



**UCLA HEALTH SCIENCES MEDIA REPORT  
For the week of Oct. 3-9, 2014**

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### Robb Report Highlights UCLA Programs and Experts

The Fall 2014 Robb Report “[Health & Wellness](#)” print and online issue highlighted UCLA programs, physicians and specialists, including:

- A feature story entitled “[Mending Those Who Serve](#),” highlighted Ronald Katz, a board member with the Ronald Reagan UCLA Medical Center who founded the UCLA Operation Mend program that provides free medical and mental health care to military service members. Dr. David T. Feinberg, president of UCLA Health System and CEO for the UCLA Hospital System, was quoted.
- Dr. Brian Morris, associate director of UCLA’s Comprehensive Health Program and assistant clinical professor of health sciences, commented in “[Re-seeding Memory](#),” a nutrition story featuring pomegranates. He also responded to a question about BPA levels in bottled water for “[I.Q.: Intelligent Questions Answered by Experts](#).”
- Dr. Stanley Nelson, vice chair of human genetics and a professor of psychiatry at UCLA’s David Geffen School of Medicine and Semel Institute, was interviewed about the potential promise and pitfalls of genome editing in the article, “[Hitting Delete on Genes](#).”
- Aydogan Ozcan, Chancellor’s Professor of Electrical and Bioengineering, UCLA Henry Samueli School of Engineering and Applied Science, commented in “[Innovations](#),” about a device that he invented that attaches to a cell phone to help detect allergens such as peanuts, eggs and gluten.
- Dr. Gary Small, Parlow-Solomon Professor on Aging, a professor of psychiatry at the Semel Institute and director of the UCLA Longevity Center, was featured in a Q&A entitled “[The Longevity Lifestyle](#),” about the latest research and approaches to healthy aging.
- Ellen Towles, a physical therapist with the Ronald Reagan UCLA Medical Center, commented about the benefits of cycling for an article entitled “[Ride on Trend](#).”

### Media Turns to UCLA Expert about Risk of Ebola in U.S.

Dr. Anne W. Rimoin, associate professor of epidemiology at the UCLA Fielding School of Public Health, was widely quoted as an infectious disease expert in stories related to the first case of Ebola diagnosed in the U.S. Rimoin’s Sept. 30 comments to [Reuters](#) were published Oct. 1 by [Newsweek](#), [deVerdieping Trouw](#) (translated to Dutch) and [Europa Press](#) (translated to Spanish), and Oct. 2 by [Onda Cero](#) (translated to Spanish) and [World Journal \(世界日報\)](#) (translated to Chinese). [CNN.com](#) Oct. 2 ran a feature video about Rimoin and Ebola called “Virus Hunter,” and an Oct. 3 [People.com](#) article quotes her on misconceptions about how the disease spreads and whether there is any danger of an outbreak in the United States. Rimoin also participated Oct. 3 in a live [U.S. News & World Report](#) Twitter chat, joining in from Kinhasa, Democratic Republic of Congo.

### Media Continues Coverage on Possible Breakthrough in Treating Alzheimer’s

Dr. Dale Bredesen, the Augustus Rose Professor of Neurology and director of the Mary S. Easton Center for Alzheimer’s Disease Research, continued to be 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 on KCPQ-Channel 13 (Seattle, Wash.); two spots Oct. 3 on [KABC-Channel 7 \(AM & PM\)](#), and in [Examiner.com](#); Oct. 6 in [WebMD](#); Oct. 7 on KTRK-Channel 13

(Houston, Texas), KARE-Channel 11 (Tampa Bay, Fla.), [DailyDigestNews.com](http://DailyDigestNews.com) and [SeniorJournal.com](http://SeniorJournal.com); and Oct. 8 on KCCI-Channel 8 (Des Moines, Iowa).

### **N.Y. Times, AirTalk Explore Hormones' Impact in Sports**

Dr. Eric Vilain, a professor of human genetics, urology and pediatrics at the David Geffen School of Medicine at UCLA and co-director of UCLA's Institute for Society and Genetics, was interviewed Oct. 6 by the [New York Times](http://NewYorkTimes.com) and Oct. 7 by KPCC 89.3FM's [AirTalk](http://AirTalk.com) show about a young female sprinter from India who was banned from competition due to her unusually high levels of testosterone. The NYT article was syndicated by the [Times of India](http://TimesofIndia.com).

