

Attaché Profile
South Jersey



JUST LIKE ITS STATE BERRY, SOUTH JERSEY IS
AN AMERICAN CLASSIC

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A very Thorough Fare

★ BY WHITNEY MCKNIGHT

THE SOUTHERN HALF OF NEW JERSEY was once considered just drive-through wilderness for Philadelphians and New Yorkers en route to the Jersey Shore. Today, the region is cresting a wave of opportunity in the banking, defense, health care, and tourism industries. It is the place where city-



PAGE 79: RICHARD JUNG/FOODPIX; THESE PAGES, LEFT TO RIGHT FROM TOP: IMAGES COURTESY (FIRST ROW) NEIL MOORE, BARBARA STEELE/OCEAN COUNTY (NJ) PUBLIC AFFAIRS, BATSTO VILLAGE, APPEL FARMS ARTS AND MUSIC CENTER, BATTLESHIP NEW JERSEY MUSEUM AND MEMORIAL, SOUTH JERSEY TOURISM CORPORATION. (SECOND ROW) MICHAEL LACY, RUTGERS UNIVERSITY, CRAIG TERRY, SEA OAKS GOLF CLUB, THE SJCA, MICHAEL LACY. (THIRD ROW) GARDEN STATE DISCOVERY MUSEUM, BAYSHORE DISCOVERY PROJECT, MULLICA HILL.

TRENDS

APPLYING BUSINESS SAVVY TO HEALTHCARE

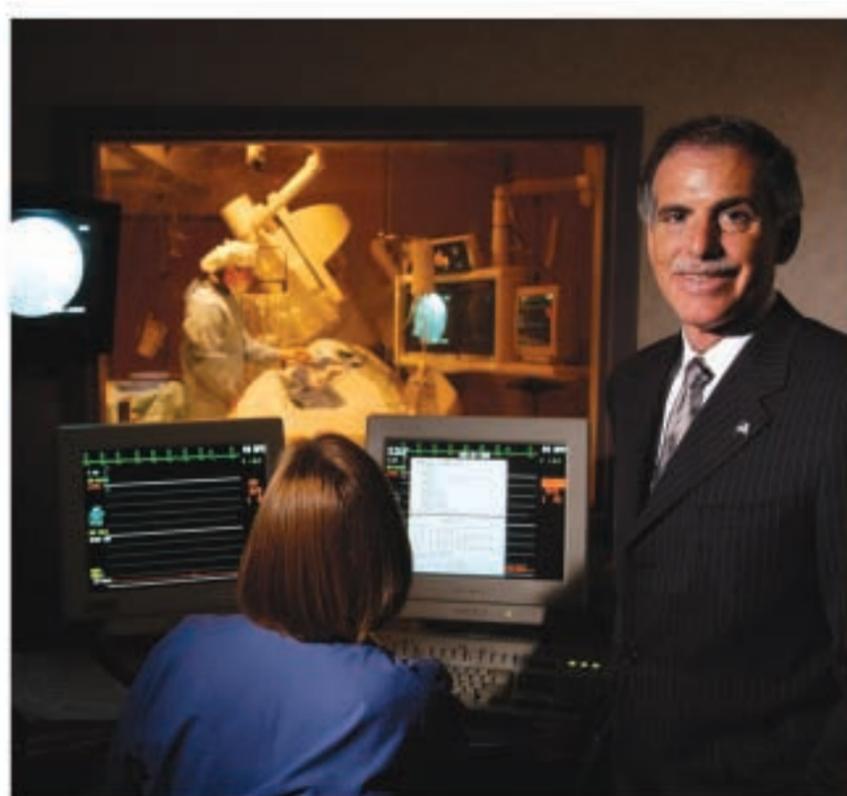
Regional Healthcare System Hones a Business Strategy to Attain Its Vision for Healthcare of the Future

Virtua Health looks to technology and strategic alliances to redefine the future of regional healthcare delivery — and its own future in the process.

Virtua Health, a multi-hospital non-profit healthcare system headquartered in Marlton, NJ, has long been known as a leader in maternal/fetal medicine delivering over 7,400 babies a year. Although most deliveries are normal, more mothers rely on Virtua because of its expertise in managing high-risk pregnancies and fragile newborns who require highly specialized care before going home.

