UCLA HEALTH SCIENCES MEDIA REPORT
For the week of Nov. 13 – 19, 2009

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UPI, Trade Publications, Online Media Feature Ovarian Cancer Study

New York Times Reports on Colonoscopy Study

Sing Tao, Wire and Websites Cover “Fly Paper” to Capture Tumor Cells

Local Paper Spotlights Columns by Infectious Disease Expert

HealthDay Covers Treatment for Elderly Heart Attack Victims
Baby Boomers’ Disabilities Continue to Draw International Media Coverage

Media continued to report on a study led by Teresa Seeman, professor of geriatrics and epidemiology, finding that Baby Boomers are entering their 60s with more disabilities than they did in previous generations. Many outlets carried stories, including Reuters and KNX 1070AM Nov. 12; the Chicago Sun-Times, the Baltimore Sun, HealthDay News, the Daily Mail (U.K.), Investor’s Business Daily, the Times of India and Asian News International Nov. 13; The Australian Nov. 14, the Globe and Mail (Canada) Nov. 16, and United Press International Nov. 17. Seeman and Dr. Arun Karlamangla, assistant professor of geriatrics, were quoted in the Reuters story. The study appears in the January issue of the American Journal of Public Health.

“Contemporary 60-somethings More Disabled”

“Fat Boomers Less Able to Do Chores: U.S. Study”
http://www.reuters.com/article/lifestyleMolt/idUSTRE5AB5X120091112

“Health Time Bomb Hits Baby Boomers”

“Baby Boomers May Prove More Disabled Than Their Elders”
http://www.healthday.com/Article.asp?AID=632970

Local News Spotlights New Network of Stroke Hospitals in L.A. County

The Los Angeles Times on Nov. 17, KNBC-Channel 4 on Nov. 16, Westside Today, Pasadena Star News, Daily Breeze and Whittier Daily News on Nov. 14, and the Glendale News Press on Nov. 11, reported on the launch of a new stroke-certified hospital system that has the potential to greatly improve response times, treatments and overall outcomes for those who suffer a stroke in Los Angeles County. The system works by directing select 9-1-1 stroke patients to a primary stroke center (including UCLA), rather than to the nearest hospital, in order to optimize care and minimize disability or death. Dr. Jeffery Saver, professor of neurology and director of the UCLA Stroke Center was quoted. In addition, Dr. Latisha Ali, assistant clinical professor of neurology and director of the UCLA Telestroke program, was interviewed live on KNBC-Channel 4’s morning news.

“LA County Paramedics Start Using Stroke Centers”

“KNBC Channel 4”
http://showroom.multivisioninc.com/share.do?id=117710&key=W2ziQInBehoYLRuq9sNP3obtxdAIZd&email=mwheeler@mednet.ucla.edu

“Los Angeles County to Implement Stroke Center Hospital Network”

“Area Hospitals Join New Stroke Network”
http://www.dailybreeze.com/latestnews/ci_13789112

Nanoparticle Study Garners International Coverage

A study by Robert Schiestl, professor of pathology, radiation oncology and environmental health sciences, regarding the potential danger of titanium dioxide nanoparticles found in many common household products, was featured on Nov. 17 by United Press International, FoodConsumer.com, Environmental News Network, Nanotechnology and Development News, FuturaSciences.com (French), Hindustan Times and AGI News (Italian) and on Nov. 19 by HealthJockey.com. Schiestl is a scientist at UCLA’s Jonsson Comprehensive Cancer Center.
"Nanoparticles Cause Genetic Damage in Mice"

"Titanium Dioxide May Raise Cancer Risk"
http://www.foodconsumer.org/newsite/Safety/chemical/titanium_dioxide_may_raise_cancer_risk_171120091210.html

"TiO2 Nanoparticles Cause System Genetic Damage in Mice"
http://www.merid.org/NDN/more.php?id=2268

"Les Nanoparticules des Crèmes Solaires Peuvent-elles Endommager l'AND"

**Forbes, Other Media Calculate Variations in Medical Costs**

Forbes.com ran a story Nov. 12 and California Healthline reported Nov. 9 on a study by researchers at six California medical centers, including Ronald Reagan UCLA Medical Center, that examined variations in medical treatment, cost and patient outcomes between hospitals and found that at the six month point, mortality rates were lower for elderly Medicare heart failure patients hospitalized at centers that used more health care resources, compared with those at hospitals that used fewer resources. The study, led by Dr. Michael Ong, assistant professor of general internal medicine and health services research, was also cited in a Nov. 16 Philadelphia Inquirer article about research challenging some of the assertions of the Dartmouth Institute for Health Policy & Clinical Practice concerning health care spending and in the American Hospital Association’s November “Trendwatch” examining geographic variations in healthcare spending. Dr. Tom Rosenthal, chief medical officer of the Ronald Reagan UCLA Medical Center, was quoted in the California Healthline article.

