



**UCLA HEALTH SCIENCES MEDIA REPORT
For the week of Dec. 12-18, 2014**

Note: Website links may expire without notice. Some sites require password registration. If you cannot access a story or would like to obtain a copy, please call 310.794.0777.

Big Data Institute Draws Headlines

Social Media + Behavioral Psychology = More HIV Testing

Stroke Doctors Discuss Blood Clot Removal

Academic Medicine Aims to Foster More Supportive Learning Environment

Your Commute May be Hazardous to Your Health

Medscape Reports on Auto-Islet Transplants

Hype Outstrips Evidence on Marijuana Extracts for Childhood Epilepsy

Kid Captain Honored at UCLA Basketball Game

Medicare Study Continues to Draw Attention

Bend Bulletin Reports on UCLA Liver Transplant Patient

Podcast Features Kids and Technology

Blog Features Heart Award

Hip Fracture Risk Study Draws Media Interest

Fielding School Magazine Article on Immigrant Health Continues to Receive Attention

Public Health Study Examines the Costs and Perils Associated with Older Californians Falling

Lung Cancer Drug Research at UCLA Leads to FDA Approval

Experimental Breast Cancer Drug Shows Promising Results

Using Robot to Advance Surgical Technique to Remove Head and Neck Cancers

BRIEFS

QUOTABLES

Big Data Institute Draws Headlines

The [Los Angeles Times](#), City News Service and [My News LA](#) Dec. 16 and [redOrbit](#), [HealthData Management](#) and [Clinical Innovation+Technology](#) Dec. 18 reported on the announcement of the creation of UCLA's new Institute for Quantitative and Computational Biosciences, which will mine "big data" for new disease diagnostics and treatments. Dr. Alexander Hoffman, institute director and professor of microbiology, immunology and molecular genetics; Dr. Steven Dubinett, director of the UCLA Clinical and Translational Science Institute; and Dr. A. Eugene Washington, vice chancellor of UCLA Health Sciences and dean of the David Geffen School of Medicine at UCLA, were quoted.

Social Media + Behavioral Psychology = More HIV Testing

A study led by Dr. Sean Young, assistant professor of family medicine at the David Geffen School of Medicine at UCLA and executive director of the UCLA Center for Digital Behavior, suggesting that social media such as Facebook and Twitter combined with behavior psychology can boost HIV testing among men who have sex with men, garnered headlines including Dec. 15 in [Examiner.com](#); Dec. 16 in [HealthCanal.com](#) and [MedicalXpress](#); and Dec. 17 in [Infection Control Today](#), [News-Medical.net](#) and [Science Codex](#).

Stroke Doctors Discuss Blood Clot Removal

Dr. Jeffrey Saver, director of the UCLA Stroke Center and professor of neurology at the David Geffen School of Medicine at UCLA, and Dr. Sidney Starkman, co-director of the UCLA Stroke Center and professor of emergency medicine and neurology at the David Geffen School of Medicine at UCLA, were quoted Dec. 17 in a [Reuters](#) story about a study of devices that remove blood clots from the brain to treat stroke. The Reuters story also appeared in the [Washington Post](#), [Scientific American](#), [Yahoo! News](#), [Delhi Daily News](#), [Newsmax Health](#), [Global Post](#), [Fox News](#) and dozens of other media outlets. Saver was also quoted about the study in a Dec. 17 story in the [Wall Street Journal](#) and on [Medscape](#).

Academic Medicine Aims to Foster More Supportive Learning Environment

Joyce Fried, assistant dean and co-director of the Office of Continuing Medical Education at the David Geffen School of Medicine at UCLA, was quoted in a September 2014 [AAMC Reporter](#) article on the use of evaluations as a central component in identifying and reducing mistreatment of medical students with the goal of fostering a respectful teaching and learning environment in medical education. Fried also discussed DGSOM's Excellence in Teaching with Humanism Residents and Fellows Award, an honor bestowed upon nominated residents who empower student doctors, foster a safe learning environment, and show respect for health care teams and patients, among other criteria.

