



**UCLA HEALTH SCIENCES MEDIA REPORT
For the week of Dec. 5-11, 2014**

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Media Report on How Brain's Neurons React to Virtual Reality

Dr. Mayank Mehta, professor of neurology, physics, and neurobiology, received wide coverage by the media regarding his research studying a key brain region where Alzheimer's disease begins, and has discovered new insights into this region, and how the brain processes virtual reality. The findings could be significant for people who use virtual reality for gaming, military, commercial, scientific or other purposes. Coverage included Nov. 24 in [HealthCanal](#), [MedicalXpress](#), [News-Medical.net](#), [Neuroscience News](#), [Science Codex](#), [ScienceDaily.com](#), and [SpaceRef.com](#); Nov. 25 in [Breaking News](#), [Domain-b](#), [ECN](#), [Examiner.com](#), [Irish Examiner](#), [R&D](#), [redOrbit](#), [Tech Times](#), and [VR Zone](#); Nov. 26 in [Jagran.com](#), [News8 India](#), [Sify News](#), [MyIndia.com](#) and picked up by the Indo Asian News Service; Nov. 27 in [Andhra Headlines](#), [Medical News Today](#), [Motherboard](#), [Silicon India News](#), [NDTV](#), and [Gizmodo India](#); Nov. 28 in the [Iran Daily](#); Nov. 29 in [Design & Trend](#); Nov. 30 in the [Imperial Valley News](#), Dec 5 on [Live Science](#) and picked up Dec. 6 by [Yahoo! News](#), and Dec. 8 by [FoxNews.com](#) and [Discovery.com](#).

Med Students Stage "Die-in" to Support #WhiteCoats4BlackLives

[KABC-Channel 7](#), [KNX 1070AM](#), [MSNBC](#) and [Bustle.com](#) reported Dec. 10 on a 'die-in' demonstration held by about 200 David Geffen School of Medicine at UCLA medical students who joined their peers across the country to stand in solidarity with victims and families of recent tragedies, acknowledge the relationship of violence and racism to health, and to begin a conversation about their role in addressing discrimination and potential biases embedded in medical education. Second year medical student Imani McElroy was interviewed.

Prostate Cancer Study Garners Attention

[KPCC 89.3FM](#), [Health News Digest](#) and [Scrubs Report](#) Dec. 1; [KCAL-Channel 9](#), [News-Medical.net](#), [Science Daily](#) 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 UCLA Department of Urology.

More Media Highlight Reversal of Memory Loss

Dr. Dale Bredesen, the Augustus Rose Professor of Neurology and director of the Mary S. Easton Center for Alzheimer's Disease Research, was featured in a Dec. 8 [CNN.com](#) article about his preliminary study that reversed memory loss in people with Alzheimer's disease. That report in turn was picked up nationally by more than 40 television stations nationwide, including [WXFT-TV](#) (Boston), [WFMZ-TV](#) (Philadelphia), and [KDVR-TV](#) (Denver). Separately, the research was also reported Dec. 9 by [MedicalDaily.com](#).

Using Robots to Remove Head and Neck Cancers

[KABC-Channel 7](#) Dec. 9, and [Fox News](#), [News-Medical.net](#), [Examiner.com](#), [redOrbit](#) and [Medical News Today](#) Dec. 10 reported on a new surgical technique performed with the help of a robot to successfully access a previously-unreachable area of the head and neck. This pioneering method can now be used safely and efficiently in patients to remove tumors that many times were previously thought to be inoperable, or necessitated the use of highly-invasive surgical techniques in combination with chemotherapy or radiation therapy. Dr. Abie Mendelsohn, assistant professor-in-residence, department of head and neck surgery, and member of UCLA's Jonsson Comprehensive Cancer Center, was quoted in the coverage.

LA Times M-health Story Spotlights Nursing School Research

A Dec 5 [Los Angeles Times](#) story on the development of mobile technology as a solution to address health disparities featured the research of Jo-Ann Eastwood, associate professor at the UCLA School of Nursing. Eastwood was quoted in the story discussing her work in reducing heart disease in African American women. Vicki Mays, director of the UCLA Center for Research, Education, Training and Strategic Communications on Minority Health Disparities, was also quoted in the story.

