



## **UCLA HEALTH SCIENCES MEDIA REPORT**

**For the week of Nov. 30-Dec. 6, 2012**

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### **QUOTABLES**

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#### **New Treatment for Advanced Breast Cancer Garners Media Interest**

A study by researchers from the Revlon/UCLA Women's Cancer Research Program at UCLA's Jonsson Comprehensive Cancer Center and colleagues demonstrating that a new combination therapy using an experimental drug significantly improved survival times in women with hormone-driven breast cancer was

covered Dec. 5 by the [The Toronto Star](#), [Bloomberg.com](#), [HealthDay News.com](#), [Examiner.com](#), [OncLiveTV](#), [Insciences.org](#), [Healthfinder.gov](#), [Medscape.com](#), [Healio.com](#), [Digital Journal](#), [ObGynNews.com](#), [GobalNews.ca](#), [FirstPost.com](#), [Grays Medicine](#), and other outlets. Dr. Richard Finn, an associate professor of medicine and a member of the Jonsson Cancer Center, was quoted in the coverage.

### **Media Outlets Feature Hyperemesis Gravidarum Expert**

Dr. Marlena Fejzo, assistant professor of research in obstetrics and gynecology, was interviewed live Dec. 3 on the Bill Carroll Show on KFI AM 640 regarding hyperemesis gravidarum, a severe form of pregnancy related nausea and vomiting that Kate Middleton suffers from. Fejzo also commented on the condition Dec. 2 in the [New York Times](#); Dec. 3 on [Jezebel](#) and [Blisstree](#); Dec. 4 on [WBUR Boston](#), [Neatorama](#), [QuestioScientia](#), [Health Diet Plan](#) and [Scientific American](#); Dec. 5 by [China Reviews](#) and [Science 2.0](#), and Dec. 6 by [Asia News](#). An article Dec. 3 in [Shopper Base](#) cited a study led by Fejzo showing that women with relatives who had experienced extreme morning sickness were themselves at increased risk for the condition. Fejzo also did a live chat Dec. 4 on [Huffington Post](#).

### **AIDS Expert Talks about Prevention, Spread of Virus**

Dr. Michael Gottlieb, associate clinical professor (voluntary) of medicine, was featured in a Dec. 1 [Pasadena Sun](#) story about a World AIDS Day panel covering the progress that doctors have made in treating and preventing HIV/AIDS in the years since Gottlieb identified it at UCLA.

### **Jerusalem Post Looks at Strategies to Control Chronic Diseases**

[The Jerusalem Post](#) and [Advance for Nurses](#) reported Dec. 2 on research by Braden Mogler, a medical student at the David Geffen School of Medicine at UCLA, Dr. Martin Shapiro, chief of general internal medicine and health services research, and others suggesting that physicians should use behavioral strategies to help patients manage chronic diseases.

### **Family Medicine Chair Mulls Doctor Shortage**

A Dec. 6 [CNN Radio](#) report about the shortage of family medicine doctors and its possible effect on the Affordable Care Act featured extensive comments from Dr. Patrick Dowling, chair of the department of family medicine. UCLA medical student Molly Diaz was also interviewed in the report.

### **AIDS Doctor Discusses Pre-Exposure Prophylaxis**

Dr. Raphael Landovitz, assistant professor of infectious diseases and a physician at the UCLA CARE Center, was interviewed in the Winter issue of [RITA!](#) (Research Initiative Treatment Action) in a Q & A about the use of PrEP (pre-exposure prophylaxis) to help prevent becoming infected with HIV.

### **Drinking Tea to Battle Prostate Cancer**

A column in the Nov. 29 [Sacramento Bee](#) highlighted research by Susanne Henning, adjunct professor of clinical nutrition and colleagues showing that men with prostate cancer who drank green tea regularly reduced their levels of disease-related inflammation, which could help inhibit tumor growth. Henning was quoted.

### **Palisadian Post Profiles New Physician with UCLA Family Ties**

The Nov. 29 Palisadian Post published a photo and story about Dr. Ashley Bateman, family medicine physician in the new UCLA Westlake Village office. She is the daughter of Dr. Scott Bateman, longtime family medicine physician at UCLA Medical Center, Santa Monica, who practices in the Malibu office.

