



## UCLA HEALTH SCIENCES MEDIA REPORT

For the week of Nov. 18 8- 23, 2011

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Breast Cancer Risk Study Attracts Headlines

Media Drool Over Cavity-Killing Mouthwash

NPR Investigates ADHD Drug Shortage

Local Media Covers New No-Smoking Ban

Medscape, Modern Healthcare Spotlight Antibiotic Overuse

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### Donna Karan's "Urban Zen" Program Draws National Coverage

More than 200 outlets, including [KCBS-Channel 2](#) and [KCAL-Channel 9](#), [KABC-Channel 7](#) and the [Beverly Hills Courier](#) reported Nov. 17; a [Wall Street Journal](#) blog, [Reuters](#), [AOL News](#), the [Riverside Press-Enterprise](#), [Healthcare Industry Today](#), [KHNL-TV](#) (Hawaii), [KGO-TV](#) (San Francisco), [King-TV](#) (Seattle) and [WRIC-TV](#) (Richmond, VA) reported Nov. 18; and [UPI](#) reported Nov. 21 that Ronald Reagan UCLA Medical Center is the first hospital on the West Coast to launch designer Donna Karan's Urban Zen Integrative Therapy program, which uses Eastern healing techniques to enhance patients' care. Dr. David Feinberg, president of the UCLA Health System and associate vice chancellor for health sciences, and Dr. Gary Schiller, professor of hematology/oncology and director of the hematological malignancy–stem cell transplant unit, were quoted.

### **Breast Cancer Risk Study Attracts Headlines**

[HealthDay News](#), [Newsday](#), [Examiner.com](#), the [National Cancer Institute](#), [Armenian Medical Network](#), [Blame Cancer](#) and [Medical Xpress](#) on Nov. 18; [Asian News International](#) and [Women's Views on News](#) on Nov. 19; and [Cancer Answers](#), [Mars News](#), [Medical Newser](#) and the [TaTa Chronicles](#) on Nov. 21 reported on a UCLA study showing that post-menopausal women on combination hormone therapy who experienced breast tenderness had a 33 percent greater risk of breast cancer than women who took estrogen alone. The research was led by Dr. Carolyn Crandall, a professor of general internal medicine and scientist with UCLA's Jonsson Comprehensive Cancer Center.

### **Media Drool Over Cavity-Killing Mouthwash**

A new mouthwash developed by Wenyuan Shi, professor of oral biology at the School of Dentistry, that kills the bacteria responsible for tooth decay and cavities, was covered Nov. 23 by the [Atlantic](#); Nov. 22 by the [Huffington Post](#) and Australia's Sydney Morning Herald; Nov. 21 by a [CBS News](#) blog and Britain's [Dentistry](#); and Nov. 19 by [KCBS-Channel 2](#), the [Los Angeles Daily News](#), [Gizmodo](#) and CNN's "American Morning". Shi and No-Hee Park, school dean, were quoted in the coverage.

### **NPR Investigates ADHD Drug Shortage**

Dr. James McGough, professor of clinical psychiatry at the Semel Institute and director of UCLA's Attention Deficit Hyperactivity Disorder Program, was interviewed Nov. 22 on NPR's "[Talk of the Nation](#)" about a possible shortage of Adderall, a drug used to treat children with ADHD.

### **Local Media Covers New No-Smoking Ban**

[KABC-Channel 7](#) reported Nov. 15 and the Santa Monica [Daily Press](#) and [Santa Monica Mirror](#) reported Nov. 18 about a new no-smoking policy adopted by the UCLA Health System and the UCLA Health Sciences. Dr. David Feinberg, president of the UCLA Health System; Dr. Timothy Fong, associate professor of psychiatry; Dr. Denise Sur, chief of staff at Santa Monica-UCLA Medical Center and Orthopaedic Hospital; and Dr. Susan Sprau, associate clinical professor of medicine; were quoted.

### **Medscape, Modern Healthcare Spotlight Antibiotic Overuse**

[Modern Healthcare](#) reported Nov. 22, [American News Reports](#) reported Nov. 14 and [Medscape](#) reported Nov. 15 on a new electronic tracking system from the Centers for Disease Control and Prevention that promises to help U.S. hospitals take steps against the chronic overuse of antibiotics. Ronald Reagan UCLA Medical Center is one of eight hospitals participating in a pilot program to test the new system. Dr. Daniel Uslan, assistant clinical professor of infectious diseases and director of the UCLA Antimicrobial Stewardship Program, will direct UCLA's participation.

### **Huffington Post Highlights Integrative Medicine**

A Nov. 15 [Huffington Post](#) blog explored the rise in integrative-medicine training and education offered by medical schools and noted that the first student conference on the topic was sponsored by the UCLA Center for East-West Medicine. More than 100 medical students attended and heard from leading practitioners, scholars and researchers about hands-on integrative approaches in patient care.

