



Coronavirus Updates for
Virtua Health Affiliated Practices

Webinar #13

5/28/2020



CORONAVIRUS

A detailed 3D rendering of a coronavirus particle, showing its characteristic spherical shape with a grey core and a red, spiky outer layer of proteins.

CORONAVIRUS

A detailed 3D rendering of a coronavirus particle, showing its characteristic spherical shape with a grey core and a red, spiky outer layer of proteins.

Agenda & Panelists

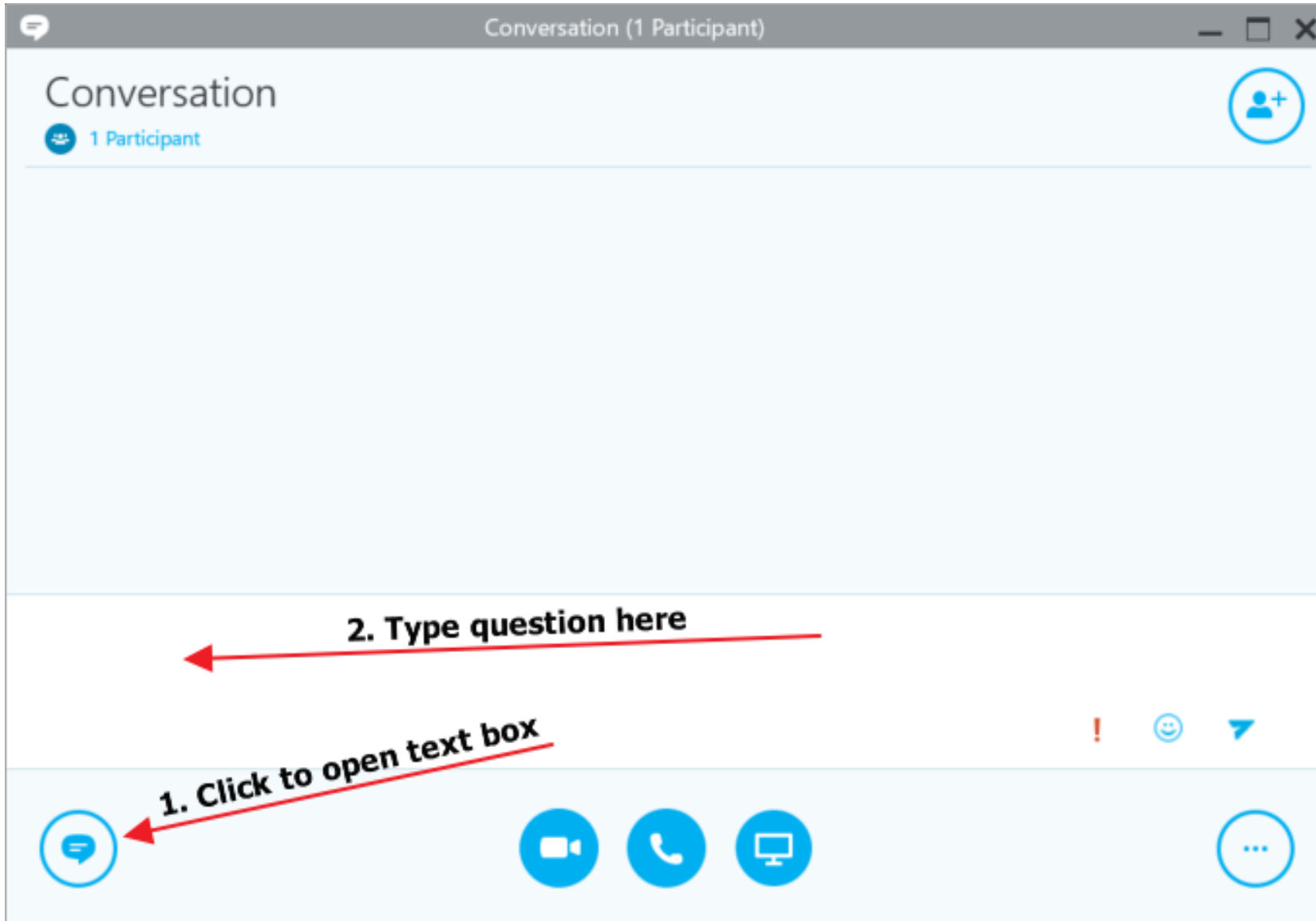
1. Covid Trends
2. New Jersey
Reactivation
3. Virtua Reactivation
4. Role of Antibody
Testing
5. Reactivation from
Patient Perspective
6. CIN Programmatic
Updates and
Reactivation
7. Q/A

Donna Antenucci, RN
Andrew Cohen, MD
Tarun Kapoor, MD
Cort Adelman, JD
Ryan Younger

Panelists:

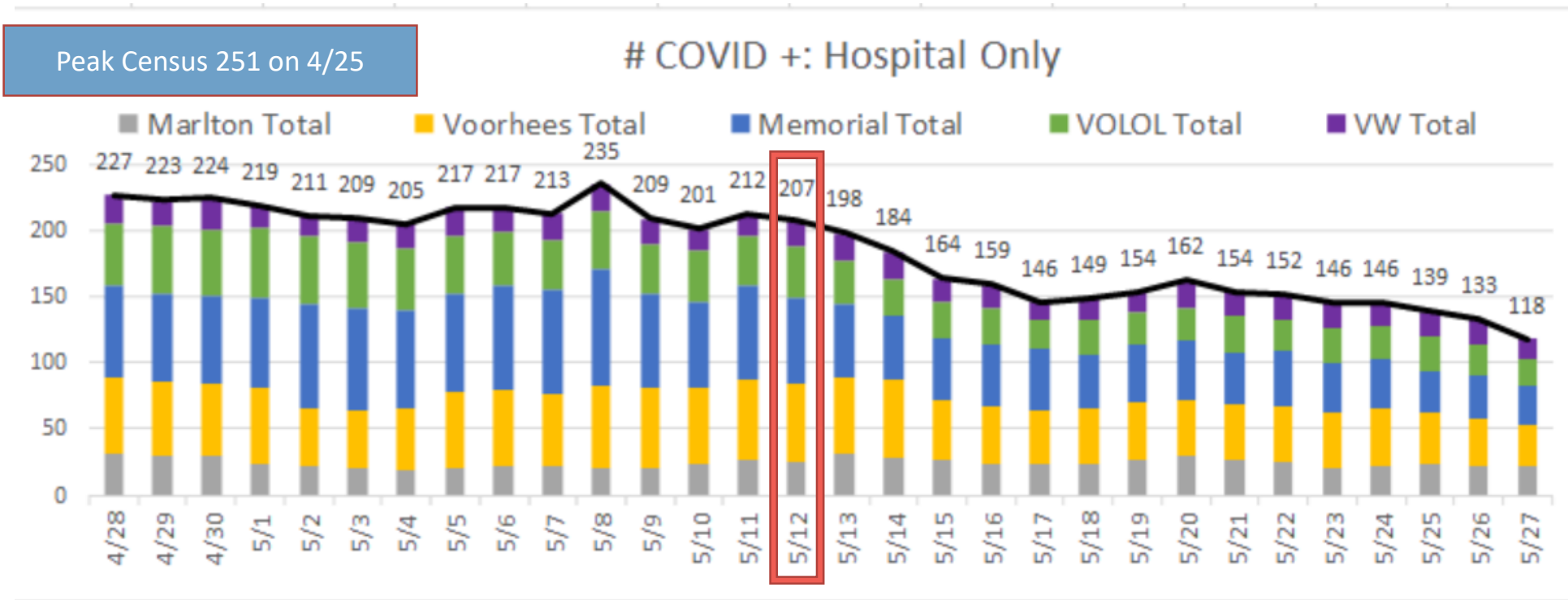
VP CIN, President LHN
Medical Director VPP, LHN
President, VPP
Vice President, Gov't Relations
VP, Marketing