### **Emergency Medicine Director Pens Pointers for Safe Holidays**

Dr. Wally Ghurabi, medical director of the Nethercutt Emergency Center at UCLA Medical Center, Santa Monica, authored a Nov. 30 [Santa Monica Mirror](#) column with tips to ensure a safe holiday season.

### **iVillage Reports on the Value of Placebos**

Niall Murphy, adjunct professor of psychiatry at the Semel Institute, was referenced Nov. 30 in [HealthDay](#) and [iVillage](#) articles on a study he co-authored showing that rats, like humans, respond to the placebo effect when seeking pain relief.

### **Media Gets Wakeup Call on Women, Sleep Apnea and Brain Damage**

China's [Xinhua News Service](#), [Science Daily](#) and an [Examiner](#) blog reported Dec 3 ; [PsychCentral](#) reported Dec 4, and [Medical News Today](#) reported Dec 6 on a study led by Paul Macey, assistant professor of nursing, that found that women suffering from sleep apnea have, on average, a higher degree of brain damage than men with the disorder. Macey was quoted in the coverage.

### **Hospital Trade Covers Retail Health**

[Becker's Hospital Review](#) featured a Dec. 3 article on how retail health clinics can help hospitals meet healthcare reform goals, and how hospitals and health systems are increasingly joining the growing trend of retail clinics by forming partnerships. Dr. David Feinberg, president of the UCLA Health System and associate vice chancellor, was quoted talking about how affiliations such as the CVS MinuteClinic partnership can connect patients more easily to primary and preventive care and improve convenience for the patient.

### **Beverly Hills Courier Notes Inaugural Meeting**

The Nov. 30 [Beverly Hills Courier](#) noted the inaugural meeting of the UCLA Health System Board's November meeting at Ronald Reagan UCLA Medical Center to focus on the health system's ongoing drive to deliver compassionate and comprehensive care.

### **Media Gets Wise to the Benefits of Exercise**

[Prevention](#) and [Clinical Psychiatry News](#) reported Nov. 29 on research led by Dr. Cyrus Raji, a radiology resident at the David Geffen School of Medicine at UCLA, showing that seniors who engage in regular aerobic activity have an increased amount of gray matter in their brains. Raji was quoted.

### **Radio Spotlights Nation's First 'Breathing Lung' Transplant**

[ABC News Radio](#) reported Nov. 30 that the lung transplant team at Ronald Reagan UCLA Medical Center performed the nation's first 'breathing lung' transplant using an experimental device that kept the organs alive and breathing during transport. Dr. Abbas Ardehali, professor of cardiothoracic surgery and director of the UCLA Heart and Lung Transplant program, was interviewed. Ardehali was also a guest Dec. 4 on KIRN 670AM radio to discuss the new technology.

### **New Device Removes Stroke Clots**

The website of the [Radiological Society of North America](#) reported Dec. 1 on a device developed by UCLA researchers that removes blood clots from blocked brain arteries in patients experiencing ischemic stroke. Dr. Reza Jahan, UCLA associate professor of radiology, was quoted; Dr. Jeffrey Saver, professor of neurology and director of the UCLA Stroke Center, was cited.

### **MedPage Today Focuses on Infantile Spasms**

[MedPage Today](#) reported Dec. 4 on new findings that most cases of infantile spasm can be treated effectively with two weeks of high-dose prednisolone, allowing them to skip an ultra-expensive hormonal drug. The study's lead author, Dr. Shaun Hussain, assistant professor of pediatric neurology at Mattel Children's Hospital UCLA, was interviewed.

### **Chicago Tribune Looks at Molecule that Could Help Restore Vision**

The [Chicago Tribune](#) reported Dec. 5 that UCLA researchers and colleagues have developed a light-sensitive molecule that could help restore vision lost in degenerative eye diseases and reduce epileptic seizures.

## **QUOTABLES**

Dr. David Baron, executive director of the UCLA Arthur Ashe Student Health and Wellness Center and former chief of staff at UCLA Medical Center, Santa Monica, commented Dec. 3 in a KNX AM1070 report about a CDC alert predicting an early, serious flu season.

