



**UCLA HEALTH SCIENCES MEDIA REPORT**  
**For the week of Jan. 11-17, 2013**

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**Watch UCLA Health Sciences' 2012 Media Success Stories – Take Two!**

The UCLA Health Sciences Media Relations office is pleased to present [highlights from its top television stories of 2012](#). Please note that we could not include every story from the past year as our media relations staff logged countless hours of news coverage. This is for internal use only and not for rebroadcast. You may need to copy and paste this updated link into your web browser to play. Happy New Year! <http://streaming.uclahealth.org/inthenews2012>

### **Media Weighs in on Dangers of Childhood Obesity**

[HealthDay](#) and [Huffington Post](#) reported Jan. 17; [Voice of America](#), [CBS Evening News](#) and [Take Part](#) reported Jan. 16; [New York Daily News](#), [Asian News International \(ANI\)](#), [Science Daily](#), [La Vanguardia](#), [KNBC-Channel 4](#), [Everyday Health](#) and [Irish Health](#) reported Jan. 14; [KPCC-89.3 FM](#) and [Health India](#) reported Jan. 12 on a study led by Dr. Neal Halfon, professor of pediatrics, public health and public policy and director of the UCLA Center for Healthier Children, Families and Communities, that found that obese children are at far greater risk for a variety of other immediate health problems than was previously thought. Halfon was quoted.

### **Radiology Sonographer Helps Dr. Oz Examine Jimmy Kimmel**

UCLA Health System's Jyotsna Vitale, director of ultrasound operations, joined TV's Dr. Oz onstage to perform a sonogram on late-night talk show host [Jimmy Kimmel](#) and his side-kick [Guillermo](#) Jan. 10 on [Jimmy Kimmel Live](#). UCLA was cited during the segment.

### **Intervention for Prescribing Meds Garners Interest**

[Examiner.com](#) Jan. 14; [Medical Xpress](#), [Science Codex](#), [HealthCanal.com](#), and [BrightSurf.com](#) Jan. 15, and [Medical News Today](#) Jan. 17 carried stories on research led by Dr. Derjung Tarn, assistant professor of family medicine, outlining a simple intervention aimed at helping physicians improve how they communicate to their patients crucial information about prescription medications.

### **UCLA Health System Selected as a Medicare Shared Savings Program ACO**

An [Examiner](#) blog reported Jan. 10 that the UCLA Health System has been selected to participate as an accountable care organization (ACO) in a federal initiative designed to provide high-quality care to Medicare fee-for-service beneficiaries while reducing the growth in health care expenditures through enhanced care coordination. Dr. Molly Coye, chief innovation officer for the UCLA Health System; Dr. David Feinberg, president of the UCLA Health System and CEO of the UCLA Hospital System; Dr. Samuel Skootsky, chief medical officer of the UCLA Faculty Practice and Medical Group; and Dr. Patricia Kapur, CEO of the UCLA Faculty Practice Group, were quoted. The Jan. 16 [California Healthline](#) also highlighted the UCLA Health System's role as an ACO and quoted Skootsky.

### **Are Southland Hospitals Disaster Ready?**

An article published in the Jan. 12 [Los Angeles Daily News](#) and other outlets about the high percentage of Southern California hospitals that have not yet responded to a 2011 FEMA-sponsored survey assessing their ability to withstand a catastrophic earthquake referenced the Ronald Reagan UCLA Medical Center as one of the hospitals that has cooperated. The December issue of [AAMC Reporter](#) highlighted the UCLA Health System and the David Geffen School of Medicine at UCLA's emergency preparedness planning. William Dunne, director of emergency preparedness and security services for the health system, was quoted. Photos from UCLA Health System disaster preparedness exercises were also featured.

### **LA Times Columnist Delves into Health Care Costs**

A Jan. 15 [Los Angeles Times](#) column focused on the health care costs resulting from a columnist's hospital stay. Dr. David Feinberg, president of the UCLA Health System and CEO of the UCLA Hospital System, was quoted.

