



**UCLA HEALTH SCIENCES MEDIA REPORT
For the week of July 15 - 21, 2011**

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How UCLA Hospitals Survived Carmageddon

UCLA Hospital System's detailed plans to ensure that patients could reach fully staffed hospitals during last weekend's 405-freeway shutdown were covered by the Los Angeles Times ([1](#) | [2](#) | [3](#)), the [Los Angeles Daily News](#), [City News Service](#), Associated Press ([1](#) | [2](#)), the [Huffington Post](#), and numerous national and local television stations and their websites. Broadcast coverage included:

- Shannon O'Kelley, chief operating officer for Ronald Reagan UCLA Medical Center, was interviewed July 15 on NBC's "[Nightly News](#)," July 16 on KNX AM1070 and [KPCC FM89.3](#), among others.
- Posie Carpenter, chief administrative officer for Santa Monica-UCLA Medical Center and Orthopaedic Hospital, was interviewed July 14 by [KTLA-Channel 5](#), July 15 by [KCAL-Channel 9](#), July 16 by [KABC-Channel 7](#) and July 15 and July 17 on KNX 1070AM, among others.
- Dr. J. Thomas Rosenthal, chief medical officer for the UCLA Health System and associate vice chancellor of the David Geffen School of Medicine, appeared July 14 on [KTTV-Channel 11](#).
- Dr. Wally Ghurabi, medical director of the emergency department at Santa Monica-UCLA Medical Center and Orthopaedic Hospital, was quoted July 14 by the Associated Press and Contra Costa Times.
- Bill Dunne, director of emergency preparedness for the UCLA Health System, was interviewed July 15 by [KTTV-Channel 11](#), and July 11 on KCET's "[So Cal Connected](#)," among others.

UCLA Med Center Ranked in Top 5 U.S. Hospitals

The [Contra Costa Times](#), [San Bernardino Sun](#), [MSN.com](#), [Nurse.com](#) and an [Examiner](#) blog, among others, reported July 19 that Ronald Reagan UCLA Medical Center was ranked the No. 5 hospital in the nation — and the best in the western U.S. for the 22nd consecutive year — by [U.S. News & World Report](#). Dr. A. Eugene Washington, UCLA vice chancellor for health sciences and dean of the David Geffen School of Medicine at UCLA, was quoted in a July 20 story by [AOL's Patch](#) that was also carried by the Huffington Post. Both Washington and Dr. David Feinberg, president of the UCLA Health System and UCLA associate vice chancellor for health sciences, were quoted in the Santa Monica Observer and [News-medical.net.com](#).

Panel on Contraception Draws National Coverage

Linda Rosenstock, dean of the School of Public Health and chair of an Institute of Medicine panel urging insurers to provide birth control and other women's health services free of charge under health care reform, was quoted July 20 by the [National Journal](#), [Agence France-Presse](#), [New York Times](#), [Associated Press](#), [Washington Times](#), [Los Angeles Times](#) and the [St. Louis Post-Dispatch](#). Rosenstock also was interviewed July 21 on WAMU-88.5 FM's "[Diane Rehm Show](#)" (Washington, D.C.) and participated in a July 20 Q&A on the [Washington Post](#) website.

Popular Mechanics Spotlights Age Spit Test

Research led by Sven Bocklandt, a former UCLA geneticist, demonstrating that scientists can determine a person's age using just a saliva sample — a potential boon for crime scene investigators — was highlighted in the current issue of [Popular Mechanics](#). Bocklandt was quoted.

NPR Examines Brain Bugs

Dean Buonomano, a professor of neurobiology at the David Geffen School of Medicine at UCLA and a member of the UCLA Brain Research Institute, was interviewed July 14 on NPR's "[Fresh Air](#)" about his new book, "Brain Bugs: How the Brain's Flaws Shape Our Lives," which looks at how the human brain's weaknesses and strengths have evolved over thousands of years.

MSNBC Links Brain Injury to Dementia

[MSNBC.com](#) reported July 18 about research linking head injuries and dementia among U.S. military personnel and professional football players. The story cited brain-imaging research conducted by Dr. Gary Small, Parlow-Solomon Professor on Aging, a professor of psychiatry at the Semel Institute and director of the UCLA Longevity Center. Small was quoted.

L.A. Times Showcases Health Benefits of Animal Therapy

The [Los Angeles Times](#) ran a July 18 story about the benefits of therapy dogs for improving hospital patients' health and well-being and profiled UCLA's People-Animal Connection, the animal-assisted therapy program at Ronald Reagan UCLA Medical Center. Jack Barron, director of the program, was quoted.