Best Way to Ask a Question



Latest Covid Numbers

Date	Global	National	State	Regional	Area SNFs	Virtua Acute
5/12 (Webinar 12)	4,201,921	1,347,936	140,206	10,314	1535	207
5/28 (Webinar 13)	5,717,575	1,699,933	156,628	12,789	1532	118 (5/27)
% increase since last meeting	36%	26%	12%	24%	0%	-89 57% reduction





Reactivation Planning

1. New Jersey
2. Virtua
3. Role of Antibody Testing
4. Patient Perspective



New Jersey Reactivation

Andrew Cohen, MD
Medical Director, VPP

Cort Adelman, JD
VP – Government Relations

The Road Back: Restoring Economic Health through Public Health



On May 18, Governor Phil Murphy unveiled a multi-stage approach to execute the responsible and strategic economic restart to put New Jersey on the road back to recovery from COVID-19. The [multi-stage blueprint](#), guided by the Governor's Restart and Recovery Commission and complementary Advisory Councils, plans for a methodical and strategic reopening of businesses and activities based on level of disease transmission risk and essential classification.

Multi-Stage Approach to Execute a Responsible and Strategic Economic Restart

New Jersey will move toward [subsequent stages](#) based on data that demonstrates improvements in public health and the capacity to safeguard the public. If public health indicators, safeguarding, or compliance worsen on a sustained basis, New Jersey will be prepared to move back to more restrictive stages as well. The restart will be phased-in within each stage, rather than opening all businesses and activities at once within a stage.

You are here



« If health metrics develop unfavorably, measures from the maximum restrictions stage or stages 1, 2, 3 may be reinstated

	Maximum restrictions	STAGE 1	STAGE 2	STAGE 3
What is happening?	Strict social distancing Non-crucial industries closed	Restrictions relaxed on low-risk activities that may be easier to safeguard	Moderate-risk activities restarted with safeguarding	Higher-contact activities restarting with significant safeguarding
Which precautions apply across stages?	Work that can be done from home should be done from home	Clinically high-risk individuals who can stay at home should do so	Residents and businesses should follow state and federal safeguarding guidelines: Wash hands regularly Wear masks in public Respect social distancing Limit gatherings Disinfect workplaces No mass gatherings	
Which businesses are open?	Crucial industries with safeguarding and modifications, e.g., emergency healthcare, essential construction with social distancing	Easiest to safeguard work activities with safeguarding and modifications, e.g., non-essential construction with protections, curbside retail	More work activities allowed with safeguarding and modifications, e.g., outdoor dining, limited personal care	Most work activities allowed at physical locations with safeguarding & modifications
Which social activities are allowed?	<ul style="list-style-type: none"> Socialization only with household members, family, caretakers, romantic partner Only leave home for limited reasons such as essential shopping and exercise 	<ul style="list-style-type: none"> Outdoor recreation (e.g., hiking) and beach visits allowed with social distancing Other limited activities may be allowed with significant restrictions, e.g., drive-in activities 	<ul style="list-style-type: none"> More activities with proper safeguards, capacity limitations, and sanitation protocols may reopen, e.g., libraries and museums 	<ul style="list-style-type: none"> Higher-density settings may be considered with safeguards, e.g., limited entertainment, bars with limited capacity
Are childcare and education operating?	<ul style="list-style-type: none"> Child care open for children of essential workers K-12 and higher education engaged in distance learning 	<ul style="list-style-type: none"> Child care may expand with capacity restrictions K-12 and higher education engaged in distance learning 	<ul style="list-style-type: none"> Child care may expand with capacity restrictions Potential for some in-person learning with modifications in K-12 and higher education Summer school and summer camps may have limited in-person engagement if health conditions improve 	<ul style="list-style-type: none"> Child care likely open for most K-12 and higher education may operate in person with reduced capacity Day and summer camps likely open for all with safeguards and modifications
Is public transit available?	<ul style="list-style-type: none"> Public transit with enhanced safeguards (e.g., regular vehicle disinfection) encouraged only for essential workers Service may be modified with off peak travel encouraged Personal protection measures, e.g., social distancing, face coverings 	<ul style="list-style-type: none"> Public transit with enhanced safeguards (e.g., regular vehicle disinfection) encouraged only for those who cannot work from home Service may be modified with off peak travel encouraged Personal protection measures, e.g., social distancing, face coverings 	<ul style="list-style-type: none"> Public transit with enhanced safeguards (e.g., regular vehicle disinfection) encouraged only for those who cannot work from home Service may be modified with off peak travel encouraged Personal protection measures, e.g., social distancing, face coverings 	<ul style="list-style-type: none"> Public transit with enhanced safeguards (e.g., regular vehicle disinfection) is no longer discouraged for any passengers Service may be modified with off peak travel encouraged Personal protection measures, e.g., social distancing, face coverings
How do I take care of my loved ones and myself?	<ul style="list-style-type: none"> I stay at home as much as possible and check in virtually with my loved ones When I have to go outside, I wear a mask and stay 6ft away from others I call a doctor in the event of fever, cough, or shortness of breath 	<ul style="list-style-type: none"> I stay at home as much as possible and check in virtually with my loved ones When I have to go outside, I wear a mask and stay 6ft away from others I have access to elective healthcare I call a doctor in the event of fever, cough, or shortness of breath 	<ul style="list-style-type: none"> I continue to stay at home for the majority of my time I engage in small social activities with a limited circle of friends and family I can engage in some outdoor activities with social distancing I call a doctor in the event of fever, cough, or shortness of breath 	<ul style="list-style-type: none"> I follow all safety guidelines posted in public spaces, e.g., I anticipate and respect capacity limits at my local restaurants I call a doctor in the event of fever, cough, or shortness of breath

Widespread use of vaccine or life-saving treatment
 In-person work can resume for all
 Measures from previous stages may be swiftly reinstated if health conditions deteriorate

WHAT DRIVES STAGES?