### **KTTV Continues to Track the Flu**

Dr. Mark Morocco, associate clinical professor of emergency medicine, Ronald Reagan UCLA Medical Center, was interviewed Jan. 14 on KTTV-Channel 11's "[Studio 11 LA](#)" about this year's flu season.

### **DNA Link to Obesity Gets Media Attention**

Research led by Dr. Brian Parks, postdoctoral researcher in the department of medicine in the division of cardiology, and Dr. Jake Lusic, professor of medicine and human genetics and of microbiology, immunology and molecular genetics, finding that body-fat responses to a typical fast-food diet are determined in large part by genetic factors, garnered more news coverage, including Jan. 11 in [Daily](#)

[Buzz](#), Jan. 12 on [KGTV-TV 10 News](#) (San Diego) and Jan. 14 on [WNWO News Early Today](#) in Toledo, Ohio.

#### **NPR Reports on Parkinson's-Pesticide Link**

Dr. Jeff Bronstein, professor of neurology and director of the Movement Disorder Program, was featured in Jan. 15 reports by [KQED 88.5FM](#) and [KPCC 89.3FM](#) regarding his research that links a pesticide, called Benomyl, to Parkinson's disease. Further, the way Benomyl does its damage may occur in other people with Parkinson's, even for those who were not exposed to this pesticide, and last, suggests a new "pathway" for drug development to fight the disorder.

#### **KCRW Warns about Higher Health Insurance Rates**

Shana Alex Lavarreda, director of health insurance studies at the UCLA Center for Health Policy Research at the Fielding School of Public Health, was interviewed Jan. 8 on KCRW 89.9FM's "[Which Way, LA?](#)" about moves by major health insurance companies to significantly raise rates for some of their customers.

#### **Infectious Disease Expert Names that Rash**

The Los Angeles [Daily News](#) Jan. 12 ran a column by Dr. Claire Panosian Dunavan, clinical professor of medicine in the division of infectious diseases, about the complicated Latin and Greek names used for a variety of skin conditions. The article also ran in the Pasadena Star-News.

#### **NY Times, Other Media Highlight Lessons from Past Societies**

The [New York Times](#) and the [Huffington Post](#) Jan. 10, and the [Associated Press](#) and [Pittsburgh Post-Gazette](#) Jan. 14 highlighted "The World Until Yesterday," a new book by UCLA professor of geography and physiology Jared Diamond that explores what traditional societies can teach modern industrialized civilization in the way of health habits, social interaction and politics. Diamond was quoted.

#### **Media Highlights Cancer Drug Partnership**

[OCMetro.com](#), [News Medical](#), and [Genetic Engineering and Biotech News](#) reported Jan. 16 on a new partnership between UCLA and Nanosmart Pharmaceuticals to develop Nanosmart's patented delivery platform for cancer and other life-saving drugs. Dr. Noah Federman, assistant professor of pediatric hematology-oncology at Mattel Children's Hospital at UCLA and member of the Jonsson Comprehensive Cancer Center, was quoted in the stories.

#### **Oncology Trade Reports on End-of-Life Care for Prostate Cancer Patients**

A Jan.16 article in [Oncology Report](#) about palliative and end-of-life care highlighted a study led by Dr. Jonathan Bergman, a fellow in the department of urology, examining the attitudes of urologists toward end-of-life care for men dying of prostate cancer. Bergman was quoted.

#### **Family Medicine Doctor Discusses the Flu Epidemic**

Dr. Denise Sur, director of the family medicine residency and chief of staff at UCLA Medical Center, Santa Monica, was quoted extensively in a Jan. 11 [Santa Monica Daily Press](#) article about the flu epidemic and how it may affect Santa Monica residents.

#### **BRIEFS**

Ronald Reagan UCLA Medical Center was cited in a Jan. 16 [Becker's Hospital Review](#) as one of 262 hospitals chosen across the country by Healthgrades for the 2013 Distinguished Hospital Award for Clinical Excellence.