### **Celebs Support Mattel Party on the Pier**

[Variety](http://Variety.com), [People online](http://People.com) and [Fanlala](http://Fanlala.com) Oct. 6; [KABC-Channel 7](http://KABC-TV.com), [KTTV-Channel 11](http://KTTV-TV.com), and [Daily Mail](http://DailyMail.com) (U.K.) Oct. 5; and [The Hollywood Reporter](http://TheHollywoodReporter.com) and [Santa Monica Mirror](http://SantaMonicaMirror.com) Oct. 3 and others featured coverage of the 15<sup>th</sup> annual Mattel Party on the Pier event benefitting the Mattel Children's Hospital UCLA. Actress Sarah Michelle Gellar hosted the event, which was attended by many celebrities. Kellye Carroll, director of the Chase Child Life program at Mattel Children's Hospital UCLA, was quoted in the Santa Monica Mirror.

### **Vivity Partnership Continues to Draw Media Coverage**

[Healthcare Dive](http://HealthcareDive.com) Oct. 9 reported on the 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](http://AnthemBlueCross.com), 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.

### **Univision Focuses on Fibromyalgia**

The Sept. 28 Univision program, [Cita Con Tu Salud](http://CitaConTuSalud.com), focused on fibromyalgia, a disorder characterized by widespread musculoskeletal pain accompanied by fatigue, sleep problems and other issues. Dr. Geraldine Navarro, a clinical instructor of medicine in the division of rheumatology and arthritis, was interviewed and a UCLA patient featured. The segment ran in 20 local markets across the country including cities in Arizona, California, Colorado, Florida, New York, Texas and more.

### **Boosting Enrollment in Employer Health Plans**

[Medical Xpress](http://MedicalXpress.com) highlighted Oct. 9 research lead by Lindsay Kimbro, project director in the UCLA Division of General Internal Medicine and Health Services Research, finding that an automatic, opt-out enrollment strategy resulted in significantly higher employer health plan sign-up rates compared with a voluntary opt-in approach, simply because people in the former group chose not to take steps to drop out of the plan. The findings are published in the American Journal of Managed Care.

### **Infectious Diseases Expert Discusses Airport Screenings for Ebola**

Dr. Peter Katona, clinical professor of medicine in the division of infectious diseases, was interviewed Oct. 9 by [Forbes.com](http://Forbes.com) and Monacle radio (U.K.) about the logistics of airports screening for Ebola any passengers who are arriving from countries in Africa that have been stricken with the deadly disease.

### **UCLA Hospitals Prepared for Ebola Patients**

An Oct. 3 [Breitbart.com](http://Breitbart.com) report highlighted the steps that Ronald Reagan UCLA Medical Center and UCLA Medical Center, Santa Monica are prepared to take if they receive patients with Ebola or other infectious diseases. Dr. Zachary Rubin, associate clinical professor of medicine in the division of infectious diseases and medical director of UCLA Clinical Epidemiology & Infection Prevention, was quoted.

### **Today Show Spotlights 'Bionic Eye'**

Dr. Colin McCannel, a professor of ophthalmology in the retinal division at the Stein Eye Institute, commented Aug. 8 in the online edition of NBC's [Today](http://Today.com) show about a man who was implanted with a retinal prosthesis that restored partial vision after 30 years of blindness.

### **UCLA Researcher Touted for Gene Therapy Work**

[Medscape](#) (subscription required) Oct. 9 reported on the pioneering work of Dr. Don Kohn, member of UCLA's Jonsson Comprehensive Cancer Center and Broad Stem Cell Research Center, who co-authored a new study on "Bubble Boy" disease known as SCID-X1. Kohn, professor of microbiology, immunology and molecular genetics, was extensively quoted.

### **Examiner Talks Breast Cancer Myths and Truths**

Dr. Sara Hurvitz, assistant clinical professor of medicine in the division of hematology/oncology and member of UCLA's Jonsson Comprehensive Cancer Center, discussed the facts, myths and half-truths about breast cancer in an Oct. 8 [Blue Springs Examiner](#) article.

### **Researcher Presents Melanoma Therapy Results**

[Clinical Oncology](#) Oct. 8 reported on the results of a new advanced melanoma study which led to the FDA approval of the revolutionary new immunotherapy drug Keytruda. Dr. Antoni Ribas, professor of medicine in the division of hematology/oncology and member of UCLA's Jonsson Comprehensive Cancer Center, was quoted.

### **UCLA Receives NCI Grant to Advance Vault Nanomedicine for Treatment of Lung Cancer**

[Azo Nano](#) Oct. 8 covered a newly-awarded \$1 million grant from the National Cancer Institute's Small Business Innovation Research program that will enable UCLA scientists and industry partners to take an innovative lung cancer treatment through the final steps toward its first clinical trial. Dr. Leonard Rome, associate director of UCLA's California NanoSystems Institute, and member of UCLA's Jonsson Comprehensive Cancer Center and Broad Stem Cell Research Center, was quoted.