“Other People’s Money”

“Reform Could Shift Medicare Money Away From California”

“Geographic Variation in Health Care Spending: A Closer Look”

“Health-care Heresy?”
http://www.philly.com/inquirer/magazine/70169132.html

**EmaxHealth Evaluates TV. Drug Ads**

EMaxHealth posted an article Nov. 13 on a study led by Dominick Frosch, assistant professor of general internal medicine and health services research, finding that there are both benefits and significant risks in the drug ads consumers see on television.

“Are Drug Ads Hazardous to Your Health?”

**Obituary: SD Union-Trib Pays Tribute to UCLA Professor**

The San Diego Union-Tribune on Nov. 18 featured an obituary on the life of Eli Sercarz, a renowned immunologist and UCLA professor emeritus of microbiology and molecular genetics whose research helped advance the understanding of autoimmune diseases, cancer and other disorders, who died Nov. 3 at the age of 75. Sercarz’s research helped reshape the field of immunology. His studies focused on understanding how and why some white blood cells initiate immune responses that lead to autoimmunity — a state in which the body begins to attack its own cells — while others are protective and able to inhibit such responses.

“Obituary: Eli Sercarz -- Highly Regarded Scientist was Leader in Field of Immunology”
Hospital Trade Spotlights UCLA Hospital System Associate Vice Chancellor
The Nov. 16 Becker’s Hospital Review featured a Q & A with Dr. David Feinberg, associate vice chancellor of the UCLA Hospital System and CEO of the Ronald Reagan UCLA Medical Center, on challenges, tactics, advice and the current healthcare reform debate.
“CEO Spotlight: Q & A with Dr. David Feinberg of UCLA Hospital System”

SoCal Physician Features ‘Doctor of Distinction’
Dr. Ronald Busuttil, executive chairman of UCLA’s Department of Surgery, founding chief of UCLA’s Division of Liver and Pancreas Transplantation, and current director of the Pfleger Liver Institute, was featured in the November Southern California Physician Magazine as its "Doctor of Distinction." Busuttil and his team have performed nearly 5,000 liver transplants during his long-standing career at UCLA.
“First in His Field”

Nursing Trade Spotlights FREDDIE Finalist
Advance for Nurses gave the spotlight to UCLA nurse Rebecca Allegretto, a clinical nurse in thoracic surgery, who was honored as a 2009 FREDDIE Medical Media Awards finalist in the category of health education for a video designed for surgery patients at the UCLA Center for Esophageal Disorders.
“Names & Faces”
http://nursing.advanceweb.com/Article/Names-Faces-245.aspx

LA Times Op-eds Consider UC to Operate New Hospital
The Los Angeles Times on Nov. 17 and 18 featured op-eds about a Los Angeles County plan that would involve the creation of a University of California-supervised entity to run a private, nonprofit hospital and clinic on the site of Martin Luther King Jr.–Drew Medical Center in South Los Angeles.
“Opinion: Plan for a UC-supervised Version of King/Drew has Merit – and Complications”
http://www.latimes.com/features/health/medicine/la-oe-haefele17-2009nov17,0,13929.story
“Opinion: UC Regents Face a Moral Imperative on King Hospital Partnership”
http://www.latimes.com/news/opinion/commentary/la-oe-rutten18-2009nov18,0,448602.column

Geriatrician Pens Column on Colon Cancer Screening
The Nov. 19 Santa Monica Mirror published a guest column by Dr. James Davis, UCLA geriatrician, on colon cancer screening.
“A Closer Look at Colon Cancer Screening”
http://www.smmirror.com/MainPages/DisplayArticleDetails.asp?eid=11342

