



# Health

## UCLA HEALTH SCIENCES MEDIA REPORT Jan. 5 - 11, 2018

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[Los Angeles Times](#): [UCLA provides care during flu season](#)

(Photo: [William Brawley/Flickr](#))



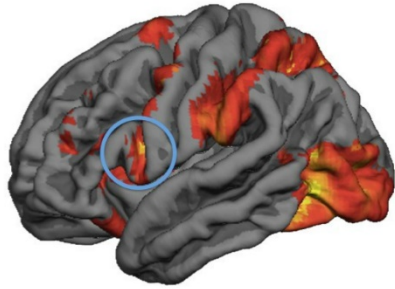
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**Newsweek:** Mirror neuron activity predicts decision-making in moral dilemmas

(Photo: UCLA Health)



**PC Magazine:** Does virtual reality rewire the brain? UCLA researcher weighs in.

(Photo: UT Knight Center/Flickr)



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### **UCLA care and expertise showcased in widespread coverage of flu**

[Los Angeles Times](#), ABC's World News Tonight and [Good Morning America](#) featured UCLA Health in stories about large numbers of flu patients filling hospital emergency rooms. Dr. Wally Ghurabi, medical director of the Nethercutt Emergency Center at UCLA Medical Center Santa Monica, was quoted by all three outlets. Dr. Gregory Hendy, professor and chair of emergency medicine, was quoted in the Los Angeles Times. A Santa Monica patient's mother was quoted on World News tonight. The stories, or UCLA references within the stories, were picked up by more than 235 broadcast, print and online news outlets across the country, including [Associated Press](#), [CNN.com](#), [Capital Public Radio](#) and [Becker's Hospital Review](#).

- A [Consumer Affairs](#) article about staying healthy during flu season featured Dr. Joseph Ladapo, associate professor of medicine in the division of general internal medicine and health services research, who explained why the risk for getting sick is greater during winter. He also offered tips that could help prevent infection.
- Dr. Deborah Lehman, professor of clinical pediatrics and assistant dean for student affairs at the David Geffen School of Medicine at UCLA, commented in an [NBC Nightly News](#) report about the severity of the flu season.

### **Mirror neuron activity predicts decision-making in moral dilemmas**

[Newsweek](#), [International Business Times](#) and [Science Daily](#) featured research by Dr. Marco Iacoboni, director of the Neuromodulation Lab at UCLA's Ahmanson-Lovelace Brain Mapping Center, finding that how the brain responds when people watch someone else experiencing pain predicts whether they would harm others for the sake of a "greater good." [Psych Central](#), [Science Newsline](#), [Innovation Toronto](#) and [Iran Daily](#) also wrote about the study.

### **Does virtual reality rewire the brain?**

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[PC Magazine](#) featured Mayank Mehta's research into how virtual reality affects the brain. Mehta, professor of physics, neurology and neurobiology, explained how virtual reality exposure can impact the brain's hippocampus and what that may tell scientists about various brain diseases such as depression, schizophrenia and epilepsy.

### **Tracking STIs through tweets**

[New Scientist](#) (subscription required) reported on research led by Sean Young finding that Twitter could be a tool in predicting syphilis cases through the analysis of sexual risk-related tweets. Young is founder and director of the UCLA Center for Digital Behavior and the UC Institute for Prediction Technology, and an associate professor of family medicine.

### **Aging undocumented immigrants pose costly health care challenge**

A [Stateline](#) story about undocumented and aging immigrants who need health care featured the insights of Steven P. Wallace, professor and chair of the Department of Community Health Sciences at the UCLA Fielding School of Public Health and associate director of the UCLA Center for Health Policy Research at the UCLA Fielding School of Public Health. The story was published in [CNN Money](#) and syndicated to several other media outlets, including [Huffington Post](#), [Public Now](#), [Boston Herald](#), [KITV.com](#), [KRTV.com](#), [Erie News Now](#), [Crossroads Today](#), [NBC-2.com](#), [AZ Family](#), [Gant Daily](#) and [Watertown Daily Times](#).

