



**UCLA HEALTH SCIENCES MEDIA REPORT  
For the week of Jan. 25-31, 2013**

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### Brain Imaging Study of Ariel Sharon Draws Global Press

The [Associated Press](#), the [New York Times](#), [CNN](#), [CBS](#) online, [ABC News](#), the [New York Times](#), [Ha'Aretz](#), [Aljazeera](#); and the [Voice of Russia](#) reported Jan. 28, and [Agence France-Presse](#), [Reuters](#), the [Boston Globe](#), the [Telegraph](#) (UK), [Bloomberg News](#), the [Times of Israel](#) and [Jerusalem Post](#) reported Jan. 27, that a team of American and Israeli neuroscientists using state-of-the-art MRI techniques found signs of consciousness in former Israeli Prime Minister Ariel Sharon, who has been in a vegetative state for seven years. Martin Monti, an assistant professor of neurosurgery at the David Geffen School of Medicine at UCLA and assistant professor of psychology at the College of Letters and Science who took part in the examination of Sharon, was quoted.

### Media Tackles HIV Conspiracy Fears

[United Press International](#), [Examiner.com](#), [HealthCanal.com](#), [Health Medicine Network](#), and [Health Behavior News Service](#) Jan. 29 reported on research led by Chandra Ford, assistant professor of community health sciences at the UCLA Fielding School of Public Health, finding that lack of trust in the government and AIDS-related conspiracy theories often deter at-risk older adults from taking HIV tests. Ford also published a post about her findings in the Oxford University Press's [OUPblog](#).

### Study Finds Brain Damage in NFL Players

A brain-imaging study in which UCLA researchers found elevated levels of the Alzheimer's disease–related tau protein in the brains of five retired football players who had suffered one or more concussions was highlighted Jan. 22 by [CBS Sports Blog](#), [Fox News](#), [Canadian Broadcasting Corp.](#), and the [Bleacher Report](#); Jan. 23 in the [Orlando Sentinel](#), [Chicago Tribune](#), [CNET](#), [New England Sports Network](#), [WUFC-1510 AM](#), (Boston) and [WJR-760 AM](#) (Detroit); Jan. 24 in a [Time](#) magazine blog, [Popular Science](#) and the [Milwaukee Journal Sentinel](#), and Jan. 30 in [Education Week](#). Study authors include: Dr. Gary Small, Parlow-Solomon Professor on Aging, a professor of psychiatry and biobehavioral sciences at the Semel Institute and director of the UCLA Longevity Center and Jorge Barrio, professor of molecular and medical pharmacology. Small is quoted in the coverage.

### SciAm Explores Single-Neuron Memory

[Scientific American](#) published a cover story in its February issue about research on single-neuron memory by Dr. Itzhak Fried, professor of neurosurgery and psychiatry and biobehavioral sciences at UCLA, and his colleagues. They are investigating how each cell in our brain may be responsible for storing the memory of a single concept, such as a person or thing in our daily lives. Fried co-wrote the article.

### Online News Weighs Fast Foods Ads and Obesity

[Examiner.com](#), [Science Codex](#) and [Domain-b](#) reported Jan. 31 on study by Dr. Lenard Lesser, a former physician with the Robert Wood Johnson Foundation Clinical Scholars program in the department of family medicine, that found that the more outdoor fast-food ads there are in a given neighborhood, the more likely neighborhood residents are to be overweight. Lesser was quoted.

### News Site Explores International Medical Graduate Program

[VOXXI](#) reported Jan. 24 on the International Medical Graduates program, a training program run through the department of family medicine that assists bilingual graduates from Latin American medical schools in preparing to become family physicians in California. Dr. Patrick Dowling, chair of the family medicine

department, and Dr. Michelle Bholat, executive director of the program and vice chair of the family medicine department, were quoted.

### **Infectious Disease Expert Examines Flu Treatments**

The Los Angeles [Daily News](#) Jan. 24 ran a column by Dr. Claire Panosian Dunavan, clinical professor of medicine in the division of infectious diseases, about the latest recommended ways to combat the flu. The column also ran in the [San Gabriel Valley Tribune](#), the [Whittier Daily News](#), and the [Pasadena Star-News](#).

### **CJR Reviews Long Term Care Documentary**

The [Columbia Journalism Review](#) Jan. 10 published an article about “The Long Term Care Challenge,” a documentary that aired on PBS’s “Need to Know” that emphasized UCLA. Comments made in the program by Dr. Bruce Ferrell, professor of medicine in the division of geriatrics and director of the palliative care department, were cited.

