



**UCLA HEALTH SCIENCES MEDIA REPORT
For the week of Sept. 26-Oct. 2, 2014**

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Possible Breakthrough in Treating Alzheimer's Garners Headlines

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Possible Breakthrough in Treating Alzheimer's Garners Headlines

Dr. Dale Bredesen, the Augustus Rose Professor of Neurology and director of the Mary S. Easton Center for Alzheimer's Disease Research, was featured by the media regarding his research showing that memory loss in patients with Alzheimer's may be reversed, and improvement sustained, using a complex, 36-point therapeutic program that involves comprehensive changes in diet, brain stimulation, exercise, optimization of sleep, specific pharmaceuticals and vitamins, and multiple additional steps that affect brain chemistry. Coverage included Sept. 30 reports by [KTLA-Channel 5](#), [KNBC-Channel 4](#), and [Consumeraffairs.com](#); and Oct. 1 stories in the [San Jose Mercury News](#), [Medical News Today](#), [AskMen.com](#), [NewsMaxHealth.com](#), [Techtimes.com](#), [Empowher.com](#), [Bioscience Technology](#), [Contra Costa Times](#), and the [Marin Independent Journal](#).

LA Times Reports on UCLA Researchers Awarded BRAIN Initiative Grants

Dr. Kelsey Martin, professor and chair of biological chemistry and a professor of psychiatry at the Semel Institute, and the director of UCLA Neuroscience, a campuswide effort to encourage collaboration among scientists, was cited in an Oct. 1 [Los Angeles Times](#) article about the first grants made for President Obama's BRAIN Initiative, short for Brain Research Through Advancing Innovative Neurotechnologies. The article also detailed the research of the two UCLA awardees, Dr. X. William Yang, a professor of psychiatry, and Dr. Daniel Geschwind, a professor of psychiatry, neurology, and genetics.

Antioxidant Found in Grapes May Provide New Targets for Acne Treatment

[Deccan Chronicle](#) and [Sun Daily](#) Oct. 3; [Parade](#), [Huffington Post](#), [WebMD](#), [The Independent](#), [The Health Site](#), [Medical Daily](#), [India TV News](#), [NewsMax Health](#), and [iAfrica](#) Oct. 2; [Yahoo! News](#), [Headlines and Global News](#), [Indo-Asian News Service](#), [Westside Today](#), [Medical Research](#), [Bioscience Technology](#), [News-Medical](#), and [Red Orbit](#) Oct. 1; and [Fox News](#) and [Science World Report](#) Sept. 30 covered a new study demonstrating that resveratrol, an antioxidant derived from grapes, works to inhibit growth of the bacteria that causes acne. The team also found that combining resveratrol with a common acne medication, benzoyl peroxide, may enhance the drug's ability to kill the bacteria and could translate into new treatments. Dr. Emma Taylor, the study's first author and an assistant clinical professor of medicine in the division of dermatology, and Dr. Jenny Kim, professor of clinical medicine in the division of dermatology, were quoted in the coverage.

Rape Treatment Center Brunch, 40th Anniversary Capture Extensive Coverage

The [Los Angeles Times](#), [Associated Press](#), [Glamour](#) magazine, the [Daily Beast](#), the [Daily Mail](#) and [Fox News](#) Sept. 29; and [UPI](#) Sept. 30 were among the media outlets that reported on the Sept. 28 fundraising brunch with celebrity host Jane Fonda to benefit the Rape Treatment Center at UCLA Medical Center, Santa Monica. Gail Abarbanel, founding director of the center, was quoted and referenced in the coverage.

Media Tap Ebola Experts

UCLA doctors commented on how Ronald Reagan UCLA Medical Center has prepared to treat Ebola patients and addressed concerns over spread of the disease:

- Dr. Mark Morocco, clinical professor of emergency medicine, Ronald Reagan UCLA Medical Center and David Geffen School of Medicine at UCLA, was featured Oct. 1 on KNX 1070AM and on a live [Fox 11](#) broadcast.
- Dr. Anne W. Rimoin, associate professor in the department of epidemiology at the UCLA Fielding School of Public Health, was featured Sept. 30 on [KABC-Channel 7](#), [KNBC-Channel 4](#), [KTLA-Channel 5](#), [Los Angeles Times](#), [KNX 1070AM](#), [Reuters](#) and [MSN](#), and quoted Oct. 1 in [MedPageToday.com](#).

