



**UCLA HEALTH SCIENCES MEDIA REPORT**  
**For the week of April 18-24, 2014**

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**LA Marathon Cardiac Arrest Survivor Reunites with Medical Team**

[KCBS-Channel 2](#), [KTLA-Channel 5](#), [KABC-Channel 7](#), [KCAL-Channel 9](#), [KWHY-Channel 22](#), [KMEX-Channel 34](#), [La Opinion](#), [Examiner.com](#), [Venice Patch](#), [Westside Today](#), and [LAFD blogspot](#), among others, April 21 covered the reunion between a 28-year-old L.A. Marathon runner who collapsed in cardiac arrest at mile 20 and the UCLA medical team, Los Angeles Fire Department and USC medical staff who cared for him. Dr. Paul Vespa, professor of neurology and neurosurgery at the David Geffen School of Medicine at UCLA and director of the neurointensive care unit at Ronald Reagan UCLA Medical Center; Mike Westgate, emergency department nurse; Lauren Yamamoto, intensive care unit nurse, and

Dr. Kateri Roessler-Henderson, emergency medicine resident, all with Ronald Reagan UCLA Medical Center, greeted Jode Lebedo at the news conference.

### **UCLA-Led Initiative Helps Hospitals Deliver Clot-Busting Drug Quicker**

[USA Today](#), [KABC-Channel 7](#), [KNBC-Channel 4](#), [Examiner.com](#), [Medscape](#), [Science Codex](#), and [Medical Xpress](#) April 22; National Public Radio (NPR) [radio](#) and [website](#), [HealthDay News](#), [KCBS 740AM](#) (San Francisco), [redOrbit](#), [News-Medical.net](#), and [Formulary Watch](#) April 23, and [TCTMD](#) April 24 reported on a UCLA-led national initiative that markedly increased the speed with which stroke patients are treated with a clot-busting drug. This quicker treatment was accompanied by reduced mortality and fewer treatment complications. First author Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, and study co-author Dr. Jeffrey Saver, professor of neurology and director of the Comprehensive Stroke Center at the David Geffen School of Medicine at UCLA, were quoted and a UCLA patient was highlighted. The HealthDay News story also ran in [U.S. News & World Report](#). The USA Today story was picked up by [IndyStar](#) and the [Detroit Free Press](#). The NPR radio story aired on 47 national public radio affiliates across the nation.

### **PBS Explores New Therapies for Blindness**

PBS' [Charlie Rose Show](#) featured Dr. Steven Schwartz, chief of the retina division at the Stein Eye Institute and Ahmanson Professor of Ophthalmology at the David Geffen School of Medicine at UCLA, in an April 21 segment on new approaches to treating blindness. Schwartz described UCLA's participation in a groundbreaking clinical study using cells derived from human embryonic stem cells to treat vision loss resulting from Stargardt's macular dystrophy and age-related macular degeneration.

### **Cool Cakes and Celebs Grab Media Spotlight**

[Access Hollywood](#), [LAist](#), and [Haute Living](#) April 21 and the [Tolucan Times](#) April 19 reported on the second annual Kaleidoscope Ball which benefitted the Children's Discovery and Innovation Institute at Mattel Children's Hospital UCLA. The event honored entertainers Julianne Hough and Derek Hough and featured designer cakes that depicted famous Los Angeles landmarks.

### **Local TV Covers Airplane Stowaway**

[KCAL-Channel 9](#) and 44 other local TV stations nationwide covered a story about a teen that stowed away in the wheel well of a jet traveling from San Jose to Hawaii. Dr. Mark Morocco, clinical professor of emergency medicine, David Geffen School of Medicine at UCLA and Ronald Reagan UCLA Medical Center, commented in the story about lack of oxygen, exposure and other related health issues that could result from such an incident.

### **Build Muscle and Live Longer**

[World Health.net](#) reported April 21 on research by Dr. Preethi Srikanthan, assistant professor of medicine in the division of endocrinology, and Dr. Arun Karlamangla, professor of medicine in the division of geriatrics, indicating that greater muscle mass may be a more important factor in preventing premature death among older Americans than a good body mass index.

### **UC Settles Civil Court Case**

The [Los Angeles Times](#), the [Associated Press](#), [Westwood-Century City Patch](#) and City News Service April 22, and [KCAL-Channel 9](#) April 23 covered a settlement by the UC Regents for \$10 million that ended a civil court case brought by Dr. Robert Pedowitz, the former chair of the orthopedic surgery department, who alleged that the medical school allowed its faculty to take industry payments that may have been a conflict of interest. UCLA denied the allegations and said they found no wrongdoing by faculty and no evidence that patient care was jeopardized. Multiple investigations by university officials and independent investigators concluded that conduct by faculty members was lawful and patient care was not compromised. Marti Arvin, chief compliance officer for UCLA Health System, was quoted.

