



**UCLA HEALTH SCIENCES MEDIA REPORT  
For the week of March 25 - 31, 2011**

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### **UCLA Health System Hospitals Rated Tops in L.A. Metro Area**

UCLA Health System's Ronald Reagan UCLA Medical Center was ranked the No. 1 hospital in the Los Angeles metropolitan area, and its Santa Monica-UCLA Medical Center and Orthopaedic Hospital was ranked No. 5, in U.S. News & World Report's first "Best Hospitals" metro-area rankings announced March 29. The ratings recognize 622 hospitals in or near major cities with a record of high performance in key medical specialties. KNBC-Channel 4, KABC-Channel 7, KCAL-Channel 9, AOL's Patch.com, City News Service and The Examiner.com, among others, reported the rankings on March 29. Dr. David Feinberg, CEO and associate vice chancellor of the UCLA Hospital System, was quoted. To view the rankings, go to <http://health.usnews.com/best-hospitals/area>.

"U.S. News & World Report Hospital Rankings" (KABC-Channel 7)

<http://showroom.multivisioninc.com/share.do?id=142735&key=QdR1kOXxNStzBpUpDPTWC3yVcA4ARB&email=ESchmidt@mednet.ucla.edu>

"U.S. News & World Report Hospital Rankings" (KNBC-Channel 4)

<http://showroom.multivisioninc.com/share.do?id=142734&key=ydju5CatvZpgSQL9khN64rCTYUmngQVW&email=eschmidt@mednet.ucla.edu>

"U.S. News & World Report Hospital Rankings" (KCAL-Channel 9)

<http://showroom.multivisioninc.com/share.do?id=142739&key=D9xbBDVmvY4uHI6fywGtStCLkq4F4TNU&email=ESchmidt@mednet.ucla.edu>

"UCLA Medical Center Ranked Best Hospital in the LA Metro Area"

<http://www.examiner.com/health-in-los-angeles/ucla-medical-center-ranked-best-hospital-the-la-metro-area>

### **Channel 4, NBC Affiliates Spotlight Melanoma Study**

KNBC-Channel 4 aired a March 24 segment about an experimental melanoma study led by Dr. Antoni Ribas, associate professor of hematology/oncology and a researcher at UCLA's Jonsson Comprehensive Cancer Center. The story also aired on NBC affiliates in more than 50 other markets nationwide.

<http://www.nbclosangeles.com/news/tech/New-Melanoma-Drug-118548899.html>

### **Child Life Donation Attracts Local Coverage**

The Westwood-Century City Patch, Canyon News and The Examiner reported March 29 and Westside Today reported March 30 on a ribbon-cutting ceremony to celebrate a \$2.125 million gift from The Chase Foundation to the child life program at Mattel Children's Hospital UCLA. The foundation also donated \$50,000 to create a therapeutic healing garden for pediatric patients and their families.

"Chase Child Life Program Dedicated at UCLA Hospital"

<http://centurycity.patch.com/articles/chase-child-life-program-dedicated-at-ucla-hospital>

"Chase Foundation Gives To Child Life Program"

[http://www.canyon-news.com/artman2/publish/westwood/Chase\\_Foundation\\_Gives\\_To\\_Child\\_Life\\_Program.php](http://www.canyon-news.com/artman2/publish/westwood/Chase_Foundation_Gives_To_Child_Life_Program.php)

"The Chase Foundation and Mattel Children's Hospital UCLA Will Work Together to Improve Children's Lives at the Newly Named Chase Child Life Program"

<http://www.westsidetoday.com/n4744/the-chase-foundation-and.html>

"Mattel Children's Hospital UCLA Receives \$2.125 Million Donation"

<http://www.examiner.com/health-in-los-angeles/mattel-children-s-hospital-ucla-receives-2-125-million-donation>

### **Channel 4 Explores Acupuncture for Hot Flashes**

Dr. Lawrence Taw, assistant clinical professor of medicine at the UCLA Center for East-West Medicine, commented March 31 in a KNBC-Channel 4 story about a study demonstrating the efficacy of acupuncture for hot flashes and other menopause symptoms. A UCLA patient was also interviewed.