### **CBS Spotlights Surgeons’ Cure of Mysterious Malady**

Dr. Isaac Yang, assistant professor of neurosurgery, and Dr. Quinton Gopen, assistant professor of head and neck surgery, were featured in a Jan. 24 episode on CBS’ “[The Doctors](#)” about a woman with a mysterious condition that amplified the sounds of her body and made them echo in her head. Gopen diagnosed her with a miniscule pore in her inner ear and collaborated with Yang to open her skull and plug the hole. The surgery instantly halted the noise, allowing the patient to return to a normal life.

### **Online Outlet Examines Deep Brain Stimulation**

[Alzheimer Research Foundation](#) published a Jan. 16 feature story about UCLA neurosurgeons’ use of deep-brain stimulation to stop tremors in Parkinson’s patients. The technique pulses electricity through electrodes implanted in the brain to short-circuit the misfiring neurons causing the tremors. The article profiled Dr. Antonio De Salles, professor of neurosurgery at the David Geffen School of Medicine at UCLA, and one of his patients.

### **“Gentler” Tonsillectomy Good News for Kids**

Dr. Nina Shapiro, director of pediatric otolaryngology at Mattel Children’s Hospital UCLA and associate professor of head and neck surgery, appeared Jan. 30 on an episode of CBS’s [The Doctors](#) to discuss guidelines for prescribing a tonsillectomy and a new ‘gentle’ approach to removing tonsils that is easier on patients. Also, Shapiro Jan. 28 discussed common breathing issues in children on [Blog Talk Radio](#).

### **Business Trade Spotlights UCLA’s Expansion into Conejo Valley**

Pacific Coast Business Times Jan. 11 focused on UCLA Health’s expansion into the Conejo Valley and its plans to open more offices in Porter Ranch, Calabasas and Santa Clarita over the next few years. Dr. Matteo Dinolfo, medical director of the UCLA Department of Medicine Community Offices, was quoted.

### **UCLA Joins Medicare Shared Savings Program**

The [Beverly Hills Courier](#) reported Jan. 25 that UCLA Health has been selected to participate as an accountable care organization (ACO) in a federal initiative designed to provide high-quality care to Medicare beneficiaries while reducing the growth in health care expenditures through enhanced care coordination. Dr. Molly Coye, chief innovation officer for UCLA Health; Dr. David Feinberg, president of UCLA Health 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.

### **Online News Outlets, Blogs Highlight Heat Shock Protein Study**

[Examiner.com](#), [Biotechnology](#), [Human Health & Science](#) and [Science Daily](#) Jan. 28 featured a study by Zhe Jing, a research associate in UCLA Pulmonary and Critical Care Medicine, regarding heat shock proteins being expressed only in certain cells.

### **Cell Communication Study Highlighted by Health Blogger**

[Examiner.com](#) Jan. 30 highlighted a study led by Dr. Keith Norris, UCLA assistant dean for clinical and translational science, that discovered a possible method by which cancer cells and dying cells communicate with nearby normal nerve cells without being physically connected to them.

### **Medical Horizons Features Promising UCLA Breast Cancer Research**

[Medical Horizons](#) featured a story January 31 on a promising new combination therapy for patients with advanced estrogen-receptor-positive breast cancer developed by Dr. Dennis Slamon, professor of medicine and director of clinical/translational research at Jonsson Comprehensive Cancer Center (JCCC), and Dr. Richard Finn, associate professor of medicine, division of hematology oncology and also a member of JCCC.

### **London Newspaper Examines Childhood Schizophrenia**

Dr. Mark DeAntonio, clinical professor of psychiatry and director of adolescent inpatient services at the Semel Institute, was quoted in the Jan. 27 [Telegraph](#) (UK) about the prognosis of a 10-year-old UCLA patient who has been diagnosed with childhood schizophrenia.

### **Media Highlights New Brain Collaboration**

Arthur Toga, professor of neurology and director of the Laboratory of Neuro Imaging (LONI), was featured in Jan. 29 [Phys.org](#) and Jan. 31 [Examiner.com](#) articles about a new collaboration between LONI and academic centers from Europe and around the world in a massive, unprecedented effort to understand the human brain.

### **Blog Asks, Is My Child Normal?**

Karen L. Schiltz, a neuropsychologist (voluntary) at the Semel Institute, wrote a post Jan. 25 on the Oxford University Press [blog](#) about the importance of parents seeking help if their child acts in extreme or unconventional ways.

### **Flu Isn't the Only Virus Out There**

Dr. Mark Morocco, associate clinical professor of emergency medicine, was interviewed Jan. 28 on [KTTV-Channel 11](#) about human respiratory syncytial virus, or RSV, a common virus that in severe cases can cause flu-like symptoms.

### **Doctor Discusses Lowering Your Risk of Alzheimer's**

Dr. Gary Small, UCLA's Parlow–Solomon Professor on Aging, a professor of psychiatry and biobehavioral sciences at the Semel Institute for Neuroscience and Human Behavior at UCLA and director of the UCLA Longevity Center, was interviewed Jan. 28 on [WJBK-Channel 2](#) (Detroit) about ways individuals can lower their risk of Alzheimer's disease.