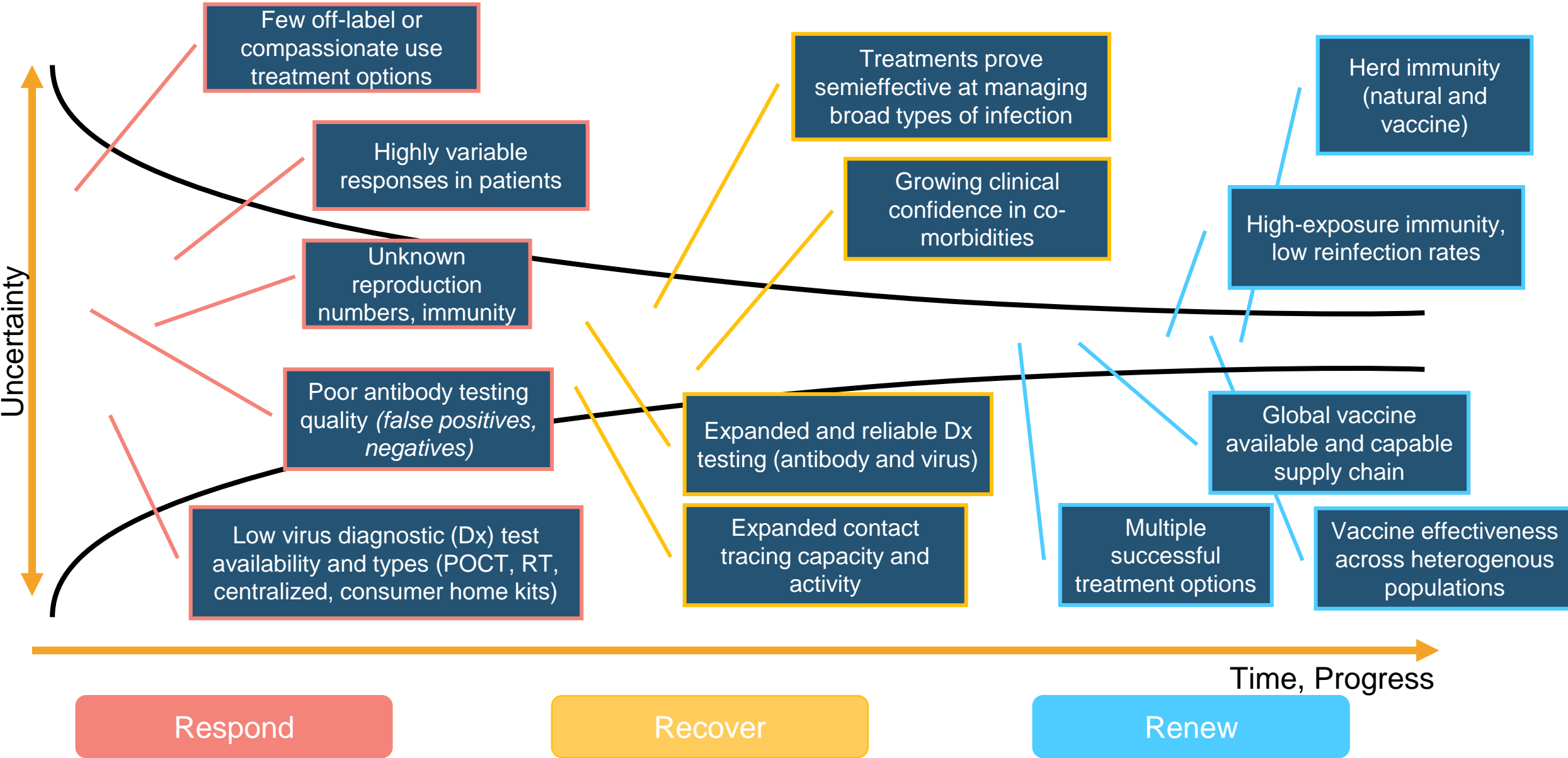
- Health indicators: New cases; hospitalizations; use of ICU; use of ventilators
- Availability of testing and contact tracing capacity per 100,000 residents
- Healthcare system resiliency (beds, health workers, PPE)
- Ability to effectively safeguard workplaces
- Safeguarded child care, education, transit availability
- Compliance of individuals and employers



Virtua Reactivation

Tarun Kapoor, MD
SVP, President VPP

Scientific Cone of Uncertainty



Virtua Reactivation Plan –Current Key Areas of Focus

Infection Prevention Measures Across System

HR related – attestation requirements

Quarantine and Return to Work

ED Plan

Acute Care

Medical Group

Diagnostic testing

Rehab Services

Hospitality Services

FIT mask testing and Covid testing team

Surgical services plan

Home care

Clinical processes supporting Covid patients

Visitor policies

Vendor visitation

Graduate Medical Education

Digital Health

Communication

Staff Support

Local COVID-19 Testing Site Update

As test availability has expanded in Burlington, Camden and Gloucester Counties, we continue to update the list of available locations for testing. (View current version at [Digital 411](#) under Testing).

All patients scheduled for a procedure/surgery at Virtua must be tested exactly 3 days prior to their procedure.

Virtua currently offers testing at two sites without an appointment – in Camden and Willingboro. Patients can walk up to be screened for testing at either of these sites. Testing at Virtua's site in Voorhees requires a physician referral. Patients must come alone for testing.

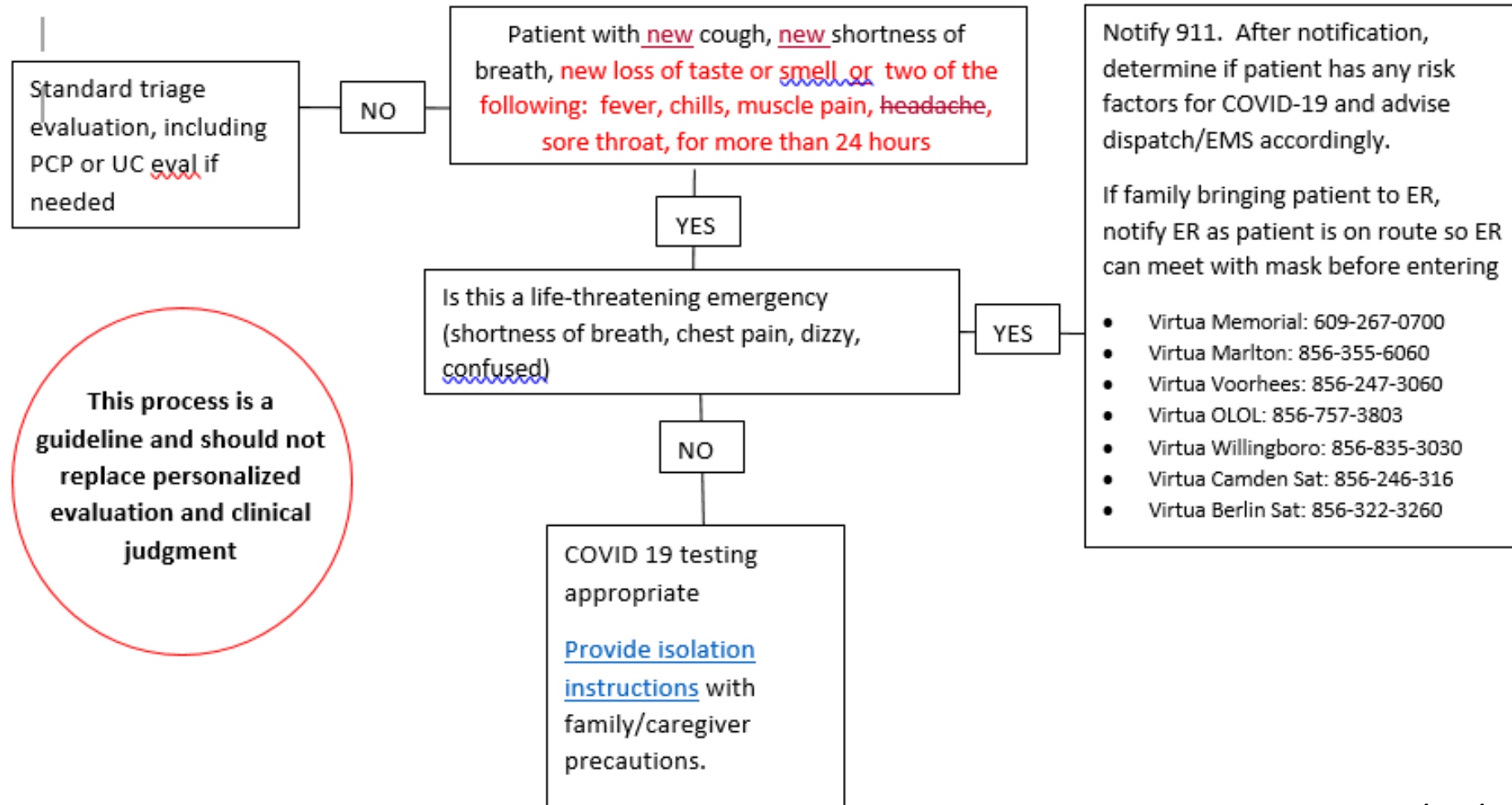
The list posted in [Digital 411](#) includes a wide range of sites, including those sponsored by other health systems in our region.