Women's Health Reports on Self-acupressure to Relieve Constipation

[Women's Health](#) magazine reported Dec. 4 on research led by Dr. Ryan Abbott, visiting assistant professor of medicine in the division of general internal medicine and health services research at the David Geffen School of Medicine at UCLA, finding that perineal self-acupressure, a simple technique involving the application of external pressure to the perineum, was an effective treatment for constipation. Abbott is also a researcher and educator at the UCLA Center for East-West Medicine.

Impact of Technology on Teens

A Dec. 5 [Inside Higher Ed](#) podcast featured Dr. Gary Small, Parlow-Solomon Professor on Aging, a professor of psychiatry at the Semel Institute and director of the UCLA Longevity Center, who discussed the impact of technology such as smart phones and the internet, on teens. He notes that time offline is important for face to face interaction that helps develop empathy and other social skills.

Yahoo! News Highlights Sports Nutrition

A Dec. 9 [Yahoo! Health News](#) article featured an extensive interview with Emily Mitchell, director of sports nutrition, UCLA Athletics, about the best food choices to help recover from exercise workouts that include lean proteins, healthy fats, and foods that are good sources of potassium and magnesium.

ED Management Covers Hospital Ebola Preparedness

The December edition of ED Management focused on how hospitals around the country have been preparing plans and drilling with staff to ensure that potential Ebola patients are identified, isolated, and managed safely. The Oct. 17 Ebola preparedness exercise at Ronald Reagan UCLA Medical Center was spotlighted. Dr. Robert Cherry, chief medical and quality officer, UCLA Health System; William Dunne, UCLA's director of emergency preparedness, safety and security, UCLA Health System; Dr. Zachary Rubin, associate clinical professor of infectious diseases and medical director of clinical epidemiology and infection prevention at Ronald Reagan UCLA Medical Center; and Dr. Daniel Uslan, associate clinical professor of infectious diseases and public health and associate medical director of clinical epidemiology and infection prevention at Ronald Reagan UCLA Medical Center, were quoted.

E-Referrals Available for Smoking Cessation

[California Healthline](#) Dec. 5 noted that UCLA Health System healthcare providers soon will begin submitting tobacco-cessation electronic referrals to the California Smokers' Helpline via patients' electronic health records. The tobacco cessation helpline offers free services, such as telephone counseling and follow-up support, which UCLA officials say can double the chances of long-term tobacco cessation.

Improving Patient Satisfaction Scores

[HCE Exchange](#) magazine's Dec. 4 podcast featured Dr. David T. Feinberg, president of UCLA Health System and CEO of the UCLA Hospital System, who explained how the organization's patient satisfaction scores rose from the 38th percentile to the 99th.

Covered California Announcement Receives More Press Coverage

[InsuranceNewsNet.com](#) Dec. 11 reported on a Dec. 2 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.

Learning While They Are Little

NPR affiliate [KERA 98.1FM](#) (Dallas) Dec. 4 featured Dr. Neal Halfon, professor of pediatrics, public health

and public policy and director of the UCLA Center for Healthier Children, Families and Communities, in a panel discussion about how early childhood programs and elementary educators can better prepare kids for academic success.

Effectiveness of Cannabis in Treating Pediatric Seizures

[MedPage Today](#) Dec. 10 and [Live Science](#) Dec. 8 reported on an abstract presented at the American Epilepsy Society meeting that described the results of an online survey given to parents of children with epilepsy who had been given marijuana extracts containing cannabidiol and found high rates of perceived efficacy, although the study authors concluded that randomized, controlled trials were needed to confirm if the drug really helps. Lead author, Dr. Shaun Hussain, assistant clinical professor of pediatric neurology at Mattel Children's Hospital UCLA, was quoted.