### **Las Vegas NPR Highlights Bariatric Surgery**

A Jan. 29 [KNPR 88.9FM](#) (Las Vegas) interview featured Dr. Erik Dutson, associate professor of surgery, chief of the UCLA Metabolic & Bariatric Surgery Program and executive medical director of the Center for Advanced Surgical and Interventional Technology. He discussed the different types of bariatric surgeries, insurance coverage and patient eligibility.

### **Media Examines Health Insurance and the ACA**

An [Associated Press](#) article published Jan. 28 about the number of Californians without health insurance cited a study by researchers from the UCLA Center for Health Policy Research and colleagues estimating that about 1.4 million state residents are expected to be covered under expanded Medi-Cal provisions of the Affordable Care Act. The center's research on insurance was also highlighted Jan. 29 in a [Los Angeles Times](#) article on the ACA in California. Dylan Roby, director of the center's health economics and evaluation research program, was interviewed Jan. 28 about the Medi-Cal expansion on San Francisco's [KCBS 740AM](#).

### **Learning from Past Societies**

The [Washington Post](#) Jan. 27 reported on "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. The [New York Times](#) Jan. 28 also featured a column by Diamond highlighting lessons from his book.

### **Doctor Looks at Online Medical Info and 'Cyber-chondriacs'**

Dr. Gary Small, UCLA's Parlow–Solomon Professor on Aging, a professor of psychiatry and biobehavioral sciences at the Semel Institute for Neuroscience and Human Behavior at UCLA and director of the UCLA Longevity Center, was interviewed Jan. 29 on [WTOP 103.5FM](#) (Washington, D.C.) about individuals using the Internet to get medical information and, in some cases, make self-diagnoses.

## **BRIEFS**

The UCLA Medical Building in Santa Monica, which features the first automated parking garage on the West Coast, was highlighted Jan. 24 in a [Santa Monica Patch](#) article. Located across from UCLA Medical Center, Santa Monica, the structure can accommodate 385 cars in a footprint 50 percent smaller than conventional garages.

UCLA's Mindfulness Awareness Research Center was referenced in a Jan 13 [Los Angeles Times](#) article about finding and maintaining a balance between the mind and the body. Diana Winston, director of mindfulness education, was cited.

Mattel Children's Hospital UCLA was mentioned Jan. 31 in a [Westwood-Century City Patch](#) article highlighting a fundraising effort by Ralphs and Food 4 Less to raise money for pediatric hospitals in Southern California, including UCLA.

A column published Jan. 30 in [Canada Free Express](#) about non-surgical treatments for enlarged prostates and obstructed urinary flow cited research on the subject by Dr. Leonard S. Marks, clinical professor of urology.

## **QUOTABLES**

Dr. Kodi Azari, chief of reconstructive transplantation and associate professor of surgery, was quoted Jan. 29 in a [Los Angeles Times](#) article about the challenges of limb transplants and the emerging field of reconstructive transplantation.

Dr. John Belperio, associate professor of medicine, division of pulmonary and critical care medicine, commented Jan. 29 in a [Lifescrypt](#) story about health issues related to first responders during 9/11.

Dr. Gabriel Danovitch, medical director of the kidney and pancreas transplantation program, was quoted Jan. 29 in a [Washington Post](#) article about older adults becoming kidney donors.

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson–UCLA Cardiomyopathy Center, commented Jan. 29 in a [HealthDay](#) story that also ran on [NewsMax Health](#) on research demonstrating that erectile dysfunction boosts the risk of being hospitalized for a heart problem. He also commented in a Jan. 31 [WebMD](#) article on a study showing that marriage reduces risk of heart attack for both men and women. In addition, he commented Jan. 31 in a [HealthDay News](#) story that also appeared on [U.S. News & World Report](#) about a study showing that belly fat and waist size may better predict risk of early death from heart disease than overall weight.

Gerald Kominski, director of the UCLA Center for Health Policy Research and a professor at the UCLA Fielding School of Public Health, was quoted Jan. 31 in a [Los Angeles Times](#) article about outpatient surgery centers billing insurance providers exorbitant amounts.

Dr. Brian Morris, associate director of the UCLA Comprehensive Health Program, was quoted Jan. 27 in a [KnowMoreTV.com](#) article on stress-fighters that will help stave off the flu.

Dr. Gary Small, Parlow-Solomon Professor on Aging, professor of psychiatry and biobehavioral sciences at the Semel Institute and director of the UCLA Longevity Center, was quoted Jan. 29 in an article in Salt Lake City's [Deseret News](#) about the effect technology and wireless devices have on family togetherness.

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