Not Yet on 411 but Hot of Press:

CVS self-swabbing to expand *massively* in NJ effective Friday 5/29. 19 sites in Virtua catchment area. CVS goal is 1.5 Million swabs per month.

Latest Testing Algorithm

Virtua Health Recommended COVID-19 Outpatient Practice Screening Process for Symptomatic Outpatients



This process is a guideline and should not replace personalized evaluation and clinical judgment



Antibody Testing and Reactivation

Andrew Cohen, MD
Medical Director, VPP

CDC Interim Guidelines for Covid-19 Antibody Testing

<https://www.cdc.gov/coronavirus/2019-ncov/lab/resources/antibody-tests-guidelines.html>

- Rapidly evolving
- Antibody tests help determine whether the individual being tested was ever infected—even if that person never showed symptoms.
- Antibody tests do not typically replace direct detection methods as the primary tool for diagnosing an active infection
- No identified advantage of assays whether they test for IgG, IgM and IgG, or total antibody.
 - SARS-CoV-2 infections are somewhat unusual because IgM and IgG antibodies arise nearly simultaneously. Thus, detection of IgM without IgG is uncommon
- Antibodies most commonly become detectable 1-3 weeks after symptom onset
- How long IgM and IgG antibodies remain detectable following infection is not known
- Antibody tests should not be used at this time to determine if an individual is immune

CDC Interim Guidelines for Covid-19 Antibody Testing

<https://www.cdc.gov/coronavirus/2019-ncov/lab/resources/antibody-tests-guidelines.html>

- Antibody tests **can** help determine the proportion of a population previously infected with SARS-CoV-2 and provide information about populations that **may** be immune and **potentially** protected (results can help determine which communities **may** have experienced a higher infection rate and therefore **may** have higher rates of herd immunity).
- Prevalence and False Positives
 - In a population where the prevalence is 5%, a test with 90% sensitivity and 95% specificity will yield a positive predictive value of 49%.
 - In other words, less than half of those testing positive will truly have antibodies.
 - The same test in a population with an antibody prevalence exceeding 52% will yield a positive predictive greater than 95%,
 - In most of the country, including areas that have been heavily impacted, the prevalence of SARS-CoV-2 antibody is expected to be low, ranging from <5% to 25%, therefore high false positive rate is expected.
- Three strategies can be used to improve positive predictive value:
 - Choosing a test with a very high specificity, perhaps 99.5% or greater, will yield a high positive predictive value in populations tested with prevalence $\geq 5\%$.
 - Another strategy is to focus testing on persons with a high pre-test probability of having SARS-CoV-2 antibodies, such as persons with a history of COVID-19-like illness.
 - A third approach is to employ an orthogonal testing algorithm in which persons who initially test positive are tested with a second test



