



**UCLA HEALTH SCIENCES MEDIA REPORT  
For the week of March 14-20, 2014**

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### **More Muscle Means a Longer Life**

Research led by Dr. Preethi Srikanthan, assistant clinical professor of medicine in the division of endocrinology, garnered wide media interest, with coverage March 14 by [Consumer Affairs](#), [Bioscience Technology](#), [Allvoices](#), [Science Daily](#), [Medical Xpress](#), [SeniorJournal.com](#), [North Denver News](#), [Health Canal](#), [Examiner.com](#), [Machines Like Us](#), [Health News Report](#), [Bio-Medicine](#), [e! Science News](#), [Newsmax Health](#), [Science Codex](#), and [IPS Cell Therapy](#); March 15 by [KUSI-TV](#) (San Diego) and [Environmental News Network](#); March 16 by [Imperial Valley News](#); March 17 by [Psychology Today](#), [Ivanhoe Newswire](#), [Yahoo! News](#), [ThirdAge.com](#), [StemCell Therapy MD](#), and [Agence France-Presse](#); March 18 by [KTLA-Channel 5](#), [The Huffington Post](#), and [MDLinx](#); March 19 by [Women's Health](#) and [iAfrica.com](#), and March 20 by [MedicMagic.net](#).

### **Websites Continue to Cover Best Practices for MRSA Skin Infections**

[Infectious Disease News](#) March 19; [Global Dispatch](#) March 14; and [Science Blog](#), [redOrbit](#), [Health Canal](#) and [MDLinx](#) March 13 covered new guidelines for treating community-acquired MRSA skin infections. Dr. David Talan, a professor of medicine in the division of infectious diseases and chief of the department of emergency medicine at Olive View–UCLA Medical Center, was quoted.

### **Wall Street Journal Spotlights Memory Research**

A 2012 study by Dr. Itzhak Fried, professor of neurosurgery and psychiatry at the David Geffen School of Medicine at UCLA and Semel Institute, that found zapping the brain with an electrical jolt improved memory was highlighted by the [Wall Street Journal](#) in a March 14 article about the future of brain implants.

### **UV Light Accelerates Skin Cancer Cells that Creep Outside Blood Vessels**

[Domain-b.com](#) and [Medindia](#) March 11, and [SB Nation](#) March 16 reported on a collaboration between UCLA scientists and a team from the University of Bonn, Germany that found that ultraviolet light exposure increased the spread of melanoma skin cancer cells in mice by exacerbating a process in which the cells creep along the outside of blood vessels like spiders. Dr. Raymond Barnhill, professor of pathology, and Dr. Claire Lugassy, associate professor of pathology, were quoted.

### **UCLA Testing Device to Lessen Hair Loss from Chemotherapy in Breast Cancer Patients**

[KCBS-Channel 2](#) March 18 and the [Huffington Post](#) March 19 carried stories on a UCLA clinical trial testing the DigniCap<sup>®</sup> System for cooling the scalps of breast cancer patients receiving chemotherapy to reduce hair loss from the treatment. Dr. Sara Hurvitz, assistant clinical professor of hematology/oncology and director of UCLA's Breast Oncology Program, was quoted in the coverage.

### **Robotic-Assisted Prostate Surgery Offers Better Cancer Control**

[Science Daily](#) Feb. 28 featured a study from UCLA's Jonsson Comprehensive Cancer Center that found a cancer control advantage with robotic-assisted radical prostatectomy, or removal of the prostate, over standard open surgery. Dr. Jim Hu, associate professor and Henry E. Singleton Chair in Urology, was quoted in the coverage.

### **Experimental Treatment Eradicates Acute Leukemia in Mice**

[News-Medical](#) March 16 highlighted a new study from UCLA's Jonsson Comprehensive Cancer Center on a new treatment that eradicates leukemia in mice by blocking two important metabolic pathways in the leukemia cells, pathways that are also present in other types of cancer. Dr. Caius Radu, associate professor of the biomedical physics interdepartmental program and of molecular and medical pharmacology, and Dr. David Nathanson, assistant professor of molecular and medical pharmacology, were quoted.