What is less known is that people are increasingly turning to Virtua for an even broader range of medical needs. The health system is the area's leader in cardiac admissions with 90-plus board-certified cardiologists and has been ranked first in the state for meeting heart attack protocols. Virtua also provides comprehensive cancer treatment, and access to cancer treatment and prevention studies through the Fox Chase Virtua Health Cancer Program, a partnership with the world-renowned Fox Chase Cancer Center of Philadelphia. Virtua brings a wide range of pediatric specialty care to the region through its Virtua/duPont Children's Health Program, an affiliation with the A.I. duPont Hospital for Children.

Clearly, Virtua has learned the value of matching its own strengths with those of world-class partners in its quest to bring the finest clinical care to its constituents. In what many consider to be a



Richard P. Miller, President and CEO of Virtua Health, in one of Virtua's two digital cardiac catheterization labs.

groundbreaking strategy, Virtua has now partnered with one of the leaders of industry — General Electric — to position itself at the forefront of technology and the delivery of high-quality care.

Under the stewardship of Richard P. Miller, Virtua President and CEO, the health system has developed a comprehensive strategic alliance with GE Healthcare that

encompasses technology optimization, leadership development, and clinical and operational excellence.

"We see these alliances as the mechanism to move us along the healthcare continuum at a much faster rate," says Miller. "The days are gone when it was sufficient to plan for today and for the near future. We must apply our resources in a way that

will serve patient needs for generations to come."

Virtua and GE apply industrial leadership to healthcare

Unlike traditional vendor/customer relationships where customers agree to exclusively purchase the vendor's products in exchange for discounts, the Virtua/GE relationship is far more comprehensive and contains no preset agreements to buy GE products. In essence, the collaboration leverages the respective strengths of both organizations in transforming healthcare delivery by creating a "learning lab" environment.

"This enterprise partnership allows us to leverage the resources and strength of GE in order to achieve our vision for patient-focused healthcare delivery," says Miller. "The 'learning lab' concept not only addresses technology, but also the processes for making healthcare delivery more efficient and effective.

"Healthcare has already evolved towards less invasive surgical approaches and pharmaceutical treatments that help avoid surgery altogether," says Miller. "Along with the development of new non-invasive technologies, healthcare will increasingly be provided on an out-patient basis, enabling patients to heal faster and return to normal much more quickly than in the past. As a result, technology is rapidly closing the gap that has traditionally existed between academic and non-academic medical centers."

A case in point: non-invasive treatment for uterine fibroids

As a result of its alliance with GE, Virtua will be one of the first healthcare systems in the nation, and the first in the region, to obtain Insightec Ltd's ExAblate System, a magnetic resonance-guided focused ultrasound technology for the non-invasive treatment of uterine fibroids. The ExAblate System is

an alternative to hysterectomy, myomectomy and uterine artery embolization. Performed as an out-patient procedure, ExAblate enables patients to return to normal activity

"But as we plan for the future, we continue to make medical advances daily..."

within a day or two as compared to lengthier recuperation periods for traditional procedures.

State-of-the-art digital hospitals on the horizon

As Virtua evolves the scope and depth of its technological and clinical capabilities, it plans to build two comprehensive regional medical centers, one in Mt. Holly, Burlington County, and the second in Voorhees, Camden County. The

Mt. Holly center will be located at the site of Virtua's existing hospital; the Voorhees center on a 100-acre plot along the Route 73 corridor.

Both hospitals will be digitally based with complete electronic medical records, computerized patient rooms featuring technologies such as beds that monitor patient vital signs and the ability to convert from a medical room to an intensive care room and back without ever having to move the patient. The hospitals will be designed for process efficiency, enabling clinical staffs to spend more time with patients.

"We look forward to unveiling the plans for the new campuses shortly," says Miller. "But as we plan for the future, we continue to make medical advances daily in our commitment to the patient. Our goal is to make every patient's experience world-class, to deliver the most advanced care in a manner that understands the patient's personal needs, as well as those of the patient's family. While technology and strategic alliances are key, we recognize that the human touch is an important part of the healing process." ■

Virtua Health at a Glance

- Four hospitals; 1,034 beds
- Two rehab/long-term care centers
- Two same-day surgery centers
- 1,700 board-certified physicians; 7,400 employees
- #1 in the state of NJ for meeting heart attack protocols
- 7,400 births a year
- First in the state to provide newborn screenings for 40 metabolic disorders
- 14,000 children treated annually in pediatric ER
- Groundbreaking minimally invasive knee, hip and spine surgery
- Clinical trials and genetic testing
- Enterprise partnership with GE Healthcare
- Affiliations with Fox Chase Cancer Center and A.I. duPont Hospital for Children



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folk (and others) not only stop to have a look, but stay to set up shop.