Patient Perspective

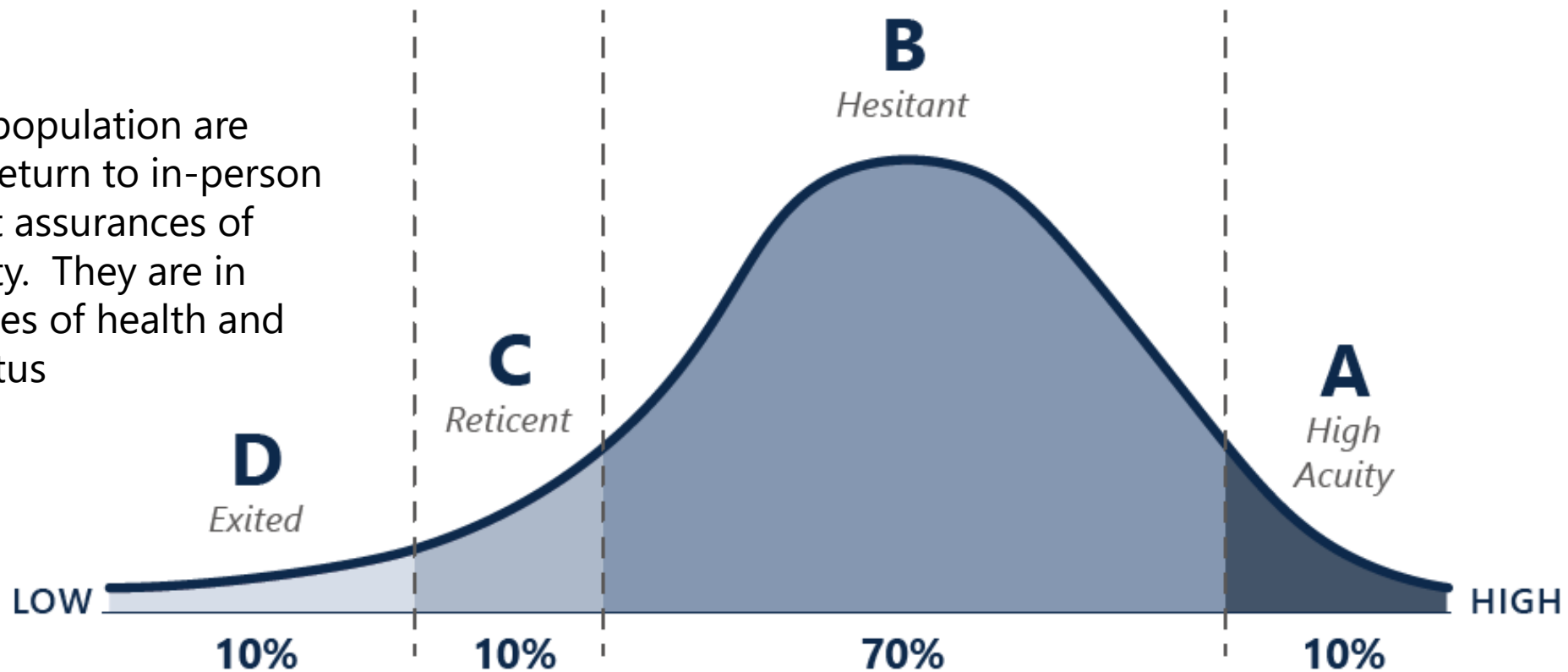
Ryan Younger

VP, Marketing
Virtua Health

Fear Factor: *Consumer Likelihood to Seek Care*

70%

Majority of population are hesitant to return to in-person care without assurances of patient safety. They are in varying stages of health and financial status



This is Going to Take Time: *When will people return to healthcare?*

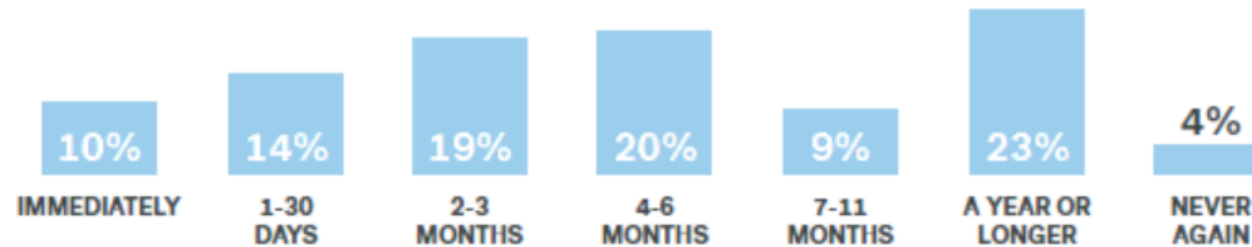
Schedule a routine visit in your doctor's office.



Schedule an elective procedure in a hospital.



Schedule an elective procedure in a non-hospital medical facility, like an outpatient medical center.



Consumer Need: Empathy, Reassurance

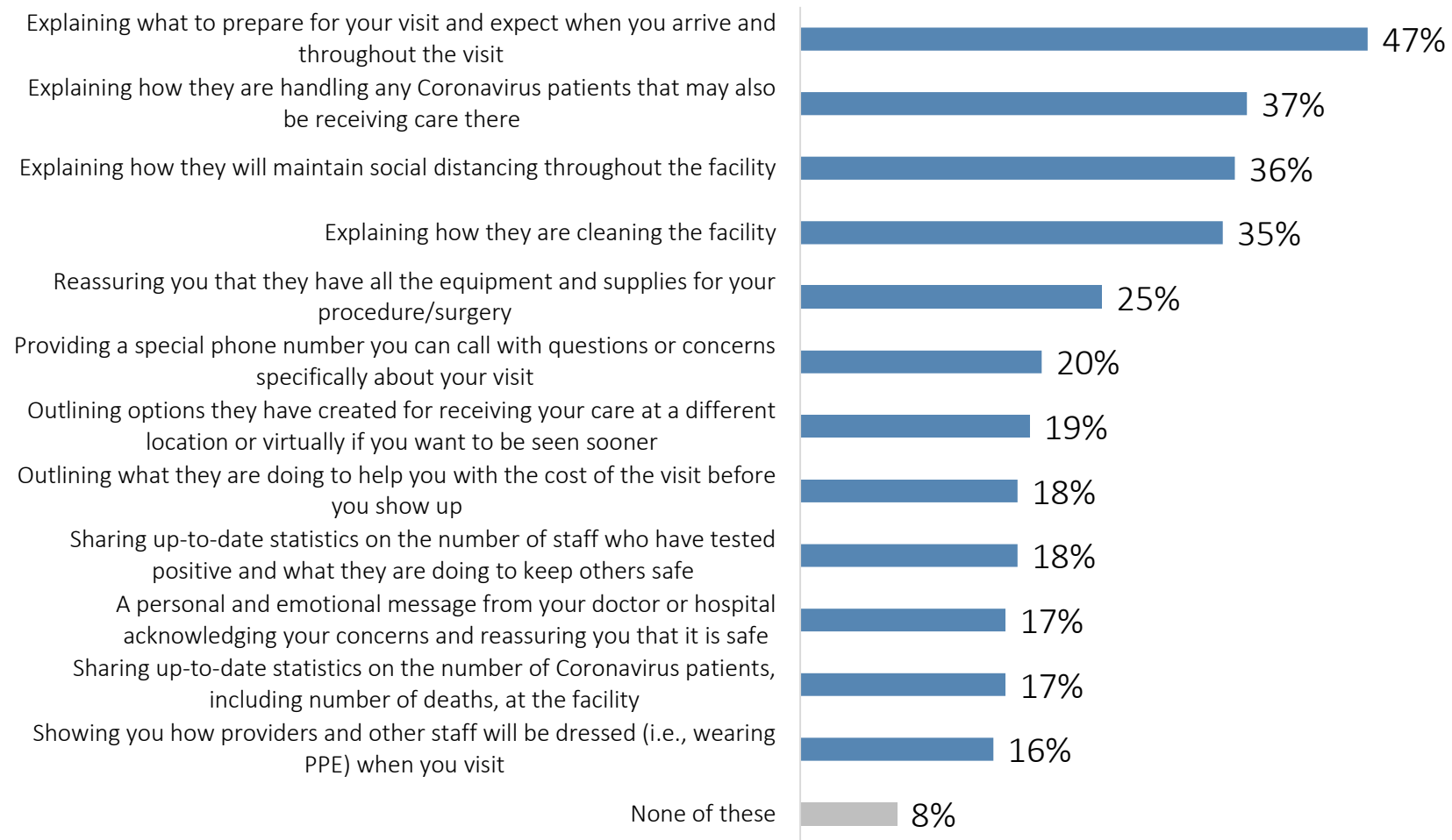
“I went to the dentist today in your Health and Wellness Center. WOW! WOW! WOW! I got there early as an emergency patient. You just don’t find service like what I experienced. The first person I met was an Officer Rodriguez. He was like a prince...”



About half (51%) of Americans report COVID-19 led to the cancellation of a health care appointment. Of those, 85% plan to reschedule after the pandemic has passed.



Preferred Patient Messaging



Source: Klein and Partners Nation Survey, Wave 2, May 2020

More consumers are using virtual doctor visits and 70% are likely or very likely to continue using this service.

During the coronavirus situation, have you been doing each of the following more often, less often or about the same as you were a month ago?