### **Making test results accessible to patients on the web – and easier to understand**

A [Forbes](#) article (page 2) about how web portals to medical tests are not presented in a patient-friendly format featured Dr. Joann Elmore and her research into the feasibility of providing patient health information such as X-rays, pathology reports and doctors' notes via patient web portals. Elmore is professor of medicine in the division of general internal medicine and health services research and director of the UCLA National Clinician Scholars Program.

### **Is excessive online gaming a mental disorder?**

The [Orange County Register](#) featured expert Shana Alex Charles, faculty associate at the Fielding School's Center for Health Policy Research, in a story about whether excessive online gaming is a mental disorder.

### **Mobile stroke unit drives more media interest**

[The Long Beach Press-Telegram](#) covered the expansion of UCLA Health's mobile stroke unit into additional parts of Los Angeles County. The unit, the first on the West Coast, now will enable the rapid delivery of brain-saving medications to stroke patients in other cities within the county, including Cerritos, Artesia, Bellflower, Lakewood, Paramount, Signal Hill, Hawaiian Gardens and Norwalk.

### **Estrogen treatment benefits two types of cells in mice with MS**

[Health Canal](#) featured Dr. Rhonda Voskuhl, director of the UCLA multiple sclerosis program and the Jack H. Skirball professor of Multiple Sclerosis Research, in an article about her research showing that the effects of estrogen treatment combat multiple sclerosis in mice.

### **Urine testing for antipsychotic adherence widely accepted**

[Medscape Medical News](#) featured research by Amy Cohen and Dr. Alexander Young about new consensus on using urine tests to monitor adherence to antipsychotic medication regimens. Cohen is an associate research professor in the department of

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psychiatry and biobehavioral sciences and Young is a professor of psychiatry.

### **Medical tourism in Mexico due to rising costs in the U.S.**

[El Diario](#) featured Steven P. Wallace, professor and chair of the Department of Community Health Sciences at the UCLA Fielding School of Public Health and associate director of the UCLA Center for Health Policy Research at the UCLA Fielding School of Public Health, in a story about an expected upswing in U.S. patients seeking medical care in Mexico.

### **A checklist to improve communication with patients**

[Physicians Practice](#) published an article on improving patient communication that featured the insights of Dr. Karen Sibert, associate clinical professor of anesthesiology and perioperative medicine.

### **School fitness program motivates students to get in shape**

KABC-TV spotlighted the UCLA Health Sound Body Sound Mind program, which donates state-of-the-art fitness centers to underserved middle and high schools and trains P.E. teachers on a curriculum designed to motivate students. Matthew Flesock, executive director of Sound Body Sound Mind, was an in-studio guest on the newscast.

### **Hollywood Reporter spotlights scientific stars**

A [Hollywood Reporter](#) story covered the Golden Portal Awards event, an annual fundraiser to support research by UCLA neuroscientists. Dr. Linda Liau, UCLA chair of neurosurgery, presented the Tenacious Discovery award to Dr. Judith Gasson, professor emeritus of medicine and biological chemistry at the David Geffen School of Medicine at UCLA and the school's accelerator director for the UCLA Innovation Fund.

### **Cybersecurity in health care**

[Healthcare Informatics](#) published a Q&A with Brian Kreitzer, chief information security officer at UCLA Health, about security and information technology for health systems.

### **Study on teens and gender non-conformity**

[LGBT Weekly](#) and [Patient Daily](#) reported on a study from the Fielding School's UCLA Center for Health Policy Research and The Williams Institute finding that 27 percent of California adolescents say they are seen as gender nonconforming.

### **This week on "Ask the Doctors"**

UCLA Health internists Dr. Robert Ashley, Dr. Eve Glazier and Dr. Elizabeth Ko address health-related questions in the recurring "Ask the Doctors" column, syndicated by more than 50 outlets nationwide. A sampling of the stories from this past week's column:

- On diet soda intake, featured in [The Frederick News-Post](#)
  - On Meniere's, featured in [The Brattleboro Reformer](#)
  - On withdrawal symptoms and selective serotonin reuptake inhibitors, featured in [The Times-Tribune](#)
  - On migraine auras, featured in [The Hanford Sentinel](#)
  - On illnesses taking a toll on senior couples, featured in [The Cumberland Times-News](#).
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## QUOTED

*"I have a lot of fit guys in my practice that are trying to initiate pregnancies. I may tell them to be a little more cognizant about how much they are taking."*

– Dr. Jesse Mills, on ibuprofen use, in the [Washington Post](#)



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**Dr. Alon Avidan**, director of the UCLA Sleep Disorders Center, commented in a [Reuters Health](#) article about research showing that women and men in sexual minority groups have worse sleep quality than people who identify as straight.