### **Imperial Valley News Spotlights Community-wide HIV Prevention Efforts**

[Imperial Valley News](#) reported April 16 on research led by Dr. Thomas Coates, director of UCLA's Center for World Health and an associate director of the UCLA AIDS Institute, finding that a series of community efforts in Thailand and Africa boosted HIV testing and helped reduce new HIV infections.

### **Stem Cell Researcher Inducted into Prestigious Cancer Research Academy**

[Examiner.com](#) announced April 22 the induction of Dr. Owen Witte, director of the UCLA Eli and Edythe Broad Center of Regenerative Medicine and Stem Cell Research and member of UCLA's Jonsson Comprehensive Cancer Center, into the prestigious American Association for Cancer Research Academy. Witte, whose research has laid the foundation for the development of the targeted therapy drug Imatinib, was quoted.

### **More Coverage for Breakthrough Breast Cancer Drug**

[Bruins Nation](#) April 20 mentioned study results of the experimental drug palbociclib by researchers from UCLA's Jonsson Comprehensive Cancer Center, showing the revolutionary treatment effectively doubled progression-free survival rates in women with advanced breast cancer.

### **Media Highlight 2014 Taste for a Cure Gala**

The [Orange County Register](#) April 22, the [Pasadena Star-News](#) April 20 and [Park LaBrea News](#) April 18 spotlighted the UCLA 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.

### **Santa Monica Paper Spotlights Coveted Internship Program for College Students**

The April 19 [Santa Monica Daily Press](#) ran a front-page story on the Care Extender Internship Program that provides college students with a close-up look at medical careers through internships at both UCLA Medical Center, Santa Monica and Ronald Reagan UCLA Medical Center. Care extenders Nathan Stumpf and Rachel Einarsson were quoted.

### **Santa Monica Daily Press Readers Love UCLA Santa Monica!**

The April 22 Santa Monica Daily Press contained a special section titled "Santa Monica's Most Loved," in which UCLA Medical Center, Santa Monica was selected by the paper's readers as the top choice in the "Health Practitioner / Doctor / Dentist" category. Dr. Denise Sur, chief of staff, and Paul Watkins, chief administrative officer, were pictured and quoted in the publication.

### **Bloomberg News, Wash Post Highlight Smoking in China**

Dr. Virginia Li, emeritus professor of community health sciences at the UCLA Fielding School of Public Health, was featured April 21 in [Bloomberg News](#) about her efforts to curtail cigarette smoking in China. The [Washington Post](#) ran the Bloomberg story April 22.

### **Fundraising Event Highlighted**

[Examiner.com](#) and [L.A. Parent](#) April 22 featured an upcoming comedy event that will benefit ovarian cancer research at UCLA done by Dr. Sanaz Memarzadeh, an assistant professor of obstetrics and gynecology.

## **BRIEFS**

UCLA Medical Center, Santa Monica and Ronald Reagan UCLA Medical Center were referenced in an April 20 [Santa Monica Mirror](#) story about local college student Siamak Khakshoor-Kohan, who received a prestigious undergraduate transfer scholarship. Khakshoor-Kohan is a care-extender volunteer at the Santa Monica campus and former volunteer in Westwood.

Dr. Gary Mathern, professor of pediatric neurosurgery and director of the Pediatric Epilepsy Surgery Program at Mattel Children's Hospital UCLA, was cited April 22 in [Medscape Neurology](#) and April 23 in [Health Canal](#) in articles about a new definition of epilepsy created by a task force that included Mathern.

## **QUOTABLES**

Dr. Jeffrey Klausner, professor of medicine in the division of infectious diseases and of public health, was quoted in an April 23 [Reuters Health](#) story about a study finding that shared sex toys can transmit the potentially cancer-causing human papillomavirus, or HPV.

Dr. Wayne Ozaki, professor and chief of plastic surgery and director of craniofacial surgery at Mattel Children's Hospital UCLA, commented April 22 in an online [NBC Today Show](#) article about a congenital condition called trismus which causes limited mouth movements.

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, commented in an April 15 [Shape.com](#) article about the impact of technology on the brain.

Dr. Mel Suffet, professor of environmental health sciences in the UCLA Fielding School of Public Health, was quoted in the April 22 Los Angeles [Daily News](#) about a change in the chemical treatment for San Fernando Valley tap water.

Dr. Steven Wallace, associate director of the UCLA Center for Health Policy Research in the UCLA Fielding School of Public Health, was quoted April 20 in the [Los Angeles Times](#) and April 22 in the [ChristianPost.com](#) about a growing number of Californians between the ages of 50 to 64 that have been painfully moving back home to live with their parents due to economic hardship.

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