



**UCLA HEALTH SCIENCES MEDIA REPORT  
For the week of July 24 - 30, 2009**

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**Wired Spotlights Procedure Pioneered by UCLA Surgeon**

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**ABC News, New Scientist Illuminate the “Oprah” Gene**

Dr. Itzhak Fried, professor of neurosurgery and director of the Epilepsy Surgery Program, explained his research July 23 on ABC’s “Good Morning America.” His work shows that certain neurons in the human brain “turn on” in response to pictures of individual celebrities, as well as their spoken or written name. New Scientist magazine also covered the research July 23.

“Do You Have Brain Cells Devoted to Oprah?”

<http://abcnews.go.com/Health/MindMoodNews/story?id=8150296&page=1>

<http://www.wtvynews4.com/4yourhealth/headlines/51516372.html>

“Oprah Neuron’ Hints at Nature of Memory”

<http://www.newscientist.com/article/dn17508-oprah-neuron-hints-at-nature-of-memory.html>

### **L.A. Times Op-ed Examines Regional Variations in U.S. Healthcare**

A July 27 Los Angeles Times op-ed co-authored by Dr. J. Thomas Rosenthal, chief medical officer of the UCLA Health System and associate vice chancellor of the David Geffen School of Medicine at UCLA, highlighted the need for policymakers to scrutinize regional variations in Medicare expenditures when considering national healthcare reforms. A version of the op-ed appeared July 28 in the Minneapolis Star Tribune.

“Health Costs – No Quick Fix”

<http://www.latimes.com/features/health/medicine/la-oe-stobo27-2009jul27.0,1720166.story>

“A Health Care Fix Too Good to Be True”

[http://www.startribune.com/opinion/commentary/51938857.html?elr=KArks8c7PaP3E77K\\_3c::D3aDhUec7PaP3E77K\\_0c::D3aDhUiD3aPc:\\_Yc:aUU](http://www.startribune.com/opinion/commentary/51938857.html?elr=KArks8c7PaP3E77K_3c::D3aDhUec7PaP3E77K_0c::D3aDhUiD3aPc:_Yc:aUU)

### **Wired Spotlights Procedure Pioneered by UCLA Surgeon**

Dr. Gerald Berke, chief of head and neck surgery, and the procedure he developed to restore speech in people suffering from spasmodic dysphonia were featured in a July 20 story in Wired magazine. The article profiled Scott Adams, the creator of the Dilbert cartoon strip, and his struggle to regain his voice.

“Speechless: *Dilbert* Creator’s Struggle to Regain His Voice”

[http://www.wired.com/medtech/health/magazine/17-08/ff\\_adams?currentPage=3](http://www.wired.com/medtech/health/magazine/17-08/ff_adams?currentPage=3)

### **HealthDay Reveals New Way of Predicting Tumor’s Response to Drug**

A UCLA study led by Dr. Whitney Pope, assistant professor of radiological sciences, that uncovered a new way to predict which brain tumors would respond to Avastin before patients start the drug, was reported July 30 by HealthDay News and the Doctor’s Guide. The story also ran on the websites for U.S. News & World Report, the Atlanta Journal Constitution, Austin American-Statesman, Health Scout, WFIE-TV (Ill.) KTVN-TV (Nev.) Lex 18-TV (Ky.) and WMBF-TV (Fla.), among others. Pope was quoted.

“Brain Scan May Help Predict Cancer Drug Response”

<http://health.usnews.com/articles/health/healthday/2009/07/30/brain-scan-may-help-predict-cancer-drug-response.html>

“Imaging Method Identifies Which Brain Tumors Will Respond to Bevacizumab”

<http://www.docguide.com/news/content.nsf/news/852571020057CCF685257603005DC56A>

### **“AirTalk” Explores Rising Use of “Smart Drugs” to Boost Brain Power**

Dr. Gary Small, professor of psychiatry at the Semel Institute and director of UCLA’s Center on Aging, appeared on the July 30 segment of KPCC.89.3FM’s “AirTalk,” where he addressed the rising use of drugs designed to treat ADHD and Alzheimer’s by college students, professors, writers and others to boost brain performance and concentration.

“Juicing on Smart Drugs”

<http://www.scpr.org/programs/airtalk/2009/07/30/juicing-on-smart-drugs/>

### **VOA Radio Explores African Lab Upgrade**

Voice of America aired a July 27 interview with Dr. Lee Hilborne, medical director of care coordination at Ronald Reagan UCLA Medical Center and professor of pathology and laboratory medicine, about efforts by the U.S., the World Health Organization and 13 African countries to ensure that African medical labs meet international quality-control standards.

