



UCLA HEALTH SCIENCES MEDIA REPORT
For the week of Sept. 11-17, 2015

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Alzheimer's Study Grabs Attention

[Dot.Med](#), [MedicalXpress](#) and [Examiner.com](#) Sept. 16 and [Drug Discovery & Development](#), [NewsMax](#), [Bioscience Technology](#), [Financial Express](#), [Laboratory Equipment](#), [Medical News Today](#), [Psychiatry Advisor](#), [Health Canal](#), [Siasat Daily](#), [Web India](#), [Top News](#), [Science Daily](#), [Asian News International](#),

[Business Standard](#), [Big News Network](#) and [New Kerala](#) Sept. 17 reported on a study by Dr. Dale Bredesen that found that Alzheimer's disease has three distinct subtypes. Bredesen is a UCLA professor of neurology and member of the Easton Laboratory for Neurodegenerative Disease Research and founding president of the Buck Institute for Research on Aging.

Air Pollution Cuts Lives Short

Dr. Michael Jerrett, chair and professor of environmental health sciences at the UCLA Fielding School of Public Health, received extensive news coverage for his commentary on a study published in *Nature* about the harmful effects of toxic, aerosolized fine particles and the ensuing air pollution-related deaths worldwide. Coverage included Sept. 17 stories by [Forbes](#), [KSL.com](#), [CBS News](#), [ThinkProgress.org](#), [Tech Times](#), [Capital Berg](#), [Or-Politics.com](#), [Der Spiegel](#) (Germany), [Top Agrar Online](#) and [Bisnis.com](#) (Indonesia), and Sept. 16 reports by [Bloomberg](#), [Stuttgarter Zeitung](#) (Germany), [The Washington Post](#), [AZO Cleantech](#), [NewsMax](#), [MedPage Today](#) and [WVAS 90.7FM \(NPR\)](#).

Genetic Testing of all Women for Breast Cancer Might Not be Worth the Cost

[WebMD](#), [Health.com](#) and [HealthDay News](#) Sept. 11, and [Breast Cancer Advisor](#) Sept. 8 reported on research exploring the cost effectiveness of universal screening for BRCA gene mutations putting women at significantly higher risk for developing breast and ovarian cancers than women who don't have the mutations. The researchers found that compared with universal screening, other diagnostic tools remain more efficient and might be more cost-effective. Dr. Patricia Ganz, director of the division of cancer prevention and control research at UCLA's Jonsson Comprehensive Cancer Center and professor of health policy and management at the UCLA Fielding School of Public Health, and Dr. Elisa Long, assistant professor at the UCLA Anderson School of Management, were quoted.

New UCLA Medical Office Will Provide Different Kind of Retail Therapy

The Los Angeles [Daily News](#) reported Sept. 11 that UCLA Health is planning to open a medical office in the new Village at Westfield Topanga mall in Woodland Hills, UCLA's first medical practice within a retail location. Dr. Mark Grossman, chief medical officer for UCLA's community physicians and specialty care networks, and Dr. Lichuan Fang, family physician and assistant clinical professor, were quoted.

Dribble for the Cure

The [Orange County Register](#) profiled Sept. 11 former UCLA basketball player John Vallely, who heads up Dribble for the Cure, an annual benefit supporting the treatment for pediatric cancer patients at Mattel Children's Hospital UCLA. Dr. Ted Moore, chief of pediatric hematology and oncology at Mattel Children's Hospital UCLA, was quoted

How Using a Smartphone Before Bed Affects Your Brain and Body

Dr. Daniel Siegel, co-director of UCLA's Mindfulness Awareness Research Center and clinical professor of psychiatry at the David Geffen School of Medicine at UCLA, explained the dangers of using smartphones before going to bed Sept. 14 on [LifeHacker.com](#).

UCLA-led Autism Initiative Receives \$10 Million Grant

The funding of a new \$10-million project headed by Dr. Connie Kasari, a UCLA professor of education and psychiatry, was reported Sept. 12 by [Autism Daily Newscast](#).

