



UCLA HEALTH SCIENCES MEDIA REPORT
For the week of May 16-22, 2014

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Banning the Handshake

Chicago's WLS 94.7FM radio ([part 1](#), [part 2](#)) and [Inside Edition](#) May 22; [WNYW-Channel 5](#) (New York), "Health Check with Heidi Godman" on WSRQ 1220AM (Sarasota, Fla.) [Indo-Asian News Service](#), [KRIV-TV](#) (Houston), [WNEW 99.1FM](#) (Washington) and Sirius Radio's The Howard Stern Show May 21; [KPCC 89.3FM](#) May 20; [Global News](#) and [MinnPost](#) May 19; [KCBS 740AM](#) May 18; [Health Day](#), [NBC News](#) online, [Becker's Hospital Review](#) and [WEAU-Channel 13](#) (Eau Claire, Wis.) May 16, and many others, were among the media outlets reporting on an article published in the Journal of the American Medical

Association suggesting that the handshake greeting between doctor and patient spreads germs and should be banned in the healthcare setting. Co-author Dr. Mark Sklansky, professor and chief of pediatric cardiology at Mattel Children's Hospital UCLA, was interviewed. Additional UCLA authors included Dr. Lynn Ramirez-Avila, assistant clinical professor of pediatric infectious diseases and Nikhil Nadkarni, a medical student.

Common STD Linked to Prostate Cancer

A UCLA study led by Dr. Patricia Johnson, a professor of microbiology, immunology and molecular genetics at the David Geffen School of Medicine at UCLA, linking the parasite that causes trichomonas, a common sexually transmitted infection, to prostate cancer, was covered May 22 by the U.K.'s [Independent](#) and [WebMD](#); and May 20 by [Al Jazeera America](#), [BBC News](#), [Huffington Post U.K.](#), [Live Science](#), and many others. Johnson's findings were recently published by the Proceedings of the National Academy of Sciences.

LA Times Covers End-of-Life Issues

The [Los Angeles Times](#) and [KPCC 89.3FM](#) May 21 featured an announcement by a coalition of Los Angeles-area healthcare providers who endorsed guidelines designed to help patients take more control over their final months, weeks and days. The hospitals will urge their doctors and nurses to help patients specify their treatment goals through advance care planning, and understand how to seek palliative care if a patient wants it. Dr. Neil Wenger, director of the UCLA Health Ethics Center and a collaborator on the guidelines, was quoted in the Times story.

"One Day in L.A." Collaborative Documentary

On Saturday, April 26th, Ronald Reagan UCLA Medical Center participated in a collaborative documentary project called "[One Day in L.A.](#)" one part of a nationwide effort by One Day on Earth in 11 cities across America on that day. Sponsored by the Ford Foundation and the Annenberg Foundation, thousands of filmmakers, non-profits and inspired citizens filmed stories as part of a participatory media creation event. The videos created will be showcased in a TV Series on the future of the American City, as well as in a geo-tagged archive and interactive map of the city of Los Angeles containing every video shot on that day. (Click on the map to find Ronald Reagan UCLA Medical Center.) Dr. Mark Morocco, clinical professor of emergency medicine, David Geffen School of Medicine at UCLA and Ronald Reagan UCLA Medical Center, and People Animal Connection volunteer Grace Sagara and her dog Scully were featured at work in Westwood.

KABC Takes Some Time Out

[KABC-Channel 7](#) May 21 aired a story about TimeOut@UCLA, an innovative intergenerational program that gives seniors an opportunity to interact with and mentor bright, enthusiastic UCLA students while giving their caregivers a much needed break. Dr. Zaldy Tan, medical director of the UCLA Alzheimer's and Dementia Care program, commented.

Exceptional UCLA Physicians Recognized

[The Santa Monica Mirror](#), [Westside Today](#) and [Westside People Magazine](#) May 22 featured articles on the UCLA Health System physicians honored during National Hospital Week. The "Exceptional Physician" awardees at Ronald Regan UCLA Medical Center were Dr. Anjay Rastogi, director of the UCLA Dialysis Program and Dr. Karen Miotto, director, Alcoholism and Addiction Medicine, Resnick Neuropsychiatric Hospital. Honorees at UCLA Medical Center, Santa Monica were Dr. Bitá Farrell, anesthesiologist, Dr. Irawan Susanto, director of interventional pulmonology, and Dr. Eugenia Wen, intensivist in pulmonary and critical care medicine. Westwood nursing staff chose neurosurgery fellow Dr. Catherine Le as its "Physician Partner of the Year," and hospitalist Dr. Christopher Tymchuk received that

award from the nursing staff in Santa Monica. Dr. Jonathan Hiatt, UCLA professor of surgery and vice-dean for faculty, was quoted.