- Dr. Zachary Rubin, associate clinical professor of medicine in the division of infectious diseases and medical director of UCLA Clinical Epidemiology & Infection Prevention, also was interviewed Oct. 1 in a [KNBC-Channel 4](#) report.
- Dr. Daniel Uslan, associate clinical professor of medicine in the division of infectious diseases and director of the UCLA Antimicrobial Stewardship Program, was also interviewed in the KNBC report.
- An Oct. 1 [KABC-Channel 7](#) report featured clips from a UCLA Health System-produced video documenting Ronald Reagan UCLA Medical Center's preparation. The video featured Rubin and emergency room nurse Nadia Yanni.

LA Times Spotlights Westwood Technology Transfer

The [Los Angeles Times](#) Sept. 24 noted UCLA's launch of a new, not-for-profit affiliate and advisory board that will seek to increase the number of patents stemming from faculty research with the goal of getting the inventions and discoveries into the commercial realm faster. Westwood Technology Transfer will help oversee the campus' existing office for intellectual properties and industry-sponsored research. Its 10-member board of directors of financial, managerial, technological and academic experts will help identify promising research and forge licensing agreements. Ronald Reagan UCLA Medical Center was cited in the photo caption.

Telemedicine Platform Continues to Garner Interest

[The Washington Post](#) Sept. 29 reported that doctors from UCLA Health System are now available by smartphone, tablet or laptop 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. Dr. Samuel Skootsky, chief medical officer of the UCLA Faculty Practice Group and Medical Group, was quoted.

Online Media Promote Cancer Drug Combo Discovery

[Examiner.com](#), [Pharmacy Times](#) and [Medical News Today](#) Sept. 29 reported on a study involving a new combination drug therapy found to extend the survival of melanoma patients and with fewer side effects. Dr. Antoni Ribas, professor of medicine in the division of hematology/oncology at the David Geffen School of Medicine at UCLA and member of UCLA's Jonsson Comprehensive Cancer Center, was quoted.

Ventura Paper's Special Section Highlights UCLA's Breast Centers

The Ventura County Star Oct. 1 published two articles featuring UCLA medical oncologists. The [first](#) focused on modesty and dignity issues faced by breast cancer patients, and featured quotes from UCLA Health-Westlake Village medical oncologists Dr. Melissa Cohen and Dr. Martin Palmer. The [second](#) featured Dr. Sara Hurvitz, associate professor of medicine in the division of hematology/oncology at the David Geffen School of Medicine at UCLA and member of UCLA's Jonsson Comprehensive Cancer Center, who discussed the sea change in the way breast cancer is being analyzed and treated.

People Magazine Features UCLA HG Expert

[People Magazine](#) Sept. 23 cited the research of 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.

A Community College Pathway Can Boost Physician Shortage for Underserved

[Imperial Valley News](#) reported Sept. 28 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 a community college pathway may be a rich source of physicians for poor communities.

Health Canal Reports on Innovative Cost Cutting Project

[Health Canal](#) reported Oct. 1 on an innovative project led by an interdisciplinary team at Ronald Reagan UCLA Medical Center that sped up the discharge of post-surgery patients, producing \$800,000 a month in net revenues. UC's Center for Health and Quality Innovation funded the project. Dr. John Stobo, UC Health senior vice president and chair of the Center for Health Quality and Innovation, and Dr. Michael Yeh, associate professor of surgery at the David Geffen School of Medicine at UCLA and the project's lead, were quoted.

Health Media Tout Protein Discovery that Improves Blood Stem Cell Recovery

[Examiner.com](#), [Health News Digest](#) and [Emax Health](#) reported Sept. 24 on the discovery of a protein that can drive recovery of bone marrow-derived stem cells and the blood system after injury. The study's lead author Dr. John Chute, a professor of medicine in the divisions of hematology/oncology and radiation oncology, and member of UCLA's Jonsson Comprehensive Cancer Center and Broad Stem Cell Research Center, was quoted.

Discovery of New Enzyme Linked to Genetic Kidney Disease

[Medical News Today](#), [News-Medical](#) and [Imperial Valley News](#) September 30 highlighted the discovery of a new enzyme key to the development of a deadly genetic kidney disease that afflicts children, providing a roadmap for new potential therapies. Carla Koehler, member of UCLA's Jonsson Comprehensive Cancer Center, the Molecular Biology Institute and the Brain Research Institute, was quoted.

KABC Explains Why Time-Outs are Bad for Your Kids

Dr. Daniel J. Siegel, associate clinical professor of psychiatry at the Semel Institute, was featured in a Sept. 30 [KABC-Channel 7](#) segment about his book, "No Drama Discipline," that argues that giving a child a time-out as punishment does more harm than good.

