



UCLA HEALTH SCIENCES MEDIA REPORT

For the week of Oct. Sept. 28-Oct. 4, 2012

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YouTube Web Series Spotlights Alzheimers and Dementia Care

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KSCI Highlights Chinese Herbal Medicine

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LA Times, NBC Nightly News Attend Free Health Clinic

NBC's "[Nightly News](#)" and the Los Angeles Times reported Sept. 28 on the Care Harbor clinic, co-sponsored by UCLA Health System, which provided free health care to thousands of uninsured and underinsured Los Angeles-area residents. Shana Alex Lavarreda, director of health insurance studies at the UCLA Center for Health Policy Research, was interviewed on NBC. Dr. Karen Cheng, associate clinical professor of general internal medicine and health services research, and Dr. Edmond Hewlett, professor at the UCLA School of Dentistry, were featured in the Los Angeles Times.

YouTube Web Series Spotlights Alzheimers and Dementia Care

YouTube aired the three-part series "[Heartache & Hope: America's Alzheimer's Epidemic](#)," a look at the people suffering from the disease and their caregivers and the work of UCLA researchers who are combating it. The series on UCTV Prime, a university-run YouTube channel featuring original programming, also spotlighted the UCLA Alzheimer's and Dementia Care program, an innovative new program offering comprehensive, coordinated care, as well as resources and support, to patients and their caregivers. The series included interviews with Dr. Liana Apostolova, an associate clinical professor of neurology; Gal Bitan, associate professor of neurology; Dr. Joshua Chodosh, associate professor of geriatrics at the David Geffen School of Medicine at UCLA and director of the Veterans' Cognitive Assessment and Care Management Program at the VA Greater Los Angeles; Linda Ercoli, director of geriatric psychology in the UCLA Division of Geriatric Psychiatry; Leslie Chang Evertson, care manager for the UCLA Alzheimer's and Dementia Care program; Joshua Grill, director of education for the Mary S. Easton Center for Alzheimer's Disease Research; Dr. Mario Mendez, professor of neurology and psychiatry; Dr. David Reuben, director of the UCLA Alzheimer's and Dementia Care program; Dr. John Ringman, associate professor of neurology; Dr. Gary Small, Parlow-Solomon Professor on Aging and director of the UCLA Longevity Center at the Semel Institute; Dr. Zaldy Tan, medical director of the UCLA Alzheimer's and Dementia Care program; David Teplow, professor of neurology and interim director of the Mary S. Easton Center for Alzheimer's Disease Research; Kathleen Tingus, assistant clinical professor of neurology, and Ellen Woo, assistant professor of neurology. Also featured are Patti Davis, daughter of President Ronald Reagan, who established a UCLA support group for caregivers, and television personality Leeza Gibbons, who lost her mother to Alzheimer's.

[Episode 1--Alzheimer's Long and Costly Goodbye](#) (Sept. 17)

An overview of the looming Alzheimer's epidemic and the fear and grief patients and their loved ones experience.

[Episode 2—Alzheimer's Diagnosis and Clinical Trials](#) (Sept. 24)

Assesses the progress UCLA researchers have made in understanding the disease and highlights some promising clinical trials and diagnosis techniques that could slow its progression

[Episode 3—Alzheimer's Patient and Caregiver Support](#) (Oct. 1)

Spotlights new models for healthcare and caregiver support emphasizing early diagnosis and support networks for everyone touched by the disease.

UCLA Braced for 'Carmageddon II' while Couples Embraced Carmahaven Babies

[KNBC-Channel 4](#) and [KNX 1070AM](#) reported Sept. 28, [KABC-Channel 7](#) and [KNX 1070AM](#) reported Sept. 29, and [KPCC 98.3FM](#) reported Sept. 30 on measures taken by UCLA Health System to ensure that campus hospitals remained operational and accessible during the 405 freeway closure. Shannon

O'Kelley, chief operating officer for the UCLA Health System, and Edith Matesic, director of nursing at UCLA Medical Center, Santa Monica, were interviewed on KNX; William Dunne, director of emergency preparedness and security services for the UCLA Health System, was interviewed on KNBC; Doug Gunderson, interim chief administrative officer at UCLA Medical Center, Santa Monica was interviewed, along with a maternity patient, on KABC. [KTLA-Channel 5](#) and [KCBS-Channel 2](#) on Sept. 30 and [KNBC-Channel 4](#) on Oct. 1 featured a Palms family that had a baby during the 405 Freeway closure weekend. Paul Watkins, senior associate director of hospital operations, was interviewed by KTLA and UCLA urologist Dr. Chat Baxter, father of the baby girl featured was interviewed by KTLA and KCBS.

