



**UCLA HEALTH SCIENCES MEDIA REPORT
For the week of Sept. 5 – Sept. 11, 2014**

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Hollywood Reporter Spotlights UCLA's Top Doctors

The Sept. 10 online edition and the Sept. 19 print edition of [The Hollywood Reporter](#) highlight Los Angeles' best doctors, based on Castle Connolly ratings and peer reviews in the entertainment industry. More than 100 UCLA physicians made the list, and several were highlighted in feature stories, including:

- The David Geffen School of Medicine at UCLA's Dr. Neil Martin, chairman and W. Eugene Stern Professor in Neurosurgery; and Dr. Christopher Giza, director of the UCLA Steve Tisch BrainSPORT Program and a professor of pediatrics and neurosurgery at Mattel Children's Hospital; were featured in the article, [NY Giants' Steve Tisch Reveals His \\$10M Plan to Further Concussion Research](#), about Tisch's mission to help young athletes by donating \$10 million to UCLA to deepen understanding of sports concussions. Martin and Giza also appeared in [Hollywood's Top Doctors](#), a photo essay showcasing entertainment luminaries' favorite physicians.
- Dr. Lynne McCullough, clinical professor of emergency medicine and medical director of the emergency department at Ronald Reagan UCLA Medical Center and Dr. Wally Ghurabi, medical director of the Nethercutt Emergency Center at UCLA Medical Center, Santa Monica, commented in the "[L.A.'s Emergency Rooms, Rated](#)" story featuring key emergency departments and trauma centers serving the entertainment industry and Westside communities in Los Angeles.
- Dr. James Cherry, distinguished research professor of pediatrics and attending physician in pediatric infectious diseases at Mattel Children's Hospital UCLA, and Dr. Nina Shapiro, a professor of head and neck surgery at the David Geffen School of Medicine at UCLA and director of pediatric otolaryngology at Mattel Children's Hospital UCLA, were interviewed for an in-depth article "[Hollywood's Vaccine Wars: L.A.'s 'Entitled' Westsiders Behind City's Epidemic](#)," which examined why more parents on L.A.'s Westside are opting not to vaccinate their children and how this trend may affect the health of others.
- Director of clinical/translational research and professor of hematology/oncology Dr. Dennis Slamon, and professor of pathology and laboratory medicine Dr. Rita Effros, both members of UCLA's Jonsson Comprehensive Cancer Center and Broad Stem Cell Research Center, were quoted in an examination of Hollywood's quest for new and revolutionary anti-aging techniques in the feature "[How to Live Forever: The \(Mad?\) Science Hollywood Is Using to 'Cure' Death](#)."

FDA Approval of Melanoma Drug Continues to Draw Coverage

The [Los Angeles Times](#), [International Business Times](#), [KNBC Channel 4](#), [Cancer Network](#) and [Science Daily](#) on Sept. 4, [Forbes](#), [KCAL 9 News](#), [KTLA 5 News](#), [Nature World News](#), [Genetic Engineering and Biotechnology News](#), [Science World Report](#), [Medical News Today](#), [89.3 KPCC](#), [SciTech Today](#), [Tech Times](#), [Clinical Oncology News](#), [domain-b](#) and [CBS Newspath](#) on Sept. 5, [Daily Digest](#), [Hispan TV](#), [Weekend Santa Cruz](#) and [Delhi Daily News](#) on Sept. 6, [Lab Manager Magazine](#) and [Imperial Valley News](#) on Sept. 7, [SciCasts](#) on Sept. 8 and [Fox 11 News](#) in studio and [Fox 11 News](#) on Sept. 9 reported on the FDA approval for a new immunotherapy drug for melanoma. The CBS Newspath story aired on nearly 60 affiliates nationwide, including [KCCI-TV](#) (Iowa) and [KTAB-TV](#) (Texas). The Reuters story appeared Sept. 5 in the [New York Daily News](#). The Associated Press story continued to appear in newspapers nationwide, including the [Casper Star Tribune](#) (Wyo.) and the [Indianapolis Star Tribune](#). The study's principal investigator is Dr. Antoni Ribas, a professor of medicine in the division of hematology–oncology at the David Geffen School of Medicine at UCLA and a researcher with UCLA's Jonsson Comprehensive Cancer Center.

Study on Fish Oil and Epileptic Seizures Receives Wide Coverage

Dr. Chris DeGiorgio, professor of neurology, was featured widely in the media regarding his study showing that low doses of fish oil reduced the number of seizures in drug-resistant epilepsy, but taking higher doses did not. Coverage included Sept. 8 by [KABC-Channel 7](#), [WebMD.com](#), [HealthDaynews.com](#), Sept. 9 by [Medscape.com](#), [Examiner.com](#), [HealthCanal.com](#),

[MedicalNewsToday.com](#), [Newsmax.com](#), [TechTimes.com](#), [NewsTonightAfrica.com](#), and [ZeenewsIndia.com](#); and Sept. 10 on [Univision](#), [HCPLive.com](#), and [RTTNews.com](#).