### **Tissue-Penetrating Light Releases Chemotherapy inside Cancer Cells**

[eWallstreeter Cancer News](#) March 17 reported on new nanotechnology developed by scientists at UCLA's Jonsson Comprehensive Cancer Center that uses tissue-penetrating laser light to release chemotherapy molecules inside cancer cells. Dr. Jeffrey Zink, professor of chemistry and biochemistry, and Dr. Fuyu Tamanoi, professor of microbiology, immunology and molecular genetics, were quoted.

### **Hospital Trade Notes Top Chief Medical Officers**

The March 13 edition of [Becker's Hospital Review](#) has named "100 Hospital and Health System CMOs to Know," a list based on experience in overseeing medical and quality affairs at health care organizations who have demonstrated commitment to continuous improvement in safety and quality and have contributed to excellence at their respective institutions. Dr. Tom Rosenthal, associate vice chancellor and chief medical officer of UCLA Health System, was featured.

### **MedPage Today Covers Patient Relations**

Johanna Klohn, chief risk officer for the UCLA Health System was interviewed by [MedPage Today](#) Feb. 17 on the question of how well does apologizing to patients work as a risk management strategy.

### **Young Kids, Old Bodies**

The March 3 issue of [Time](#) magazine featured a story on how children who are overweight or obese are developing diseases that were once only seen in adults. Dr. Wendy Slusser, medical director of the Fit for Healthy Weight program at Mattel Children's Hospital UCLA, was interviewed.

### **Medical Advice on International Adoptions**

[Health Canal](#) March 17, and [Science Daily](#) and [Examiner.com](#) March 18 reported on Mattel Children's Hospital UCLA's new International Adoption and Travel Clinic, which reviews potential adoptees' health records, offers medical assessments and provides other support services to parents adopting children from foreign countries. Dr. Yvonne Bryson, professor and chief of pediatric infectious diseases at Mattel, and Dr. Nava Yeganeh, UCLA clinical instructor in pediatric diseases, were quoted.

### **Healthcare Channel Features Heart Device**

A March 17 [Healthcare Channel](#) interview featured Dr. Noel Boyle, professor of medicine in the division of cardiology and director of the cardiac electrophysiology labs at the UCLA Cardiac Arrhythmia Center. He discussed a new type of implantable cardioverter defibrillator (ICD) with wires that tunnel under the skin instead of inside the heart. ICDs are used to help treat irregular heartbeats called arrhythmias. The interview also ran on [Reuters Health Insider](#).

### **Neurologist Sheds Light on Migraines**

Dr. Andrew Charles, the Meyer and Renee Luskin Professor of Migraine and Headache Studies and director of the Headache Research and Treatment Program in the department of neurology, was interviewed March 12 by KPCC 89.3FM and March 13 in an [NPR](#) blog about a new medical device that's worn like a headband to treat migraine. He was also featured in a March 9 [AmericanNewsreport.com](#) article citing a study that said brain scans are not necessary for the treatment of migraine.

### **KABC Attends Brain Boot Camp**

Dr. Christopher Evans, professor of psychiatry and director of the UCLA Brain Research Institute (BRI), and Dr. Ellen Carpenter, professor of psychiatry at the Semel Institute, were featured in a March 12 KABC-Channel 7 report on Brain Awareness Week, a BRI outreach program that introduces neuroscience to local high school and middle school students.

### **Syndicated Program Discusses Gambling Addiction and the Brain**

Dr. Timothy Fong, associate professor of psychiatry at the Semel Institute and director of the UCLA Impulse Control Disorders Clinic, was interviewed March 12 on the syndicated TV program "[America Now](#)" about the ways that gambling addiction affects the brain.

### **Breakfast in School Classrooms**

Dr. William McCarthy, professor of public health at the UCLA Fielding School of Public Health, was interviewed March 17 on KPCC 89.3FM's "[AirTalk](#)" about the Los Angeles Unified School District's new mandatory policy requiring all schools to serve breakfast in class.

### **KABC Reports on Testosterone Therapy and Heart Attacks**

Dr. Sander Greenland, professor of statistics and of epidemiology at the UCLA Fielding School of Public Health, was featured in a March 17 [KABC-Channel 7](#) segment regarding his study showing that men over the age of 65 and men under 65 with a history of heart disease are twice as likely to suffer a heart attack after beginning testosterone therapy.