A Jan. 14 [Examiner](#) blog featured a UCLA Center for Human Nutrition study seeking adults with Type 2 diabetes and cardiovascular disease to help evaluate an investigational drug and its effects on heart disease and stroke risk.

Dr. Noah Federman, assistant professor of pediatric hematology-oncology at Mattel Children's Hospital UCLA and member of the Jonsson Comprehensive Cancer Center, was mentioned January 16 in a [Los Angeles Times](#) column about cyclist Lance Armstrong's recent admission to using performance enhancing drugs.

Dr. Gary Mathern, professor of pediatric neurosurgery and director of the UCLA Pediatric Epilepsy Program at Mattel Children's Hospital UCLA, was cited Jan. 15 in a [Tribune](#) (San Luis Obispo) article about a young boy who recently underwent a hemispherectomy surgery with Mathern to treat his epileptic seizures.

## QUOTABLES

Susan Bowerman, assistant director of the UCLA Center for Human Nutrition, commented in the January edition of the Malibu Times about super foods.

Anthony Butch, professor of pathology and laboratory medicine and director of the UCLA Olympic Analytical Laboratory, was interviewed Jan. 16 on KGO 810AM (San Francisco) about testing for doping in athletes.

Dr. James Cherry, professor of pediatric infectious diseases at the David Geffen School of Medicine at UCLA and Mattel Children's Hospital UCLA, was quoted Jan. 14 in a [Medscape Today](#) article about the diphtheria vaccine. Cherry was also interviewed Jan. 17 in a [Pasadena Weekly](#) article about the types of illnesses kids suffer from now compared to in the 1960's and 1970's.

Dr. Bartosz Chmielowski, assistant clinical professor of medicine in the division of hematology-oncology and member of the Jonsson Comprehensive Cancer Center, commented January 17 in an [NBC News](#) story on a possible cancer risk associated with use of performance enhancing drugs.

Dr. Camelia Davtyan, clinical professor of medicine in the division of general internal medicine and health services research, was quoted in the December/January issue of [Whole Life Times](#) in an article about the dangers of being sedentary.

Dr. Patrick Dowling, chair of the department of family medicine, was quoted Jan. 12 in a [New York Times](#) story about "bodega clinics," independent storefront health clinics in immigrant neighborhoods where Spanish-speaking staff provide health care for cash.

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, commented Jan. 11 in a [Reuters](#) article about the importance of stent treatment for individuals suffering a certain type of heart attack.

Dr. Daniel Furst, professor of rheumatology, commented Jan. 11 in a Rheumatology News article about women becoming more of a focus for the rheumatology field this year.

Dr. Neal Halfon, professor of pediatrics, public health and public policy and director of the UCLA Center for Healthier Children, Families and Communities, was quoted Jan. 14 in a [California Health Report](#) article about health disparities that result in a higher infant mortality rate among African Americans.

Tony Padilla, director of patient affairs for the UCLA Health System, was quoted in a Jan. 5 [Modern Healthcare](#) article focusing on patient satisfaction and healthcare costs.

Dr. William Parker, staff gynecologist at UCLA Medical Center, Santa Monica and clinical professor of obstetrics and gynecology, was quoted in a Jan. 10 [Sacramento Bee](#) story about hysterectomy rates and treatment options.

Dr. Nick Shamie, orthopaedic spine surgeon at the UCLA Spine Center in Santa Monica and associate professor of orthopaedics and neurosurgery, commented Jan. 14 in a [Wall Street Journal](#) article on finding the perfect sleep position.

Dr. Daniel Siegel, associate clinical professor of psychiatry at the David Geffen School of Medicine at UCLA and co-founder of the Mindful Awareness Research Center at the Semel Institute, was quoted Jan. 10 in Ireland's [Independent](#) about a school-based program aimed at reducing aggression and encouraging empathy among young children.

Dr. Malcolm Taw, assistant clinical professor of medicine at the UCLA Center for East–West Medicine, commented Jan. 12 in a [Los Angeles Times](#) article about balance disorders.

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