

UCLA Health Sciences Media Report



UCLA HEALTH SCIENCES MEDIA REPORT For the week of Jan. 22 - 28, 2010

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USA Today Covers How Mail-Order Pharmacies Help Patients Follow Regimen

LA. Times Reports on Doctors' Hesitancy to Discuss End-of-Life Issues

Boy's iPhone App Grabs Media Attention

Telemundo Explores Shooting of Mexican Soccer Star

Doctor Recalls "Patient from Hell" in L.A. Times Column

Inland Paper Features Doctor's Past Experience in Haiti

Armenian TV Examines Response to Haiti Crisis

Wisconsin Paper Offers Heart Tips

Outlets Spotlight Med Students' Views on Alternative Medicine

Web Outlet Explores HIV Vaccine Acceptability

Federal Agency Highlights Parkinson's Research

Media Cover Approval of Incentive Pay for Medical Execs

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USA Today Covers How Mail-Order Pharmacies Help Patients Follow Regimen

USA Today reported Jan. 25 on a study showing that patients who ordered medications by mail were more likely to stick to their prescription drug regimens than those who purchased medicine from brick-and-mortar pharmacies. Lead author Dr. O. Kenrik Duru, assistant professor of general internal medicine and health services research, was quoted.

"Your Health: Pharmacists Adjust to Changing Roles"

http://www.usatoday.com/news/health/painter/2010-01-25-yourhealth25_ST_N.htm

LA. Times Reports on Doctors' Hesitancy to Discuss End-of-Life Issues

The Los Angeles Times reported Jan. 25 on a study by Dr. Katherine Kahn, professor of general internal medicine and health services research, showing that doctors' tendency to wait until treatments have been exhausted to discuss end-of-life issues with cancer patients may interfere with patients' ability to make informed decisions. Kahn was quoted.

"Study: Doctors Delay Communicating End-of-Life Care Issues with Terminally Ill Patients"

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<http://www.latimes.com/features/health/la-he-closer25-2010jan25.0,5766082.story>

Boy's iPhone App Grabs Media Attention

KCBS-Channel 2 on Jan. 28, the Santa Monica Daily Press on Jan. 24, BBC News and the Huffington Post on Jan. 20 and numerous tech blogs including Crunch Gear, Geek.com and Mobile Magazine on Jan. 19, covered an 11-year-old boy who created an iPhone application while recuperating from a long illness. Treated at Santa Monica-UCLA Medical Center and Orthopaedic Hospital, the boy is donating partial proceeds from his iSketch application to the child life department at Mattel Children's Hospital UCLA to help buy games, videos and DVDs for other pediatric patients. Laila Ramji, child life specialist, was interviewed.

"Boys and Girls: Cameron Cohen"

http://www.bbc.co.uk/blogs/podsandblogs/2010/01/boys_and_girls.shtml

"Youngster has a Knack for Apps"

http://www.smdp.com/Articles-c-2010-01-24-68116.113116_Youngster_has_a_knack_for_apps.html

"11-Year-Old Writes iPhone App, Donates Proceeds to Charity"

<http://www.crunchgear.com/2010/01/19/11-year-old-writes-iphone-app-donates-proceeds-to-charity/>

Telemundo Explores Shooting of Mexican Soccer Star

Dr. Nestor Gonzalez, assistant professor of neurosurgery, was featured in a Jan. 25 KVEA-Channel 52 segment about the shooting of professional soccer player Salvador Cabanas and how neurosurgeons treat traumatic brain injuries.

Doctor Recalls "Patient from Hell" in L.A. Times Column

The Los Angeles Times on Jan. 25 featured a column by Dr. Mark Morocco, associate professor of medicine and associate residency director of emergency medicine, about dealing with a dying patient with a difficult personality.

"It was Hard to Let Go of Mr. Martinez"

<http://www.latimes.com/features/health/la-he-inpractice25-2010jan25.0,1744330.story>

Inland Paper Features Doctor's Past Experience in Haiti

The San Bernardino Sun on Jan. 27 ran a column by Dr. Claire Panosian Dunavan, clinical professor of medicine in the division of infectious diseases, on her 1972 experiences in Haiti.

"Helping People of Haiti Can Help Us, Too"

http://www.sbsun.com/health/ci_14281150?source=email

Armenian TV Examines Response to Haiti Crisis

Alina Dorian, assistant director of the Center for Public Health and Disasters in the School of Public Health, was featured in a Jan. 18 segment of Horizon Armenian Television. She discussed the Haiti crisis, the response, how people can help and general emergency preparedness. She was also interviewed Jan. 19 on News Radio KOA AM 850 (Denver), and on KBDI Channel 12 (Denver), on the same topics.