### **Kaiser Health News Highlights Insurance for 'Deferred Action' Immigrants**

Imelda Plascencia, a program coordinator with the Dream Resource Center at UCLA's Center for Labor Research and Education, was quoted in a March 18 [Kaiser Health News](#) article that highlighted a report by researchers from the UCLA Center for Health Policy Research at the UCLA Fielding School of Public Health. The report indicated up to 125,000 young, undocumented immigrants in California who have attended school or served in the armed forces could be eligible for health insurance coverage under the state's Medi-Cal program.

### **New York Times Features UCLA Extension Health Care Management Program**

Dr. Dylan Roby, director of the health economics and evaluation research program at the UCLA Center for Health Policy Research and an assistant professor at the UCLA Fielding School of Public Health, was featured in a March 17 [New York Times](#) article that highlighted UCLA Extension's certificate program in health care management, which has been updated and expanded to provide professionals with expertise on the Affordable Care Act.

### **Geriatrician Authors Column on Getting Better Sleep**

Dr. Hong-Phuc Tran, geriatrician at UCLA Medical Center, Santa Monica and assistant clinical professor of medicine, authored a March 14 [Santa Monica Mirror](#) column with tips to help older adults get a better night's sleep.

### **Urology Times Features Targeted Biopsy Study**

The March issue of [Urology Times](#) reported on a new targeted biopsy study by Dr. Leonard Marks that is helping to locate hard-to-find prostate cancers. Marks is a professor of urology and director of the UCLA Active Surveillance Program.

### **The Recertification Balancing Act**

Dr. Clarence Braddock, vice dean for education and a professor of medicine at the David Geffen School of Medicine at UCLA, was interviewed March 14 by [MedPage Today](#) about how certification programs can balance the need to keep doctors up to date in their fields while intruding less on physicians' time and clinical practice.

### **Television Gets Public Health Results**

An March 19 [New York Times](#) op-ed looking at the effect an MTV program may have had on teenage birth rates in the U.S. cited a study by Robert Jensen, associate professor of public policy at UCLA's Luskin School of Public Affairs, examining changes in traditional Indian gender roles after TV was introduced into several small villages. The piece also referenced the work of Neal Baer, project scientist at the UCLA Fielding School of Public Health's Global Media Center for Social Impact, which seeks to improve public health by harnessing the storytelling power of television, film, music and new media.

### **Expansion of UCLA Health Offices in Ventura County**

The [Ventura County Star](#) March 16 reported on local doctors' efforts to compete with UCLA Health System's expanding network in the Ventura County area. More than 100 small and solo practice doctors have combined resources for a local advertising campaign in an effort to retain their patients. The article referenced UCLA clinics in Westlake Village, Thousand Oaks, Porter Ranch and Santa Clarita, as well as planned facilities in Simi Valley and Calabasas.

### **Intent to Strike Noted**

[Westside Today](#), the [Century City Patch](#) and City News Service March 14 covered a notice of intent to strike that was sent to the University of California March 13 by AFSCME's patient care technical workers who voted in favor of an Unfair Labor Practice Strike and notified the institution of their intent to picket March 24 to 28.

### **BRIEFS**

UCLA was cited in a March 17 [Forbes.com](#) article on the fact that Medicare is now covering *Dr. Dean Ornish's Program for Reversing Heart Disease* as a branded program. UCLA Health System was recently trained to offer this program soon to its patients.

The UCLA Heart Transplant program was referenced March 16 in a [KEYT-Channel 3](#) story about a Santa Barbara teenager who is awaiting a heart transplant at UCLA.

The pediatric neurology program at Mattel Children's Hospital UCLA was mentioned March 14 in a [KABC-Channel 7](#) story about a paddle board and marathon run event to raise money in honor of a young girl who has epilepsy.

An article in the March 15 [Fresno Bee](#) about the approaching deadline for enrolling in Covered California, the state's health insurance exchange created under the Affordable Care Act, referenced a study by the UCLA Center for Health Policy Research at the UCLA Fielding School of Public Health showing that 231,000 adults in California's Central Valley region are uninsured.

A March 19 segment about explosive diarrhea on the syndicated program "[The Doctors](#)" referenced a study by UCLA researchers that found that individuals suffering infections and other problems in their gut were more likely to also experience depression and anxiety.