Media Examine “Physician Partners”

[Yuma Arizona News](#) May 18, [News-Medical.net](#) and [Health Canal](#) May 16, [Science Daily](#) May 15, reported on research led by Dr. David Reuben, chief of the UCLA Division of Geriatrics, finding that "physician partners," whose role would be to work on time consuming administrative tasks normally performed by doctors such as entering data into patient records, can free up physicians' time so that they can focus more of their attention on their patients, leading to greater patient satisfaction with their care.

When Low-Risk Prostate Cancer Isn't Low Risk

[Examiner.com](#) May 18 and [Sierra Sun Times](#) May 21 focused on a UCLA study finding that the selection of men for active prostate cancer surveillance should be based not on the widely used conventional biopsy method but on a new image-guided, targeted prostate biopsy. The UCLA team found that conventional "blind" biopsy failed to reveal the true extent of presumed low-risk prostate cancers; when targeted biopsy was used, more than a third of these men had more aggressive cancers than originally thought. The new method, pioneered by a multidisciplinary team on the Westwood campus, is now a routine part of UCLA's surveillance program. Study senior author Dr. Leonard Marks, a professor of urology and director of the UCLA Active Surveillance Program, was quoted.

Urology Times Notes New Urology Faculty Member

The May 17 [Urology Times](#) noted that Dr. Stuart Holden has joined the faculty as a clinical professor in urology and associate director of the UCLA Institute of Urologic Oncology. Dr. Arie Beldegrun, professor of urology and director of the Institute of Urologic Oncology, and Dr. Mark Litwin, professor and chair of the UCLA Department of Urology, were cited in the coverage.

Exploring the Human Voice

Sweden's [FOKUS](#) magazine published a May 8 interview with Dr. Jody Kreiman, professor of head and neck surgery at the David Geffen School of Medicine at UCLA, about her studies of the human voice.

Food Trade Covers Antibiotic-Free Offerings

The May issue of Food Management featured the UCLA Health System's 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 initiative to patients, staff and visitors. Patricia Oliver, director of nutrition services, UCLA Health System, was quoted and featured in a photo with Gabriel Gomez, executive chef, UCLA Health System.

Genomics Transforms Pathologists' Role

Dr. Jonathan Braun, chair of pathology and laboratory medicine, was featured April 30 by [Clinical Omics](#) (pages 12-14) in a story about how modern genomics has dramatically changed the role of pathologists in medicine.

A Mobile App to Monitor Vision

A study led by Dr. Irena Tsui, assistant professor of ophthalmology at the Stein Eye Institute and David Geffen School of Medicine at UCLA, that enabled diabetic patients to monitor vision changes via a mobile app from home and report the results back to their physicians was covered April 23 by [MobiHealthNews](#).

Build Muscle and Live Longer

[KFYR-TV](#) (Minot-Bismarck, N.D.) reported May 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.

Local TV Covers Heart Failure Risk Calculator

News reports May 22 on [WFQX-TV](#) (Traverse, Mich.) and WWTW-TV (Traverse, Mich.), May 21 on WKBT-TV (La Crosse, Wis.) and May 15 on WFRV-TV (Green Bay, Wis.) covered a smartphone "risk calculator" that helps predict heart failure patients' five-year survival chances and assists doctors in determining whether more or less aggressive treatment is appropriate. Dr. Martin Cadeiras, a transplant cardiologist at the David Geffen School of Medicine at UCLA, was interviewed and nurse practitioner Tamara Chaker and a UCLA patient were featured.

BRIEFS

CBS [The Doctors](#) May 20 mentioned a UCLA study that showed that adding avocado to a hamburger may help curb production of compounds that contribute to vascular inflammation.

QUOTABLES

Dr. Gregg Fonarow, UCLA's Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, commented in a May 18 [HealthDay News](#) story about a study showing that a urine test may help detect the presence of dangerous blood clots in the lungs.

Dr. Wally Ghurabi, medical director, Nethercutt Emergency Center at UCLA Medical Center, Santa Monica, was quoted May 15 in the [Santa Monica Mirror](#) in an article on tips to beat the heat.

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