Community Paper Covers Opening of New UCLA Medical Group Office
The Palisadian Post’s Nov. 12 edition contained a photo and an article about the new UCLA internal medicine office in Santa Monica. Drs. Peter Galier and Malena Law, internal medicine specialists at Santa Monica-UCLA Medical Center and Orthopaedic Hospital, were quoted in the story.
“Drs. Galier and Law Open a New Office”

KCBS Showcases Neighborhood Outreach for Better Health
Dr. Antronette Yancey, a professor of health services in the School of Public Health, was featured in a Nov. 12 KCBS-Channel 2 segment about the new UCLA/Kaiser Permanente Center for Health Equity, which seeks to improve the health and health education of underserved populations in California through research and partnerships with community-based organizations.
“Getting a Healthy Start”
http://cbs2.com/health

KCBS/KCAL Sing Praises of Music Therapy Program at Mattel Children’s Hospital
KCBS-Channel 2 and KCAL-Channel 9 on Nov. 18 featured the Music Rx program at Mattel Children’s Hospital UCLA, which provides music therapy to young patients. Vanya Green, the hospital’s music therapist, and Amy Bullock, director of Child Life/Child Development Services, were interviewed.

“Music Rx Turns Young Patients into Musicians”
http://cbs2.com/video/?id=119895@kcbs.dayport.com

Pain Expert Pens Opinion Piece on the Need for Reform in Pain Management
Roll Call, the newspaper of Capitol Hill, published a Nov. 13 opinion piece co-authored by Dr. Lonnie Zeltzer, director of the Pediatric Pain Program at Mattel Children’s Hospital UCLA, which outlined the need for improved care and reduced cost of treating pain. Zeltzer was also co-chair of an expert Mayday Fund panel that recently released a national report on pain.

“Treating Pain Must Be Key Part of Health Reform Bill”

Operation Mend Patient Featured in TV News Story
KARE-TV (Minneapolis) on Nov. 12 profiled Iraqi War veteran Mike Mills of Minnesota, who has been undergoing reconstructive surgery through the Operation Mend program at UCLA. The story also mentioned that Mills will be featured in a documentary about Operation Mend called “Rebuilding Faces” on TLC that will air at 10 p.m. on Nov. 22.

“MN Veteran on the Road to Recovery”

Breast Imaging Expert Talks About Screening on KPCC
Dr. Nanette De Bruhl, a professor of radiology at the Iris Cantor Center for Breast Imaging at UCLA, was a guest Nov. 17 on Patt Morrison’s show on KPCC 89.3 FM. The topic was the revised guidelines for breast screening using mammography.

http://www.scpr.org/programs/patt-morrison/

UPI, Trade Publications, Online Media Feature Ovarian Cancer Study
A study by Dr. Gottfried Konecny, assistant professor of hematology/oncology and a researcher at UCLA’s Jonsson Comprehensive Cancer Center, that showed a leukemia drug had promising activity in ovarian cancer cells, was featured Nov. 12 by United Press International, HealthDay News, WordPress.com and PrivateMD.com and in the Nov. 20 issues of the trade publications Drug Week and Biotech Business Week...

“Leukemia Med May Also Fight Ovarian Cancer”

“UCLA Researchers Significantly Inhibit Growth of Ovarian Cancer Cells Lines”

“Leukemia Drug May Help Some Ovarian Cancer Patients”

“Drug Testing Proves Useful for Ovarian Cancer Patients”

New York Times Reports on Colonoscopy Study
The New York Times on Nov. 17 covered a UCLA/VA study reporting that early-morning colonoscopies yielded more polyps per patient than later cases. The findings point to the need for more research in this area to possibly improve outcomes for colonoscopy procedures. Dr. Brennan Spiegel, director, UCLA/VA Center for Outcomes Research and Education and assistant professor of digestive diseases, was interviewed.

“Screening One More Reason to Get Up Early”
Sing Tao, Wire and Websites Cover “Fly Paper” to Capture Tumor Cells
Sing Tao and Asian News International on Nov. 19, and NanoWerk website on Nov. 18 reported on an innovative new device with nano-sized features developed by UCLA researchers that is able to grab cancer cells in the blood that have broken off from a tumor. These cells provide critical information for examining, diagnosing and treating cancer metastasis. Hsian-Rong Tseng, associate professor of molecular and medical pharmacology and Hao Wang, postdoctoral researcher, both part of the Crump Institute and California NanoSystems Institute, were quoted.

