



**UCLA HEALTH SCIENCES MEDIA REPORT
For the week of Nov. 9-15, 2012**

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Healthline Recognizes Alzheimer's Video

LA Daily News Highlights Need for Nurses in Veterans' Care

UC, Anthem Blue Cross Join to Focus on Affordable Health Care

Famed Rockers Start Teen Cancer Center at UCLA

Trade Pub Focuses on Surge in Retail Health Clinics

Hospital Trade Focuses on 10 Ideas to Improve the Healthcare Experience

Internal Medicine News Finds New Hope for Arthritis Sufferers

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Website Covers Heart Care Award

Health Website Explores Atrial Fibrillation

Nook App Magazine Features Kidney Stone Study

Media Looks at In Vitro Fertilization and Birth Defects Link

Young Celebs Attend Mattel Party on the Pier

Fox 11 News Features UCLA Expert in Report on Testicular Cancer

Examiner Notes New Advance in Treating Alzheimer's

Media Notes the Relationship between Pesticides, Concussions and Parkinson's

Ventura Newspaper Says Goodbye to Job-Based Health Insurance

Media Report on New Book that Helps Parents and Children with Autism

UK Newspaper Highlights Unique Device to Control Epilepsy

HealthCanal.com Reports on Study of Protein that Drives Prostate Cancer

Malibu Patch Profiles Family Medicine's Father-Daughter Duo

BRIEFS

QUOTABLES

Media Sees How Operation Mend Helps Wounded Warriors

UCLA's Operation Mend, a partnership between Ronald Reagan UCLA Medical Center, Brooke Army Medical Center and the Veterans Affairs Greater Los Angeles Healthcare System that offers free reconstructive surgery for military personnel severely wounded and disfigured during service, was highlighted Nov. 12 on NBC's "Today" show and the [Orange County Register](#); Nov. 9 on [KTLA-Channel 5](#); and Nov. 8 on [ABC's Nightline](#). Dr. Kodi Azari, associate professor of orthopedic surgery and plastic surgery and co-director of Operation Mend, was interviewed on KTLA. Additionally, [KCBS-Channel 2](#), [KABC-Channel 7](#), [Associated Press](#), [Huffington Post](#) and the [Century City-Westwood Patch](#) carried Nov. 8 stories about a 13-year-old who donated his Bar Mitzvah money to the Operation Mend program.

Healthline Recognizes Alzheimer's Video

An Oct. 31 article on [Healthline.com](#) recognized "Heartache & Hope: America's Alzheimer's Epidemic," a three-part video about UCLA's Alzheimer's and dementia care programs, as one of the year's best videos about the disease. The video is on the [UCTV Prime](#) Web site.

LA Daily News Highlights Need for Nurses in Veterans' Care

In honor of Veteran's Day, the [Los Angeles Daily News](#) ran a Nov. 11 article discussing how the nursing shortage is impacting care for veterans. Courtney Lyder, dean of the School of Nursing, and two PhD candidates discussed what they are doing to care for veterans.

UC, Anthem Blue Cross Join to Focus on Affordable Health Care

The [Sacramento Business Journal](#) Nov. 14 focused on a newly formed private-public partnership between Anthem Blue Cross and the University of California's medical centers and professional schools to address critical issues facing the state health care delivery system. The joint venture — called the California Health Alliance — will focus on care innovation and health policy development to improve access to affordable, quality health care in the state. The agreement includes the five UC medical centers, including the UCLA Health System, and 18 professional schools and programs on seven UC campuses. The initial focus will be on accountable care models to manage chronic conditions and expand alternative delivery systems, including telemedicine.

Famed Rockers Start Teen Cancer Center at UCLA

Roger Daltrey was interviewed Nov. 12 on [CSPAN](#) about the Daltrey/Townshend Teen & Young Adult Cancer Program at UCLA Medical Center, Santa Monica, the first such program launched in the U.S. by Daltrey and Pete Townshend of the Who. Other news outlets referenced UCLA's program stemming from their Nov. 12 appearance at a National Press Club luncheon to launch their new Teen Cancer America charity including a Nov. 12 [Rolling Stone](#) article.

