



**UCLA HEALTH SCIENCES MEDIA REPORT
For the week of April 4-10, 2014**

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Media Barrage for Breakthrough Breast Cancer Drug

The [New York Times](#), [BusinessWeek](#), [Washington Post](#), [Forbes](#), [Bloomberg](#), [Crain's Chicago Business](#), the [Boston Globe](#), [Portland Press Herald](#) and [BioWorld Online](#) April 6; [CBS News](#), [Tech Times](#), [Health24](#), [StreetInsider](#), [Science World Report](#), [Inquisitr](#), [Corante](#), [Headlines & Global News](#) and [MedPage Today](#) April 7; [Yahoo! News](#), [Cancer Network](#) and [Motley Fool](#) April 8; and [Fox News](#) and [Cancer Research Relief Foundation](#) April 9, among many others, featured study results of the experimental drug palbociclib by researchers from UCLA's Jonsson Comprehensive Cancer Center (JCCC) showing the treatment effectively doubled progression-free survival rates in women with advanced breast cancer. JCCC members Drs. Dennis Slamon, professor of medicine in the division of hematology/oncology and Richard Finn, associate professor of medicine in the division of hematology/oncology, were quoted in the coverage.

Experimental Therapy Brings Hope after Paralysis

A revolutionary therapy using electrical stimulation to restore some voluntary movement to spinal-cord injury patients was covered April 7 and April 8 by the [Los Angeles Times](#), [Wall Street Journal](#), [NBC News.com](#), [Wired UK](#), [Agence France Presse](#), [USA Today](#), [KNBC-Channel 4](#), [BBC News](#), [HealthDay News](#), [Daily Mail \(U.K\)](#), [KTLA-Channel 5](#), [KCAL-Channel 9](#), [WNYW-Channel 5 \(New York\)](#), [French Tribune.com](#), [Times of India](#) and [Mumbai Mirror](#). Dr. Reggie Edgerton, a professor of neurobiology and physiology at the David Geffen School of Medicine at UCLA and the College of Letters and Science, co-led the research with scientists in Kentucky and Russia.

UCLA Serves Up Antibiotic-Free Beef and Chicken

[KFWB 98FM](#), [KNBC-Channel 4](#), [KABC-Channel 7](#), [KABC News 10](#) (San Diego, Calif.), [Beverly Hills Courier](#), City News Service, [Santa Monica Mirror](#), [EchoPark-Silverlake Patch](#) and [Liberty Voice](#) April 6 covered the UCLA Health System launch of antibiotic-free beef and chicken breast offerings at its UCLA hospitals, one of the first in Southern California to offer such a healthy alternative to patients, staff and visitors. Dr. Daniel Uslan, assistant clinical professor of medicine in the division of infectious diseases at the David Geffen School of Medicine at UCLA; Patricia Oliver, director of nutrition services for the UCLA Health System, and Dr. David Feinberg, president of the UCLA Health System and CEO of the UCLA Hospital System, were quoted in the coverage.

UCLA Opens Lab in Shanghai

A joint venture between the UCLA Department of Pathology and a Chinese testing firm to open a clinical laboratory in Shanghai was covered April 9 by [Phys.org](#) and the online and print editions of China's [World Journal](#), and April 10 by [News-Medical.net](#). The articles quoted Dr. Scott Binder, senior vice chair of pathology; and Dr. Jianyu Rao, director of cytopathology, who spearheaded the effort on behalf of UCLA Health System and the David Geffen School of Medicine. (*PDF of World Journal article available upon request.*)

Media Show How Socioeconomic Status Can Affect Bone Strength

[Science Daily](#), [Science Codex](#), [Medical Xpress](#), and [redOrbit](#), April 4; [News-Medical.net](#) April 7; and [California Health Report](#) and [MedicalResearch.com](#) April 8, reported on a study led by Dr. Carolyn Crandall, professor of medicine in the division of general internal medicine and health services research, suggesting that social class may play a significant role in how likely middle-aged African-American or Asian women are to suffer bone fractures.