	More often %	About the same %	Less often %	Have never done/Doesn't apply %
Had a virtual visit with a doctor				
2020 May 11-17	27	7	2	64
2020 Apr 13-19	18	8	3	71
2020 Apr 6-12	14	8	3	74
2020 Mar 30-Apr 5	12	5	3	80
2020 Mar 23-29	11	6	2	81

Once widespread business closures and social distancing practices are ended, how likely are you to continue to do each of the following on a more frequent basis?

	Very likely %	Likely %	Unlikely %	Very unlikely %
Have a virtual visit with a doctor				
2020 Apr 13-19	36	34	22	9
2020 Apr 6-12	34	36	24	7
2020 Mar 30-Apr 5	36	30	23	10

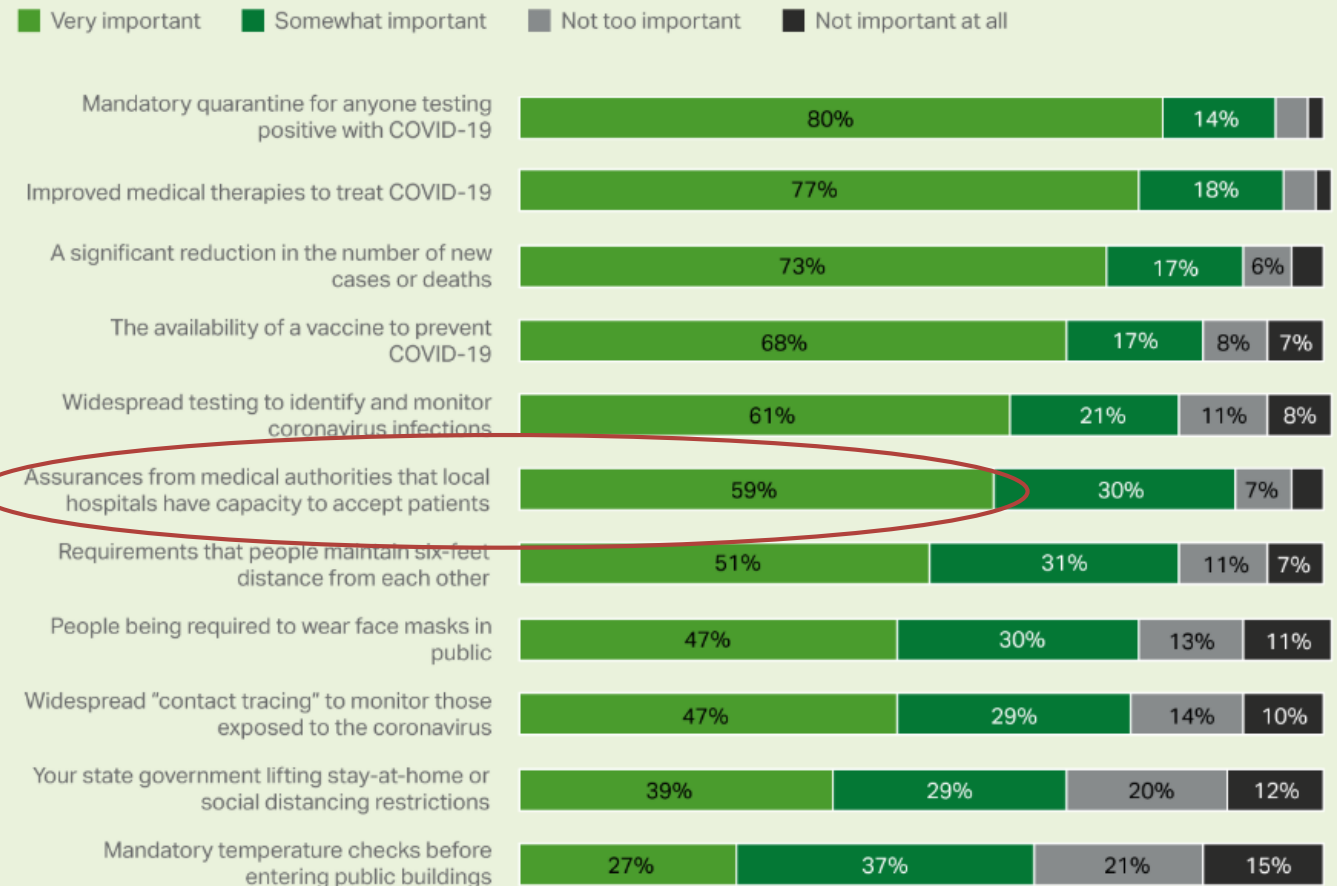
Source: Gallup Panel
<https://news.gallup.com/poll/308222/coronavirus-pandemic.aspx>

When thinking about returning to normal activities:

59% of consumers state that assurances from medical authorities that local hospitals have capacity to accept patients is **very important**.

Americans' Conditions for Resuming Normal Pre-COVID-19 Activities

How important are each of the following factors to you when thinking about your willingness to return to your normal activities?



GALLUP PANEL, APRIL 27-MAY 3, 2020

Concerns about being exposed at a doctor's office or hospital may be starting to decline nationally.

If you needed medical treatment right now, how concerned would you be about being exposed to coronavirus at a doctor's office or hospital?

	Very concerned	Moderately concerned	Not too concerned	Not at all concerned
	%	%	%	%
2020 May 11-17	23	42	24	11
2020 Mar 30-Apr 5	44	40	12	4
2020 Mar 23-29	42	41	14	3

GALLUP PANEL

Personalized Communications to 288,000+ Patients

David, An Important Message from Virtua Health Inbox x

Personalized subject lines and greeting lines



Dear David,

Thank you for your support of our health care heroes and your kind wishes over the last two months. In addition to taking care of an unprecedented number of your friends and family throughout the pandemic — some with the virus as well as many who were having babies, receiving cancer treatment, or seeking care for urgent and chronic health issues – we remained steadfast in keeping everyone as safe as possible.

Now as we look to health care beyond the height of this crisis, we recognize the fear and concern that lingers as people evaluate their risk of seeking care.

Please know that we understand. None of us has ever experienced something quite like this. Caution is certainly warranted, as the virus will be with us for the foreseeable future.

We have carefully designed enhanced precautions to keep everyone safe and healthy until a vaccination is in place for COVID-19. Here are just a few new practices:

- We require all individuals to wear facemasks while in our facilities and offices. We will provide a mask to those who need one.

- We are practicing and reinforcing social distancing everywhere for enhanced safety.
- We are prescreening everyone scheduled for an appointment by phone for any COVID symptoms before they enter our facilities and offices.
- We are scheduling fewer patients than typical to limit the number of people in our facilities and to allow for ample time for cleaning and disinfecting in between patients.
- We are implementing extensive cleaning and disinfecting protocols in between each patient as well as deeper cleaning at least once a day.
- We have reassigned team members to more frequently wipe down and disinfect high-touch surfaces.
- We have added additional sanitizing stations to create easy reminders and access to clean hand habits.
- We have a call-upon-arrival process for many services to minimize people congregating in waiting areas or at reception desks.
- We test all individuals for COVID-19 within 72 hours prior to an invasive procedure or surgery.
- We have created designated-COVID and non-COVID units and procedure rooms to further minimize exposure.
- We are implementing contactless registration and e-signatures wherever possible as well as digitizing many of our forms and information to minimize the touching and sharing of pens and paper.
- We have policies in place for keeping symptomatic employees from the workplace, and all staff are self-monitoring for symptoms prior to entering facilities.
- We are ensuring all of our employees and clinicians have appropriate personal protective equipment.

