



**UCLA HEALTH SCIENCES MEDIA REPORT
For the week of Oct. 11-17, 2013**

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BRIEFS

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Skin Laser Lawsuits Receive Wide Coverage

[Reuters](#), [FOX News](#), [HealthDay News](#), [KGET-TV](#) (Bakersfield, Calif.), [KXAS-TV](#) (Dallas) Oct. 16; and [Headline and Global News](#), [Science Codex](#), [Health Canal](#), [KARE-TV](#) (Minneapolis), [WCAU-TV](#) (Philadelphia), [WMBF-TV](#) (Myrtle Beach, Fla.), [KHAS-TV](#) (Lincoln, Neb.) and [WPSD-TV](#) (Paducah, Ky.) Oct. 17 reported on a study published in JAMA Dermatology that found that lawsuits related to skin laser procedures when non-physicians are operating the laser are increasing, particularly outside of a traditional medical setting. Lead author Dr. H. Ray Jalian, clinical instructor of medicine in the division of dermatology, was quoted. The Reuters story appeared on [NBC News.com](#) and the website for Florida's [Sun-Sentinel](#). The HealthDay story ran in [U.S. News & World Report](#) and [Medical Express](#).

LA Times Covers UCLA Health System's 'Recesses' that Help Keep Employees Motivated

Bruin Break, an adaptation of the "instant recess" initiative developed by the late Dr. Antronette Yancey, of UCLA's Fielding School of Public Health, to motivate employees and others to exercise, was featured in an Oct. 11 [Los Angeles Times](#) Health article. It was also picked up Oct. 16 by the [Sacramento Bee](#) and [NewsObserver.com](#), among others. Yancey; Ellen Towles, a physical therapist with UCLA Rehabilitation Services and volunteer break leader; Sharon Batarina, a physical therapy assistant; Althea Nelson, an administrative assistant; Darren Jones, a lift team member; Jason Tanaka, a physical therapist, and Ragini Gill, benefits analyst and Wellness Program Manager for the UCLA Health System, were quoted or pictured.

Infectious Diseases Expert Discusses Deadly "Superbugs"

[The Katie Couric Show](#) Oct. 11 featured an interview with Dr. Brad J. Spellberg, associate professor of medicine in the division of infectious diseases at the David Geffen School of Medicine at UCLA and an infectious disease specialist at the Los Angeles Biomedical Research Institute at Harbor-UCLA Medical Center. Spellberg discussed the dangers of the so-called "Superbugs," the failure to create new antibiotics to combat them and what the average person can do to avoid these potentially deadly infections.

UCLA to Run Clinics for MPTF

[Variety](#) Oct. 10 and the [Beverly Hills Courier](#) Oct. 15 reported that UCLA and the Motion Picture and Television Fund have reached an agreement that would bring the fund's six health centers under the UCLA Health System umbrella. Dr. David Feinberg, president of the UCLA Health System and associate vice chancellor for health sciences, was quoted.

Soda Consumption Up Among Teens

[KTLA-Channel 5](#) and [KPCC-89.3 FM](#) reported Oct. 17 on a study by researchers from the UCLA Center for Health Policy Research and colleagues showing that while the daily consumption of sugary drinks among California youth is declining, it has increased 8 percent among teens. Susan Babey, project director at the center, was interviewed on KPCC.

Accolades for UCLA Health System Chief

The October edition of [Becker's Hospital Review](#) named Dr. David Feinberg, president of the UCLA Health System and associate vice chancellor for health sciences, among its list of "125 Physician Leaders of Hospitals and Health Systems."

Lawsuit over VA Property Use

[KNBC-Channel 4](#) reported Oct. 14 on legal issues surrounding the use of Department of Veterans Affairs property in Westwood, where UCLA's baseball stadium is located. The piece highlighted UCLA's various programs for military veterans, including Operation Mend, which offers free reconstructive surgery for U.S. military personnel severely wounded and disfigured during service. Operation Mend program manager Melanie Gideon was interviewed.

Court Dismisses Lawsuit over UCLA Health System Data Breach

[California Healthline](#), [Payers & Providers](#) and [iHealthBeat](#), among others, reported Oct. 17 on a California appellate court's dismissal of a class-action lawsuit against the University of California over a data breach that exposed the personal information of more than 16,000 patients of UCLA Health System. The ruling states that health care providers are not necessarily liable when medical data are stolen or misappropriated unless the information is accessed by a third party.

