



UCLA HEALTH SCIENCES MEDIA REPORT
For the week of July 20 – 26, 2012

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Health System Docs to Direct 11 CVS Locations

CNN Explains Survivor Guilt

Fox Spotlights Olympic Lab

Univision Explores Custom Approach to Gastric Cancer

KPCC Showcases Alzheimer's Care Program

KABC Tackles Topic of Picky Eaters

Doctor Discusses Santa Monica Smoking Ban

Biology behind How Yoga Reduces Stress

Computer World, Yahoo Unveil New Robo-Doc

L.A. Parent Applauds UCLA's Maternity Centers

Channel 7 Spotlights Donated-Body Program

Online Show Identifies Warning Signs for Gamblers

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Online Outlet Explores the 'Obesity Paradox'

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New JCC Foundation Board Members Highlighted

BRIEFS

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Health System Docs to Direct 11 CVS Locations

The [Los Angeles Times](#), [Westside Today](#), [Brentwood News](#), [Examiner](#), [MorningNewsBeat](#), [Beverly Hills Courier](#), [Los Angeles Business](#), [San Fernando Valley Business Journal](#), [Becker's Hospital Review](#), [Manhattan Beach Patch](#) and [Drug Store News RX](#), reported July 25; and [California Healthline](#), [Advance for Nurses](#) and [Payers & Providers](#) reported July 26, that CVS Caremark Corp. and UCLA Health System have teamed up to have UCLA physicians serve as medical directors at 11 CVS locations. The clinical

affiliation has been designed to enhance access to high quality, affordable health care services in Los Angeles County. Dr. David Feinberg, president and CEO of the UCLA Health System and associate vice chancellor for health sciences, was quoted.

CNN Explains Survivor Guilt

Melissa Brymer, director of terrorism and disaster programs at the UCLA–Duke National Center for Child Traumatic Stress, was featured in a July 24 [CNN.com](#) article about survivor guilt following the shootings in Colorado.

Fox Spotlights Olympic Lab

[Fox Sports](#) aired a July 22 interview with Anthony Butch, professor of pathology and director of the UCLA Olympic Analytical Laboratory, in a story about how the lab's testing helps keep the Olympic competition clean. Butch and the lab were also featured in a [Fox Sports](#) story about the drug-testing process from the athlete's perspective.

Univision Explores Custom Approach to Gastric Cancer

[Univision](#) aired a two-part report on July 23 and July 24 about a personalized treatment approach to a Hispanic family's rare form of gastric cancer. Dr. David Chen, general surgeon at UCLA Medical Center, Santa Monica and assistant clinical professor, was featured.

KPCC Showcases Alzheimer's Care Program

[California Healthline](#) reporter July 26, [KPCC 89.3FM](#) reported July 25 and [CBS 42-TV](#) (Birmingham, AL.) reported July 22 on UCLA's new Alzheimers and Dementia Care program, which provides comprehensive care to both the patient and their caregiver. Dr. David Reuben, chief of geriatrics; Linda Ercoli, director of geriatric psychology, and Leslie Evertson, care manager for the program, were quoted.

KABC Tackles Topic of Picky Eaters

[KABC-Channel 7](#) aired a July 19 story about how parents can deal with children who are picky eaters and teach them good eating habits. Dr. Natalie Digate Muth, a former pediatric resident at Mattel Children's Hospital UCLA, and Dr. Mary Saph Tanaka, a chief pediatric resident at UCLA, were interviewed. Muth recently published a book about getting kids to eat healthfully and Tanaka contributed recipes for the book.

Doctor Discusses Santa Monica Smoking Ban

Dr. Michael Ong, associate professor of general internal medicine and health services research, appeared on a [KPCC 89.3FM](#) "AirTalk" segment about a proposed Santa Monica ordinance regulating smoking in multi-unit residential buildings.

Biology behind How Yoga Reduces Stress

The [Examiner.com](#) reported July 23 on a study by Dr. Helen Lavretsky, professor of psychiatry at the Semel Institute and director of the Late-Life Depression, Stress and Wellness Research Program, that described the biological mechanisms behind yogic meditation's ability to reduce stress.

Computer World, Yahoo Unveil New Robo-Doc

[Computer World](#) reported July 25 and [Yahoo! Finance Canada](#) reported July 24 on a remote-presence robot that allows doctors to visit hospitalized patients' bedsides from a computer in their office or home. Ronald Reagan UCLA Medical Center helped test the latest version of the robot.

L.A. Parent Applauds UCLA's Maternity Centers

The August edition of [LA Parent](#) magazine listed UCLA's BirthPlace maternity centers in Westwood and Santa Monica as among the "best places to have a baby in Los Angeles County."

Channel 7 Spotlights Donated-Body Program

UCLA's Donated Body Program was featured July 17 in a [KABC-Channel 7](#) segment about options available for people who wish to reduce funeral costs by donating their bodies to medical research. Program director Dean Fisher was quoted.

Online Show Identifies Warning Signs for Gamblers

Dr. Timothy Fong, associate professor of psychiatry at the Semel Institute and director of the UCLA Addiction Medicine Clinic, was interviewed July 19 on "[America Now](#)" about how to identify when gambling becomes an addiction.

