



**UCLA HEALTH SCIENCES MEDIA REPORT
For the week of Aug. 2-Sept. 4, 2014**

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FDA Approval of Melanoma Drug Draws Wide Media Interest

Lightning Strike Victim Reunites with Rescuers

Media Focus on Cal INDEX

Interest in HDL Protein to Treat Pulmonary Hypertension Continues

Memory Expert Discusses Alzheimer's Disease, Memory Improvement Strategies

The Importance of Childhood Vaccinations

Expanding in Telehealth

Healthcare Informatics Spotlights Healthcare Innovation

China Daily Reports on Parkinson's Disease Study

Use of iPads with a Personal Touch to Treat Autism Gets Wide Exposure

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The Boy with Half a Brain

Window Cleaners Cheer Up Patients

Jewish Daily Forward Focuses on Familial Mediterranean Fever

Trade Covers Google Glass to Teach Surgery Abroad

Trade Pub Spotlights Grant for Gonorrhea "Superbug" Test

Zip Code Linked to Diabetic Amputations

Spanish-Language Outlet Features Liver Transplant Patient

More Outlets Feature Critical Care Story

Reuters Health Cites Biosensor Study

BRIEFS

QUOTABLES

FDA Approval of Melanoma Drug Draws Wide Media Interest

The [Wall Street Journal](#), [Associated Press](#), [Reuters](#), [Bloomberg News](#), [Agence France Presse](#), [Alaska Native News](#), [MedicalXpress](#), [Health Canal](#), [Health News Digest](#), [Breitbart News](#) and [Oncology Nurse Advisor](#) Sept. 4 reported on the FDA approval of a new immunotherapy drug for melanoma. The AP and Reuters stories also appeared in [USA Today](#), [Washington Post](#), [San Diego Union-Tribune](#), [New Zealand Herald](#), [Sacramento Bee](#), [Newser](#), [ABC News](#), [U.S. News & World Report](#), [Seattle Post-Intelligencer](#), [Daily Mail \(U.K.\)](#), [Pensacola News Journal](#), [Newsmax Health](#), [Money News](#), [Washington Times](#), [Yahoo! News](#), and [Macon Telegraph](#), as well as dozens of other national and international news outlets. The study's principal investigator was Dr. Antoni Ribas, a professor of medicine in the division of hematology-oncology at the David Geffen School of Medicine at UCLA and a researcher with UCLA's Jonsson Comprehensive Cancer Center.

Lightning Strike Victim Reunites with Rescuers

[KCBS- Channel 2](#), [KNBC-Channel 4](#), [KTLA-Channel 5](#), [KABC-Channel 7](#), [KTTV-Channel 11](#), [KVEA-Channel 52](#), [NTD Chinese TV](#); [KNX 1070AM](#); [Westside Today](#); [Los Angeles Register](#); Los Angeles Times and [Yo Venice](#) (blog) reported on an Aug. 28 press conference that reunited a 56-year-old Marina del Rey resident and his 15-year-old daughter with members of the Los Angeles County Fire Department Lifeguards, Los Angeles Fire Department Paramedics and physicians and nurses from Ronald Reagan UCLA Medical Center, who all played a role in the man's remarkable recovery from electrocution and drowning after he was struck by lightning on Venice Beach July 27. Dr. Gil Cryer, chief and director, UCLA Trauma/Emergency Surgery and Critical Care Program at Ronald Reagan UCLA Medical Center, was interviewed. Jena Lewis, a nurse and interim pre-hospital care coordinator, and Molly Steele, a nurse in the neuroscience/trauma ICU at the medical center, attended the press conference.

Media Focus on Cal INDEX

[HealthLeaders Media](#) Aug. 21 interviewed Dr. David Feinberg, president of the UCLA Health System and CEO of the UCLA Hospital System, about the new California not-for-profit Health Information Exchange called Cal INDEX, which will allow physicians, nurses and hospitals throughout the state to share patients' health information and will provide them with the tools to give their patients the safest, highest quality care possible. Feinberg is chairman of the Cal INDEX board of directors.