KFWB Notes Top L.A. Hospitals

[KFWB 980AM](#) and the [Chinese Daily News](#) reported April 3 that Ronald Reagan UCLA Medical Center is among the top 100 U.S. hospitals listed by Becker's Hospital Review. The review noted that Ronald Reagan UCLA Medical Center "has earned several distinctions for clinical excellence and established itself as a leader in organ transplantation." The Chinese Daily News mentioned the UCLA Center for East-West Medicine, founded by director Dr. Ka-Kit Hui in 1993 to improve the health and well-being of patients by blending the best of Western Medicine with Traditional Chinese Medicine, and UCLA's new International Adoption and Travel Clinic that was created by Dr. Nava Yeganeh, clinical instructor in pediatric infectious diseases at Mattel Children's Hospital UCLA and Dr. Yvonne Bryson, professor and chief of pediatric infectious diseases at Mattel, to provide medical support to parents during the process of adopting children from overseas.

Battling Brain Injuries

The [Desert Dispatch](#) reported April 8 that Fort Irwin and the UCLA Health System have formed a partnership to help wounded warriors suffering from traumatic brain injuries. Shannon O'Kelley, chief operating officer of the UCLA Health System; Dr. David Hovda, director of the UCLA Brain Injury Research Center, and retired Army Gen. Peter Chiarelli, executive advisor for the Ronald A. Katz Center for Collaborative Military Medicine, were all noted in the article.

Young Man with Half a Brain Graduates High School

The Orange County Register April 3 featured a [story](#) and a [graphic](#) on a Mission Viejo man who underwent a hemispherectomy surgery at UCLA 20 years ago to treat uncontrollable seizures. He recently received his high school diploma and hopes to work in the office of the Orange County Fire Authority. His surgeon, Dr. Warwick Peacock, professor of surgery, and Sue Yudovin, pediatric nurse practitioner, were quoted.

Facebook and Iranian Women

[Phys.org](#), [ScienceNewsline](#), [Dailynewsen.com](#), and [Genetherapy.me](#) April 8; and [The Times of India](#), [TwoCircles.net](#) and [Vancouverdesi.com](#) April 9 reported on a study by Dr. Sean Young, assistant professor of family medicine and director of the Center for Digital Behavior, finding that Iranian women who are long term Facebook users are more likely than others to post pictures of themselves without traditional veils.

Treating Pediatric Obesity with Telehealth

[KNBC-Channel 4](#) reported April 7 on the UCLA Fit for Healthy Weight program's new use of telehealth to make it easier on patients to meet with the program's medical specialists. The patients, who are based at the Venice Family Clinic, meet via telehealth with the Fit program's pediatrician, nutritionist and psychologist who are based in Westwood. Dr. Wendy Slusser, medical director of the Fit for Healthy Weight program at Mattel Children's Hospital UCLA, was interviewed and Dena Herman, adjunct assistant professor in the UCLA Fielding School of Public Health and a registered dietitian/nutritionist serving in the FIT clinic, were featured.

Woman Needs Rare Heart-Lung Transplant

[San Diego's Union-Tribune](#) highlighted April 4 the story of a 22-year-old Escondido woman who suffers from pulmonary arterial hypertension and is awaiting a heart and lung transplant at Ronald Reagan UCLA Medical Center. Her physician, Dr. David Ross, medical director of the UCLA Lung Transplant program, was interviewed.

Doctor Turns to Crowdfunding for Anti-Choking Campaign Support

[News-Medical.net](#), [Examiner.com](#) and [Santa Monica Patch](#) reported April 10 on a new UCLA Spark crowdfunding campaign with Dr. Nina Shapiro, professor of head and neck surgery and director of pediatric otolaryngology at Mattel Children's Hospital UCLA. Shapiro, who was quoted, aims to raise \$5,000 to launch a public awareness campaign to stop accidental food choking accidents in young children.

Up and Coming Nurse

The March/April edition of [The American Nurse](#) featured a profile in their "Up and Coming" column on nurse Anna Dermenchyan, a clinical quality specialist in the department of medicine.

Girl Scouts Give Back

The April 4 [Century City-Westwood Patch](#) featured a story on two local Brownie and Girl Scout troops who delivered handmade thank-you cards to the UCLA Tiverton House. The cards, which express thanks to members of the military for their service, will be included in welcome baskets given to new patients of the UCLA Operation Mend program who stay at the hotel while undergoing reconstructive surgery and other medical services.