<http://showroom.multivisioninc.com/share.do?id=142727&key=sim4AegPRYp8i0TdWEqMxg5IIIvVmSIJ&email=rchampeau@mednet.ucla.edu>

### **Fox News Sniffs Out Seasonal Allergies**

Dr. Maria Garcia-Lloret, assistant professor of pediatric allergy and immunology at Mattel Children's Hospital UCLA appeared March 25 on KTTV-Channel 11 to discuss symptoms and treatments of seasonal allergies in children.

#### **Daily Breeze Examines Rare Pain Disease**

The Daily Breeze ran a March 25 profile of a teen who suffers from a debilitating chronic pain condition and his parent's attempts to find a cure. Dr. Lonnie Zeltzer, professor of pediatrics and director of the pediatric pain program at Mattel Children's Hospital UCLA, was quoted. The story also ran in the San Jose Mercury News.

"Rare Disease Means Constant Pain"

[http://www.dailybreeze.com/news/ci\\_17692845](http://www.dailybreeze.com/news/ci_17692845)

#### **New Lab Safety Center Draws Interest**

The Chronicle of Higher Education and Chemical & Engineering News reported March 30 on the opening of the UC Center for Laboratory Safety, a first-of-its-kind laboratory safety center established at UCLA. Its mission will be to support research into the effectiveness of lab safety programs, including safety training and inspections. Nancy Wayne, professor of physiology and associate vice chancellor of research overseeing lab safety, was quoted.

"New Center Will Promote Lab Safety"

<http://pubs.acs.org/cen/news/89/i14/8914notw5.html>

"After Fatal Fire, UCLA to Open Center for Lab Safety"

<http://chronicle.com/blogs/ticker/after-fatal-fire-ucla-to-open-center-for-lab-safety/31710#>

#### **Beverly Hills Courier Features Hand Transplant Surgery**

The Beverly Hills Courier ran a March 25 article on the first hand-transplant surgery performed in the western United States by surgeons at Ronald Reagan UCLA Medical Center. Dr. Kodi Azari, surgical director of the UCLA Hand Transplant Program and associate professor of orthopaedic surgery and plastic surgery, was quoted. The surgery was also cited March 29 in Medical News Today.

"UCLA Surgeons Perform First Hand Transplant In Western U.S."

[http://www.bhcourier.com/article/Health/Health/UCLA\\_Surgeons\\_Perform\\_First\\_Hand\\_Transplant\\_In\\_Western\\_US/75307](http://www.bhcourier.com/article/Health/Health/UCLA_Surgeons_Perform_First_Hand_Transplant_In_Western_US/75307)

"Complete Hand Transplant Successfully Performed In 19 Hour Operation, Atlanta, Georgia"

<http://www.medicalnewstoday.com/articles/220574.php>

#### **S.F. Newspaper Reports on Air Pollution, Human Health**

A March 28 op-ed in the San Francisco Examiner highlighted a study by James Enstrom, a researcher at the UCLA School of Public Health, about diesel exhaust's impact on human health.

"Probe CARBifornia and Weed out Credential Fakery"

<http://www.sfexaminer.com/opinion/op-eds/2011/03/probe-carbifornia-and-weed-out-credential-fakery>

#### **El Diario Publishes Column on Fighting Obesity**

Dena Herman-Mendes, professor of community health sciences at the School of Public Health, wrote a March 23 El Diario (New York) newspaper column about healthy diets to prevent pediatric obesity.

"Nuestros Niños son lo que Comen"

<http://www.impre.com/eldiario/vida-estilo/2011/3/23/nuestros-niños-son-lo-que-comen-246939-3.html#commentsBlock>

#### **More CBS Affiliates Cover Brain Cancer Vaccine**

A personalized brain cancer vaccine study led by Dr. Linda Liau was featured March 25 and March 26 on KBAK-TV in Bakersfield, KBMB-TV (HI), KDEV-TV (WY) and nine other CBS affiliates nationwide. It also aired on WRAL-TV (SC) on March 29. Liau is a professor of neurosurgery and a researcher at UCLA's Jonsson Comprehensive Cancer Center.