Selecting Pediatric Patients for Seizure Monitoring in the ICU

[MedPage Today](#) reported Dec. 9 on a presentation made at the American Epilepsy Society meeting by Dr. Rajsekar Rajaraman, a pediatric neurology resident at Mattel Children's Hospital UCLA, and Dr. Jason Lerner, assistant clinical professor of pediatric neurology, who discussed approaches to determining which pediatric intensive care unit patients with brain injuries are most likely to need monitoring for seizures.

KABC Explores Young Doctors' Workloads

Dr. Mark Duncan, a first-year resident at Ronald Reagan UCLA Medical Center, was featured in a Dec. 9 [KABC-Channel 7](#) report about a new study published in the Journal of the American Medical Association concluding that reduced workloads for doctors in training produced minimal impact on patient outcomes. Duncan was interviewed.

Kids Not Getting Glasses When They Need Them

[EdSource](#) reported Dec. 7 on a study by Dr. Anne Coleman, the Fran and Ray Stark Foundation Professor of Ophthalmology at the David Geffen School of Medicine at UCLA and director of the Stein Eye Institute's mobile eye clinic, finding that 95 percent of students who need eyeglasses still don't have them one year after their mandatory vision screening in kindergarten. Coleman was quoted.

New Helmet Material Could Protect Against Concussion

[Engineering.com](#) reported Dec. 10 on a new helmet material developed by UCLA scientists that might protect football players from concussion. Dr. Christopher Giza, director of the UCLA Steve Tisch BrainSPORT Program and a professor of pediatrics and neurosurgery at the David Geffen School of Medicine at UCLA, was quoted.

Protein Helps Replicate Blood Stem Cells in Humans

[Bioscience Technology](#) Dec. 9, [MedicalXpress](#) Dec. 10 and [Health Canal](#) Dec. 12 reported on finding a protein that plays a key role in replication of blood stem cells in humans. The new evidence lays the groundwork for a better understanding of how the protein controls blood stem cell growth and regeneration, and could lead to the development of more effective therapies for a wide range of blood diseases and cancers. Dr. John Cote, professor of medicine in the division of hematology/oncology and of radiation oncology, and member of both the UCLA Broad Stem Cell Research Center and UCLA's Jonsson Comprehensive Cancer Center, was quoted extensively.

Teen Girl Donates Money to Support Pediatric Cancer Research

[The Malibu Times](#) reported Dec. 6 on an eighth grader who raised \$1,750 after learning of a former classmate who was diagnosed with Ewing's sarcoma. With help from her church, 13-year-old Jillian Neuner surpassed her original goal of \$400 and donated all of the money to UCLA's Jonsson Comprehensive Cancer Center to continue funding pediatric cancer research in hopes of finding a cure someday. Dr. Noah Federman, assistant professor, department of pediatrics hematology/oncology and a member of the cancer center, accepted the donation.

Robb Report Gives Tip about New Year's Resolutions

Dr. Emanuel Maidenberg, director of the UCLA Cognitive Behavior Therapy Clinic, and a clinical professor of psychiatry at the Semel Institute, was featured in the January [Robb Report](#) about following through on New Year's resolutions. One solution? Writing them down is certainly helpful: It is a form of commitment to ourselves that we are more likely to follow, Maidenberg suggests.

Roundtable with UCLA Health Researcher Examines California's "Residually Uninsured"

Dr. Dylan Roby, assistant professor of health policy and management at the UCLA Fielding School of Public Health and director of the health economics and evaluation research program at the UCLA Center for Health Policy Research, was featured in a Dec. 10 [California Healthline](#) article about what's being done to help the millions of Californians who still do not have health insurance.

Medical Site Reports on Auto-Islet Transplants

[Endocrine Today](#) reported Dec. 11 on research led by Dr. Gerald Lipshutz, professor-in-residence of surgery in the division of liver and pancreas transplantation, finding that autologous islet transplantation is safe and effective to help relieve pain and prevent the development of surgical diabetes in patients with severe chronic pancreatitis. The study was published by JAMA Surgery.