Trade Pub Focuses on Surge in Retail Health Clinics

The November edition of Clinical Laboratory News ran a feature story on the surging market of retail health clinics -- including partnerships with health systems like the collaboration between CVS Caremark Corp. and UCLA Health System that have teamed up to have UCLA physicians serve as medical directors at 11 CVS locations. The clinical affiliation has been designed to enhance access to high quality, affordable health care services in Los Angeles County. Dr. David Feinberg, president and CEO of the UCLA Health System and associate vice chancellor for health sciences, was cited and Dr. Bernard Katz, medical director of the UCLA Health Systems-Santa Monica Bay Physicians, was quoted.

Hospital Trade Focuses on 10 Ideas to Improve the Healthcare Experience

The Nov. 15 [Becker's Hospital Review](#) featured 10 ideas to improve the healthcare experience and environment through in-depth interviews with several of the nation's most progressive CEOs, including Dr. David Feinberg, president and CEO of the UCLA Health System and associate vice chancellor.

Internal Medicine News Finds New Hope for Arthritis Sufferers

[Internal Medicine News](#) reported Nov. 12 on research led by Dr. Daniel Furst, professor of rheumatology, on a new combination drug therapy for rheumatoid arthritis. Furst was quoted.

Stockton Record Cares about Caregivers

The [Stockton Record](#) reported Nov. 9 on the keynote address of Dr. Gary Small, Parlow-Solomon Professor on Aging and a professor of psychiatry and biobehavioral sciences at the Semel Institute, at a symposium focusing on caregivers for those with Alzheimer's disease and other dementia-related disorders.

Website Covers Heart Care Award

A Nov. 1 [Examiner](#) article covered Ronald Reagan UCLA Medical Center receiving the Get With The Guidelines[®]–Heart Failure Gold Quality Achievement Award from the American Heart Association. The recognition signifies that the hospital has reached an exceptional goal of treating heart failure patients according to the guidelines of care recommended by the American Heart Association/American College of Cardiology.

Health Website Explores Atrial Fibrillation

A Nov. 13 [EveryDay Health](#) feature focused on the symptoms and patient response during an episode of atrial fibrillation, a serious type of irregular heart rhythm. Dr. Noel Boyle, professor of medicine and director of the Cardiac Electrophysiology Labs at the UCLA Cardiac Arrhythmia Center, was quoted extensively.

Nook App Magazine Features Kidney Stone Study

The Nov. issue of WhatDoctorsKnow, a Nook magazine app, featured a study showing that as rates of obesity and diabetes have risen in the U.S., the incidence of kidney stones has also increased significantly. First author Dr. Charles Scales, Jr., clinical instructor of urology, and senior author Dr. Christopher Saigal, associate professor of urology, were quoted.

Media Looks at In Vitro Fertilization and Birth Defects Link

The Nov. issue of WhatDoctorsKnow, a Nook magazine app, and a Nov. 8 post on [VOXXI](#), highlighted research led by Dr. Lorraine Kelley-Quon, a general surgery resident at Ronald Reagan UCLA Medical Center, finding that IVF infants' odds of having birth defects are significantly greater than those of naturally conceived babies. Kelley-Quon was quoted.

Young Celebs Attend Mattel Party on the Pier

[Hollywood Teen'Zine](#) ran a Nov. 13 recap of young celebrities who attended the 13th Mattel Party on the Pier benefitting Mattel Children's Hospital UCLA. The site also featured a [video](#) with celebrity interviews.

Fox 11 News Features UCLA Expert in Report on Testicular Cancer

Dr. Mark Litwin, chair of the Department of Urology, was highlighted Nov. 14 in Fox 11 News story about testicular cancer.

Examiner Notes New Advance in Treating Alzheimer's

Gal Bitan, an associate professor of neurology, was featured in the Nov. 15 [Examiner.com](#) about his development of a molecular compound dubbed a "tweezer" that, in a living mouse model of Alzheimer's, for the first time cleared the toxic proteins that have been linked to Alzheimer's disease.