### **Girl Raises Money for UCLA Simms/Mann Center**

The Riverside [Press Enterprise](#) Oct. 4 profiled the daughter of a UCLA cancer patient who is making bracelets and selling them to help other cancer patients, with all proceeds benefitting the Simms/Mann UCLA Center for Integrative Oncology, which offers psychological support for cancer patients, survivors and caregivers. Dr. Anne Coscarelli, a member of UCLA's Jonsson Comprehensive Cancer Center and director of the Simms/Mann Center, was quoted.

### **Health Canal Promotes Cancer Drug Combo Discovery**

[Health Canal](#) Oct. 7 reported on a new study involving a new combo 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.

### **Harry Winston Fellows Named**

[News-Medical.net](#) and [Phys.org](#) reported Oct. 7 that Harry Winston, Inc. and the UCLA Children's Discovery and Innovation Institute named the first three recipients of the inaugural Harry Winston Fellowships at Mattel Children's Hospital UCLA. The Fellows include Dr. Kristina Adachi, a third-year fellow in the division of pediatric infectious diseases; Dr. Leslie Kimura, a second year fellow in the division of pediatric endocrinology; and Dr. Edward Talya, a second year fellow in the division of pediatric gastroenterology, hepatology and nutrition. Dr. Sherin Devaskar, physician-in-chief of Mattel Children's Hospital UCLA and executive director of the UCLA Children's Discovery and Innovation Institute, was quoted.

### **Nurse Patti Taylor Gets a Big Surprise**

[Advance for Nurses](#) featured Oct. 3 an article on Patti Taylor, a volunteer nurse coordinator with the UCLA Operation Mend program and a lecturer at the UCLA School of Nursing, who was recently surprised by Operation Mend, the UCLA Health System and the UCLA School of Nursing when they announced a new student scholarship and a new nursing award had been established in her name. Both honors will recognize community or public service, with special consideration to service that addresses

military or veteran health care, or working with active-duty military or those re-entering civilian life. The scholarship and the award were made possible by the Katz Family Foundation with a matching gift from the UCLA Health System. Linda Sarna, acting dean of the UCLA School of Nursing, and Heidi Crooks, senior associate director of UCLA Health Operations and Patient Care Services, were cited.

### **Dribble for the Cure**

[KNX 1070AM](#) Oct. 2 featured an interview discussing the upcoming Oct. 26 “Dribble for the Cure” that raises funds and awareness in the fight against pediatric cancer. The event will be hosted by the UCLA women’s and men’s basketball teams, the UCLA Athletic Department, UCLA basketball alumnus John Vallely, the Pediatric Cancer Research Foundation and the Mattel Children’s Hospital UCLA’s cancer research program and division of pediatric hematology/oncology.

### **Forbes Reports on Possible Drug to Stop Parkinson’s**

Dr. Marie-Francoise Chesselet, the Charles H. Markham Professor of Neurology at UCLA and director of the UCLA Center for the Study of Parkinson’s Disease, was featured Oct. 9 in [Forbes.com](#), [Scienceblog.com](#), and [Zenopa.com](#) about her study that found that a drug, AT2101, which has also been studied for Gaucher disease, proved effective in a mouse model of Parkinson’s, by improving motor function, stopping inflammation in the brain and reducing levels of alpha-synuclein, a protein critically involved in the disorder.

### **Media Highlights Stem Cell Study on Autism**

Dr. Harley Kornblum, director of the Neural Stem Cell Research Center at UCLA’s Semel Institute and a professor of psychiatry, pharmacology, and pediatrics, was interviewed Oct.9 on KCBS 106.9FM (San Francisco) and featured on [MedicalExpress.com](#) about his study in mice showing that maternal inflammation may cause neural stem cell overgrowth in the brain, one of the characteristics of Autism Spectrum Disorders.

### **California Healthline Examines State Health Program**

Dr. Kathryn Kietzman, a research scientist at the UCLA Center for Health Policy Research at the UCLA Fielding School of Public Health, was interviewed in an Oct.8 [California Healthline](#) audio report on the mixed effects of the state’s rollout of Cal MediConnect, a pilot program aimed to help dual-eligible Medicare and Medi-Cal residents. Kietzman is following 55 cases of dual-eligible seniors across the state.

### **Antioxidant Found in Grapes May Provide New Targets for Acne Treatment**

[The Business Standard](#) Oct. 9, [Dermatology Times](#) Oct. 6, [The Inquisitor](#) Oct. 5, and [NeonTommy](#) Oct. 1 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 senior author Dr. Jenny Kim, professor of clinical medicine in the division of dermatology, were quoted in the coverage.

