



UCLA HEALTH SCIENCES MEDIA REPORT
For the week of Nov. 27-Dec. 4, 2014

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Smartphone Apps Don't Help You Lose Weight Unless You're Committed

Research led by Dr. Brian Yoshio Laing, a former Robert Wood Johnson Foundation Clinical Scholar, suggesting that smartphone apps fail to help users lose weight unless they're motivated to do so, garnered coverage Nov. 17 by [HealthDay News](#), [Reuters Health](#), [Fox News.com](#), [Fierce Mobile Healthcare](#), and ABC News Radio; Nov. 18 by [Tech Times](#); Nov. 20 by [Harvard Health Blog](#) and [India Today](#), among others. The HealthDay story was carried by US News & World Report, CBS News.com, Health.com and Philly.com. The Reuters article ran in The Globe and Mail (Canada). Laing, now a primary care physician at the Martin Luther King Jr. Outpatient Center, conducted the research while at UCLA.

Covered California Announcement Gets Press Coverage

[City News Service](#), [Sacramento Business Journal](#), Los Angeles [Daily News](#), the Web site of [KPCC 89.3FM](#), and [IT Business Net](#) Dec. 2, and [KCRW 89.9FM](#) Dec. 3 reported on a press conference at Ronald Reagan UCLA Medical Center announcing Covered California's new partnership with the California Medical Association and several other health care provider associations to help educate uninsured consumers about affordable health care coverage available through the state's health insurance marketplace. The Daily News story ran in The Daily Breeze, San Gabriel Valley Tribune, Long Beach Press-Telegram and [insurancenewsnet.com](#).

Prostate Cancer Study Garners Attention

[KPCC 89.3FM](#), [Health News Digest](#) and [Scrubs Report](#) Dec. 1; [KCAL-Channel 9](#), [News-Medical.net](#), [PUA](#) and [Examiner.com](#) Dec. 2, and [Renal & Urology News](#) Dec. 4 reported on a study by Dr. Timothy Daskivich that showed older, sicker men were being over-treated for prostate cancer. Daskivich is a UCLA Robert Wood Johnson fellow in the department of urology.

Scientists Discover Why Certain Patients Respond to Melanoma Drug

[Health Canal Science Codex](#), [Examiner.com](#) Nov. 26; [Imperial Valley News](#) Nov. 30; [Melanoma News Today](#) Dec. 2; [The Sun Coast News](#) Dec. 3; and [Drug Discovery and Development](#) Dec. 4 reported on a mathematical formula that can accurately predict which type of melanoma patient will likely respond to the drug pembrolizumab, also known as Keytruda. Researchers also hope the algorithm will help them determine why only 30 percent of patients have a positive response to the drug. Dr. Paul Tumei, assistant professor of dermatology, and Dr. Antoni Ribas, professor of medicine in the division of hematology/oncology both members of UCLA's Jonsson Comprehensive Cancer Center, were quoted extensively.

Media Notes Alternative Way to Stop the Spread of HIV in Africa

Dr. Sally Blower, director of the UCLA Center for Biomedical Modeling at the Semel Institute, was featured by the media regarding HIV in Africa. To stop its spread, Blower and colleagues used a complex mathematical model to suggest a strategy that focuses on targeting "hot zones," areas where the risk of HIV infection is much higher than the national average. The research was covered Dec. 2 by [HealthCanal.com](#); Dec. 3 by [News-Medical.net](#) and [MedicalXpress.com](#); and Dec. 7 by [eMaxHealth.com](#).

WSJ Puts the Focus on How to Learn Vocal Charisma

The [Wall Street Journal](#) reported Dec. 1 on a new study that sheds light on how vocal pitch, frequency and timbre contribute to a person's charisma. Lead author Rosario Signorello discovered that successful

politicians in various countries share key vocal qualities that strongly affect how people respond to them-- independent of the meaning of the words they say or the ideas they express. Signorello, a postdoctoral scholar in head and neck surgery at the David Geffen School of Medicine at UCLA; Dr. Jody Kreiman, a professor of head and neck surgery; and Dr. Bruce Gerratt, a professor of head and neck surgery and the director of speech pathology and audiology at Ronald Reagan UCLA Medical Center, were quoted.