"Experimental Vaccine Helps Bodies Fight Brain Cancer"

<http://www.wral.com/lifestyles/healthteam/story/9350904/>

#### **International Radio Show Features Memory Expert**

China Radio International aired a March 25 interview with Dr. Gary Small, Parlow-Solomon Professor on Aging, a professor with the Semel Institute and director of the UCLA Center on Aging, about how surfing the web may impact brain function.

"How is the Internet Changing the Way We Think?"

<http://english.cri.cn/cribb/programs/today.htm>

### **Website Spotlights "Glee" Actor's Visit to Mattel Children's Hospital**

The entertainment website Celebuzz noted March 29 a recent visit by actor Harry Shum Jr., (Mike Chang on Fox's "Glee"), who recently participated in a dance therapy session with pediatric patients at Mattel Children's Hospital UCLA.

"Give Back Hollywood: Harry Shum, Jr."

<http://www.celebuzz.com/2011-03-29/give-back-hollywood-harry-shum-jr-video/>

### **International Wire, Trade Reports on Liver Fibrosis Study**

Asian News International and trade publication Becker ASC reported March 31 on a study led by Dr. Simon Beaven, assistant professor of medicine, division of digestive diseases, finding that a key regulator of cholesterol and fat metabolism in the liver also plays an important role in the development of liver fibrosis, which can lead to cirrhosis. Beaven is quoted. Published in the March issue of Gastroenterology, the research was done in the laboratory of senior author Dr. Peter Tontonoz, professor of pathology and laboratory medicine and Howard Hughes Medical Institute investigator. AndraNews.net and Red Orbit.com also ran the story.

"Cholesterol Regulator Plays Key Role in Development of Liver Fibrosis"

<http://www.andhranews.net/Technology/2011/Cholesterol-regulator-plays-key-role-development-2276.htm>

"UCLA: Cholesterol Regulator Associated With Liver Scarring, Cirrhosis"

<http://www.beckersasc.com/gastroenterology-and-endoscopy/ucla-cholesterol-regulator-associated-with-liver-scarring-cirrhosis.html>

### **Scientists Develop Cancer 'Roadmap'**

Asian News International reported March 26 how a team of UCLA researchers led by Thomas Graeber, assistant professor of molecular and medical pharmacology, developed a "roadmap" of the complex signaling processes involved in cancer. The finding could lead to new methods for overcoming resistance to targeted cancer treatments. Graeber was quoted. The story appeared in Thai Indian News.

"Cancer 'Roadmap' Could Help Fight Resistance to Targeted Drug Therapies"

[http://www.thaindian.com/newsportal/health/cancer-roadmap-could-help-fight-resistance-to-targeted-drug-therapies\\_100518576.html#ixzz1IDwbbft8](http://www.thaindian.com/newsportal/health/cancer-roadmap-could-help-fight-resistance-to-targeted-drug-therapies_100518576.html#ixzz1IDwbbft8)

### **Jonsson Cancer Center Cited in Santa Maria Times**

UCLA's Jonsson Cancer Center was cited in a March 31 Santa Maria Times story about a new cancer center being built in Santa Maria. The center will offer Jonsson Cancer Center clinical trials to its patients.

"A Hopeful Mission"

[http://www.santamariatimes.com/news/local/article\\_c2456c62-5b5f-11e0-84de-001cc4c03286.html](http://www.santamariatimes.com/news/local/article_c2456c62-5b5f-11e0-84de-001cc4c03286.html)

### **L.A. Weekly Examines Hospital CEO Compensation**

The L.A. Weekly ran a March 31 story about the salaries of UC hospital executives, including Dr. David Feinberg, CEO and associate vice chancellor of the UCLA Hospital System.