Psychiatry Professors Discuss Brain Scans and Schizophrenia

Dr. Keith Nuechterlein, a psychiatry professor at the Semel Institute, and Dr. Kenneth Subotnik, an adjunct professor of psychiatry at the Semel Institute, and were quoted Sept. 15 in a [HealthDay News](#) article about research into the role of brain scans in evaluating the effectiveness of medications used to treat schizophrenia. The article also ran Sept. 16 in [Health.com](#).

Milestone in Understanding Treatment-Resistant Melanoma

[Health Canal](#) reported Sept. 11 on a new study that shows how metastatic melanoma evolves to become more malignant and resistant to treatment. The cancer mutation being targeted by the therapy occurs in a gene called BRAF. Mutations in the gene turn on a major cancer growth switch called MAP kinase

pathway. Dr. Roger Lo, associate professor of dermatology and member of UCLA's Jonsson Comprehensive Cancer Center Signal Transduction and Therapeutics Program, was quoted.

KABC Says Kids Eat too much Pizza and other Junk Food

Dr. William J. McCarthy, an adjunct professor in the department of health services at the UCLA Fielding School of Public Health, was featured in a Sept. 16 KABC-Channel 7 segment commenting about a study showing that one-third of American children and teenagers eat pizza or other fast food every day.

Diet Soda Drinkers Consume More Calories

Erin Morse, chief clinical dietician, was featured Sept. 11 in a [KCBS-Channel 2](#) report on a study finding that people who drink diet sodas tend to consume more calories overall.

Fielding School Research Finds Elderly "Hidden Poor"

[Latin Post](#) reported Sept. 11 on research from the UCLA Center for Health Policy at the UCLA Fielding School of Public Health showing that more than three-quarters of a million California seniors are among the nation's poor.

Using Technology to Improve Care for Breast Cancer Survivors

Dr. Patricia Ganz, director of the division of cancer prevention and control research at UCLA's Jonsson Comprehensive Cancer Center and professor of health policy and management at the UCLA Fielding School of Public Health, was featured Sept. 10 in [The ASCO Post](#) for her collaborative work on "Share the Journey," a mobile app that empowers breast cancer survivors to track their symptoms and better understand the human cost of cancer treatment.

UCLA Launches Undiagnosed Diseases Network

[Examiner.com](#) reported Sept. 16 on the UCLA Undiagnosed Diseases Network, which is now accepting applications from patients who have suffered mysterious symptoms for years without a diagnosis or clear treatment plan. UCLA geneticists Dr. Katrina Dipple and Dr. Eric Vilain were quoted.

Pilot Programs Featured by Huff Post Live

[Huff Post Live](#) featured Sept. 10 two pilot programs that are designed to reduce hospital readmissions, ease ER overcrowding and lower healthcare costs. Dr. Baxter Larmon, an adjunct professor of emergency medicine, director of California State Community Paramedic CORE Education and co-principal investigator of the UCLA pilot projects, and Dr. Steven Rottman, an adjunct professor of emergency medicine and principal investigator for the pilot programs, were featured on the live webcast.

OncLive Highlights Ovarian Cancer Study

[OncLive](#) reported Sept. 13 on a study by Dr. Sanaz Memarzadeh that uncovered the reason ovarian cancers recur and become resistant to chemotherapy. Memarzadeh is a gynecologic cancer surgeon, an associate professor of obstetrics and gynecology and director of the G.O. Discovery Lab.

Hyundai Hope on Wheels Supports Pediatric Cancer Research

[KTTV- Channel 11](#) featured Sept. 11 a \$250,000 check presentation made by Hyundai's Hope on Wheels program to Mattel Children's Hospital UCLA to support the work of Dr. Satiro De Oliveira, an assistant professor of pediatric hematology and oncology, with a focus on finding new strategies to treat Non-Hodgkin's lymphoma. Dr. Sherin Devaskar, physician-in-chief of Mattel Children's Hospital UCLA, was quoted.

BRIEFS

Dr. Jonathan Fielding, professor of health policy and management at the UCLA Fielding School of Public Health and founder and co-director of the UCLA Center for Health Advancement, was named Sept. 16 in [The Berkshire Eagle](#) as winner of the Williams College Bicentennial Medal.