Daily News Studies Link between Bedsores, Patient Mortality

The [Los Angeles Daily News](#) reported Oct. 2, [The Examiner](#) and [Science Codex](#) reported Oct. 1, on a study led by Courtney H. Lyder, dean of the UCLA School of Nursing, linking bedsores and patient mortality. Lyder was quoted in all coverage.

Science Pubs Spotlight Nurse-led Intervention for Homeless Youth

[HealthCanal](#) and [Science Codex](#) ran stories Oct. 3 on a nurse-led intervention study that highlighted results of deterring substance abuse among homeless youth. Lead investigator Adey Nyamathi, associate dean for international research and scholarly activities at the nursing school, was quoted.

LA Times Reports on Reaction to Anthem Health Plan Cuts

The [Los Angeles Times](#) reported Sept. 29 on reactions to UCLA and Cedars–Sinai physicians being eliminated from an Anthem Blue Cross health plan for Los Angeles city workers as part of a cost-cutting effort.

KPCC Features Zoobiquity

A Sept. 27 [KPCC-89.3 FM](#) story highlighted Zoobiquity, a movement that can shed light on health issues that cross both humans and animals -- helping us to gain insight on the impact of environment, genetics and more on health. Dr. Barbara Natterson-Horowitz, associate professor of cardiology and Curtis Eng, chief veterinarian of the Los Angeles Zoo, were interviewed. Natterson-Horowitz and medical author Kathryn Bowers wrote the book *Zoobiquity* and a recent conference also addressed the topic.

KSCI Highlights Chinese Herbal Medicine

An Oct. 3 [KSCI-Channel 18](#) story featured an interview with Dr. Ka-Kit Hui, the Wallis Annenberg Chair in Integrative East-West Medicine and director of the UCLA Center for East-West Medicine, and professor Yung-Chi Cheng, the Henry Bronson Professor of Pharmacology at Yale University. The interviews were part of a two-day event at UCLA highlighting the latest research and uses of Chinese herbal medicine.

Local CBS Covers Rising Popularity of Veganism

A Sept. 28 [KCBS-Channel 2](#) story about an increasing number of people turning to vegan diets highlighted Ronald Reagan UCLA Medical Center's vegan entrees and once-a-month "Meatless Mondays" campaign in the hospital cafeteria. Senior dietician Dana Hunnes was interviewed.

CBS Sunday Morning, New York Times Explore Your Brain on Smartphones

Dr. Gary Small, Parlow-Solomon Professor on Aging, professor of psychiatry at the Semel Institute and director of the UCLA Longevity Center, was interviewed Sept. 30 on CBS's "[Sunday Morning](#)" about the ubiquity of smartphones and other wireless devices and his research measuring individuals' brain activity when they perform Internet searches. Small was also quoted Sept. 30 in a [New York Times](#) blog article on the subject.

Daily News Examines Down Syndrome and Alzheimer's

A Sept. 30 [Daily News](#) story about the high incidence of Alzheimer's disease among adults with Down syndrome cited a UCLA study in which researchers found heightened levels of amyloid plaques and neurofibrillary tangles — the hallmarks of Alzheimer's disease — in the brains of adults with Down syndrome. Dr. Gary Small, Parlow-Solomon Professor on Aging, a professor of psychiatry at the Semel Institute and director of the UCLA Longevity Center, was quoted.

LA Times Stays in the Present with Mindful Meditation

Diana Winston, the director of mindfulness education at the UCLA Mindful Awareness Research Center, was featured in a Sept. 29 [Los Angeles Times](#) article about the practice of mindfulness, the act of paying attention only to the present, and the free mindful class she teaches weekly at the Hammer Museum in Westwood.