“African Medical Labs to Adopt Highest Standards”

<http://www.voanews.com/english/Africa/2009-07-27-voa23.cfm>

### **Channel 7 Shadows Laker’s Visit with Pediatric Patients**

KABC-Channel 7 aired a July 23 report about Los Angeles Lakers player Jordan Farmar, who hosted his second annual reunion at Mattel Children’s Hospital UCLA with pediatric patients and family members that participated in his Making Dreams Come True program over the past two NBA seasons. Farmar, who played for UCLA, visited additional pediatric patients at their bedsides and delivered goodie bags.

“Jordan Farmar at Mattel Children’s Hospital UCLA”

<http://showroom.multivisioninc.com/share.do?id=111364&key=Kt3VDEPbipmZD4vK4auKQrJmpHYdy5Sy&email=aalbin@mednet.ucla.edu>

### **News Wires Report on Homeless Fifth-graders**

United Press International and Spanish-language E.F.E. News reported July 29 on a new UCLA/RAND study that found 7 percent of fifth-graders and their families have experienced homelessness at some point in their lives. The occurrence is even higher — 11 percent — for African American children and those from the poorest households. These children were more likely to have an emotional, behavioral or developmental problem; to have witnessed violence with a knife or a gun; and to have received mental health care. Dr. Tumaini Coker, clinical instructor of pediatrics at Mattel Children's Hospital UCLA and an associate natural scientist at RAND, was cited.

“Seven Percent of Fifth-graders Homeless”

[http://www.upi.com/Health\\_News/2009/07/29/Seven-percent-of-fifth-graders-homeless/UPI-86521248842509/](http://www.upi.com/Health_News/2009/07/29/Seven-percent-of-fifth-graders-homeless/UPI-86521248842509/)

“Los Niños Pobres y de Minorías Tienen Más Tendencia a Quedar Sin Hogar, Según un Estudio”

<http://www.google.com/hostednews/epa/article/ALeqM5jl6t1t31zYvSAp5B-BVzfb2g0z5w>

### **SoCal Physician Spotlights Training Grant for Doctors**

The June issue of Southern California Physician magazine ran an article about Dr. Wendy Slusser, assistant clinical professor of pediatrics at Mattel Children's Hospital UCLA, who received a grant from the Anthem/Blue Cross Foundation to launch the Fit for Residents program. The project aims to transform the future primary-care workforce into more effective practitioners in the prevention and management of pediatric obesity and, in turn, reducing type 2 diabetes and heart disease.

### **Westside Newspapers Highlight New Foundation Board Members**

News on the naming of two entertainment industry executives to the Jonsson Cancer Center Foundation Board appeared July 27 in the Brentwood News, Beverly Hills 90210 and Westwood/Bel Air View. Judith Gasson, director of UCLA's Jonson Comprehensive Cancer Center, was quoted.

“Westside Entertainment Executive to Head Jonsson Cancer Center Board”

<http://www.westsidetoday.com/m3-1313/westside-entertain-executives-to.html>

### **Endocrinology Co-chief Pens Short History of Diabetes for Website**

The Solving Diabetes Project website ran a July 27 essay by Dr. Andrew Drexler, co-chief of endocrinology and director of the Gonda Diabetes Center, outlining the history of diabetes treatment and the outlook for new treatments.

“Diabetes: Past, Present and Future”

<http://www.solvingdiabetes.org/2009/07/27/diabetes-past-present-future/>

### **Radio Program Links Dowager's Hump, Early Death**

The radio program “A Touch of Grey” aired a July 18 report on research led by Dr. Deborah Kado, assistant professor of orthopaedic surgery, linking hyperkyphosis, or “dowager's hump,” in elderly white women to a higher risk of earlier death. Kado was interviewed.

“Carol Marks with Deborah Kado”

<http://www.atouchofgrey.com/jul09arc.html>

### **Medical Website Covers Aortic Aneurysm Treatment**

The medical website Emax Health reported July 21 on a new method to treat aortic aneurysms in high-risk patients. The technique was pioneered by Dr. William Quinones-Baldrich, professor of vascular surgery, and his team. The May issue of the Journal of Vascular Surgery also reviewed UCLA's use of the method.

“Novel UCLA Procedure to Treat Aortic Aneurysms”

<http://www.emaxhealth.com/1024/39/32355/novel-ucla-procedure-provides-treatment-aortic-aneurysms.html>

## **BRIEFS**

A rehabilitation program for breast-cancer survivors experiencing memory problems was cited July 27 by the Daily Breeze. The study is led by Dr. Patricia Ganz, director of cancer prevention and control research at UCLA's Jonsson Comprehensive Cancer Center.

