



**UCLA HEALTH SCIENCES MEDIA REPORT**  
**For the week of Sept. 12-18, 2014**

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**UCLA Health System, Anthem Blue Cross Join L.A. and Orange County Partners to Launch Vivity**  
The [New York Times](#), [Los Angeles Times](#), [Orange County Register](#), [San Francisco Business Times](#), [Modern Healthcare](#), [California Healthline](#), [Associated Press](#) and the [Daily Breeze](#), among others, covered the Sept. 17 announcement that UCLA Health System and six other top hospital systems in Los Angeles and Orange counties have partnered with Anthem Blue Cross to offer [Anthem Blue Cross Vivity](#), an integrated managed health plan that will be offered to local employers. This partnership — the first in the

nation between an insurer and competing hospital systems — will help the medical centers enhance the health of all Anthem Blue Cross Vivity members and enable them to share financial risk and gain. Dr. David T. Feinberg, the president of UCLA Health System and CEO for the UCLA Hospital System, was quoted in some of the coverage.

#### **UCLA Physicians Now Available Via LiveHealth Online**

[Kaiser Health News](#) and [Examiner.com](#) Sept. 16 and [News-Medical.net](#) Sept. 18 reported that doctors from UCLA Health System are now available by smartphone, tablet or laptop beginning this week through [LiveHealth Online](#), a telehealth solution for business travelers, busy parents, students away at college or anybody else who needs non-emergency medical attention when their own doctors are not available. The [Washington Post](#), [SeniorJournal.com](#) and [Medscape](#) also covered the news. Dr. Samuel Skootsky, chief medical officer of the UCLA Faculty Practice Group and Medical Group, was quoted.

#### **FDA Approval of Melanoma Drug Continues to Draw Coverage**

[Science 2.0](#) and [10 News Tampa Bay](#) Sept. 12; and [Tendencias](#), [Prensa Libre](#) (Spanish language only) and KFI 640AM Sept. 14 reported on the FDA approval for a new immunotherapy drug for melanoma. The study's principal investigator was 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.

#### **Huff Post Holds Live Chat Featuring UCLA Expert**

[Huffington Post](#) Sept. 16 featured the research of Dr. Marlena Fejzo in a live chat on the extreme morning sickness condition known as hyperemesis gravidarum. Fejzo is an associate researcher in the David Geffen School of Medicine at UCLA. Fejzo's work on HG also was cited Sept. 15 in the [International Business Times](#) and [Daily Times](#) (U.K.) and Sept. 8 on [Yahoo! Health](#).

#### **Healing Hearts in Peru**

[Univision's Primer Impacto](#) featured Sept. 9 a story on a UCLA-led organization called "Hearts with Hope" that recently took a team of pediatric cardiology specialists to Arequipa, Peru to offer medical services to young heart patients. The organization's founder, Dr. Juan Alejos, clinical professor of pediatric cardiology at Mattel Children's Hospital UCLA; Dr. Brian Reemtsen, associate clinical professor of pediatric cardiothoracic surgery at UCLA; and Christian Eisenring, nurse practitioner with cardiothoracic surgery at UCLA, were interviewed.

#### **KPCC, Others Report on 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 interviewed Sept. 18 on KPCC-89.3FM's "Take Two" program, and featured Sept. 15 on [Medscape.com](#) and Sept. 11 on [NatureWorldnews.com](#) regarding his study showing that people who believe that medication will help them fight depression are also more likely to respond to placebo--fake treatments--than people who are skeptical about pharmaceutical interventions.

#### **A Community College Pathway Can Boost Physician Shortage for Underserved**

[AAFP News](#) reported Sept. 10 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.

#### **People with Type 2 Diabetes Can't Clear Toxic Proteins**

The October issue of [Nature Reviews: Endocrinology](#) spotlighted research co-led by Safia Costes, a research scientist at the Larry L. Hillblom Islet Research Center at UCLA, finding that a process called autophagy that clears damaged and toxic proteins from cells does not appear to work in people with Type 2 diabetes, resulting in the destruction of pancreatic beta cells that play a key role in maintaining healthy blood sugar levels. Dr. Peter Butler, director of the Hillblom center and the study's senior investigator, was quoted.

### **Radio Focuses on End-of-Life Issues**

Dr. Neil Wenger, director of the UCLA Health Ethics Center and professor of medicine in the division of general internal medicine and health services research at the David Geffen School of Medicine at UCLA, was interviewed by [WHNZ 1250AM](#) (Tampa, Fla.) Sept. 2 on the radio's "Health, Wealth & Wisdom" show about how some major Southern California healthcare institutions have issued guidelines promoting advance care planning for all adults to reduce suffering and promote greater dignity for patients approaching the end of life.

### **How to Weather Spider Bites and Seasickness**

The Sept. 14 episode of the Weather Channel's "So You Think You Can Survive," featured interviews with Dr. Mark Morocco, clinical professor of emergency medicine, David Geffen School of Medicine at UCLA and Ronald Reagan UCLA Medical Center. He described the steps in caring for a brown recluse spider bite (1) and how to prevent and help seasickness (2).