### **Miracle Baby and Upcoming NICU Reunion Highlighted**

[The Palisadian Post](#) Oct. 9 published an article on Natasha Croxall and son Charlie, who was born at 24 weeks at UCLA Medical Center, Santa Monica and spent two weeks in its NICU before being transferred to Ronald Reagan UCLA Medical Center, where he remained for five months. Dr. Khalil Tabsh, medical director of the Perinatal Center at UCLA Medical Center, Santa Monica, and the family’s obstetrician, was quoted throughout the story. The article appeared in advance of Mattel Children’s Hospital UCLA’s annual NICU Reunion this weekend.

## **BRIEFS**

The Sept. 30 [Deseret News](#) cites data from the UCLA Center for Health Policy Research’s California Health Interview Survey in a report on walkable communities.

[San Benito County Today](#) references the UCLA Center for Health Policy Research's California Health Interview Survey in an Oct. 8 article on creating fruit and vegetable gardens in area schools to teach the importance of healthy, active living.

A guest commentary in the Oct. 6 [Lake County Record-Bee](#) cites the UCLA Center for Health Policy Research's California Health Interview Survey when discussing the extent of food insecurity in the state.

A guest commentary on how the Affordable Care Act is affecting Medi-Cal enrollees, published in the Oct. 7 [Pasadena-Star News](#), [Los Angeles Daily News](#), [Daily Breeze](#), [Daily Bulletin](#), [San Gabriel Valley Tribune](#), and [Whittier Daily News](#), cites the UCLA Center for Health Policy Research's HOME Project.

Billie Weiss, associate director of the Southern California Injury Prevention Research Center at the UCLA Fielding School of Public Health, was listed as an Angel of Peace awards presenter in the Oct. 7 [Jewish Journal](#).

## QUOTABLES

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, commented in an Oct. 8 [HealthDay News](#) story on a study showing that women could cut stroke risk in half by following five health habits that include eating a healthy diet, drinking alcohol moderately, never smoking, remaining physically active and maintaining a healthy body weight. The story also ran on [U.S. News & World Report](#).

Dr. Wally Ghurabi, medical director of the Nethercutt Emergency Center at UCLA Medical Center, Santa Monica was quoted in an Oct. 9 [Santa Monica Daily Press](#) story about the City Council considering an ordinance to prohibit people from lingering in hospital emergency rooms when they do not need medical care.

Dr. Julia Heck, an assistant professor of epidemiology at the UCLA Fielding School of Public Health, was quoted in the Oct. 2 [Los Angeles Times](#) about the fact that Southern Californians' cancer risk from air pollution has dropped 65 percent since 2005. Heck found the news promising, but noted the number of actual cancer cases attributed to air pollution is small relative to other causes such as tobacco and alcohol.

Dr. Jenny Kim, professor of clinical medicine in the division of dermatology, commented in a July 2 online [Robb Report](#) online story regarding a study on UV exposure from the lights that are used to dry gel nail polish.

Dr. Alex Ortega, professor of public health and psychiatry at the UCLA Fielding School of Public Health and the Semel Institute, was quoted Oct. 2 in [Yahoo! News](#) about a decision by 7-Eleven to add healthier items. Ortega lauded the decision, but also said raising community awareness of healthy eating is crucial as well.

Dr. Carlos Portera-Cailliau, associate professor of neurology, was quoted in the Oct. 6 [Los Angeles Times](#) about a study suggesting that autism may manifest itself as an impaired ability to predict the behavior of the outside world; that is, an inability to place stimuli in context with what came before and after it.

Dr. Dylan Roby, an adjunct assistant professor of Health Policy and Management at the UCLA Fielding School of Public Health, was quoted Oct. 2 in Los Angeles [Daily News](#) and [Daily Breeze](#) articles about how the Affordable Care Act may affect California's hospital emergency rooms.

Dr. Gary Small, Parlow-Solomon Professor on Aging, a professor of psychiatry at the Semel Institute and director of the UCLA Longevity Center, commented in an Oct. 5 [Atlanta Journal-Constitution](#) article about the public's emotional reaction to Ebola. The story also ran in the [Sydney Morning Herald](#).

Dr. Steven P. Wallace, chair of the Department of Community Health Sciences at the UCLA Fielding School of Public Health, and associate center director at the UCLA Center for Health Policy Research, was quoted Oct. 1 in [MyNewsLA.com](http://MyNewsLA.com) and [Patch.com](http://Patch.com) about a three-year project to reduce secondhand smoke exposure and effects on low-income Latino and black families living in Los Angeles-area apartment buildings. News about a \$3 million grant related to this project was also reported Oct. 2 by [California Healthline](http://CaliforniaHealthline.com).

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