Media Cover Study Identifying Genetic Factors Involved in Pediatric Ulcerative Colitis

[Medical Express](#), [Science Newsline](#), [Science Daily](#), [Biomedicine](#), [World News](#) and [Scicasts](#) Sept. 3, [MedIndia](#), [BrightSurf](#) Sept. 4, [MdLinx](#), [Health Canal](#), [IBD News Today](#), [Health Professionals Network News](#) Sept. 5, [Imperial Valley News](#) Sept. 7 and [EndoNurse](#) and [Microbome Research Forum](#) Sept. 8 covered a UCLA study that identified the interplay of several genetic factors that may be involved in the development of early-onset ulcerative colitis, a severe type of inflammatory bowel disease. The early research findings in mice suggest possible new targets for prevention and treatment strategies. Dr. Sang Hoon Rhee, senior author and an associate adjunct professor of medicine in the division of digestive diseases and Dr. Charalabos "Harry" Pothoulakis, professor of medicine in the division of digestive diseases and the Eli and Edythe L. Broad Chair in Inflammatory and Bowel Disease at UCLA, were quoted.

Los Angeles Times Obituary: Dr. George Bartzokis.

An obituary of Dr. George Bartzokis, professor of psychiatry at the Semel Institute, was featured in the Sept. 11 [Los Angeles Times](#). The article highlighted his research that focused on myelin, the fatty sheath that covers the brain's nerve fibers, and his argument that the breakdown of myelin plays a major role in the development of disorders such as Alzheimer's disease and schizophrenia. Bartzokis was 58.

Experts Explain Enterovirus D68

Dr. Paul Krogstad, professor of pediatric infectious diseases at Mattel Children's Hospital UCLA, was interviewed Sept. 11 by the [Los Angeles Times](#) and Sept. 9 by [KTLA-Channel 5](#), and Dr. Tanya Altmann, assistant clinical professor of pediatrics at Mattel Children's Hospital UCLA, was interviewed Sept. 10 on [KTLA's Morning News](#), to explain enterovirus D68 which has sickened hundreds of children in the Midwest and to offer advice to parents on what signs they should watch for in their children should the enterovirus make its way to California.

Los Angeles Times Highlights Frontal Temporal Dementia in Documentary

Dr. Mario Mendez, professor of psychiatry and neurology and director of the behavioral neurology clinic, and Jill Shapira, nurse practitioner (retired), were featured in a Los Angeles Times and Direct TV [video](#) story called "Losing Stu." The video profiled his patient who suffered from frontal temporal dementia, and was based on a Feb. 12, 2012 Los Angeles Times [article](#).

Hospital Trade Names Top CFOs

Paul Staton, CFO of UCLA Health System, has been named to [Becker's Hospital Review's](#) 2014 list of "150 hospital and health system CFOs to know." According to the publication, these men and women have demonstrated excellence in healthcare financial management of some of the largest, most prominent healthcare organizations in the county. The Becker's Hospital Review editorial team selected CFOs on this year's list based on peer nominations and editorial research.

Media Notes the Power of Placebo

Dr. Andrew Leuchter, professor of psychiatry and director of the Laboratory of Brain, Behavior, and Pharmacology at the Semel Institute, was featured in the media regarding his study showing that people who believe that medication will help them fight depression are more likely to respond to placebo--fake treatments--than people who are skeptical about pharmaceutical interventions. Coverage included Sept. 11 by [Examiner.com](#), [HealthCanal.com](#), [MedicalExpress.com](#), [NatureWorldNews.com](#) and [DesignandTrend.com](#).

Wellness Radio Program Explores Violence in Relationships

Dr. Lekeisha A. Sumner, assistant professor in the department of psychiatry at the Semel Institute, was interviewed Sept. 10 on KLJH-102.3 FM on their Wellness Wednesday show, which focused on relationships and intimate partner violence in light of the Ray Rice story.

Study Shows that Sleep Apnea is Hurting Your Brain

A study led by Paul Macey, associate dean for Information Technology and Innovations that showed that weaker brain blood flow may be damaging the brain in people with sleep apnea was covered Sept. 10 in [Psypost](#), [Techsciencenews](#) and [MedicalXpress](#) and Sept 11 in [Medical News Today](#), [Health Canal](#) and [Innovations Report](#).

UCLA Urologist Appears on NPR's All Things Considered

Dr. Jacob Rajfer, a professor of urology, was featured Sept. 9 in a report on Viagra use on [NPR's All Things Considered](#).

A Community College Pathway Can Boost Physician Shortage for Underserved.

[KMEX-Channel 34](#) and [EFE News](#) Sept. 9, and the [St. Louis Post-Dispatch](#) Aug. 28 reported on research led by Dr. Efrain Talamantes, a Robert Wood Johnson Clinical Scholar alumni and current National Health Service Award Scholar in the division of general internal medicine and health services research, finding that physicians who attended community college before entering medical school were more likely than others to commit to working with underserved populations, indicating that community college pathway may be a rich source of physicians for poor communities. Talamantes was quoted in the coverage.