“UCLA 華裔研發成功 有助前列腺癌、胰臟療效 癌細胞轉移捕捉科技突破”
http://www.singtaousa.com/111909/la09.php
“Researchers Create “Fly Paper” to Capture Circulating Cancer Cells”
“Fly Paper to Capture Circulating Cancer Cells Created”

Local Paper Spotlights Columns by Infectious Disease Expert
The San Bernardino Sun on Nov. 11 and Nov. 18 ran columns by Dr. Claire Panosian Dunavan, professor of infectious diseases. The first addressed the need for careful assessment in prescribing an antibiotic following a viral infection such as H1N1. The second column focused on the development and threat of antibiotic-resistant hospital bacteria. The columns ran in the Pasadena Star News and five other papers in the newspaper group.
“Infection Files: Antibiotics and Swine Flu Interactions”
http://www.sbsun.com/living/ci_13765615
“Infection Files: New, Deadly Bugs are Hitting Hospitals”
http://www.sbsun.com/health/ci_13819489?source=email

HealthDay Covers Treatment for Elderly Heart Attack Victims
HealthDay on Nov. 16 covered a new study finding that hospitalized heart attack patients over the age of 80 had a higher in-hospital death rate and were less likely to receive certain recommended treatments than younger patients. Dr. Gregg Fonarow, study author and Eliot Corday Professor of Cardiovascular Medicine and Science, was quoted.
“Elderly Treated Less Aggressively for Heart Attack”
http://www.healthday.com/Article.asp?AID=633012

BRIEFS
UCLA’s Operation Mend program, a unique partnership between Ronald Reagan UCLA Medical Center, Brooke Army Medical Center in San Antonio, Texas, and the V.A.-Greater Los Angeles Healthcare System which has been established to help treat several U.S. military personnel wounded during service in Iraq and Afghanistan, was cited in the Nov. 13 Hamptons.com and Nov. 11 during “Imus in the Morning” which airs on ABC News Radio and FOX Business Network. “IAVA Honors Veterans and Friends of Vets at Third Heroes Awards Gala”

The Ronald Reagan UCLA Medical Center was cited as one of the most interesting architectural buildings built in Los Angeles in the 2000s.
“Best LA Buildings: and Don’t Forget All These Guys”

Competitor Magazine on Nov. 18 reported that Kyle Garlett, a UCLA heart transplant recipient, who attempted to finish the Kona Ironman race in October but fell short during the swim portion, is now officially training to compete in the race again next year.
“Heart Transplant Recipient to Attempt Kona Again”
Research by Sally Blower, director of the Center for Biomedical Modeling at the Semel Institute for Neuroscience & Human Behavior and member of the UCLA AIDS Institute, was cited in a Nov. 13 Washington Post article about a Washington D.C. program aimed at eliminating the spread of HIV through aggressive treatment.

“Study in D.C. to Test Whether HIV Treatment Can Prevent Spread”

A Nov. 16 Associated Press story mentioned work with UCLA oncologists to help treat a rhino at the Los Angeles Zoo that was diagnosed with skin cancer. The story was picked up by the San Jose Mercury News.

“LA Zoo's Rhino Undergoes Treatment for Skin Cancer”

The current issue of Health Scene, a publication distributed by hospitals and health plans to patients, featured a UCLA study showing that surfing the internet may help stimulate brain function in middle-aged and older adults.

**QUOTABLES**

Dr. David Baron, chief of staff at Santa Monica–UCLA Medical Center and Orthopaedic Hospital, was quoted in a Nov. 18 HealthDay News column about the U.S. Preventive Services Task Force recommending against routine mammograms for women under 50. He also commented Nov. 11 in a KNX 1070AM report about estimated deaths from the H1N1 virus and its complications. The HealthDay article also appeared on the Web site of the Palm Beach Post.

“Mammography: What to Do Now?”

Dr. Lawrence Bassett, director of the Iris Cantor Center for Breast Imaging and a researcher with UCLA's Jonsson Comprehensive Cancer Center, commented Nov. 17 in a story in the Los Angeles Daily News and on Univision.com and AOL's Sphere.com about new guidelines for mammography. The Daily News story also appeared in the Contra Costa Times.