"UCLA's Millionaire Doctor David Feinberg"

<http://www.laweekly.com/2011-03-31/news/ucla-s-millionaire-doctor-david-feinberg/>

### **Memory Expert Spotlighted on Health Website**

The website MyHealthNews Daily ran a March 30 column about strategies to improve memory that included commentary by Dr. Gary Small, Parlow-Solomon Professor on Aging, a professor with the Semel Institute and director of the UCLA Center on Aging.

"What's the Best Way to Improve My Memory?"

<http://www.myhealthnewsdaily.com/5-experts-answer-improve-memory-1325/>

### **Newswire Focuses on Health of Aging Adults**

Asian News International reported March 30 on a study by the UCLA Center for Health Policy Research at the School of Public Health showing that aging lesbian, gay and bisexual individuals in California are more likely than their heterosexual counterparts to suffer from chronic health conditions and to live alone. "Aging LGB Adults More Likely to Suffer Chronic Disease, Mental Distress"  
<http://in.news.yahoo.com/aging-lgb-adults-more-likely-suffer-chronic-disease-20110329-234814-346.html>

### **San Diego Paper Cites Gambling Program**

The North County Times (San Diego) reported March 28 on a program developed by the gambling studies program at the Semel Institute with the state of California to help treat gambling addicts and their families.

"REGION: New Program Offers Free Help for Gambling Addicts"

[http://www.nctimes.com/news/local/sdcounty/article\\_71a932c1-0b8f-5139-8d76-53a92b25ea62.html](http://www.nctimes.com/news/local/sdcounty/article_71a932c1-0b8f-5139-8d76-53a92b25ea62.html)

### **BRIEFS**

The online edition of Modern Healthcare reported March 29 that Dr. Wayne Grody, professor of pathology, human genetics and pediatrics, was appointed president of the American College of Medical Genetics.

"Medical Genetics College Names New President"

<http://www.modernhealthcare.com/article/20110329/MODERNPHYSICIAN/303299994#>

The April edition of the American Academy of Pediatrics News announced the appointment of Dr. Sherin Devaskar, physician-in-chief of Mattel Children's Hospital UCLA, as hospital chief, as well as executive chair of pediatrics at the David Geffen School of Medicine at UCLA and assistant vice chancellor for children's services for the UCLA Health System.

The March 20 Los Angeles Times ran a photo and news brief about a fundraiser hosted by actor Patrick Dempsey and designer John Varvatos to benefit Stuart House, Santa Monica-UCLA Medical Center and Orthopaedic Hospital's treatment facility for sexually abused children.

"Aiding Young Victims"

<http://www.latimes.com/features/image/la-ig-scene-20110320,0,878272.story>

### **QUOTABLES**

Dr. Ulrich Batzdorf, professor of neurosurgery, was cited March 28 by the Los Angeles Times about a surgical procedure that relieves pressure on the brain after a traumatic brain injury.

"A Toddler Transplant on 'General Hospital' "

<http://www.latimes.com/health/la-he-unreal-general-hospital-20110328,0,964696.column>

Dr. Thomas Brod, associate clinical professor of psychiatry (voluntary), was quoted March 28 by Hollywood Reporter about a series of upcoming events at which the films of famed Spanish director Pedro Almodovar will be screened and psychoanalyzed.

"Pedro Almodovar's Films to Get Psychoanalytical Treatment at UCLA Institute"

<http://www.hollywoodreporter.com/news/pedro-almodovars-films-get-psychoanalytical-171777>

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, commented March 24 in HealthDay News about "mini-strokes" that can double heart-attack risk. The story also appeared in U.S. News & World Report and BusinessWeek. He was quoted in a March 28 HealthDay News story about a healthy lifestyle's effect on the prevention of an irregular heart rhythm. He also commented March 28 in Modern Healthcare about the U.S. Department of Health and Human Services' new quality-improvement measures to improve patient health.