### **Unnecessary Prescriptions**

[FOX News](#) Sept. 16 interviewed Dr. Tanya Altmann, assistant clinical professor of pediatrics at Mattel Children's Hospital UCLA, about why many kids are still prescribed antibiotics they do not need despite warnings of overuse.

### **Trade Features Top Hospitals for Heart Care**

Becker's Hospital Review 2014-15 list of "[100 Hospitals and Health Systems with Great Heart Programs](#)" included Ronald Reagan UCLA Medical Center. The hospitals on this list lead the nation in cardiovascular and thoracic healthcare. Many of the hospitals have pioneered groundbreaking programs, treatments or research, and all have received recognition from reputable sources for top-of-the-line patient care.

### **Oregon Television Station Features Patient Who Needs a Liver Transplant**

[KTVZ-TV](#) (Bend, Ore.) Sept. 10 reported on a UCLA patient who needs a liver transplant but was denied by his insurance company.

### **Urology Study Continues to Garner Attention**

[Health Canal](#) Sept. 17 reported on a study by Dr. Alan Kaplan that showed men who are uneducated about their prostate cancer have much more trouble making treatment decisions. Kaplan is a resident physician in the UCLA Department of Urology.

### **Medical Website Reports on Insomnia and Disease**

Dr. Michael Irwin, professor of psychiatry and director of the Cousins Center for Psychoneuroimmunology at the Semel Institute, was featured Sept. 18 in a [News-Medical.net](#) article about his research showing that reducing insomnia reduces chronic inflammation in the body which, in turn, lowers the risk for disease in older adults.

### **Faculty Member Pens Op-Ed about Fetal Alcohol Spectrum Disorders**

Dr. Mary Jane Rotheram-Borus, the Bat-Yaacov Professor of Child Psychiatry and director, UCLA Global Center for Children and Families at the Semel Institute, coauthored an op-ed that appeared Sept. 11 on [Time.com](#) and Sept. 16 on [Zocalo Public Square](#) about the 40,000 children who are born each year in the U.S. with fetal alcohol spectrum disorders, the conditions that can result when a mother drinks during pregnancy. The authors wrote about the mental health problems that will affect them, and the high costs of treatment.

## **BRIEFS**

Mattel Children's Hospital UCLA was cited Sept. 17 in [Variety](#), [E! Online](#) and [Paste Magazine](#) describing a new FOX television show called "Red Band Society" about patients in a pediatric ward. The articles referenced visits by the actors to the hospital to help them research their roles.

## QUOTABLES

Dr. Christopher S. Colwell, professor of psychiatry at the Semel Institute, was quoted in the Sept. 18 [Wall Street Journal](#) about athletes who compete in night games, and that a short nap of a maximum of 45 minutes duration is superior to longer naps that can make the player drowsy and interfere with sleep the following night.

Dr. Gabriel Danovitch, medical director of the kidney and pancreas transplant program, was quoted in a Sept. 13 [Pittsburgh Tribune-Review](#) story about foreigners who come to the United States for organ transplants.

Dr. John Glaspy, professor of medicine in the division of hematology/oncology and member of UCLA's Jonsson Comprehensive Cancer Center, was interviewed Sept. 13 for an [OncLive](#) profile discussing the recent FDA approval of Keytruda and addressing his participation in its development, background research and clinical trial conducted at UCLA.

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. 16 in a [Columbus Dispatch](#) article about community efforts to improve the lives of children.

Dr. David Hovda, professor of neurosurgery and director of the UCLA Brain Injury Research Center, was quoted in a Sept. 17 [NBCNews.com](#) article that examined a possible link between repeated blows to the head and aggressive tendencies.

Dr. Marco Iacoboni, professor of psychiatry at the Semel Institute, and director, Transcranial Magnetic Stimulation Lab in the Ahmanson Lovelace Brain Mapping Center, was quoted in a Sept. 17 [NBCNews.com](#) article about a new study that suggests violent movies might enhance aggression only in individuals who are already prone to it.

Dr. Jeffrey Klausner, professor of medicine in the division of infectious diseases and of public health, was quoted Sept. 12 in an [Agence France Presse](#) story about the use of blood from Ebola survivors to treat others who contract the life-threatening disease.

Dr. Stephen Marder, professor of psychiatry in the Semel Institute and chief of the UCLA Veterans Administration Greater Los Angeles Healthcare System, was quoted in a Sept. 15 [USA Today](#) article about new research showing that schizophrenia is not a single disease, but a group of eight distinct disorders.

Dr. Catherine Mogil, assistant professor at the Semel Institute and director of training for the UCLA Nathanson Family Resilience Center, was quoted in a Sept. 8 [Washington Post](#) article about the strain on military families and particularly children when a deployed parent returns home after a long absence.

Sue Yudovin, pediatric nurse practitioner at Mattel Children's Hospital UCLA, commented Sept. 14 in an [Arizona Daily Star](#) article about long-term outcomes in children who undergo hemispherectomy surgery to remove or disconnect half their brain to treat epileptic seizures.

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