“Confusion, Anger Over Screening Rules”

“La Mamografía en la Mira”
http://www.univision.com/content/content.jhtml?cid=2170965

“Critics Blast Advice about Mammograms”

Dr. Robert Brook, professor of geriatrics at the David Geffen School of Medicine at UCLA and director of UCLA's Clinical Scholars Program, was quoted in a Nov. 13 Forbes.com column about health care spending.

“Good Medicine: When to Say No to Your Doctor”

Catherine Carpenter, a researcher with the UCLA Center for Human Nutrition, was quoted in a Nov. 16 LA Times story regarding the impact of a new internet-based initiative, the “Army of Women,” on study recruitment.

“Recruiting an Army of Women to Fight Breast Cancer”
Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director, Ahmanson-UCLA Cardiomyopathy Center, commented Nov. 10 in the Wall Street Journal regarding new initiatives by the American Heart Association and American College of Cardiology to help improve cardiology care in an outpatient setting. In addition, Fonarow commented Nov. 18 in a MedPage Today article about two heart failure studies that both showed improved quality of life for patients.

“Battle with Heart Disease Moves to the Doctor's Office”
http://online.wsj.com/article/SB10001424052748704402404574525852706723082.html

“AHA: Positive Findings are Rare but Welcome in Heart Failure”
http://www.medpagetoday.com/MeetingCoverage/AHA/17088

Dr. David Heber, director of the UCLA Risk Factor Obesity Program, commented Nov. 19 on the Today Show regarding the high calories in movie pop corn.

“Movie Popcorn”
http://showroom.multivisioninc.com/share.do?id=117712&key=Z0Zpzm5Rcw37Fm1lyaC3G3Tbg5LYqGdVa@email=rchampeau@mednet.ucla.edu

Shana Alex Lavarreda, a research scientist for the UCLA Center for Health Policy Research at the School of Public Health, was quoted in the Nov. 16 San Bernardino County Sun about the cost to the state of uninsured individuals using emergency rooms.

“Hospitals Absorb Millions of Dollars in Care for Uninsured”

Dr. Susan Love, clinical professor of surgery, was quoted Nov. 16 in a Grand Rapids Press column and Nov. 18 in a U.S. News & World Report story about the U.S. Preventive Services Task Force recommending against routine mammograms for women under 50. In addition, Love was quoted Nov. 16 in a Los Angeles Times article on the “Army of Women,” an Internet-based campaign aimed at connecting volunteers with breast cancer researchers.

“New Breast Cancer Screening Recommendations Lights Up Controversy: To Skip Mammograms or Not”

“Recruiting an Army of Women to Fight Breast Cancer”
http://www.latimes.com/features/health/la-he-army-of-women16-2009nov16,0,6031715.story

“Women in their 40s Ponder whether to Skip the Mammogram”

Dr. Edward McCabe, physician-in-chief of Mattel Children’s Hospital UCLA and founder and director of the UCLA Personalized Genetics Medicine Center, was quoted in an Oct. 26 Medscape Today article that reviewed an expert panel discussion at the annual meeting of the American Society of Human Genetics.


Dr. Stephen Sideroff, staff psychologist at Santa Monica-UCLA Medical Center and Orthopaedic Hospital and assistant clinical professor, was quoted in an Oct. 30 WebMD article about crying.

“Why We Cry: The Truth About Tearing Up”

Dr. Lauren Pinter-Brown, clinical professor of hematology/oncology and a researcher at UCLA’s Jonsson Comprehensive Cancer Center, was quoted Nov. 16 in a Los Angeles Times column about the accuracy of a television drama’s portrayal of treatment for non-Hodgkin’s lymphoma.

“’Brothers and Sisters’: Misguided Cancer Treatment Plan”
http://www.latimes.com/features/health/la-he-unreal16-2009nov16,0,3332081.column
Thomas Rice, UCLA vice chancellor for academic personnel and a professor of health services at the UCLA School of Public Health, was quoted in the Nov. 17 ThirdAge magazine about his research that found that older Americans are more likely to make poor choices when presented with a wide variety of drug plan options.

“It’s Time to Choose”
http://www.thirdage.com/prepare-prevent/its-time-to-choose

Steven Wallace, professor of public health and associate director of the Center for Health Policy Research, was quoted Nov. 15 in a Denver Post article about the potential for health coverage for illegal immigrants.

“Latino Groups Push Congress for Health Coverage for Illegal Immigrants”
http://www.denverpost.com/nationworld/ci_13791035

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