National Show Highlights UCLA's Teen and Young Adult Cancer Program

NBC's [Today Show](#) Dec. 4 aired a segment on teen cancer that featured the Daltrey/Townshend Teen & Young Adult Cancer Program based at UCLA Medical Center, Santa Monica. Alec Kupelian, a patient of Dr. Noah Federman, director, UCLA Pediatric Sarcoma Program, was interviewed in the story.

CDC Announces Hospitals Designated for Ebola Care

The [Los Angeles Times](#), [KCBS-TV](#), [KCAL Ch. 9](#), [KNX 1070AM](#) and [Fox 5 \(San Diego\)](#), among others, cited Ronald Reagan UCLA Medical Center in Dec. 2 reports about the CDC's announcement of a list of hospitals across the country designated to treat Ebola patients. Federal Ebola readiness inspection will take place at UCLA and other Southern California medical centers this week. After inspection, these hospitals are expected to receive similar designations after their CDC visits.

Beverly Hills Courier Spotlights Institute of Urologic Oncology Opening

The Beverly Hills Courier Nov. 21 ran a column about the opening reception of the new UCLA Institute of Urologic Oncology, a Nov. 10 event that drew VIPS such as film director William Friedkin and UC Regent Sherry Lansing. Dr. Arie Belldegrun, director of the institute, was quoted.

The Psychology of the Naked Selfie

The technology media news site [TechCrunch](#) posted a Nov. 29 article by Dr. Sean Young, assistant professor of family medicine and director of the UCLA Center for Digital Behavior, examining the online social environment that leads so many people to upload pictures of themselves in the buff.

Results of Cancer Teamwork Study at Hospitals

[Oncology Times](#) reported Nov. 23 on perceptions of how nurses and doctors perceive their teamwork and collaboration in hospital settings where cancer patients are treated. Dr. Patricia Ganz, professor of medicine in the division of hematology/oncology at the David Geffen School of Medicine at UCLA and of health policy and management at the UCLA Fielding School of Public Health, and director of cancer prevention and control research at UCLA's Jonsson Comprehensive Cancer Center; and nurse Bindu Daneel, unit director of hematology/transplant at UCLA Health System, were quoted extensively.

Stem Cells Can Help Immune System Fight Infections

[Drug Discovery and Development](#) reported Dec. 4 on findings from a gene therapy study that will help scientists understand the role progenitor cells can play in immune system response and could lead to the development of more effective therapies for a wide range of diseases. The study was conducted by Dr. Julian Martinez-Agosto, assistant professor of genetics in the department of pediatrics and member of the Broad Stem Cell Research Center and UCLA's Jonsson Comprehensive Cancer Center, who was quoted extensively.

E-referrals Available for Smoking Cessation

[HealthData Management](#) Dec. 3 noted that UCLA Health System healthcare providers will soon be able to send an 'eReferral' for tobacco cessation through CareConnect, a patient electronic health record, to the California Smokers' Helpline.

LA Confidential Highlights Philanthropic People, Events

The current issue of [Los Angeles Confidential](#) magazine spotlighted Hollywood film producer and New York Giants' co-owner Steve Tisch, whose \$10 million donation launched the UCLA Steve Tisch BrainSPORT Program, in a recent article showcasing Los Angeles' top philanthropists. In addition, UCLA's Jonsson Comprehensive Cancer Center "Taste for a Cure," which has raised nearly \$10 million over 19 years to help find a cure for cancer, was included in the issue's "[A Comprehensive Guide for Giving Back in Los Angeles.](#)"

Geneticist Explains Science behind Popular TV Show

Dr. Deborah Krakow, professor of human genetics and orthopaedic surgery, was interviewed Dec. 2 by [redOrbit](#) about the genetic abnormalities that lead to the rare conditions affecting characters in the TV program, "American Horror Story: Freak Show."

NBC, Vox Track Football's Effect on the Brain

Dr. David Hovda, professor of neurosurgery at the David Geffen School of Medicine at UCLA and director of the UCLA Brain Injury Research Center, was featured in Dec. 2 articles by [NBC News.com](#) and [Vox](#) about how head injuries suffered while playing football can damage a player's brain.