Heart.org Describes Technology for Atrial Fibrillation

[The heart.org](#) reported July 18 on a UCLA/UCSD study finding that irregular heart rhythms are caused by small electrical sources within the heart called "rotors." The researchers used a targeted therapy with lasting results to detect and shut down the electrical sources. Dr. Kalyanam Shivkumar, director of the UCLA Cardiac Arrhythmia Center and a professor of medicine and radiological sciences; and Dr. Sanjiv Narayan, a professor of medicine at UC San Diego, visiting professor at the UCLA Cardiac Arrhythmia Center and director of electrophysiology at the San Diego Veterans Affairs Medical Center; were quoted.

Online Outlet Explores the 'Obesity Paradox'

[EMax Health](#) reported July 3 on research led by Dr. Tamara Horwich, assistant professor of cardiology, indicating that being overweight or obese may provide protective benefits for those suffering from heart disease. Horwich was quoted.

Patch Reports on U.S. News Ranking

The Westwood-Century City [Patch](#) reported July 19 that UCLA's Jonsson Comprehensive Cancer Center was ranked the No.1 cancer center in California and No. 9 in the nation by U.S. News & World Report.

New JCC Foundation Board Members Highlighted

[Westside Today](#) reported July 18 on four new members joining the Jonsson Cancer Center Foundation board. [The Malibu Times](#) also reported July 26 on resident Mary Anne Keshen's appointment.

BRIEFS

A July 25 article in the [Times-Herald](#) cited a study by the UCLA Center for Health Policy Research that tracked California obesity rates on a county-by-county basis.

[Examiner](#) reported July 24 that the UCLA Center for Human Nutrition is recruiting people with diabetes and cardiovascular disease for a study on an investigational drug to treat heart disease and stroke risk.

The July 24 [Latino Lista](#) reported on a study by the UCLA Center for Health Policy Research at the Fielding School of Public Health showing that an estimated 3.8 million California adults could not provide adequate food for themselves or their families during the recent recession.

UCLA's Pediatric Heart Transplant program was referenced July 24 in a [La Habra Journal](#) article about a local boy who may need a heart transplant.

[Salon Today](#) ran a July 26 story about celebrities who attended a recent fundraising event at a Brentwood nail salon that benefitted the Chase Child Life Department at Mattel Children's Hospital UCLA.

A July 23 [Examiner](#) story about a dispute over a government-appointed panel's recommendation that all children's cholesterol levels be screened cited UCLA Health System's guidelines for adult cholesterol testing.

QUOTABLES

Susan Bowerman, assistant director of the UCLA Center for Human Nutrition, was quoted July 21 in a [Los Angeles Times](#) story about finding the willpower to fight food cravings.

Dr. James Farrell, associate clinical professor of medicine, division of digestive diseases, and director of the Pancreatic Diseases Program, commented June 18 in an [EveryDay Health](#) story about people who lack the digestive enzymes to properly digest food.

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson–UCLA Cardiomyopathy Center, commented July 23 in [HealthDay News](#) about joint replacement surgeries raising the risk of heart attack. The story also ran in [U.S. News & World Report](#).

Dr. Maria Garcia-Lloret, assistant professor of pediatric allergy, immunology and rheumatology at Mattel Children’s Hospital UCLA, was quoted July 24 in MSNBC’s “Today” [blog](#) about preparing kids with food allergies for the new school year.

Dr. Daniel Geschwind, UCLA’s Gordon and Virginia MacDonald Distinguished Professor of Human Genetics and a professor of neurology and psychiatry, was quoted July 24 in an [Los Angeles Times](#) article about a study that found that children raised in institutions rather than families have structural abnormalities in their brains.

Dr. Praveen Kambam, assistant clinical professor of psychiatry at the Semel Institute, was quoted in the July 24 [USA Today](#) about the possible role of mental illness in the recent Colorado murders.

Dr. Leonard Marks, clinical professor of urology and director of the UCLA Active Surveillance Program, commented July 23 in a New York Times [blog](#) post about a study challenging the use of surgery to treat early-stage prostate cancer.

Dylan Roby, director of the Center for Health Policy Research’s health economics and evaluation research program and assistant adjunct professor at the UCLA Fielding School of Public Health, was quoted July 24 in [The Nation](#) about the estimated 4 million women who could be left uninsured if governors opt out of expanding Medicaid.

Dr. Gary Small, Parlow–Solomon Professor on Aging and director of the Longevity Center at the Semel Institute, was quoted in a July 22 [Sunday Mail](#) (Australia) article about celebrities trying to look younger.

Dr. John Williams, assistant professor of psychiatry and biobehavioral sciences, was quoted July 23 in an [ABC.com](#) article about the rising rates of HIV/AIDS among African American men.

Gail Wyatt, professor of psychiatry and biobehavioral sciences and an associate director of the UCLA AIDS Institute, was quoted July 23 in an [ABC.com](#) article about the rising rates of HIV/AIDS among African American men.

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