LA Times Follows the Changing Definition of Addiction

Walter Ling, professor of psychiatry and director of the UCLA Integrated Substance Abuse Programs, was featured in a Sept. 22 [Los Angeles Times](#) article about the changing definition of drug addiction as a disease. Ling conducted a study of an implant that provides continuous delivery of the drug buprenorphine to people attempting recovery from dependence on heroin or prescription painkillers.

Daily Review Explains How to Conquer a Fear Addiction

Dr. Judith Orloff, assistant clinical professor of psychiatry (voluntary) at the Semel Institute, published an op-ed in the Oct. 1 [U.S. Daily Review](#) on how to train your brain to help combat fears.

Media Report on Combating Obesity by Monitoring Movement

Steven Cole, professor of medicine and psychiatry and a member of the Cousins Center for Psychoneuroimmunology at UCLA, was featured in Sept. 27 [Huffington Post](#) and Sept. 29 [San Mateo Daily Journal](#) articles on his research showing that kids who used a video-game "activity meter" to combat obesity were far more active than those who didn't.

NCAA Funds UCLA Concussion Study

[Sports Illustrated](#) reported Sept. 28 on an NCAA-funded study by scientists from the UCLA Brain Injury Research Center and colleagues examining the effects of head injuries on student-athletes over the course of their college careers and beyond. Dr. Christopher Giza, associate professor of neurosurgery and pediatric neurology and a member of the Brain Injury Research Center, was quoted.

New Device Removes Stroke Clots

The October issue of [Today's Medical Developments](#) highlighted a device developed by UCLA researchers that removes blood clots from blocked brain arteries in patients experiencing ischemic stroke. Dr. Jeffrey Saver, professor of neurology and director of the UCLA Stroke Center, was quoted.

Online Blog Spotlights Operation Mend

A Sept. 28 blog post in [Inc.com](#) described the writer's experience in learning about UCLA's Operation Mend program and meeting some of the patients who have been helped by the program. Operation Mend provides free reconstructive surgery and other medical services to wounded warriors injured in Iraq and Afghanistan.

Public Radio Reporter Discusses His Kidney Cancer Care at UCLA

[KCLU 88.3FM](#) national public radio in Ventura and Santa Barbara counties Oct. 3 aired a story about reporter Lance Orozco's battle with kidney cancer. Dr. James Hu, director of Minimally Invasive Urology at UCLA, performed a robotic partial nephrectomy on Orozco.

Bubble Baby Study Highlighted by Local TV News

[KCAL 9 News](#) and [Today's TV](#) reported Oct. 3 on a study by Dr. Donald Kohn that showed the immune systems of "Bubble Babies" can safely be restored using gene therapy. Kohn is a professor of pediatrics and of microbiology, immunology and molecular genetics in Life Sciences and a member of the Eli and Edythe Broad Center of Regenerative Medicine and Stem Cell Research at UCLA.

Ob-Gyn Expert Discusses Extreme Morning Sickness on Sirius XM

Marlena Fejzo, an assistant professor of research in obstetrics and gynecology, was interviewed live Oct. 2 on Sirius XM's "Doctor Radio" regarding her research on severe nausea and vomiting during pregnancy.

Global Press Spotlight Acne-fighting Virus

A study by UCLA researchers and colleagues showing that a virus found on human skin is naturally programmed to seek out and kill bacteria that cause acne was highlighted Oct. 4 by Pakistan's [The Tribe](#); Sept. 27 by [United Press International](#) and Sept. 26 by [Healio](#). Dr. Robert Modlin, chief of dermatology and a professor of microbiology, immunology and molecular genetics; Laura Marinelli, a UCLA postdoctoral researcher in Modlin's laboratory; and co-author Dr. Jenny Kim, director of the UCLA Clinic for Acne, Rosacea and Aesthetics, were quoted in the coverage.

Public Radio Explores Innovation, Creativity

Dr. Kelsey Martin, chair of biological chemistry at the David Geffen School of Medicine at UCLA and professor of psychiatry at the Semel Institute, was a featured panelist Sept. 27 on a [Southern California Public Radio](#) program about creativity and innovation in the fields of science and technology.