Dr. Patrick Dowling, chair of the department of family medicine, was quoted Nov. 29 in a [Bloomberg Businessweek](#) article about concierge medical practices.

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson–UCLA Cardiomyopathy Center, was quoted Dec. 3 in a [HealthDay News](#) article about the benefits of a healthy diet for people suffering from heart disease. In addition, he was quoted Dec. 6 in a [HealthDay News](#) story about research showing that taking a patient's weight into account when choosing blood pressure medications might help prevent strokes, heart attacks and death. This HealthDay story also ran on [Health.com](#).

Dr. Patricia Ganz, director of the division of cancer prevention and control at the Jonsson Comprehensive Cancer Center, was quoted Dec. 6 in a [Healthday News](#) story about a study in which women with breast cancer aged 35 or younger responded better than older women to chemotherapy given to shrink their tumors before surgery.

Dr. Daniel Geschwind, UCLA's Gordon and Virginia MacDonald Distinguished Professor of Human Genetics and a professor of neurology and psychiatry, was quoted Dec. 5 in a [Boston Globe](#) article about the development of a prototype blood test for autism.

Dr. David Heber, professor of medicine and director of the Center for Human Nutrition at UCLA, was quoted in a Dec. 6 [Orange County Register](#) article on Bruce Springsteen's high level of fitness despite his age and ways baby boomers can follow suit.

David Hovda, professor of neurosurgery and director of the Brain Injury Research Center, was quoted in a Dec. 4 [CNN.com](#) article about professional football players and a brain disorder called chronic traumatic encephalopathy that many researchers suspect may be caused by repeated blows to the head.

Dr. Richard Jackson, professor and chair of environmental health sciences at the Fielding School of Public Health, was quoted in a Dec. 1 [Associated Press](#) article about an expert panel appointed to review New York State's environmental report on hydraulic fracturing. Jackson is one of three individuals on the panel.

Dr. Helen Lavretsky was quoted Dec. 4 in a [USA Today College](#) article about the recent changes to the Diagnostic and Statistical Manual of Mental Disorders (DSM) and how those changes will affect college students seeking assistance with their mental health disorders.

Emanuel Maidenberg, director of the UCLA Cognitive Behavior Therapy Clinic and an associate clinical professor of psychiatry at the Semel Institute, was quoted Dec. 2 in [Bloomberg News](#) about the newly revised Diagnostic and Statistical Manual (DSM-5) guidelines for psychiatry.

Dr. Theodore Moore, professor and chief of pediatric oncology at the Jonsson Comprehensive Cancer Center, was quoted Dec. 4 in a [Today.com](#) story about a young leukemia patient who was removed without notification by her mother from a Phoenix hospital.

Tony Padilla, director of patient affairs and volunteer services, was quoted in a Nov. 29 [Cleveland Plain Dealer](#) article about a trend in hospitals to invest in educating employees to improve a hospital's culture by putting the patient's experience first.

Dr. Steven Schwartz, the Ahmanson Professor of Ophthalmology and chief of the retina division at the Jules Stein Eye Institute, was quoted Nov. 30 in a [Green Answers](#) article about the Nobel Prize being awarded to two stem cell researchers.

Dr. Nick Shamie, assistant professor of orthopaedic surgery and neurology and orthopaedic surgeon at The Spine Center at UCLA Medical Center, Santa Monica, was quoted in a Dec. 6 [Orange County Register](#) article on Bruce Springsteen's high level of fitness despite his age and ways baby boomers can follow suit.

Steven P. Wallace, associate director of the UCLA Center for Health Policy Research and chair of community health sciences at UCLA's Fielding School of Public Health, was quoted Dec. 5 in a [USA Today](#) article about California using managed care plans to cover health costs for patients eligible for both Medicare and Medicaid.

Dr. Antronette Yancey, professor of health services at the Fielding School of Public Health and co-director of the UCLA-Kaiser Permanente Center for Health Equity, was quoted [Dec. 1](#) and again [Dec. 2](#) in two New York Times articles about research on the health dangers of too much sitting. She was also quoted Nov. 30 in a [HealthDay](#) article on the same subject.

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