Web Blogs Feature Translational Research Award

[Phys.org](#) and [Examiner.com](#) April 9 and [News-Medical.net](#) April 10 featured an award won by a team of community and UCLA/RAND researchers to improve depression care in low-income communities. Dr. Kenneth Wells, a senior scientist at RAND and a professor of psychiatry and biobehavioral sciences at the Semel Institute for Neuroscience and Human Behavior at UCLA, and Dr. Bowen Chung, an assistant professor-in-residence of psychiatry and biobehavioral sciences at the Semel Institute and an adjunct scientist at RAND, were quoted.

UCLA Ob-Gyn Guests on KPCC's "AirTalk"

Dr. Ingrid Rodi, clinical professor of obstetrics and gynecology, was a guest March 31 on the [KPCC 89.3FM](#) show "AirTalk" to discuss how stress impacts fertility.

Public Radio Interviews Skin Cancer Expert

An April 6 interview on [Sound Medicine](#), a program on NPR-member station WFYI in Indianapolis, featured an interview with Dr. Ray Jalian, clinical instructor of medicine in the division of dermatology, who recently led a study that showed lasers to be a promising alternative therapy to remove basal cell carcinoma.

Science Web Site Highlights Probiotic Research

[Science Friday](#) reported April 9 on a UCLA study showing that ingesting probiotic bacteria can affect brain function in humans. Dr. Kirsten Tillisch, associate professor of medicine in the division of digestive diseases, was quoted. The study was conducted by researchers at UCLA's Gerald and Gail Oppenheimer Family Center for Neurobiology of Stress, part of the UCLA Division of Digestive Diseases and the UCLA Ahmanson-Lovelace Brain Mapping Center.

Trade Website Covers Stroke Study

[Medpage Today](#) April 10 highlighted a UCLA-led study examining strategies to improve delivery time of the stroke medication, tPA, which can improve patient outcomes if given within 60 minutes of arriving at an emergency room. Study author Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, was quoted.

Santa Monica People-Animal Connection Team Highlighted

[Westside People](#) magazine's April edition spotlighted Rodger Thomason and his golden retriever, Logan, a volunteer team in the People-Animal Connection (PAC) program. Logan, who visits patients at UCLA Medical Center, Santa Monica and Ronald Reagan UCLA Medical Center, also volunteers for Operation Mend. Erin Rice, director of the PAC program, was quoted.

Coverage on Telesurgery Broadcast in Iran Highlights Two UCLA Programs

The [Beverly Hills Courier](#) April 8 reported on a telesurgery that was broadcast to Tehran as part of an initiative to teach orthopaedic procedures to foreign medical communities. UCLA received special permission from the U.S. Department of the Treasury because of economic sanctions imposed on Iran. Dr. A. Nick Shamie, chief of orthopaedic spine surgery at the UCLA Spine Center in Santa Monica and assistant professor of orthopaedics and neurosurgery, performed the surgery, which was also watched in Pakistan, Tanzania and Brazil. Shamie and Dr. Thomas Coates, director of the UCLA Center for World Health, were quoted. KNX 1070AM March 18 aired an interview with Dr. Shamie on the challenges of organizing the broadcast and its ensuing success.

Media Highlight 2014 Taste for a Cure Gala

[Digital Journal](#) April 8 and [Wetpaint](#) April 9 spotlighted the Jonsson Cancer Center Foundation's 19th annual Taste for a Cure event, featuring performances from the cast of Fox TV's "Glee" and honoring Sony Pictures TV president Steve Mosko with the Gil Nickel humanitarian award. Dr. Judith Gasson, director of UCLA's Jonsson Comprehensive Cancer Center, was quoted.

Local News Outlet Promotes Cell Metabolism Discovery

[Imperial Valley News](#) April 6 reported on a study from UCLA's Jonsson Comprehensive Cancer Center (JCCC) that explains how viruses reprogram the cells they invade to promote their growth, leading to potential treatments for cancer or even the common cold. Dr. Heather Christofk, JCCC member and assistant professor of molecular & medical pharmacology, was quoted.

Duke Research Video Features Cancer Expert

Duke Clinical Research Forum's [YouTube channel](#) April 3 featured an interview with Dr. Denise Aberle, professor of radiology and a member of UCLA's Jonsson Comprehensive Cancer, about the results of a decade-long study that shows a reduction in lung cancer deaths among heavy smokers who were screened with low-dose spiral computed tomography (CT) scanning. Aberle appears at the 5:40 minute mark.