AAMC Addresses Medical Student Mistreatment

The September edition of [AAMC Reporter](#) spotlighted research by Joyce Fried, assistant dean and co-director of continuing medical education at the David Geffen School of Medicine at UCLA, analyzing the school's efforts to combat medical student mistreatment over a 13-year period. Fried was quoted.

Santa Monica Mirror Notes Opening of Breast Center

The [Santa Monica Mirror's](#) Sept. 30 edition published a story and captioned photo about the opening of the new UCLA Breast Center in Santa Monica. Dr. Nova Foster, general surgeon at UCLA Medical Center, Santa Monica and surgical director of the breast center, was quoted.

Infectious Diseases Doctor Pens Column on Endocarditis

The [Pasadena Star-News](#) carried an Oct. 4 column by Dr. Claire Panosian Dunavan, clinical professor of infectious disease, about endocarditis, an inflammation of the heart's inner lining. Research by Dr. Daniel Uslan, assistant clinical professor of infectious diseases, was cited.

BRIEFS

UCLA Medical Center was noted in a Sept. 27 [USA Today](#) article on the differences in the many hospital ranking lists for patients to review.

Mattel Children's Hospital UCLA was cited in the Oct. 1 issue of [People magazine](#) in a story about the formerly conjoined twins who were surgically separated at UCLA in 2002.

Mattel Children's Hospital UCLA was mentioned Sept. 27 in a [Huffington Post](#) blog written by singer Avril Lavigne, asking fans to support her nonprofit organization, the Avril Lavigne Foundation, which helps several partners including the hospital.

Mattel Children's Hospital UCLA was referenced Sept. 27 in a [Forbes](#) article about employees from Mattel Inc. who volunteer at the hospital and take on projects such as transforming the once-white hallway walls into a more colorful and kid-friendly environment.

QUOTABLES

Susan Bookheimer, who holds the Joaquin Fuster Chair in Cognitive Neurosciences in the Semel Institute, was quoted in an Oct. 2 [Pittsburgh Post-Gazette](#) article about federal funding for autism research.

Dr. Rowan T. Chlebowski, professor of hematology–oncology, was quoted Oct. 3 in an [Associated Press](#) article about the potential risks associated with hormone-replacement therapy.

Dr. Camelia Davtyan, director of women's health in the UCLA Comprehensive Health Program, commented Oct. 1 in an [iVillage.com](#) report on unhealthy habits of Hollywood celebrities.

Dr. John FitzGerald, associate clinical professor of rheumatology, commented in an Oct. 2 [Doctors Lounge](#) article about new guidelines for treating gout.

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson–UCLA Cardiomyopathy Center, commented Oct. 2 in [HealthDay News](#) and Oct. 3 in a [Los Angeles Times](#) article about new research on a common blood pressure drug. He also commented Oct. 3 in a [HealthDay News](#) story about research assessing if testing for inflammation may help prevent heart attacks and strokes.

Dr. Peter Galier, internal medicine specialist at UCLA Medical Center, Santa Monica, and associate professor of medicine, was quoted in an Oct. 4 [HealthDay News](#) story about a study comparing oral medications with Botox injections for treating urge incontinence in women. The article also appeared in [Everyday Health.com](#).

Dr. Patricia Ganz, director of cancer prevention and control research at UCLA's Jonsson Comprehensive Cancer Center, was quoted Oct. 1 in a [Detroit Free Press](#) article about research suggesting that young mothers may be at higher risk for breast cancer.

Dr. Christopher Giza, associate professor of neurosurgery and pediatric neurology and a member of the UCLA Brain Injury Research Center, was quoted Oct. 2 in an [AZ Central](#) article about how certain products said to prevent sports-related concussions are falsely advertised.

Dr. Wally Ghurabi, medical director of the Nethercutt Emergency Center at UCLA Medical Center, Santa Monica, commented in a Sept. 29 [Wall Street Journal](#) story and accompanying video examining whether a rise in children's injuries can be linked to distracted parents using mobile devices

Dr. Gary Small, Parlow-Solomon Professor on Aging, a professor of psychiatry at the Semel Institute and director of the UCLA Longevity Center, commented Oct. 2 in an [MSNBC.com](#) article about individuals with extraordinarily strong memories and in a Sept. 30 article in Washington's [Columbian](#) about how clothes can trigger emotional memories.

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