Media Notes the Relationship between Pesticides, Concussions and Parkinson's

Dr. Beate Ritz, professor of epidemiology and environmental health sciences at the Fielding School of Public Health, was featured Nov. 13 in a [HealthDay News](#) article, and in news segments on [KCBD-TV](#) (Lubbock, Texas), and [KXAS-TV](#) (Dallas), regarding her study indicating that individuals exposed to the pesticide paraquat who also have sustained a serious head injury are at significantly greater risk of developing Parkinson's disease.

Ventura Newspaper says Goodbye to Job-Based Health Insurance

Shana Alex Lavarreda, director of health insurance studies at the UCLA Center for Health Policy Research in the Fielding School of Public Health, was quoted in the Nov. 13 [Ventura County Star](#) on the UCLA study showing that between 2009 and 2011, the proportion of California residents who had health insurance through their own or a family member's job fell below 50 percent for the first time.

Media Reports on a New Book that Helps Parents and Children with Autism

A new book by Tanya Paparella, associate clinical professor at the Semel Institute, and director of the Early Childhood Partial Hospitalization Program, and Laurence Lavelle, a senior researcher in the department of chemistry and biochemistry, that details the ways parents can positively impact the development of their autistic children, was highlighted Nov. 9 in [Healing Thresholds](#), Nov. 5 in an [Examiner](#) blog, and Nov. 2 in [My Science](#).

UK Newspaper Highlights Unique Device to Control Epilepsy

Dr. Chris DeGiorgio, professor of neurology, was featured in the Nov. 12 [Telegraph](#) (UK) about his research showing that mild electrical stimulation of a major nerve emanating from the brain can help reduce seizures among those suffering from intractable epilepsy.

HealthCanal.com Reports on Study of Protein that Drives Prostate Cancer

[HealthCanal.com](#) Nov. 11 covered a study led by Tanya Stoyanova, a postdoctoral scholar in the department of microbiology, immunology and molecular genetics, and Dr. Owen Witte, director of the Eli and Edythe Broad Center for Regenerative Medicine and Stem Cell Research and Howard Hughes Medical Institute investigator, that determined how the Trop2 protein drives the growth of tumor cells in prostate and other epithelial cancers.

Malibu Patch Profiles Family Medicine's Father-Daughter Duo

The Nov. 13 [Malibu Patch](#) published a feature on Dr. Scott Bateman, family medicine physician in UCLA's Malibu office and former chief of staff at UCLA Medical Center, Santa Monica, and his daughter, Dr. Ashley Bateman, who now practices in the UCLA's Westlake Village Office.

BRIEFS

A Nov. 12 [KCBS-Channel 2](#) website story cited an earlier KCBS story that featured Ronald Reagan UCLA Medical Center implementing Meatless Mondays and also quoted senior dietician Dana Hunnes on the benefits of a vegan diet.

QUOTABLES

Susan Bowerman, assistant director of the UCLA Center for Human Nutrition, commented Nov. 14 in an [NBC News](#) website story about a CDC report addressing the amount of calories Americans are consuming by drinking alcohol.

Dr. Gregg Fonarow, UCLA's Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, was quoted Nov. 12 in a [HealthDay News](#) article about research on cholesterol blood tests and fasting. Fonarow was quoted Nov. 13 in [HealthDay News](#) and [CBS News](#) online articles about a study suggesting that meditation may cut the risk of heart attacks and strokes among African Americans.

Susanne Henning, adjunct professor of clinical nutrition, was quoted Nov. 14 in a [Chemistry World](#) article about the potential health benefits of drinking green and black tea.

Dr. Jeffrey D. Klausner, clinical professor of infectious disease, was quoted in an Oct. 31 [Los Angeles Times](#) blog post about a study showing that Los Angeles adult film performers have significantly higher sexually transmitted diseases than legal Nevada prostitutes do.

Dr. Antoni Ribas, professor of medicine and director of the tumor immunology program area of the Jonsson Comprehensive Cancer Center, was quoted Nov. 11 in the [Wall Street Journal](#) regarding MK-3475, the experimental Merck drug being tested for treating melanoma.

Dr. Denise Sur, director of the Family Medicine Residency Program and chief of staff at UCLA Medical Center, Santa Monica, commented Nov. 11 in a [CBSNewspath](#) story on a study examining infections during pregnancy and autism risk.

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