UCLA Medical Center, Santa Monica was referenced Sept. 11 in a Santa Monica Mirror article about Santa Monica's Wellbeing Festival, which UCLA Health cosponsored.

[Canyon News](#) reported Sept. 17 on the upcoming Liver Walk in Santa Monica, featuring a patient who received a transplant at UCLA.

Dr. Richard Shemin, professor and chief of cardiac surgery, was quoted Sept. 16 in a [KIRO-Channel 7](#) (Seattle) story about a local hospital that plans to use an experimental device that transports donor hearts in a warm and beating state rather than frozen in an ice cooler. UCLA's heart transplant program helped test the device in early trials.

QUOTABLES

Dr. Richard Ambrose, professor of environmental health sciences at the UCLA Fielding School of Public Health, commented Sept. 9 in a [Daily Breeze](#) article about the ecology of the Santa Monica Bay.

Dr. Deanna Attai, UCLA breast surgeon based in Burbank and assistant clinical professor of surgery, was interviewed Sept. 15 in a [KABC-Channel 7](#) segment on a study examining whether olive oil can reduce the risk of breast cancer.

Dr. Roshan Bastani, professor in the department of health policy and management at the UCLA Fielding School of Public Health and associate director of the UCLA Jonsson Comprehensive Cancer Center division of Cancer Prevention and Control Research, was quoted Sept. 16 in a [Fox News](#) report on a new study that indicates lung tumors will account for one in six cancer deaths among Hispanic men in the United States, while breast malignancies will account for 16 percent of cancer fatalities among Hispanic women.

Dr. James Cherry, a distinguished research professor of pediatrics at the David Geffen School of Medicine at UCLA and attending physician of pediatric infectious diseases at Mattel Children's Hospital UCLA, commented Sept. 17 in a [Business Insider](#) (Australia) article to debunk claims made by Republican presidential candidates during the Sept. 16 CNN debate that vaccines are related to autism and the vaccine schedules for children should be spaced out. Cherry also commented Sept. 16 in a [Slate](#) article on parental fears that the pertussis vaccine causes seizure disorders.

Dr. Chris Colwell, a professor of psychiatry at the at the David Geffen School of Medicine at UCLA and head of the laboratory of Circadian and Sleep Medicine, commented Aug. 24 in a [CNB.com](#) story on an app that helps monitor sleep patterns.

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, was quoted Sept. 11 in [HealthDay News](#) regarding a study calling on doctors to treat high blood pressure much more aggressively. Separately, Fonarow was quoted Sept. 11 in [MedPage Today](#) regarding a new drug for heart failure treatment.

Dr. Patricia Ganz, director of the division of cancer prevention and control research at UCLA's Jonsson Comprehensive Cancer Center and professor of health policy and management at the UCLA Fielding School of Public Health, commented Sept. 14 in a [Bulletin Leader](#) article about the fight against cancer.

Dr. Cambria Garell, assistant medical director of the Fit for Healthy Weight clinic at Mattel Children's Hospital UCLA, commented Sept. 15 in an [NBC Today.com](#) report on a new study that found when children had a school lunch period of less than 20 minutes, they consumed less of their entrees, vegetables and milk and were less likely to choose a fruit to go with their meal.

Dr. Reshma Gupta, a postdoctoral fellow in internal medicine at the David Geffen School of Medicine at UCLA, commented Sept. 10 in a [National Public Radio](#) segment and Sept. 11 in a [Medscape](#) article about an initiative that trains medical students to broach the topic of healthcare costs with their patients.

Dr. Richard Jackson, professor of environmental health sciences at the UCLA Fielding School of Public Health, commented Sept. 15 in a [Los Angeles Times](#) article discussing Medicare coverage and eligibility.

Dr. David Andrew Talan, a professor of medicine and chair of the department of emergency medicine at Olive View-UCLA Medical Center, was quoted Sept. 17 in the [New York Daily News](#) regarding several studies showing that antibiotics can cure appendicitis in many patients, thus avoiding surgery.

Dr. Yifang Zhu, associate professor of environmental sciences at the UCLA Fielding School of Public Health, commented Sept. 10 in a [Time](#) magazine article about the high levels of chemicals emitted when microwaving popcorn.

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