### **The Doctors Examines Adenoid Surgery**

Dr. Nina Shapiro, director of pediatric ear, nose, and throat at Mattel Children's Hospital UCLA, and associate professor of head and neck surgery at the David Geffen School of Medicine at UCLA, appeared on a Nov. 23 segment of CBS's [The Doctors](#). The show profiled one of Shapiro's young patients who underwent an adenoidectomy to help open his airway and improve his breathing.

### **Vegas Paper Profiles Epilepsy Patient**

The [Las Vegas Review-Journal](#) published a Nov. 22 profile of a woman who was treated for epileptic seizures and a brain tumor at Ronald Reagan UCLA Medical Center. Sandra Dewar, a clinical nurse specialist for the epilepsy seizure disorder center at UCLA, was quoted.

### **Courier Explores New Teen-Cancer Center**

The [Beverly Hills Courier](#) reported Nov. 18 that Ronald Reagan UCLA Medical Center will be home to the Daltrey/Townshend Teen & Young Adult Cancer Program, the first program of its kind launched in the U.S. by Roger Daltrey and Pete Townshend of the Who. Dr. David Feinberg, president of the UCLA Health System and UCLA associate vice chancellor for health sciences, was quoted.

#### **Ventura Paper Covers Donation**

The [Ventura County Star](#) reported Nov. 19 on a \$25,000 donation made by semiconductor manufacturer Semtech Corp. to the UCLA Health System in support of the new Daltrey/Townshend Teen & Young Adult Cancer Program at Ronald Reagan UCLA Medical Center.

#### **Trade Cites Nurses' Role in Health Reform**

[Hospitals & Health Networks Daily](#) ran a Nov. 17 op-ed by Courtney Lyder, dean of the School of Nursing and executive director of the UCLA Health System Patient Safety Institute, about nurses' role in advancing health care practices.

#### **Examiner Notes Pediatrician's Faculty Fellowship Award**

The [Examiner](#) reported Nov. 18 that Dr. Tumaini Coker, assistant professor of pediatrics at Mattel Children's Hospital UCLA, was recently honored with the 2011 Herbert W. Nickens Faculty Fellowship award by the Association of American Medical Colleges.

#### **Courier Cites Surgeon's Election to Prestigious Post**

The [Beverly Hills Courier](#) reported Oct. 28 that Dr. Richard Shemin, chief of cardiothoracic surgery, was elected vice chair of the American Board of Thoracic Surgery. He is a resident of Beverly Hills.

#### **BRIEFS**

[Becker's Orthopedic, Spine & Pain Management Review](#) featured Dr. Nick Shamie, co-director of the UCLA Comprehensive Spine Center, in a Nov. 23 list of spine surgeons and specialists who lead professional societies. Shamie is president of the American College of Spine Surgery.

#### **QUOTABLES**

Dr. Gregory Cole, professor-in-residence of medicine and neurology and associate director of UCLA's Mary S. Easton Center for Alzheimer Disease Research, was quoted Nov. 21 in the [Los Angeles Times](#) about the health benefits of a Mediterranean diet.

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, commented Nov. 22 in [HealthDay News](#) about research demonstrating that heart-valve surgery can reduce mortality risk for heart-failure patients with an infection of the heart lining. The report also ran in U.S. News & World Report.

Dr. Peter Katona, clinical professor of medicine, division of infectious diseases, commented Nov. 21 in a [Forbes](#) travel blog about how germs are transmitted on airplanes.

Dr. Andrew Leuchter, professor of psychiatry at the Semel Institute, was quoted Nov. 22 by [MSNBC](#) and Nov. 23 by a [CBS News](#) article about the potential psychological effects of dietary supplements.

Dr. Susan Sprau, staff pulmonologist and sleep-disorders expert at Santa Monica-UCLA Medical Center and Orthopaedic Hospital, commented in a Nov. 23 [Santa Monica Daily Press](#) story about a lawsuit by a woman who claims she was fired because of a rare sleep disorder.

Dr. Lawrence Taw, an assistant professor of medicine at the UCLA Center for East-West Medicine, commented Nov. 21 in [ABCNews.com](#) about a study indicating that acupuncture is safe for children.

Mike Waterhouse, acupuncturist for the pediatric pain program at Mattel Children's Hospital UCLA, commented Nov. 22 in a [New York Times](#) blog about a recent study that explored the safety of acupuncture in treating pediatric ailments.

Dr. Peter Whybrow, director of the Semel Institute and physician-in-chief of the Resnick Neuropsychiatric Hospital, was quoted Nov. 23 in a [Los Angeles Daily News](#) article about Thanksgiving holiday sales at retail outlets.

Frederick Zimmerman, chair of health services at the School of Public Health, was quoted Nov. 17 in a [Washington Post](#) article about smart-phone apps designed for children.

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