"Haiti & You - Armenians, Awareness, & Activism"

<http://www.youtube.com/watch?v=7LLYImYqj80>

Wisconsin Paper Offers Heart Tips

The website for Sheboygan Press, a local newspaper in Wisconsin, covered tips to protect the heart during poor economic times. Dr. Karol Watson, associate clinical professor of cardiology, was quoted.

"Ask the Trainer: Heart Healthy Tips to Survive this Economy"

<http://www.sheboyganpress.com/article/20100127/SHE04/1270318/1097>

Outlets Spotlight Med Students' Views on Alternative Medicine

Natural News on Jan. 26, and Acupuncture Blog: Chicago on Jan. 24 reported on a joint UCLA/UCSD survey finding that most medical students believe Western medicine would benefit by integrating complementary and alternative therapies. Coauthors Ryan Abbott, a researcher with the UCLA Center for East-West Medicine and Michael Goldstein, professor of public health and senior research scientist at the

UCLA Center for Health Policy Research, were quoted. A Jan. 20 HealthDay story was also picked up by KESQ-TV in Palm Springs.

"Even Medical Students Want Conventional Medicine to Include Alternative Therapies"

http://www.naturalnews.com/028027_alternative_medicine_medical_students.html

"Times, They are a Changing"

<http://www.gather.com/viewArticle.action?articleId=281474978011855&grpid=3659174697248548&nav=Groupspace>

"Medical Students Supportive of Alternative Medicine"

<http://www.kesq.com/Global/story.asp?S=11850965&nav=CcXS>

Web Outlet Explores HIV Vaccine Acceptability

AIDS Meds.com reported Jan. 26 on research by Dr. William Cunningham, professor of general internal medicine and health services research and of public health, finding that high-risk populations may not readily accept an HIV vaccine due to questions over efficacy, potential side effects and other factors. Cunningham was quoted. The article also ran in POZ magazine.

"Study: Demand for HIV Vaccine Will Depend on How Good It Is"

http://www.aidsmeds.com/articles/hiv_vaccine_acceptability_2042_17922.shtml

Federal Agency Highlights Parkinson's Research

Beate Ritz, professor of epidemiology at the School of Public Health, was featured in the January newsletter of the National Institutes of Health for her research finding that people who possess a common gene variant showed an increased risk of Parkinson's disease when exposed to agricultural pesticides.

"Increased Risk of Parkinson's Disease with PON1 Gene Variant and Pesticide Exposure"

<http://www.niehs.nih.gov/news/newsletter/2010/january/science-parkinson.cfm>

Media Cover Approval of Incentive Pay for Medical Execs

The Los Angeles Times, San Francisco Chronicle and Sacramento Bee reported Jan. 22 on the UC Regents' approval of \$3.1 million in incentive payments for senior managers at UC hospitals, including Ronald Reagan UCLA Medical Center. The Associated Press and San Diego Union-Tribune reported on the payments on Jan. 21.

"UC approves \$3.1 Million in Bonuses for Senior Medical Executives"

<http://www.latimes.com/news/local/la-me-uc22-2010jan22,0,487236.story>

"UC Regents OK Millions in Incentive Pay"

<http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2010/01/21/BARE1BLMST.DTL>

"University of California Rewards 38 Hospital Execs for Performance"

<http://www.sacbee.com/capitolandcalifornia/story/2480706.html>

BRIEFS

A brain cancer vaccine study at UCLA's Jonsson Comprehensive Cancer Center led by Dr. Linda Liau was cited Jan. 25 in HemOncToday. Liau is a professor of neurosurgery.

"New Therapies Improving Survival in Patients with Glioblastoma"

<http://www.hemonctoday.com/article.aspx?rid=60324>

A Jan. 20 story in the Imperial Valley News listed recent appointments made by Gov. Schwarzenegger. Dr. Gary Gitnick, chief of the division of digestive diseases, was reappointed to the Health Professions Education Foundation Board of Trustees.

"Governor Schwarzenegger Announces Appointments"

http://www.imperialvalleynews.com/index.php?option=com_content&task=view&id=6838&Itemid=2

QUOTABLES

Dr. David Baron, chief of staff at Santa Monica-UCLA Medical Center and Orthopaedic Hospital, commented in a Jan. 22 KABC 790AM report about new regulations affecting health maintenance organizations in California.