Wall Street Journal Profiles Doctor's Theater Project

An online [Wall Street Journal](#) article reported July 18 on two plays presented in New York by the Relational Medicine Foundation, a program founded by Dr. Mario Deng, medical director of the advanced heart failure, mechanical circulatory support and heart transplant program at Ronald Reagan UCLA Medical Center. The plays are based on the stories of people who have undergone heart transplants and depict the relationship between patient and doctor. Deng was quoted.

L.A. Times Recounts Girl's Recovery from Brain Surgery

A July 20 column in the [Los Angeles Times](#) highlighted the successful brain surgery performed at Mattel Children's Hospital UCLA on the daughter of a former professional baseball player. Her surgeon, Dr. Gary Mathern, professor of neurosurgery and director of the UCLA Pediatric Epilepsy Surgery Program, was cited.

HealthDay, Trades Cover Heart Study

Numerous outlets covered a UCLA study reporting favorable long-term outcomes for lower-risk heart patients who underwent angioplasty with medication-coated stents, rather than bypass surgery. Dr. Michael Lee, assistant professor of medicine, division of cardiology, was quoted July 1 by [HealthDay News](#), June 22 by [Cardiac Interventions Today](#), June 24 by [Cardiovascular Business](#) and June 29 by [Cardiovascular News](#). The HealthDay story ran on websites for the Doctor's Lounge, MD News and All Nurses.com.

Channel 11 Reports on Medical Apps

[KTTV-Channel 11](#) aired a July 19 story on the FDA's oversight guidelines for medical applications designed for smart phone use. Dr. Mark Morocco, associate clinical professor and associate residency director of emergency medicine, commented in-studio. He cited work by Dr. Eric Savitsky and his team at the UCLA Center for International Medicine on health care education tools that use new technologies, including the Internet.

KPCC Features Addiction Expert

Dr. Keith Heinzerling, assistant clinical professor of family medicine, appeared July 15 in a KPCC 89.3FM "[Patt Morrison](#)" report about treating substance addiction.

Daily News Highlights Disaster Preparedness

The [Los Angeles Daily News](#) ran a July 16 column by Dr. Claire Panosian Dunavan, clinical professor of infectious diseases, about disaster preparedness in Southern California. Dr. David Eisenman, assistant professor of general internal medicine and health services research, was quoted.

UPI Explores Sleep Patterns and Aging

[United Press International](#) reported July 20 on research by UCLA Chancellor Gene Block, professor of psychiatry, biobehavioral sciences and physiological science, and Christopher Colwell, professor-in-residence of psychiatry and biobehavioral sciences. They showed that activity patterns in the brain region that regulates circadian rhythms begins to decay when mice hit middle age. The research could provide clues as to why sleep patterns change as people grow older. Block was quoted.

Wires Cover Meditation and the Brain

[HealthDay News](#) reported July 19 and [Asian News International](#) reported July 15 on research led by Eileen Luders, visiting assistant professor at the UCLA Laboratory of Neuro Imaging, showing that meditation could strengthen the brain's connections and stave off age-related brain atrophy. She was quoted.

ET Spotlights ICON Award Event

Two July 8 Entertainment Today columns by reporters [Margie Barron](#) and [Marci Weiner](#) highlighted the 20th anniversary and ICON Awards gala for the Center on Longevity (formerly the Center on Aging). The event honored actress Jane Fonda; businessman and UCLA alum James Collins and Dr. Bradley Straatsma, founding director of the Jules Stein Eye Institute at UCLA.

Stem Cell Study for Blindness Draws Interest

[BioNews](#) (U.K.) and a [SmartPlanet](#) blog reported July 18 and KTVU-TV (San Francisco) reported July 14 that Dr. Steven Schwartz, Ahmanson Professor of Ophthalmology and chief of the retina division at UCLA's Jules Stein Eye Institute, performed the world's first transplants of retinal cells derived from human embryonic stem cells into two patients' eyes. The surgery is the first part of a clinical trial examining whether the treatment can help address vision loss in people suffering from Stargardt's disease and dry age-related macular degeneration.

Tech Trade Covers Combat Casualty Training Video

[Medical Design Briefs](#) reported July 1 on an educational program that helps train military medical personnel to treat combat casualties in war zones. The computer-based program was created by a collaboration of UCLA educators, military care providers and Pelagique, a spin-out business of the UCLA Center for Advanced Surgical and Interventional Technology. Dr. Eric Savitsky, the project's editor-in-chief and a professor of emergency medicine, was quoted.

Magazine Addresses Technology's Effect on Memory

[Spectrum Magazine](#) reported July 14 about how the use of new technologies affects memory. Dr. Gary Small, Parlow-Solomon Professor on Aging, a professor of psychiatry at the Semel Institute and director of the UCLA Longevity Center, was interviewed. The story was also picked up by [Discovery News](#).