"Cancer Clinic Seeks Breast Cancer Patients for New Study"

[http://www.dailybreeze.com/news/ci\\_12914799](http://www.dailybreeze.com/news/ci_12914799)

A July 28 broadcast by a New Orleans CBS-affiliate cited UCLA research reporting that broccoli may help protect against respiratory problems like asthma.

## QUOTABLES

E. Richard Brown, director of the UCLA Center for Health Policy Research, was quoted July 23 by the Ventura County Star about efforts in Congress to overhaul the nation's health care system.

"Remedy for Curing Nation's Healthcare Woes Debated"

<http://www.venturacountystar.com/news/2009/jul/23/no-headline---nxxfhealthcare23/>

Tyrone Cannon, the Staglin Family Professor of Psychology, Psychiatry & Biobehavioral Sciences at the Semel Institute, was quoted July 27 by Associated Press about the biological roots of schizophrenia.

"Scientists Try to Stop Schizophrenia in its Tracks"

<http://www.google.com/hostednews/ap/article/ALeqM5hI4EYzEMpw3NnyKIXM3ZPTEQjZ7AD99M85380>

Dr. Bruce Dobkin, professor of neurology, was quoted June 23 by BBC News about overseas "stem cell tourism" in which people hope to find a cure for spinal injuries using stem cells.

"Stem Cell Tourism in Germany"

<http://news.bbc.co.uk/2/hi/health/8115881.stm>

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, commented July 27 in HealthDay News about research showing that nearly half of patients hospitalized for heart problems are not referred for cardiac rehabilitation therapy. He commented in another HealthDay article on a predicted heart surgeon shortage.

"Many Heart Attack Patients Not Referred to Cardiac Rehab"

<http://www.healthday.com/Article.asp?AID=629273>

"Heart Surgeon Shortage Predicted"

<http://www.healthday.com/Article.asp?AID=629407>

Dr. Thomas Graham, associate clinical professor of medicine, division of emergency medicine, commented July 29 in USA Today about the rise in snakebites in some states.

"Texas and California See Rise in Snakebites"

[http://www.usatoday.com/news/nation/2009-07-29-snakebites\\_N.htm](http://www.usatoday.com/news/nation/2009-07-29-snakebites_N.htm)

Dr. Philip Harber, professor of family medicine and chief of occupational and environmental medicine, was quoted July 27 in a Los Angeles Times feature and sidebar about avoiding toxins in the home.

"In Search of a Nontoxic Home"

<http://www.latimes.com/features/health/la-he-toxic-home-intro27-2009jul27,0,6043259.story>

"How to Have Healthier Air in Your Home"

<http://www.latimes.com/features/health/la-he-toxic-home27-2009jul27,0,4449703.story>

Dr. Mark Litwin, professor of urology and public health, commented July 22 in the San Francisco Chronicle about the death of a teenage boy due to an erectile dysfunction drug and drinking alcohol.

"Erectile Drug Mystery in Teen's Death at Party"

<http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2009/07/23/MN1218S35E.DTL>

Dr. Roy Meals, clinical professor of orthopaedic surgery, was quoted July 27 in a Pharmawire story about an FDA advisory panel that will review a drug to treat a hand condition.

“Auxilium’s Xiaflex Advisory Panel to Focus on Surgeon Education Program to Limit Tendon Rupture, Nerve Damage, Surgeons Say”

<http://www.ft.com/cms/s/2/aba2b8f0-7aee-11de-8c34-00144feabdc0.html>

Rick Rawson, professor of psychiatry at the Semel Institute and associate director of its Integrated Substance Abuse Programs, was quoted in the July 25 San Bernardino Sun and Contra Costa Times about the difficulties of overcoming an addiction to methamphetamine.

“Former Assessor Ready to Fight Back”

[http://www.contracostatimes.com/california/ci\\_12915283?nlick\\_check=1](http://www.contracostatimes.com/california/ci_12915283?nlick_check=1)

Dr. Michael Rodriguez, professor of family medicine, commented July 27 on CNN about the possible role of the anesthetic propofol in Michael Jackson’s death.

“Did Powerful Anesthetic Kill Michael Jackson?”

<http://transcripts.cnn.com/TRANSCRIPTS/0907/27/acd.01.html>

Dr. Nina Shapiro, director of pediatric otolaryngology at Mattel Children’s Hospital UCLA, commented on the dangers of children “smoking Smarties” for a June 16 story on Seven Network (Australia). The trend involves kids crushing up Smarties candies and exhaling the powder to give the appearance of smoking.

Dr. Steven Shoptaw, professor of family medicine and psychiatry, was interviewed July 23 for a KQED Public Radio “Health Dialogues” segment on addiction.

“Addiction: The California Report”

<http://www.californiareport.org/archive/R907232000>

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