- We are offering telehealth video and telephone visits whenever appropriate.

We hope these initiatives highlight the aggressive steps we are taking to reduce risk and ensure a safe environment for everyone. We recognize that everyone is assessing their readiness and slowly regaining their sense of control over their movements and health. Rest assured that we have never been more focused on your health and safety.

If you have any questions about an upcoming appointment, the need to reschedule one that was initially postponed, or how to connect to care throughout our health system, please give us a call at [888-VIRTUA-3](tel:888-VIRTUA-3).

If you should experience an urgent medical issue, please call 9-1-1, or come to one of our seven (7) emergency rooms for prompt care. [Click here](#) to see and hear an encouraging message from our emergency room medical directors. We also continue to update our [website](#) so please check here for details on everything from how to reschedule an appointment to what to expect when you arrive at one of our offices, hospitals or care facilities.

Please know that we value the trust you place in us, and we are committed to being here for you and "Here for Good."

Reginald Blaber, M.D.
Executive Vice President and Chief Clinical Officer

John Matsinger, D.O.
Executive Vice President and Chief Operating Officer

Trackable links

Virtua Health
303 Lippincott Drive
Marlton, NJ 08053

This email is sent from an account we use for sending messages only. So if you want to contact us, please do not reply to this email - we won't get your response and we do want to hear from you.

Instead, please call us at [888-VIRTUA-3](tel:888-VIRTUA-3), where we are ready to assist you and answer any and all questions you may have. You are receiving this email because of your prior relationship with Virtua Health and provided us with your email.



92% Delivery
49% Open
.03% Unsubscribe

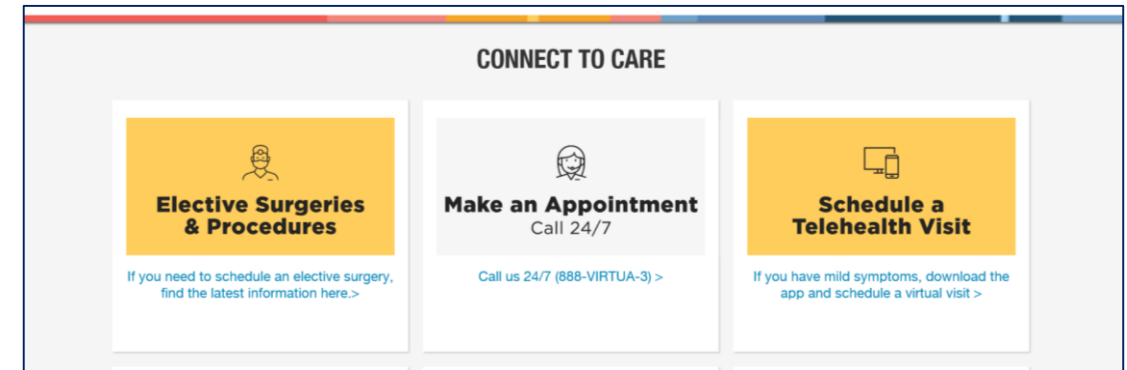
Current Advertising: Our Physician Voice



Let's get back to good health, together!

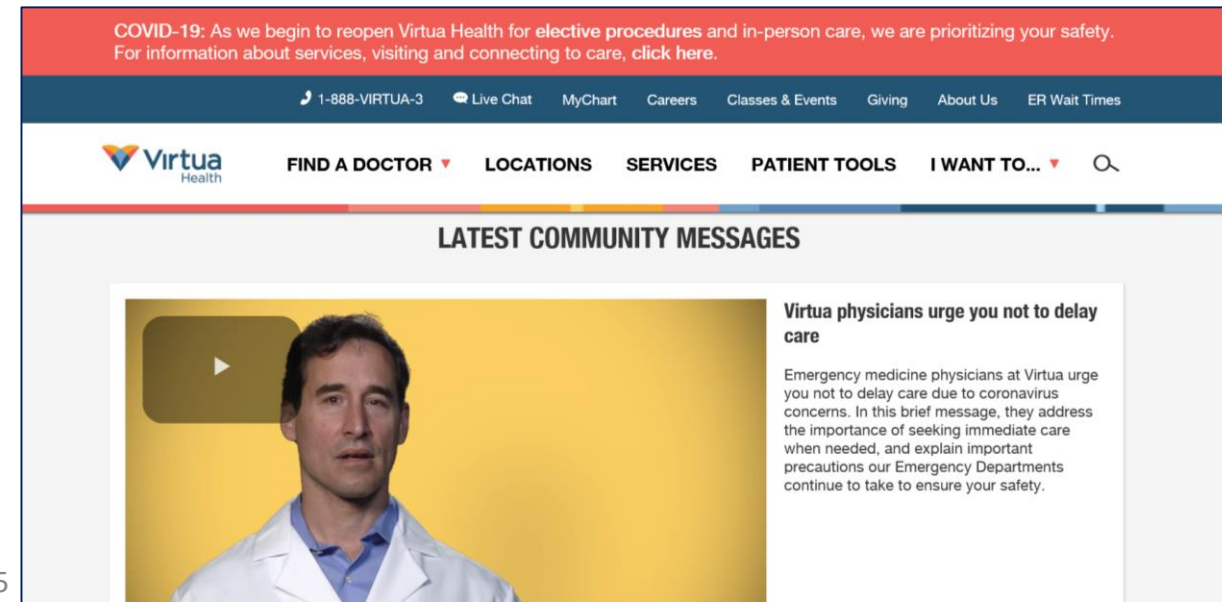
Virtua Health

Get our doctors' advice



CONNECT TO CARE

- Elective Surgeries & Procedures**
If you need to schedule an elective surgery, find the latest information here.>
- Make an Appointment**
Call 24/7 (888-VIRTUA-3) >
- Schedule a Telehealth Visit**
If you have mild symptoms, download the app and schedule a virtual visit >



COVID-19: As we begin to reopen Virtua Health for elective procedures and in-person care, we are prioritizing your safety. For information about services, visiting and connecting to care, click here.

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... ▾ 🔍

LATEST COMMUNITY MESSAGES

Virtua physicians urge you not to delay care

Emergency medicine physicians at Virtua urge you not to delay care due to coronavirus concerns. In this brief message, they address the importance of seeking immediate care when needed, and explain important precautions our Emergency Departments continue to take to ensure your safety.



Digital Engagement – Service Lines

Virtua Health @VirtuaHealth · Apr 3

Virtua Health now offers a web version of its [#BariatricSurgery](#) information seminar. The webinar format is easy to follow, free, and [#live](#). Join us on Tuesday, April 7 at 6 p.m. or Monday, April 20 at 6 p.m. To register, email virtuabariatrics@virtua.org or call 856-246-4155.