Your Commute May be Hazardous to Your Health

The December issue of [Los Angeles Magazine](#) tapped the expertise of Diana Winston, director of mindfulness education at UCLA'S Mindful Awareness Research Center, and Dr. Karol Watson, professor of cardiology and director of the UCLA Barbra Streisand Women's Heart Health Program, on how traffic can impact one's health and for advice on how to minimize the negative effects of long driving commutes.

Medscape Reports on Auto-Islet Transplants

[Medscape](#) 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.

Hype Outstrips Evidence on Marijuana Extracts for Childhood Epilepsy

[Family Practice News](#) featured Dec. 11 a video interview with Dr. Shaun Hussain, assistant clinical professor of pediatric neurology at Mattel Children's Hospital UCLA, who discussed the findings of a survey that looked at parents' perceptions of the effectiveness of medical marijuana in children with epilepsy. The researchers concluded that while parents reported positive outcomes, controlled trials are still needed to confirm if the drug really helps.

Kid Captain Honored at UCLA Basketball Game

[The Acorn](#) reported Dec. 18 on 10-year-old Logan Nobriga, a UCLA cancer patient who was selected as the first Kid Captain by Mattel Children's Hospital UCLA and the UCLA men's basketball team. Logan attended a recent game and was treated to courtside seats, high-fived the players and received the game ball. The new Kid Captain program recognizes UCLA pediatric patients who face life-threatening illnesses with courage, strength and determination. Hilary Gan, a child life specialist in the Chase Child Life program at Mattel Children's Hospital UCLA, was quoted.

Medicare Study Continues to Draw Attention

[HealthCanal](#) Dec. 12 and [Imperial Valley News](#) Dec. 14 reported on a study that found that higher-earning doctors order more procedures rather than seeing more patients. The study was led by Dr. Jonathan Bergman, an assistant professor of urology and family medicine at the David Geffen School of Medicine at UCLA and a urologist and bioethicist at the Veterans' Health Administration-Greater Los Angeles.

Bend Bulletin Reports on UCLA Liver Transplant Patient

The [Bend Bulletin](#) Dec. 18 featured the story of an Oregon man, a Deschutes County deputy district attorney, who received a life-saving liver transplant at UCLA.

Podcast Features Kids and Technology

A Dec. 5 [Innovation Hub](#) podcast about kids and technology featured Dr. Gary Small, Parlow-Solomon Professor on Aging, a professor of psychiatry at the Semel Institute and director of the UCLA Longevity Center. He discussed the impact of technology on the brain and the importance of having kids also spend time interacting face-to-face in order to help develop empathy and other social skills.

Blog Features Heart Award

[Examiner.com](#) Dec. 17 covered Ronald Reagan UCLA Medical Center receiving a national award for heart attack care called the American College of Cardiology Foundation's NCDR ACTION Registry – GWTG Platinum Achievement Award. The honor recognizes the hospital's commitment and success in implementing a higher standard of care for heart attack patients, and signifies reaching an aggressive goal of treating these patients to standard levels of care as outlined by the American College of Cardiology/American Heart Association's clinical guidelines and recommendations. Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, was quoted.

Hip Fracture Risk Study Draws Media Interest

[Endocrine Today](#) reported Dec. 18 on research led by Dr. Carolyn Crandall, professor of general internal medicine and health services research, finding that women with moderate-to-severe vasomotor symptoms during menopause showed lower bone mineral density and higher rates of hip fracture than women without the symptoms.

Fielding School Magazine Article on Immigrant Health Continues to Receive Attention

An article on the declining health status of immigrant groups in the U.S., first published in the UCLA Fielding School of Public Health Autumn/Winter 2014-15 magazine, was picked up Dec. 18 by [EGPNews.com](#). It was previously published Dec. 11 by [The Hartford Guardian](#), Dec. 3 by [New America Media](#), and Dec. 2 by [MedicalXpress](#).