### **QUOTABLES**

Dr. Tanya Altmann, assistant clinical professor of pediatrics at Mattel Children's Hospital UCLA, was a guest March 12 on Sirius XM satellite radio's "Doctor Radio" show and took questions from listeners. Altmann was also a guest March 19 on [RadioMD](#) to discuss childhood vaccinations and the recent outbreaks of measles and whooping cough.

Dr. Alon Avidan, professor of neurology and director of the UCLA Sleep Disorders Program, was quoted in a March 19 [AARP.com](#) article about foods that can prevent you from going to sleep.

Dr. Robert Bilder, the Michael E. Tennenbaum Family Professor of Psychiatry and chief of medical psychology–neuropsychology at the Semel Institute, was quoted in a March 12 [HealthDay News](#) article about Finnish research that found that the genes influencing the structure of auditory pathways may significantly influence musical ability.

Dr. Brent L. Fogel, assistant professor of neurology and director of the Ataxia and Neurogenetics Biobank Program, was quoted in a March 9 [Todaysdietitian.com](#) article about how an intolerance towards gluten is associated with a neurological condition called ataxia which can affect balance, coordination, and gait.

Dr. Gregg Fonarow, UCLA's Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson–UCLA Cardiomyopathy Center, commented in a March 19 [Reuters Health](#) article on a study showing that even shaving a minute off the time between stroke onset and initial treatment can increase the number of “healthy” days people have afterwards. The story also ran on Yahoo! News.

Dr. Alma Guerrero, clinical professor of pediatrics at Mattel Children's Hospital UCLA, was quoted March 18 in a [Reuters Health](#) report about culturally sensitive counseling and treatment for childhood obesity.

Shadman Habibi, a certified nurse midwife at Ronald Reagan UCLA Medical Center, commented March 19 on NBC's [Today Health](#) in a story about the benefits and risk of giving birth in water.

Dr. Praveen Kambam, a forensic psychologist and adjunct professor at Ronald Reagan UCLA Medical Center, was quoted in a March 9 [Orange County Register](#) article about patient violence against their doctors.

Dr. Gerald Kominski, director of the UCLA Center for Health Policy Research and a professor at the UCLA Fielding School of Public Health, was quoted in a March 13 [San Jose Mercury News](#) report on health insurance enrollment in California. The article referenced UCLA's California Health Interview Survey, as well as a separate study conducted by UCLA and UC Berkeley, which predicted that up to 38 percent of enrollees would be previously uninsured.

Dr. Robert Lee, a podiatric surgeon and assistant clinical professor at UCLA, was quoted in a March 19 [Orange County Register](#) article on foot problems that result from wearing high heels.

Dr. Sandra K. Loo, director of pediatric neuropsychology and an associate professor of psychiatry at the Semel Institute, was quoted in a March 16 [NBCNews.com](#) article about a study suggesting that the stimulants used to treat Attention Deficit Hyperactivity Disorder may increase kids' risk of becoming obese as they hit their teens. Separately, Loo was also quoted in a Feb. 16 [NBCNews.com](#) report about a study suggesting that children with ADHD may be able to learn better focus through a computer game that trains the brain to pay attention.

Dr. Ireland Luu, fellow and clinical instructor in the UCLA Department of Obstetrics and Gynecology, commented March 11 in a [Reuters](#) story on how the characteristics of a couple dictate condom use. The story also appeared March 12 on [Counsel and Heal](#) and March 14 on [Headlines and Global News](#).

Dr. Sue McDiarmid, professor of pediatrics and surgery and medical director of the UCLA Hand Transplant Program, was quoted March 17 in a [Boston Globe](#) story about a new national committee of transplant experts who are reviewing guidelines for hand and face transplantation. McDiarmid is chair of the committee.

Dr. Christopher Saigal, professor and vice chair of UCLA's Department of Urology, commented March 18 on [SheKnows.com](#) in a feature about vasectomies.

Dr. Raman Sankar, professor and chief of pediatric neurology at Mattel Children's Hospital UCLA, was interviewed March 17 by NBC's [Today.com](#) for a story on the use of medical marijuana to help kids with intractable seizures.

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, commented in the March 31 [Globe](#) magazine about strategies to improve memory including lifestyle changes and brain-challenging exercises.

Dr. Karol Watson, professor of medicine in the division of cardiology and director of the UCLA Barbra Streisand Women's Heart Health Program, commented in a March 17 [Health.com](#) story about the latest research on different types of fats and impact on heart health.

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