Situated on a peninsula roughly 60 miles across and 100 miles deep, South Jersey is bordered on its eastern shore by the Atlantic Ocean, its western banks by the Delaware River, and its southern

Just north of Atlantic City, the Tuckerton Seaport Museum interprets the history of the Barnegat Bay, where during Revolutionary War times, privateering Patriots waylaid British vessels and local shipwrights created stealth watercraft from indigenous

IN THE HEART OF THE MOST DENSELY POPULATED STATE IN THE UNION, THERE ARE 1.1 MILLION ACRES OF PINELANDS, BOGS, SWAMPS, AND FRESH WATER LAKES AND RIVERS.

harbors by the Delaware Bay. The abundant natural resources of this "Land Along the Waters," as the native tribe of Lenni Lenape called it, first attracted Dutch traders, followed by a handful of Swedes. But it was the English Quakers whose influence on the region has endured.

Established in 1677 on the banks of the Delaware River, Quaker-founded Burlington was the nation's first planned city. Laid out upon a grid, the settlement was a crossroads of emergent thought in the New World where historical luminaries such as Benjamin Franklin and Richard Stockton absorbed the Quakers' iconoclastic notions of equality and self-governance, later incorporating them into the Declaration of Independence.

In Camden, the region's largest city, an aggressive urban renewal plan has meant \$175 million in state funding for improved infrastructures and business development. A renaissance along Camden's waterfront includes a minor-league ballpark, an aquarium, and the Battleship *New Jersey*, among other attractions.

Private investors are turning venerable Camden landmarks such as the RCA Victor building (where Enrico Caruso and the Philadelphia Orchestra under Eugene Ormandy once recorded) into luxury high-rises with commanding views of Philadelphia and easy access to Jersey hot spots like Haddonfield, Collingswood, and Evesham, where shopping and dining pair nicely with world-class entertainment.

Enticed by more affordable real estate than elsewhere in the Northeast, companies such as NFL Films, Sony Music & Entertainment, and Commerce Bank fill the roster of the region's Chamber of Commerce, the largest and arguably most influential in the state. Area employers in defense and health-care industries are hiring at record rates.

Yet with such robust development comes the need to preserve South Jersey's most enduring legacy: her unique landscape. Savvy land-use laws target areas for growth while containing sprawl; and key to balancing bucolic peace with industrial dynamism are the federally protected Pinelands.

In the heart of the most densely populated state in the union, there are 1.1 million acres of pinelands, bogs, swamps, and fresh water lakes and rivers. Over 17 trillion gallons of what is among the world's purest drinking water flows beneath, and several plant species such as Pickering's morning glory and sand myrtle are found here and nowhere else. Also here are the resources that shaped the region's rich industrial, agricultural, and maritime heritage.

cedar. Today, although nearly sunk by the Capital Gains tax, area custom-yacht builders have hauled themselves from the brink and business is booming. Their resilience has contributed to the growth of the shore's economy, further strengthened by the recent opening of the luxe Borgata casino resort in Atlantic City and state-backed efforts to improve shore towns' infrastructures.

Expansion of the state's \$30 billion tourism industry is expected due to a movement to brand the entire 127 miles of Jersey Shore as one destination. Also expected to have an impact is eco-tourism in places like Medford where a day of canoeing and hiking in the Pines goes with antiques, and in Cape May where whaling and bird-watching mix with fine dining and arts and music festivals.

The doyenne of all resort towns, Cape May beckons lovers of her many Painted Ladies—the tri-toned, turreted homes redolent of the frou-frou crazed Victorians—and serves as the eastern gateway to the Delaware Bay region where Millville is experiencing a renaissance led by the area's fine artists.

Then again, perhaps for all of South Jersey, the poetic lines of Walt Whitman (who is buried in Camden's Harleigh Cemetery) are apt: "The fruition of beauty is no chance of hit or miss...it is inevitable as life." ★



PASSION FOR INVENTION, RIGHT HERE IN SOUTHERN NEW JERSEY



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