POZ Magazine Explores Cocaine and HIV

[POZ](#) magazine Oct. 16 reported on researcher led by Dr. Dimitrios Vatakis, assistant professor of medicine in the division of hematology/oncology, finding that cocaine might make otherwise resistant immune cells susceptible to HIV infection.

Highlighting Post-mastectomy Surgery Options

Dr. Jaco Festekjian, associate professor of plastic and reconstructive surgery, was interviewed Oct. 15 on [KABC-Channel 7](#) about the benefits of breast reconstruction following mastectomy. The story also promoted Breast Reconstruction Awareness Day activities at UCLA.

Pediatric Cancer Services Now Available in Kern County

The [Bakersfield Californian](#), [KBAK-Channel 29](#), [KBFX-Channel 58](#), and KGET-Channel 17 reported Oct. 16 that the division of pediatric hematology and oncology at Mattel Children's Hospital UCLA is partnering with the Comprehensive Blood and Cancer Center in Kern County so that local patients will not have to drive to Los Angeles to receive all of their medical services or to participate in clinical trials. Dr. Theodore Moore, professor and chief of pediatric oncology at UCLA, was interviewed in the Bakersfield Californian.

Power Rangers Cheer-Up Pediatric Patients

[KVEA-Channel 52](#) and [KRCA-Channel 62](#) Oct. 14 featured a visit by the Power Rangers Megaforce to Mattel Children's Hospital UCLA as part of a Halloween party sponsored by the Spirit Halloween Store. Photos of the event were also featured in [Yahoo! News](#) and [OregonLive](#).

KPCC Reports on Minnesota Football Coach's Public Battle with Epilepsy

Dr. Jerome Engel, director of the Seizure Disorder Center and a professor of neurology, was featured in an Oct. 10 [KPCC 89.3FM](#) report about the football coach at the University of Minnesota, who has gone public about his epilepsy and the stigma attached to the disorder.

Alabama Station Provides Resources for Autistic Children

Dr. B.J. Freeman, professor of psychiatry at the Semel Institute, was interviewed Oct. 15 by [WAFF-Channel 48](#) (Huntsville, Ala.) on a project she led that seeks to improve educational techniques and resources for students with autism.

KCET, CBS Radio Report that State's Pesticide Regulation is Flawed

Dr. John Froines, professor emeritus of environmental health sciences at the UCLA Fielding School of Public Health, was featured in an Oct. 9 [KCET.org](#) report and interviewed by [KCBS 740AM](#) (San Francisco) about a study by UCLA's Sustainable Technology and Policy Program. The study, coauthored by Froines, highlighted problems with the California Department of Pesticide Regulation's evaluation and approval process, and recommended changes to protect public health.

KCRW Explains the Affordable Care Act in California

Dr. Gerald Kominski, director of the UCLA Center for Health Policy Research and a professor at the UCLA Fielding School of Public Health, was interviewed Oct. 11 by [KCRW 89.9FM](#) about the implementation of the Affordable Care Act in California and the state's health insurance marketplace.

CBS Radio Reports on Credit for Medical Procedures

Dr. Shana Alex Lavarreda, director of health insurance studies at the UCLA Center for Health Policy Research at the UCLA Fielding School of Public Health, was featured in an Oct. 14 [CBS Radio](#) interview about a growing trend of credit-card companies extending credit to cash-strapped patients for medical and dental procedures.

Huffington Post Reports that Meditation Strengthens the Brain

Dr. Eileen Luders, assistant professor of neurology, was featured in an Oct. 14 [Huffington Post](#) column on achieving happiness. The article cited her research showing that people who meditate have, on average, more folds in the brain's cerebral cortex, which has been linked to improved information processing, memory formation and decision making.

Ventura County Weekly Covers UCLA-Thousand Oaks' Cardiac Screening Program for Students

[The Acorn](#) Oct. 10 reported on a unique cardiac-screening program held at the UCLA-Thousand Oaks medical practice in conjunction with Oaks Christian School. Dr. Ravi Dave, staff cardiologist at UCLA Medical Center, Santa Monica and clinical professor of medicine, was referenced.

