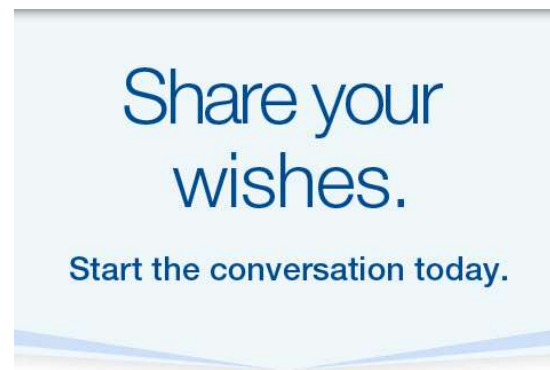
Focused Assessment - Scripting

Advanced Care Planning

- Current risk for older adults/chronic disease patients
- Advanced Directive POLST
- Supportive Care Team

Additional Resources

- Technology to connect with others
- Email address





COVID SURGE PLAN

DATA THROUGH 4.15.20

OUTREACH STATUS:

- Patient Declined (70) - 1.82%
- **Touch Complete (985) - 25.58%**
- Unreachable - No Answer (724) - 18.80%
- Unreachable - Wrong Number (232) - 6.02%
- Not Assessed Yet (1840) - 47.78%



PCP FOLLOW-UP:

FOOD INSECURITY RESPONSE:

SUPPORTIVE CARE REFERRAL:

CLINICAL PHARMACY FOLLOW-UP:

COVID SURGE PLAN

DATA THROUGH 4.15.20

PCP FOLLOW-UP:

- **Appointment Scheduled (274) - 27.81%**
- **Visit Complete (472) - 47.91%**
- Patient Refusal (239) - 24.28%

FOOD INSECURITY RESPONSE:

- No Food Issues (896) - 91.03%
- **Food Issues (89) - 8.97%**

SUPPORTIVE CARE REFERRAL:

- Not Wanted/Needed (925) - 94.42%
- **Referred to Lynn/Shakera (56) - 5.58%**

CLINICAL PHARMACY FOLLOW-UP:

- No (954) - 96.76%
- **Yes (31) - 3.24%**



SUCCESS STORIES

CHALLENGES & BARRIERS



Gratitude in Action

I AM GrATEful For NOT
only The Food you leAVE
Today, bUT ALSO The Service
AND hARDwork you GAVE To
Provide This Gift.

Without You These Groceries
would NOT be in my refrigerator.





Marketing Update: Virtua Affiliated Physicians Webinar

April 16, 2020

Ryan Younger, VP Strategic Marketing

Dialogue

- Thank You
- Local Research
- Virtua Marketing
- Call to Action



Our Voice. Activated Survey Results

- March 27-April 1, 302 respondents from 3-county service area
- Physicians are the most trusted source of information
- Anxious, hopeful, stressed, uncertain and prayerful are five primary emotions in the community
- 74% would call pcp if they started experiencing COVID symptoms
- Most do not feel hospital systems are equipped to handle capacity
- It is important to educate consumers on the measures Virtua is taking to handle the current healthcare climate.

Qualitative Concerns

- “How long it will last, and once the quarantine is lifted and people run out to stores and movies and restaurants will they start getting sick again.”
- “That people get the correct information and follow the social distance regulation and stay home as much as possible. To show kindness in the grocery stores to other customers and employees.”
- “Alienation of friends and family. Loneliness. Depression. Anxiety.”
- “About the stock market, and my investments. Also, about food shopping, including disinfecting items brought into my home. Worry about where we will be after this is over, what businesses will still be around. Worry for the people out there who have a family to feed, and have lost their job.”



Stages of Consumer Messaging

- Awareness and Readiness
- Flattening the Curve and Social Distancing
- Surge and Morale
- Recovery and Reactivation
- Post-COVID

Virtua Consumer-Based Marketing

- [Virtua.org/coronavirus](https://virtua.org/coronavirus)
- Social Media Channels
- Google, Listings and Reviews
- News Media Coverage
- Public Service Announcements
- Paid Advertising for COVID
- Limiting Brand and Service Line Campaigns
- Internal Communications
- Podcast, Video Platforms
- eNewsletter and CRM



Hope in Action

Here for Good podcast featuring health care providers and colleagues facing unprecedented challenges and inspiring hope in the COVID-19 pandemic.