NPR Station Reports on Reversing Memory Loss in Alzheimer's Patients

Dr. Dale Bredesen, the Augustus Rose Professor of Neurology and director of the Mary S. Easton Center for Alzheimer's Disease Research, was interviewed Nov. 25 on NPR station [KQED 88.5FM](#) (San Francisco) about his preliminary study that reversed memory loss in people with Alzheimer's disease.

Allure Magazine Presents a Guide to Mindful Meditation

Diana Winston, the director of mindfulness education at the UCLA Mindful Awareness Research Center, was featured in the December issue of [Allure](#) magazine on how to begin mindfulness meditation.

Cardiologists Help Cook Heart Healthy Meal

The Nov. 28 Beverly Hills Courier ran a photo and lengthy caption about a cooking event for special friends of the UCLA Barbra Streisand Women's Heart Health Program that was held at the Beverly Hills home of Ada Horwich. Chef Elana Horwich, founder of Meal and a Spiel, led the group in preparing a delicious heart healthy meal. UCLA cardiologists Dr. Karol E. Watson, Dr. Tamara Horwich, Dr. Marcella Calfon-Press and Dr. Barbara Natterson-Horowitz rolled up their sleeves to help cook and also provided health tips to protect the heart.

Magazine Highlights Food Allergy Expert

The July/August issue of STRONG Fitness Magazine featured an extensive interview about food allergies, food intolerances and elimination diets with Dr. Melinda Braskett, medical director, UCLA Food & Allergy Care Center and assistant clinical professor of medicine in the division of clinical immunology and allergy.

TED Talks about Zoobiquity

A Dec. 4 "[TedTalk](#)" featured Dr. Barbara Natterson Horowitz, professor of medicine in the division of cardiology, who founded Zoobiquity, a species-spanning approach to medicine that brings new understanding to health and disease to benefit both humans and animals. Zoobiquity conferences have been held worldwide and offer health practitioners from both human and veterinary medicine the chance to collaborate and learn from each other.

Breast Surgeon Addresses Pros and Cons of Mastectomy

The Nov. 13 [Tolucan Times](#) published a guest column by Dr. Deanna Attai, UCLA Health System breast surgeon based in Burbank and assistant clinical professor of surgery. The column focused on facts women should consider when deciding whether to remove both breasts when only one is cancerous.

Osteoporosis Risk Screenings Miss Most Younger Postmenopausal Women

[NewsmaxHealth](#) Dec. 4 reported on research led by Dr. Carolyn Crandall finding that current strategies to predict osteoporotic fracture risk in younger post-menopausal women failed to detect nearly 75 percent of women who went on to experience major fractures within 10 years. Crandall is a professor of medicine in the division of general internal medicine and health services research.

UCLA WORLD Policy Analysis Center Data on Global Children's Rights Continues to Gain Interest

Dr. Jody Heymann, dean of the UCLA Fielding School of Public Health and director of the UCLA WORLD Policy Analysis Center, published an opinion piece in [Zocalo Public Square](#) Nov. 28 about the 25th anniversary of the U.N. Rights of the Child and the impact non-ratification by the United States has had

on American children. Separately, WORLD's maps and data were published Dec. 2 by [Motherpedia](#) (Australia).

Profs Co-Author Op-Ed on Immigrant Healthcare Access

The [Sacramento Bee](#) Nov. 25 published an opinion piece co-authored by Dr. Michael Rodriguez, professor of family medicine and director of the UCLA Blum Center on Poverty and Health in Latin America, and Dr. Steven Wallace, chair of the UCLA Fielding School of Public Health department of community health sciences, examining the continued lack of access to health care benefits for 11.9 million unauthorized immigrants in the U.S.

BRIEFS

[Penn Live](#) Dec. 4 cited a study by Dr. Karim Chamie that found the quality of a bladder biopsy is directly linked to a patient's survival. Chamie is an assistant professor of urology and surgical director of the bladder cancer program.

Mattel Children's Hospital UCLA was mentioned Dec. 4 in an [Agoura Hills Acorn](#) story about a local boy who is organizing his 5th annual toy drive to benefit patients at the hospital.