Santa Monica Weekly Highlights Importance of Flu Shots

The Oct. 16 [Santa Monica Mirror](#) published an article about the flu season and the importance of flu shots. Dr. Denise Sur, director of the UCLA Family Medicine Residency and chief of staff at UCLA Medical Center, Santa Monica, was quoted. Dates for UCLA Health System-sponsored flu-shot clinics were listed.

Geriatrician's Column Offers Joint Discussion on Arthritis

Dr. Alia Tuqan, staff geriatrician at UCLA Medical Center, Santa Monica and assistant clinical professor of medicine, authored an Oct. 11 [Santa Monica Mirror](#) column on arthritis and how to maintain healthy bones and joints.

NBC News Reports on Increased Utilization of Physician's Assistants

[NBC News](#) reported Oct. 14 about the increased role for physician's assistants in providing health care for marginalized populations. Carrie Kowalski, physician assistant at the Venice Family Clinic, was featured.

Link Found between High-Fat, High-Calorie Diet and Pancreas Cancer

[Telemanagement](#), [Medical News Today](#), [FBR Foundation for Biomedical Research](#) Oct. 4; the [Apollo Clinic](#) on Oct. 5; the [Kashmir Monitor](#) Oct. 6; [RTT News](#) Oct. 11, and [Before It's News](#) Oct. 14 featured a UCLA study led by Dr. Guido Eibl, member of UCLA's Jonsson Comprehensive Cancer Center and professor-in-residence of surgery at David Geffen School of Medicine at UCLA, which found that mice given high-calorie diets became obese and developed pre-cancer pancreas lesions faster and more often than mice on normal diets. Dr. Eibl was quoted in the coverage.

Media Outlets Report on Baby Born on the Side of the 405 Freeway

[KCBS-Channel 2](#), [KNBC-Channel 4](#), [KTLA-Channel 5](#), [KABC-Channel 7](#), [LAist](#), [KCAL-Channel 9](#), [KFI 640AM](#), [KFWB 980AM](#), [Open Daily](#), [Los Angeles City and Press](#), [Huffington Post](#), [Yahoo! News](#) and [Los Angeles News](#) Oct. 12 reported on a baby girl born on the side of the 405 Freeway, then taken to Ronald Reagan UCLA Medical Center.

Nanodiamonds Can Deliver Chemotherapy Directly to Brain Tumors

[MTB Europe](#) Oct. 8 highlighted a study by UCLA researchers who devised a system using nanodiamonds to more effectively deliver chemotherapy directly into brain tumors with fewer harmful side effects than

standard methods. Dr. Dean Ho, member of UCLA's Jonsson Comprehensive Cancer Center, co-director of the Weintraub Center for Reconstructive Biotechnology at the School of Dentistry and the study's leader, was quoted in the coverage.

Media Cover Study Comparing Stroke Programs

[Physician's Briefing](#), [Health Canal](#) and [redOrbit](#) Oct. 15 and WebMD's Smart Brief (subscription only) Oct. 17 reported on a national study that compared two programs designed to help hospitals adhere to nationally accepted standards and guideline recommendations for stroke treatment and found that hospitals participating in the Get With The Guidelines–Stroke program were more likely than Primary Stroke Center–certified hospitals to provide all the guideline-based measures of care for patients. Lead author Dr. Gregg Fonarow, UCLA's Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson–UCLA Cardiomyopathy Center, was quoted.

Web Sites Highlight Brain Imaging Database for Chronic Pain Conditions

[Examiner.com](#), [News-Line](#), [MDLinx](#) and [Science Daily](#) reported Oct. 16 on a new database featuring hundreds of brain scans and other key clinical information that will help researchers tease out similarities and differences between chronic-pain conditions such as irritable bowel syndrome and inflammatory bowel disease, helping to accelerate research and treatment development. Dr. Emeran Mayer, professor of medicine in the divisions of digestive diseases, physiology and psychiatry; Dr. Bruce Naliboff, professor in the departments of medicine and psychiatry and biobehavioral sciences, and Dr. Kirsten Tillisch, associate professor of medicine in the division of digestive diseases, were quoted. All faculty are part of the Gail and Gerald Oppenheimer Family Center for Neurobiology of Stress at UCLA.