🗨️ 🔄 ❤️ 📤

Virtua Health
May 24 at 10:12 AM · 🌐

Due to anxiety over the novel coronavirus, many people may be ignoring or dismissing critical health concerns. Two Virtua experts, J... cardiologist Dr. Randy Mintz, explain why it's vital to seek... Q&A.



VIRTUA.ORG
A Cardiologist's Advice on Emergency Cardiac Care
It's understandable why people a... the ER during this pandemic. Bu... symptoms of a cardiac emergenc...

Connect with a sexual wellness and pelvic health specialist

Telehealth visits are available



888-VIRTUA-3

Elizabeth Kusturiss, APN
Virtua Sexual Wellness and Pelvic Health

🔊

Virtua Health
May 25 at 10:20 AM · 🌐

Meet one of the 1,480 babies that Virtua doctors have delivered in the first nine weeks of the pandemic, working with a variety of new safety measures to reduce the risk of spreading COVID-19.



PHILADELPHIA.CBSLOCAL.COM
'It Wasn't Scary At All': South Jersey Mother Recalls Delivering Baby At Hospital During Pandemic

👍❤️👤 Josh Bernstein and 70 others

1 Comment 8 Shares

📄 About this website



CIN Programmatic Updates and Reactivation

Donna Antenucci, RN
VP, CIN
President, LHN

COVID SURGE PLAN

Phase 1

OUTREACH STATUS:

- **Touch Complete (2129) - 55.28%**
- **Appointment Scheduled (559) - 25.32%**
- **Visit Complete (1088) - 49.28%**
- **Food Issues (121) - 5.39%**
- **Food Provided - 126 grocery kits, 77 frozen meals**
- **Referral to Supportive Care (132) - 5.81%**
- **Clinic Pharmacy F/U (60) - 2.73%**

PCP FOLLOW-UP:

FOOD INSECURITY RESPONSE:

SUPPORTIVE CARE REFERRAL:

CLINICAL PHARMACY FOLLOW-UP:

COVID SURGE PLAN

Phase 2

- **Outreach to engaged patients from phase 1**
- **Follow up on issues or concerns from first outreach**
- **Continue to encourage social distancing**
- **Food needs**

PCP FOLLOW-UP:

FOOD INSECURITY RESPONSE:

SUPPORTIVE CARE REFERRAL:

CLINICAL PHARMACY FOLLOW-UP:

COVID SURGE PLAN

Phase 2

OUTREACH STATUS:

- **Touch Complete (1442) - 57.63%**
- **Appointment Scheduled (308) - 22.11%**
- **Visit Complete (778) - 55.85%**
- **Food Issues (65) - 4.59%**
- **Food Provided - 181 grocery kits, 105 frozen meals (total for phase 1&2)**
- **Referral to Supportive Care (31) - 2.34%**
- **Clinic Pharmacy F/U (20) - 1.45%**

PCP FOLLOW-UP:

FOOD INSECURITY RESPONSE:

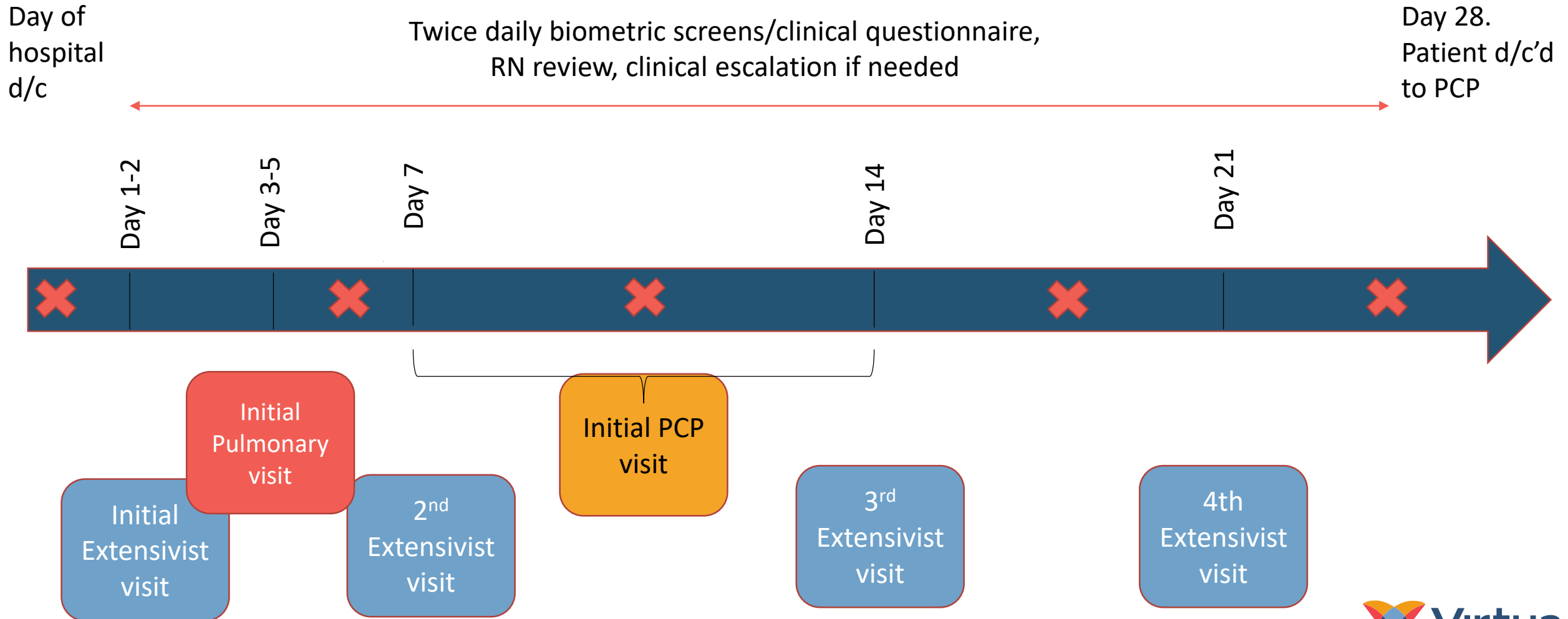
SUPPORTIVE CARE REFERRAL:

CLINICAL PHARMACY FOLLOW-UP:

Remote Patient Monitoring Program Timeline

✘ Nursing Video Visits with Patient

June 1: Virtua Memorial
June 8: Virtua Voorhees



CIN Next Steps: Reactivation

KEEP
CALM
IT'S
BUSINESS
AS USUAL

- Back to Care Coordination “Business as Usual” with some modification:
 - SNF Program
 - Supportive Care Program
 - Expansion of use of tele-chat services
 - Encouraging patients to schedule visits (revenue/cost impact)
 - Gap Closure
 - Revalidation of chronic conditions
- Communication with Payers:
 - Changes to quality targets?
 - Changes to how patients are attributed?
 - Collaboration for gap closure



Questions and Answers

digital411.virtua.org



Home | Administration

Go

DIGITAL 411



Video Quick Tips and Education

Tech Support and Requirements

Report a Problem

ONEVirtua 2020

Coronavirus Update

Digital 411 Access

Featured Items

Additional Resources