- Hosted by Dennis W. Pullin -



virtua.org/podcast

Advertisement

Coronavirus: Keeping you and your baby safe.

Virtua Health

LEARN MORE

0:06 0:25



Good Vibes

Here to help you be well, get well, and stay well.

Respect The Six Feet...

Here for Good.

virtua.org/coronavirus



Stay Home. Stay Safe. Protect Against COVID-19.

Virtua Health is your resource for current information about COVID-19. And, we're also the place to see how our community is lifting up others throughout this crisis.



However you practice social distancing, Virtua is here to help you... **STAY THERE.**



Virtua Health

March 26 at 8:49 PM

Social distancing is no match for meaningful moments of human connection. Check out this family sending love to dad outside Virtua Memorial Hospital. #HereForGood #SocialDistancing #SpreadSmiles



Here for Good

Chrisie Martelli Scott and 109 others

9 Shares

Coronavirus Update

Episode 7 - Martin Topiel, MD - Infectious Diseases (04.01.20)

As you continue to get important information about the coronavirus pandemic, please take time to listen to Dr. Martin Topiel, Virtua Health's head of infectious diseases. In this edition of the Here for Good podcast, he talks about his relationship with Dr. Anthony Fauci - the face of the White House's coronavirus response, the challenge facing clinicians addressing the virus, and the important steps you can take to help control the spread and save lives.



Coronavirus: **Staying safe, prepared and purposeful**



Coronavirus: Click here for updates about services, visitor information and helpful messages from Virtua Health.

1-888-VIRTUA-3 Live Chat MyChart Careers Classes & Events Giving About Us ER Wait Times

Virtua Health FIND A DOCTOR ▾ LOCATIONS SERVICES PATIENT TOOLS I WANT TO... ▾ 🔍

COVID-19 UPDATES

We're here for you:
We appreciate everyone working together to stop the spread of the coronavirus pandemic. During this challenging time apart, it is important to stay in touch. Here is information designed to help you with what matters most.

CONNECT TO CARE



COVID-19 Self-Assessment

Let's check your symptoms and make a plan >



Online Chat

Chat with us about general questions, including coronavirus >



Schedule an eVisit

If you have mild symptoms, download the app and schedule a virtual visit >



Phone 24/7

Speak with a Virtua access center representative (888-VIRTUA-3) >



Email

Send general, non-urgent questions >



MyChart

A free, secure online tool to access your medical records >



RESOURCE CENTER

Patients and Visitors

Expert Tips and Information


Your Questions Answered

News and Media

Social Media Live Feed


Ways to Give

LATEST COMMUNITY MESSAGES




Our commitment in uncertain times

Virtua Health President and CEO Dennis Pullin addresses the uncertainties we are all experiencing, while underscoring how Virtua Health is truly **Here for Good** in these difficult times.



Virtua Health Cares for Moms and Babies


Nicole Lamborne, MD, director of women's health services for Virtua Health, explains how Virtua is protecting mothers-to-be, and babies, amidst concerns about COVID-19.



This is how staying at home and social distancing will flatten the curve

Without a vaccine or proven viral therapeutics, Dr. Tarun Kapoor explains why social distancing is the most effective way for us to slow the spread of COVID-19 and ensure we can provide appropriate care to all who need it.

[View More Coronavirus-Related Videos](#)



PATIENT TOOLS

Pay Bill

ABOUT VIRTUA

About Us

EMPLOYEES & PHYSICIANS

Real Medical Advice – My Video Ask of You

Tips for Your Patients, Your Neighbors, Our Community:

- Less than a minute
- Horizontal/ landscape
- Clean background and audio
 - Avoid windows and background noise
- Still surface rather than holding camera if you don't have a handy assistant
- It's what you do best: authentic, calming, empathy



Question and Answer Session

digital411.virtua.org

Virtua Health
DIGITAL 411

Home | Administration

Digital 411 Access **Featured Items** **Additional Resources**

- Video Quick Tips and Education
- Tech Support and Requirements
- Report a Problem
- ONEVirtua 2020
- Coronavirus Update