Ventura County Star Explores Skin Cancer Risk

A July 1 [Ventura County Star](#) article addressed a new study reporting that skin melanoma is more prevalent in affluent women. Dr. Patrick Lee, associate clinical professor of medicine, division of dermatology, commented on the UCSF study and provided prevention advice including the importance of applying sunscreen and avoiding tanning beds.

Examiner.com Highlights Stem Cell Study

Research by Steve Jacobsen, professor of molecular, cell and developmental biology and a Howard Hughes Medical Institute investigator, that generated the first genome-wide mapping of a DNA modification called 5-hydroxymethylcytosine (5hmC) in embryonic stem cells was featured July 21 by [Examiner.com](#).

Paper Cites National Children's Study

The summer edition of the [South Gate Vista](#) covered the National Children's Study led in Los Angeles and Ventura counties by the UCLA Center for Healthier Children, Families and Communities. The research will follow 100,000 children nationwide over their first 21 years to look at how environmental factors affect child health. Lead investigator Dr. Neal Halfon, professor of pediatrics, public health and

public policy at UCLA and director of the UCLA Center for Healthier Children, Families and Communities, was quoted.

Trade Highlights Licensing of UCLA Patents

Medical Device Daily reported July 20 on NeuroSigma's signing of a license with UCLA covering its medical applications of a new stent technology co-developed and tested by researchers from the UCLA Henry Samueli School of Engineering and Applied Science and physicians at the David Geffen School of Medicine at UCLA. Dr. Dan Levi, associate professor of pediatric cardiology, and Dr. Fernando Vinuela, chief of interventional neuroradiology, were cited.

Diesel School Buses and Tailpipe Emissions

[AutoblogGreen](#) reported July 18 on a study by Yifang Zhu, assistant professor of environmental health sciences at the School of Public Health, on the performance of retrofit systems for diesel-fueled school buses.

BRIEFS

A July 21 [Smart Money](#) article about games and exercises that promise to help seniors improve their memory and attention span cited a UCLA study showing that brain fitness games helped seniors increase their scores on a memory test by about 16 percent.

The David Geffen School of Medicine at UCLA was cited July 15 in a New York [Newsday](#) editorial about medical schools placing a greater emphasis on students' interpersonal communication skills and the doctor-patient relationship.

A July 17 [Colorado Springs Gazette](#) brief about patient privacy cited a federal investigation into allegations that UCLA Health System employees improperly accessed patients' medical records between 2005 and 2008.

A July 17 [Examiner](#) blog about teens and obesity cited a 2008 study by the UCLA Center for Health Policy Research showing that low-income teenagers in California are almost three times more likely to be obese than teens from more affluent households.

QUOTABLES

Dr. Gary Alter, assistant clinical professor of plastic surgery, was quoted July 14 in a [Los Angeles Times](#) blog about surgical options for penis repair following mutilation.

Dr. David Baron, family medicine physician and former chief of staff, commented in a July 20 [KNX AM1070](#) report about migraine headaches and how they might affect a candidate's ability to serve as president.

Dr. Michael Broder, assistant clinical professor of obstetrics and gynecology, was quoted July 18 in a [New York Times](#) article about a 61-year-old woman planning to swim 103 miles across the Straits of Florida, from Cuba to Key West. Broder is the woman's physician for the swim.

Dr. Don Catlin, professor emeritus of molecular and medical pharmacology, commented July 19 in [Forbes India](#) about athletes who use performance-enhancing drugs.

Dr. Andrew Charles, professor of neurology and director of the UCLA Headache Research and Treatment Program, commented in a July 19 [Daily Beast](#) story about migraines suffered by presidential candidate Michelle Bachmann.

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, commented in a July 19 [HealthDay News](#) article about

research showing that heart patients who stop taking aspirin daily increase their risk of a heart attack. The HealthDay story also ran in the online U.S. News & World Report.

David Hovda, professor of neurosurgery and director of the UCLA Brain Injury Research Center, was quoted July 20 by a [Houston Press](#) blog about research linking traumatic brain injury to a drop in the brain's neurochemical and metabolic functions.

Dr. Carlos Lerner, medical director of the UCLA Children's Health Center and assistant professor of clinical pediatrics, commented July 15 in an [Associated Press](#) story about the health risks of leaving children in the car during intense heat.

Dr. John Ringman, associate professor of neurology and interim director of UCLA's Mary S. Easton Center for Alzheimer's Disease Research, was quoted in a July 20 [USA Today](#) article about research showing that most people would want to get checked for Alzheimer's disease if they thought they were suffering from early symptoms.

Dr. Michael Rodriguez, professor of family medicine, commented July 15 in a W Radio 690AM report on the benefits of taking "power naps" at work.

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