**Shana Alex Charles**, faculty associate at the Fielding School's UCLA Center for Health Policy Research, was quoted in a [New York Times](#) story about Mitchell Katz, president of the NYC Health & Hospitals and former director of L.A. County Health Agency.

**Dr. Barbara Giesser**, professor of clinical neurology at the David Geffen School of Medicine at UCLA and clinical director of the UCLA multiple sclerosis program, commented in a [Healthline](#) article about the benefits of eating leafy greens for people with MS.

**Dana Hunnes**, senior dietitian at Ronald Reagan UCLA Medical Center and adjunct assistant professor at the UCLA Fielding School of Public Health, commented in a [MEL Magazine](#) story on eating too quickly.

**Gerald Kominski**, professor of health policy and management at the UCLA Fielding School of Public Health and director of the Fielding School's UCLA Center for Health Policy Research, commented in a [TIME Magazine](#) story about President Trump's 2018 goals for health care.

**Dr. Zhaoping Li**, director at the UCLA Center for Human Nutrition, commented in a [Bloomberg](#) article about foods pregnant women should avoid eating.

**Emanuel Maidenberg**, clinical professor of psychiatry and biobehavioral sciences, commented in a [Psychiatric News](#) article about the use of mindful meditation to prevent physician burnout and promote wellness.

**Dr. Jesse Mills**, director at The Men's Clinic at UCLA, commented in a [Washington Post](#) story about a study suggesting ibuprofen impacts male fertility. The story was syndicated in 120 other news outlets, including [The San Antonio Express-News](#) and [The Hamilton](#)

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[Spectator](#).

**Johnese Spisso**, president of UCLA Health and CEO of the UCLA Hospital System, was quoted in a [Becker's Hospital Review](#) article featuring hospital executives around the country reviewing accomplishments from 2017 and identifying challenges in 2018.

**Dr. Derjung Tarn**, associate professor of family medicine, was quoted in a [Washington Post](#) article about how side effects to medications can emerge even after long-time use. The [Baltimore Sun](#), [Orlando Sentinel](#) and [Chicago Tribune](#) carried the story.

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## BRIEFS

[Men's Health](#) referenced insight from Dr. Jacob Rajfer, professor in residence in the department of urology, in a story about a gel aimed at helping men have erections.

A [Houston Chronicle](#) story cited a UCLA study finding that as many as 20 percent of America's 50 million elementary and secondary school students suffer from untreated vision problems that could be easily corrected with glasses.

## CONTENT CREATED BY MEDIA RELATIONS

[UCLA scientists make cells that enable the sense of touch](#) UCLA Newsroom

[Received an at-home DNA test as a holiday gift? Proceed with caution](#) UCLA Newsroom

[Researchers map genetic 'switches' behind human brain evolution](#) UCLA Newsroom

[Immunotherapy highly effective in treatment of rare skin cancer, study finds](#) UCLA Jonsson Comprehensive Cancer Center Newsroom

[Effects of estrogen treatment combat multiple sclerosis in mice](#) UCLA Newsroom

[Researchers find potential path to repair nerves damaged by multiple sclerosis](#) UCLA Newsroom

[Cardiologist named to Forbes' physician honor roll](#) UCLA Newsroom

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This report features media placements from UCLA Health, which includes the David Geffen School of Medicine at UCLA, Ronald Reagan UCLA Medical Center, UCLA Medical Center, Santa Monica, UCLA Mattel Children's Hospital, the Stewart and Lynda Resnick Neuropsychiatric Hospital at UCLA, the UCLA Health Clinics and the UCLA Faculty Practice Group.

It also includes placements from the UCLA Fielding School of Public Health, the UCLA School of Nursing, the UCLA School of Dentistry, the UCLA Jonsson Comprehensive Cancer Center and the UCLA Eli and Edythe Broad Center of Regenerative Medicine and Stem Cell Research.

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