International Journal Spotlights Pioneering Light-Based Chemotherapy Technology

[Epoch Times](#) reported April 9 on new nanotechnology developed by UCLA 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.

Forbes Explains How to Beat Jet Lag

Dr. Alon Avidon, director of UCLA's Sleep Disorders Center and a professor of neurology at the David Geffen School of Medicine at UCLA, addressed common mistakes travelers make when trying to sleep on a plane in an April 8 [Forbes.com](#) story about how to beat jet lag.

Art Helps Man Cope with Cystic Fibrosis

A UCLA exhibit by artist Dominic Quagliozi, a 31-year-old man waiting for a double-lung transplant to beat cystic fibrosis, was covered April 2 by KCRW 89.9FM's "[Which Way L.A.?](#)" Entitled "Sick Self," the exhibit is on display in the gallery of the Learning Resource Center at the David Geffen School of Medicine at UCLA until May 1, and is part of the school's "Doctoring" curriculum, which teaches empathy to the next generation of doctors.

Musician Cuts First Album after Surgery

Brad Carter, a musician who played guitar in the Ronald Reagan UCLA Medical Center operating room during a brain surgery that was tweeted live across the world, was profiled April 10 by [KABC-Channel 7](#). The segment captured his dream to record his first album after Dr. Nader Pouratian, assistant professor of neurosurgery at the David Geffen School of Medicine at UCLA, implanted a device that controlled his essential tremor condition, which made his hands shake during movement.

BRIEFS

The [Beverly Hills Courier](#) reported April 4 on the upcoming Thaliens gala to raise funds for UCLA's Operation Mend program, which provides medical services to wounded warriors injured in Iraq and Afghanistan. The Gala will take place April 26 at the House of Blues and honor music legend Smokey Robinson. The Thaliens are the entertainment industry's non-profit organization that supports mental health programs.

The Stewart and Lynda Resnick Neuropsychiatric Hospital at UCLA was cited in the March/April issue of [The American Nurse](#) as one of six hospitals recognized with the 2013 National Database of Nursing Quality Indicators Outstanding Nursing Quality award.

The April 2 Ventura County Star published a "Letter to the Editor" by Dr. Leena Nathan, obstetrician-gynecologist at UCLA-Westlake Village, in response to a March 17 article in which a group of local doctors expressed concern about UCLA's expansion in the area. Dr. Nathan's letter emphasized her strong ties to the community and the commitment she and her UCLA colleagues have to serving community residents.

QUOTABLES

Dr. Daniel DeUgarte, associate professor of pediatric surgery at Mattel Children's Hospital UCLA, was quoted April 4 in an [NBC Today.com](#) article about gastroschisis—a congenital birth defect in which the infant is born with the intestines on the outside of the body.

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, commented in an April 9 [HealthDay News](#) story about a study suggesting that use of prescription strength nonsteroidal anti-inflammatory drugs, or NSAIDs, in older adults may increase risk of developing an irregular heartbeat.

Dr. Peter Katona, clinical professor of medicine in the division of infectious diseases, commented April 8 on a [KTTV-Channel 11](#) news story about an outbreak of the norovirus on a cruise ship.

Dr. Jenny Kim, associate professor of clinical medicine in the division of dermatology, commented in an April 5 [Los Angeles Times](#) story on the rise of gluten-free skin care products.

Dr. Jeffrey Klausner, professor of medicine in the division of infectious diseases and of public health, was quoted in an April 5 [Associated Press](#) story about a cluster of bacterial meningitis in the Los Angeles area that has sickened eight people, three of whom died.

Dr. Raman Sankar, professor and chief of pediatric neurology at Mattel Children's Hospital UCLA, was quoted April 6 in a [San Gabriel Valley Tribune](#) article about the use of medical marijuana to ease epileptic seizures in children. Sankar was also quoted April 9 in a [Long Beach Press Telegram](#) article about efforts to begin a clinical trial at UCLA to test a pharmaceutical version of cannabis extract for pediatric epilepsy patients.

Dr. Gary Small, professor of psychiatry and biobehavioral sciences at the Semel Institute and director of the UCLA Longevity Center, commented in an April 5 [Philly.com](#) article about strategies to improve memory such as healthy eating habits, stress reduction and mental stimulation that are highlighted in his book: "The Alzheimer's Prevention Program."

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