"Mini Strokes' Linked to Doubled Heart Attack Risk: Study"

<http://consumer.healthday.com/Article.asp?AID=651208>

"Healthy Lifestyles Could Halve Cases of Dangerous Irregular Heartbeat"

<http://consumer.healthday.com/Article.asp?AID=651315>

Dr. Peter Galier, internal medicine specialist at Santa Monica-UCLA Medical Center and Orthopaedic Hospital and associate professor of medicine, commented March 28 on WebMD about nicotine causing potentially dangerous blood sugar levels and complications in smokers with diabetes.

“Nicotine and Blood Sugar a Dangerous Combo”

<http://diabetes.webmd.com/news/20110328/nicotine-and-blood-sugar-bad-combination>

David Hovda, director of the brain injury research center, was quoted March 29 by the New York Times about Major League Baseball’s decision to put players who suffer a concussion on a seven-day disabled list to allow appropriate time for healing.

“7-Day D.L. Established to Aid in Recovery from Concussions”

<http://www.nytimes.com/2011/03/30/sports/baseball/30concussion.html?emc=eta1>

Dr. Clifford Ko, professor of surgery, was quoted in a March 24 New York Times blog about patient responses to being treated by residents, interns and other student doctors.

“Interns at the Operating Table”

<http://well.blogs.nytimes.com/2011/03/24/interns-at-the-operating-table/>

Christopher Layne, director of treatment and intervention development at the Semel Institute, was quoted in a March 31 Oakland Tribune article about local violence and crime.

“Mindset of the Madness: Mack God Rules the Streets”

[http://www.contracostatimes.com/news/ci\\_17719755?source=rss&ncklick\\_check=1](http://www.contracostatimes.com/news/ci_17719755?source=rss&ncklick_check=1)

Jack Needleman, professor of health services at the School of Public Health, was quoted in a March 25 Boston Globe article about hospitals’ challenges in balancing labor costs while maintaining appropriate staffing levels of nurses.

“Nursing a Conundrum”

[http://www.boston.com/business/healthcare/articles/2011/03/25/nurses\\_feeling\\_the\\_crunch/](http://www.boston.com/business/healthcare/articles/2011/03/25/nurses_feeling_the_crunch/)

Dr. Elaine Reed, professor of pathology and laboratory medicine and director of the UCLA Immunogenetics Center, was quoted March 28 in Nature about a new blood test that could potentially determine whether organ transplants have been successful.

“DNA Mismatch Reveals Organ Rejection”

<http://www.nature.com/news/2011/110328/full/news.2011.189.html>

Dylan Roby, a research scientist with the UCLA Center for Health Policy Research at the School of Public Health, was quoted March 29 in the Los Angeles Times about a Los Angeles County program that aims to allow nurse practitioners to serve as primary care providers.

“Nurses to Play a Greater Role in Healthcare”

<http://www.latimes.com/health/healthcare/la-me-nurses-20110329,0,866937.story>

Dr. Sammy Saab, associate clinical professor of medicine and surgery, commented March 30 in the Los Angeles Times on drugs that block a key enzyme in the replication of the hepatitis C virus. The Chicago Tribune ran the story March 31.

“New Drugs Offer Breakthrough in Treatment of Hepatitis C”

<http://www.latimes.com/health/boostershots/la-heb-boceprevir-hepatitis-03302011,0,6275449.story>

Dr. Wendy Slusser, medical director of the UCLA Fit for Health Weight program at Mattel Children’s Hospital UCLA, commented March 29 on KNBC-Channel 4 about new tactics used in school cafeterias to entice students to choose healthy foods.

“School Cafeterias Using Psychology to Get Kids to Eat Healthy”

<http://www.nbclosangeles.com/news/health/School-Cafeterias-Eat-Healthy-118872714.html>

Dr. Karol Watson, associate professor of clinical medicine, division of cardiology, commented March 27 in a Los Angeles Times article about the increasing popularity of frying food in duck fat.

“Pour on the Duck Fat, in Moderation”

<http://www.latimes.com/health/la-he-nutrition-duck-fat-20110320,0,3917224.story>

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