Dr. Honghu Liu, a professor of biostatistics in the UCLA Fielding School of Public Health, the UCLA School of Dentistry and the David Geffen School of Medicine at UCLA, was listed as a co-author in a Nov. 24 [HealthCanal](#) article on a study about the cause of lesions around the jawbone.

A joint study by the UCLA Center for Health Policy Research and UC Berkeley's Center for Labor Research and Education was cited in a Dec. 3 [SFGate.com](#) opinion piece on expanding Medi-Cal coverage to undocumented Californians authored by California State Senator Ricardo Lara.

Research by Dr. Steven Wallace, chair of the UCLA Fielding School of Public Health Community Health Sciences department and associate director of the UCLA Center for Health Policy Research, was cited in a Dec. 3 [U.S. News & World Report](#) article on the growing cost of care for elderly Americans.

QUOTABLES

Dr. Richard Ambrose, professor of environmental health sciences at the UCLA Fielding School of Public Health and a member of the UCLA Institute of the Environment, provided insight into the mass die-offs of sea stars on the U.S. West Coast in a Nov. 26 [Los Angeles Times](#) story.

Dr. Paul J. Chung, chief of general pediatrics at Mattel Children's Hospital UCLA, was quoted in a syndicated Fair Warning article published Nov. 30 in the Los Angeles [Daily News](#); Nov. 28 in [Salon](#) and the [Des Moines Register](#); and others about the effectiveness of "drink responsibly" messages in alcohol advertisements.

Dr. Tamara Horwich, health sciences associate clinical professor of medicine in the division of cardiology and co-director of the UCLA Women's Cardiovascular Health Center, commented in a Dec. 4 [Mom.me](#) blog about the importance of reducing stress as a risk factor for heart disease, particularly in women. She suggests aerobic exercise, yoga and meditation as good stress busters.

Dr. Helen Lavretsky, professor of psychiatry and director of the UCLA Late Life Depression, Stress, and Wellness Research Program at the Semel Institute, was quoted in a Nov. 30 [NextAvenue.org](#) article about ways to reduce stress in your life.

Dr. Carlos Lerner, associate professor of clinical pediatrics at Mattel Children's Hospital UCLA, commented in a Dec. 1 [Today.com](#) article on a government report showing that half the infants in the

United States sleep in cribs with unsafe bedding such as loose blankets and pillows that can dramatically raise the risk of Sudden Infant Death Syndrome.

Dr. Michael Ong, associate professor of medicine in the division of general internal medicine, commented in a Nov. 20 [Sacramento Bee](#) story about a new campaign to reduce California's smoking rates by imposing a \$2-a-pack cigarette tax through legislation or ballot initiative.

Dr. Dylan Roby, assistant professor of health policy and management at the UCLA Fielding School of Public Health and director of UCLA's Health Economics and Evaluation Research program, was quoted in a Nov. 24 [California Healthline](#) article on Kaiser Permanente's opening of clinics in Target stores in Southern California.

Dr. David Ross, professor of medicine and medical director of UCLA's lung and heart-lung transplantation program and UCLA's pulmonary arterial hypertension and thromboendarterectomy program, commented in a Nov. 26 Reuters Health article that also appeared in [Healthy Living Magazine](#) and [Medscape](#) (subscription required) about research on a gene expression signature in peripheral blood that may help identify which patients with pulmonary arterial hypertension will be most likely to benefit from treatment.

Dr. Sammy Saab, professor of medicine in the division of hepatology and of surgery, was interviewed Dec. 4 on Sirius XM's Doctor Radio about the hepatitis C drug Harvoni.

Guy Scimenes, financial director for nutrition and facilities, UCLA Health System, commented in an Aug. 26 [Healthcare Finance News](#) article about the impact of severe weather such as drought on food costs.

Dr. Mark Sklansky, professor and chief of pediatric cardiology at Mattel Children's Hospital UCLA and a proponent of banning the handshake in the medical setting, was quoted in the December issue of [Popular Science](#) in an article about alternatives to shaking hands as a way to prevent the spread of germs.

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