Public Health Study Examines the Costs and Perils Associated with Older Californians Falling

A new study by Dr. Steven Wallace, community health sciences chair at the UCLA Fielding School of Public Health and associate director of the UCLA Center for Health Policy Research, was featured Dec. 15 in a [California Healthline](#) article on the medical costs associated with senior citizens falling.

Lung Cancer Drug Research at UCLA Leads to FDA Approval

[Alaska Native News](#) Dec. 13 and [News Max Health](#) Dec. 15 reported on the U.S. Food and Drug Administration approval of a new drug to treat non-small-cell lung cancer (NSCLC), offering patients new hope in fighting this difficult disease. The drug, Cyramza (ramucirumab), was tested on more than 1,200 patients with NSCLC whose cancer worsened during or after first-line chemotherapy.

Experimental Breast Cancer Drug Shows Promising Results

[Examiner.com](#) and [Marketwatch](#) Dec. 15, [Drug Discovery and Development](#) and [Pharmaceutical Business Review](#) Dec. 16, and [News-Medical.net](#) Dec. 17 reported on ground breaking clinical trial results published in *Lancet Oncology* that showed the amount of time patients were on treatment without their cancer worsening, called progression-free survival, was effectively doubled in women with advanced breast cancer who took the experimental drug palbociclib.

Using Robot to Advance Surgical Technique to Remove Head and Neck Cancers

[Product Design and Development](#) Dec. 12 and [Bioscience Technology](#) Dec. 15 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.

BRIEFS

Ronald Reagan UCLA Medical Center was mentioned in the Dec. 22 issue of [The New Yorker](#) in an article about finding a cure for AIDS.

Mattel Children's Hospital UCLA was mentioned Dec. 12 in a [Moorpark Acorn](#) article about a local 11-year-old boy who is a patient at Mattel Children's Hospital UCLA and collects toys every year for other kids at the hospital.

A Dec. 17 article in the German website [Online Focus](#) references the UCLA World Policy Analysis Center at the UCLA Fielding School of Public Health when comparing parental leave policies in Europe and the United States.

QUOTABLES

Dr. Alon Avidan, professor of neurology and director of the UCLA Sleep Disorders Center, was quoted in a Dec. 16 [HealthDay News](#) article about a new study showing that work can steal valuable sleep time.

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, commented in a Dec. 15 [HealthDay News](#) article about research on timing of a woman's first period and the risk of heart disease later in life.

Dr. Robert Goldberg, professor of ophthalmology at the David Geffen School of Medicine at UCLA and director of the orbital disease center at the Stein Eye Institute at UCLA, commented Dec. 15 in a [Medscape](#) story about a new study suggesting that the long-term use of statins may reduce the risk for thyroid-associated disease in patients with Graves' disease, a disfiguring condition that affects about 1 percent of all American women. The findings were published Dec. 11 in *JAMA Ophthalmology*.

Dr. Jody Heymann, dean of the UCLA Fielding School of Public Health and director of the UCLA World Policy Analysis Center, spoke with American Public Media's [Marketplace Morning Report](#) Dec. 15 about the lack of data on women's and girls' issues worldwide.

Dr. Dylan Roby, assistant professor of health policy and management at the UCLA Fielding School of Public Health, was interviewed Dec. 16 on [Capital Public Radio](#) for his insight into the difficulties facing Californians who live near the state's border and must seek out-of-state healthcare. Excerpts from the interview were also used in a Dec. 16 [California Healthline](#) article on the same topic.

Dr. Michael Rodriguez, professor, vice chair of research and George F. Kneller Endowed Chair in the UCLA Department of Family Medicine, was quoted in a Dec. 18 [California Report](#) article about unusually high whooping cough infections among Latino babies.

=====

UCLA's Health Sciences Media Relations office e-publishes this report weekly. For more information, please call Roxanne Moster, director of Health Sciences Media Relations, or Enrique Rivero, senior media relations officer, at 310-794-0777. Our office also offers publicity for new research, medical breakthroughs, clinical trial recruitment, inspirational patient stories and more. To identify the appropriate public information officer for your department, visit www.uclahealth.org/mediacontacts.