Chinese Media Cover UCLA Lab in Shanghai

The Nov. 19 visit of a U.S. business delegation led by Los Angeles Mayor Eric Garcetti to UCLA's clinical laboratory in China was covered Nov. 19 by [Sino Vision](#) and Nov. 26 by [Biodiscover](#) (1,2) and several other outlets. Dr. Jianyu Rao, professor of pathology at the David Geffen School of Medicine at UCLA, and Dr. Serge Alexanian, chief medical officer and medical director of the laboratory, were interviewed.

BRIEFS

A Dec. 8 [Washington Post](#) feature about depression among seniors cited research led by Lindsay Kimbro, project director in the UCLA Division of General Internal Medicine and Health Services Research, finding a 78 percent higher mortality risk among those 65 and older who had depression and diabetes than they did among non-depressed people with diabetes within that age group.

Ronald Reagan UCLA Medical Center was cited in a Dec. 7 [ForbesLife](#) feature on Donna Karan and how she introduced Urban Zen, an Eastern healing program, to the hospital. She designed the program in partnership with her Urban Zen Foundation.

The [Beverly Hills Courier](#) and [Look to the Stars](#) noted Dec. 5 that Mattel Children's Hospital UCLA was the recipient of the Medical Visionary Award at the Make-A-Wish Foundation's Wishing Well Winter Gala.

The Mindful Awareness Research Center was cited by the media in offering free meditations and stress relief. Coverage included Oct. 14 in [Outside](#) magazine, Nov. 4 in [Men's Health](#) and Nov. 17 in [ChicagoNow.com](#).

[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 at UCLA.

UCLA Medical Center, Santa Monica was referenced in a Dec. 5 [Santa Monica Mirror](#) story about an 80th-birthday party for board of advisors member Nat Trives that will benefit local organizations, including the hospital.

Dr. Richard Jackson, chair of environmental health sciences at the UCLA Fielding School of Public Health, was listed in [Virtual Strategy Magazine](#) Dec. 11 as a speaker in the inaugural Building Health Forum at UCSF.

A Dec. 8 [Capital New York](#) article breaking down assertions by a New York state senator about the cost of the Affordable Care Act cited data on undocumented immigrants by the UCLA Center for Health Policy Research.

Population health data by the UCLA Center for Health Policy Research is cited in a Dec. 8 [Los Angeles Times](#) article examining the effectiveness of mobile health tools and telemedicine in rural California. The news item was republished Dec.8 by [A Breaking News](#) and [California Healthline](#).

Data by Dr. Steven Wallace, chair of the community health sciences department at the UCLA Fielding School of Public Health, on the growing cost of care for elderly Americans was cited in a Dec. 3 [U.S. News & World Report](#) article that was picked up Dec. 4 by [Daily Finance](#).

QUOTABLES

Dr. Gabriel Danovitch, medical director of the kidney and pancreas transplant program, was quoted in a Dec. 9 [Men's Health](#) article about what motivates people to become living organ donors.

Dr. Bruce Dobkin, professor of neurology and director of the UCLA Neurologic Rehabilitation and Research Program, was quoted in a Nov. 22 [Los Angeles Times](#) article about the potential of using mobile devices to monitor health, and his own research using mobile-phone-linked motion sensors to monitor the gait of stroke and hip-replacement patients.

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, commented in a Dec. 8 [HealthDay News](#) article about a teenage boy developing an irregular heartbeat after a hard hit to the chest during a football game. The case study was reported in the journal *Pediatrics*.

Michael Pfeffer, interim chief information officer for UCLA Health System, commented in a Dec. 10 [BBC radio](#) report about doctors from UCLA going to Cambridge, U.K. to help Addenbrooke Hospital, part of the Cambridge University Hospital System, implement its new Electronic Health Records system.

Dr. Gary Small, Parlow-Solomon Professor on Aging, a professor of psychiatry at the Semel Institute and director of the UCLA Longevity Center, commented in the December issue of *Women's Health* magazine regarding strategies such as meditation to help deal with difficult memories.

Dr. Steven Wallace, chair of the community health sciences department at the UCLA Fielding School of Public Health, was interviewed Dec. 4 by [New America Media](#) in an article on increasing numbers of elderly African Americans developing Alzheimer's disease and other forms of dementia.

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