BRIEFS

Dr. Alice Kuo, associate professor of pediatrics, internal medicine and psychiatry at Mattel Children's Hospital UCLA and the David Geffen School of Medicine at UCLA, and associate professor of health policy and management at the UCLA Fielding School of Public Health, was featured in the October issue of the American Academy of Pediatrics' AAP News as the recipient of the 2013 AAP Education Award which recognizes individuals whose career has had a broad and positive impact on children.

Mattel Children's Hospital UCLA was cited Oct. 16 in a [Del Mar Times](#) story about a local 14-month-old girl who finally got to return home after undergoing a life-saving heart transplant at the hospital this summer.

QUOTABLES

Dr. David Baron, executive director of the UCLA Arthur Ashe Student Health and Wellness Center and family physician at UCLA Medical Center, Santa Monica, commented in an Oct. 16 "[Good Morning America](#)" segment on training your brain to love exercise.

Dr. Melinda Braskett, medical director of the UCLA Food & Allergy Care Center, was quoted Oct. 12 in a [Los Angeles Times](#) story on pollen allergies.

Dr. Angela Chen, associate clinical professor of obstetrics and gynecology, was quoted Oct. 14 in an article in Britain's [Daily Mail](#) about women photographing their cervixes in an effort to determine where they are in their menstrual cycle.

Dr. Soniya Gandhi, health sciences assistant clinical professor of medicine in the division of infectious diseases, commented Oct. 10 in a [KCBS-Channel 2/KCAL-Channel 9](#) report on a salmonella outbreak linked to chicken.

Dr. Christopher Giza, associate professor of neurosurgery and pediatric neurology at the David Geffen School of Medicine at UCLA and Mattel Children's Hospital UCLA, was quoted Oct. 10 in a [New York Times](#) article about protecting the heads of motorcycle riders.

Dr. Edythe D. London, professor of psychiatry at the Semel Institute and professor of molecular and medical pharmacology in the David Geffen School of Medicine at UCLA, was quoted in an Oct. 15 [Livescience.com](#) report about a study suggesting Oreo cookies may be as addictive as cocaine in rats.

Dr. John C. Mazziotta, department chair and Stark Professor of Neurology, and director of the Ahmanson-Lovelace Brain Mapping Center, was quoted in the Oct. 14 [Los Angeles Times](#) about the ongoing study of the preserved brain of Albert Einstein, part of a long tradition in neurology to study the brains of people with outsized talent or unusual capabilities.

Dr. Barbara Natterson-Horowitz, clinical professor of medicine in the division of cardiology and director of imaging at the UCLA Cardiac Arrhythmia Center, was quoted Oct. 12 in a [Huffington Post](#) article on the similarities between breast cancer tumors in dogs and humans.

Dr. William Parker, gynecologist and director of minimally invasive gynecologic surgery at UCLA Medical Center, Santa Monica, commented Oct. 10 in [HealthDay News](#) on new research indicating that fibroids can significantly impact a woman's quality of life and most prefer less invasive treatment options.

Dr. Nader Pouratian, assistant professor of neurosurgery at the David Geffen School of Medicine at UCLA and director of the UCLA Neuromodulation for Movement Disorders and Pain Program, commented Oct. 14 on ABC's "[Good Morning America](#)" in a segment about spinal cord stimulators for chronic back pain. The story rebroadcast on a dozen other ABC affiliates, including on KABC-Channel 7 in Los Angeles.

Billie Weiss, associate director of the Southern California Injury Prevention Research Center at the UCLA Fielding School of Public Health, was featured in an Oct. 13 [Huffington Post](#) article about Weiss receiving the Angel of Peace Award for her efforts to promote peace and non-violence.

Diana Winston, director of mindfulness education at the UCLA Mindful Awareness Research Center, was quoted in the November Women's Health magazine about using mindfulness meditation to reduce stress by focusing on present experiences and not the past or the future.

Dr. Hong Zhou, professor of microbiology, immunology & molecular genetics, was quoted in an Oct. 9 Los Angeles [Jewish Journal](#) profile of Dr. Ron Diskin, an Israeli biologist involved in groundbreaking HIV research who spoke at an Oct. 15 UCLA Center for AIDS Research conference.

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