A Playmaker in India

[Life is Good](#) posted Sept. 27 a story written by Clarissa Byrd, a child life specialist with the Chase Child Life program at Mattel Children's Hospital UCLA, that highlighted a recent medical mission in India and her role in providing play therapy to children and mothers in a local hospital.

UCLA Malibu Office Focus of Business Profile

[The Malibu Times](#) featured UCLA Health System's Malibu office in a Sept. 23 "Business Corner" article that referenced new office space and the addition of more staff and specialists to accommodate the practice's growing number of patients. Dr. Scott Bateman, family medicine physician, and Maisa Rodriguez, practice manager, were quoted.

KCAL Features Mother Who Fundraises for Ovarian Cancer

[KCAL-Channel 9](#) aired a Sept. 23 story about a mother who raises money for ovarian cancer research at UCLA after she lost her young daughter to the disease. Dr. Sanaz Memarzadeh, an associate professor of obstetrics and gynecology and director of the G.O. Discovery Lab at UCLA, was interviewed.

Teen Fundraisers Grab Attention

[Health Canal](#) reported Sept. 24 on a fundraiser held by Westside teenagers to benefit a family of a pediatric liver cancer patient. Dr. Julie Kang, a resident in the Department of Radiation Oncology, and Dr. Percy Lee, an associate professor of radiation oncology, were quoted.

UCLA Urologist Featured Guest on KFI's Bill Carroll Show

[KFI 640AM](#) Sept. 24 featured Dr. Mark Litwin, chairman of the UCLA Department of Urology, on the Bill Carroll show to talk about prostate cancer awareness.

Decisional Conflict Study Continues to Draw Attention

[HemOnc Today](#) Oct. 1 and [Oncology Nurse Advisor](#) Sept. 23 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.

Bend Bulletin Highlights Patient Needing Liver Transplant

The [Bend Bulletin](#) Sept. 14 reported on a UCLA patient who needs a liver transplant but was denied by his insurance company. An appeals letter from Dr. Saeed Sadeghi, associate clinical professor of medicine in the division of hematology/oncology, was quoted.

Medical Website Features New Monitoring Methods for Heart Failure

[Cardiology Today's](#) website featured a Sept. 26 interview with Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center. He discussed the impact of implantable monitoring devices to help better track symptoms and treatment for heart failure patients.

BRIEFS

The UCLA Lung Transplant program was cited Aug. 25 in a [KCLU 1340AM](#) (Central Coast) story about a Santa Barbara woman who recently climbed to the peak of Mount Whitney following a double lung transplant at UCLA five years ago.

[Westside Today.com](#) Oct. 1 published tips from Dr. Wally Ghurabi, medical director of the Nethercutt Emergency Center at UCLA Medical Center, Santa Monica, to prevent heat-related illnesses during periods of extremely high temperatures.

Dr. A. Nick Shamie, orthopaedic spine surgeon and professor with the UCLA Spine Center in Santa Monica, was acknowledged in a Sept. 23 [Becker's Spine Review](#) article titled "236 Spine Surgeons to Know."

The [San Jose Mercury News](#) Oct. 1 cited information on the UCLA Obstetrics and Gynecology Web site regarding obese post-menopausal women being at higher risk of breast cancer.

UCLA Health System was cited in an Oct. 2 [Variety](#) article about the 12-bed Samuel Goldwyn, Jr. Center for Behavioral Health that will be affiliated with UCLA Health System. It is scheduled to open this month.

UCLA Health System and Ronald Reagan UCLA Medical Center were cited in a Sept. 26 [Jewish Journal](#) article that focused on an alleged variable annuities scheme involving a major Jewish social service group in Los Angeles.

QUOTABLES

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, commented in a Sept. 30 [HealthDay News](#) story on research demonstrating that fish oil supplements have little effect on a type of irregular heart beat called atrial fibrillation. In addition, he commented in an Oct. 1 [HealthDay News](#) article on a study suggesting that living near a major highway may raise your risk for high blood pressure.

Dr. Peter Galier, internal medicine specialist at UCLA Medical Center, Santa Monica and professor of medicine, was quoted in a Sept. 26 [WebMD](#) story about the recently approved diabetes drug Trulicity.

Dr. Emanuel Maidenberg, director of the UCLA Cognitive Behavior Therapy Clinic and a clinical professor of psychiatry at the Semel Institute, was quoted in a Sept. 30 [Reuters](#) report about relationships and how the personalities of husbands and wives may affect their spouses' success at work.

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