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Rita Effros, professor of pathology and laboratory medicine, was quoted Jan. 22 in an MSN.com column about tips for staying pain-free. Her research found that oxidized LDL cholesterol triggers immune cells to produce a chemical that causes bone loss, which ups one's risk for fractures and pain.

"10 Secrets to Staying Pain Free"

<http://health.msn.com/health-topics/articlepage.aspx?cp-documentid=100253149>

Dominick Frosch, assistant professor of general internal medicine and health services research, commented Jan. 27 in a JAMA News article about the FDA's efforts to apply existing regulations on direct-to-consumer drug ads to blogs and social networking sites.

"FDA Weighs Limits for Online Ads"

<http://jama.ama-assn.org/cgi/content/full/303/4/311?home>

Trang Guzze, a registered nurse at Santa Monica–UCLA Medical Center and Orthopaedic Hospital, was quoted in a Jan. 25 FOX News blog article about recession-proof jobs.

Dr. Peter Katona, associate clinical professor of medicine in the division of infectious diseases, appeared Jan. 26 on KPCC 89.3FM about a congressional panel that gave the United States a poor rating on bioterror response. He also commented Jan. 27 in a MedPage Today article about the World Health Organization's response to H1N1.

"White House Gets 'F' on Bioterror Response"

<http://www.scp.org/programs/airtalk/2010/01/26/white-house-gets-f-on-bioterror-response/>

"WHO Calls H1N1 Response Imperfect"

<http://www.medpagetoday.com/InfectiousDisease/SwineFlu/18165>

Gerald Kominski, associate director of the Center for Health Policy Research in the School of Public Health, was quoted in the Jan. 24 Riverside Press Enterprise on innovative ways to contain costs in health care.

"Redlands Doctor's Practice Reflects Health Care Model Proposed Under Reform Bill"

http://www.pe.com/localnews/sbcounty/stories/PE_News_Local_W_doctors25.46265d3.html

Dr. Jason Lerner, assistant clinical professor of pediatric neurology at Mattel Children's Hospital UCLA, commented in a Jan. 24 Whittier Daily News article about a 5-year-old girl who suffers from a rare neurological disorder called Lennox-Gastaut syndrome.

"Santa Fe Springs Family Deals with Child's Debilitating Illness"

http://www.whittierdailynews.com/news/ci_14260109

Dr. Michael Lu, associate professor of obstetrics and gynecology, was quoted Jan. 22 in an MSNBC.com article about how gum disease in women can adversely affect pregnancies.

"Mother's Gum Disease Linked to Infant's Death"

<http://www.msnbc.msn.com/id/34979552/ns/health-pregnancy/>

Dr. Robb MacLellan, medical director of the mechanical circulatory assist program at Ronald Reagan UCLA Medical Center, was quoted in the Jan. 27 San Diego Union-Tribune about a heart pump recently approved by the U.S. Food and Drug Administration for destination therapy.

"Pump Tested at Sharp OK'd for More Hearts"

<http://www.signonsandiego.com/news/2010/jan/27/pump-tested-at-sharp-okd-for-more-hearts/>

Emanuel Maidenberg, associate clinical professor and clinical coordinator for the UCLA Anxiety Disorders Program at the Semel Institute, was quoted in the Jan. 26 Las Vegas Review Journal about ways to cope with losing a loved one.

"Las Vegas Grieves for Father, Nine Other Family Members Killed in Haiti"

<http://www.lvrj.com/news/las-vegan-grieves-for-father-nine-other-family-members-killed-in-haiti-82667662.html>

Mary-Frances O'Connor, assistant professor of psychiatry at the Semel Institute, was quoted in the January Psychology Today magazine about coping with grief.

"Heartbreak and Home Runs: The Power of First Experiences"

<http://www.psychologytoday.com/articles/200912/heartbreak-and-home-runs-the-power-first-experiences?page=2>

Dr. Atilla Uner, associate professor of emergency medicine and associate medical director of the UCLA Center for Pre-Hospital Care, commented Jan. 22 in a Wall Street Journal article about the length of time victims trapped in earthquake rubble can survive.

"Rescuers Prepare for an End to the Miracles"

http://online.wsj.com/article/SB10001424052748704423204575017520891623554.html?mod=googlenews_wsj

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Steven Wallace, professor at the UCLA School of Public Health and associate director of the UCLA Center for Health Policy Research, was quoted in a Jan. 27 Ventura County Star article about proposed state cuts to adult day health care and in-home supportive services.

"Slashing Senior Care May or May Not Add Up for State"

<http://m.vcstar.com/news/2010/jan/26/slashing-senior-care-may-or-may-not-add-up-for/>

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