Osteoporosis Drugs Work—But Which Ones Are the Best?

[HealthDay News](#) and [dailyRX](#) Sept. 8; and [MedPage Today](#), [WBRZ-TV](#) (Baton Rouge, La.) and [MedicalResearch.com](#) Sept. 9 reported on research led by Dr. Carolyn Crandall, professor of medicine in the division of general internal medicine and health sciences research, finding that osteoporosis drugs can significantly reduce the risk for spinal and other bone fractures, though it is not clear which ones work best to treat the bone-thinning disease. Crandall was quoted in the coverage.

Men's Health Covers Summertime Skin Care

The August issue of [Men's Health](#) featured a story on tips for men's skin and hair care during the hot summer months. Dr. Ray Jalian, assistant clinical professor of medicine, division of dermatology, was quoted extensively.

Teen Philanthropist Inspires Others

The [Disney Channel's "Make Your Mark"](#) series premiered this month a video about a former patient named Cameron Cohen, now 16 years old, who spent nine months recovering from surgery to remove a benign tumor when he was 11 years old. During that time, he taught himself a computer programming language and developed iSketch, a popular app that allows users to draw and share pictures from smartphones and tablets. Cohen donated earnings from the app to buy electronics for other young patients at the hospital. Kelly Carroll, director of the Chase Child Life program at Mattel Children's Hospital UCLA, was also interviewed.

Helping Foster-Adopt Families Cope

The [Huffington Post](#) featured Sept. 5 an interview with Audra Langley, executive director of the UCLA TIES for Families program and associate professor in the departments of psychiatry and pediatrics at UCLA, to discuss a program offered by TIES for Families called LIFT (Loss Intervention for Families in Transition). LIFT helps foster-adopt families who are facing imminent loss of a child to reunification with its biological family or those who have already had a child reunified. The program provides free short-term grief counseling and grief support group services for families.

KCAL 9 News Features UCLA Urologist

Dr. Robert Reiter, director of the UCLA Prostate Cancer Program, appeared Sept. 7 on [KCAL 9 News](#) to discuss prostate cancer awareness, diagnosis and treatment.

Website Addresses Energy Drinks

A video Sept. 8 that is part of the [Intelligent Information for Life](#) website highlighted energy drinks and featured an interview with Dr. Mark Morocco, clinical professor of emergency medicine.

JCCC Receives Special Recognition in Avon Walk to Raise Funds for Breast Cancer Research
[Noozhawk](#) on Sept. 8 covered the 12th Annual Avon Walk for Breast Cancer, which concluded this past Sunday in Santa Barbara, Calif. UCLA's Jonsson Comprehensive Cancer Center was awarded a \$500k gift at the closing ceremonies of the event with funds going to support the Center's Avon Cares for Life program, which provides breast cancer care and services for low-income and minority patients.

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BRIEFS

Dr. Neal Halfon, professor of pediatrics, public health and public policy and director of the UCLA Center for Healthier Children, Families and Communities, was cited Sept. 8 in the [Toronto Star News](#) in an article about the prevalence of childhood poverty in Canada.

QUOTABLES

Dr. Alon Avidan, professor of neurology and director of the UCLA Sleep Disorders Program, was quoted in a Sept. 11 NBC [Todayshow.com](#) article about a study suggesting that it may be possible to learn while sleeping.

Dr. Denis Evseenko, assistant professor of orthopaedic surgery and a member of UCLA's Jonsson Comprehensive Cancer Center and Broad Stem Cell Research Center, was profiled Sept. 4 in [Health Canal](#). He discussed his pioneering work in stem cell research and artificial joint replacement, and further potential of his investigative theories for new and future cancer therapies.

Dr. Sara Hurvitz, associate professor of medicine and a Jonsson Comprehensive Cancer Center member, was interviewed Sept. 9 for an [OncoLive profile](#) discussing her recent symposium at the 13th Annual Congress on the Future of Breast Cancer and addressed several other key topics in the field of breast cancer research and patient care.

Dr. Emanuel Maidenberg, director of the Cognitive Behavioral Therapy Clinic and a clinical professor of psychiatry at the Semel Institute, was quoted in a Sept. 10 NBC [TodayShow.com](#) article about a study suggesting that women who want to, but can't become pregnant may be so devastated that they are at risk for depression and anxiety disorders for more than a decade afterward.

Dr. Zaldy Tan, medical director of the Alzheimer's and Dementia Care program, commented Sept. 10 on KPCC 89.3 FM's "[AirTalk with Larry Mantle](#)" about a study linking benzodiazepines with an increased risk for developing Alzheimer's.

Dr. Daniel Vigil, health sciences associate clinical professor of family medicine, was quoted in the Sept. issue of [Consumer's Digest](#) in an article about high-temperature workouts.

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