Interest in HDL Protein to Treat Pulmonary Hypertension Continues

[The Health Site](#) Sept. 2; [Asian News International](#) Sept. 1; [Imperial Valley News](#) and [Pulmonary Hypertension News](#) Aug. 31; [Science 2.0](#) Aug. 28, and [SciCasts](#) Aug. 27 covered a study demonstrating that oxidized lipids, which play a role in atherosclerosis, may also contribute to pulmonary hypertension, a lung disease that narrows the blood vessels in the lungs. Researchers showed in a rodent model that a peptide mimicking the main protein in HDL cholesterol helped reduce levels of oxidized lipids and improved heart and lung function. Dr. Mansoureh Eghbali, the study's senior author and an associate professor of anesthesiology, and first author Dr. Salil Sharma, a UCLA postdoctoral researcher in anesthesiology, were quoted in the coverage.

Memory Expert Discusses Alzheimer's Disease, Memory Improvement Strategies

Dr. Gary Small, Parlow-Solomon Professor on Aging, professor of psychiatry at the Semel Institute and director of the UCLA Longevity Center, was featured in a Sept. 1 [KNX 1070AM](#) report about various aspects of Alzheimer's disease. He was also featured in an Aug. 26 [FOX News "Health Talk"](#) segment on ways to assess and improve memory, including strategies such as managing stress, keeping active, repeating information out loud and writing lists to help remember.

The Importance of Childhood Vaccinations

Dr. Michael Rodriguez, professor of family medicine founding director of the UCLA Blum Center on Poverty and Health in Latin America, was featured Aug. 27 in a segment of Univision's "[Hoy](#)" program about the myths and realities surrounding childhood vaccinations and why it is important for parents to have their children vaccinated.

Expanding in Telehealth

Dr. Michael Ong, associate professor of medicine in residence in the division of general internal medicine and health services research, was featured in a Sept. 1 [Physicians News Network](#) article examining ways that UCLA is experimenting with telehealth.

Healthcare Informatics Spotlights Healthcare Innovation

Peter Kung, director of strategic technologies at UCLA Health System, was featured in an Aug. 23 [Healthcare Informatics](#) article on what it means to actually link strategy, innovation and execution together by bringing together patient care innovation, medical research, and technology and IT development in an 'incubator' of innovation.

China Daily Reports on Parkinson's Disease Study

[China Daily](#) on Sept. 2 reported on a study by Dr. Ming Guo, professor of neurology and molecular and medical pharmacology, that discovered a new gene involved in Parkinson's disease.

Use of iPads with a Personal Touch to Treat Autism Gets Wide Exposure

Dr. Connie Kasari, professor of psychiatry at the Semel Institute and professor of human development and psychology in the Graduate School of Education, was featured widely between Aug. 29 and Sept. 3 in a [CBS News](#) segment about her research showing that the communication skills of minimally verbal children with autism can be greatly improved through personalized interventions that are combined with the use of computer tablets. The segment appeared on over 100 CBS affiliates around the country.

Reuters Health Looks at Genetic Test for Neurologic Disorder

Dr. Brent Fogel, assistant professor of neurology and the director of the Ataxia and Neurogenetics Biobank Program, was featured in an Aug. 28 [Reuters Health](#) report about his study that used clinical exome sequencing--a test for identifying disease-causing DNA – to receive a definitive diagnosis of sporadic or familial cerebellar ataxia, a neurologic disorder.

The Boy with Half a Brain

The August issue of [Indianapolis Monthly](#) magazine featured the story of an Indianapolis family whose son, diagnosed with cortical dysplasia, underwent a hemispherectomy surgery at Mattel Children's Hospital UCLA to help stop epileptic seizures. His surgeon, Dr. Gary Mathern, professor of pediatric neurosurgery and director of the Pediatric Epilepsy Surgery Program at Mattel Children's Hospital UCLA, was interviewed.

Window Cleaners Cheer Up Patients

The [Orange County Register](#) featured Sept. 3 an article on employees of UCLA Health System's window washing vendor, Sunland Window Cleaning, who recently dressed up as super heroes to entertain pediatric patients at Mattel Children's Hospital UCLA.

Jewish Daily Forward Focuses on Familial Mediterranean Fever

An Aug. 13 [Jewish Daily Forward](#) article covered Familial Mediterranean Fever, a rare hereditary disease that reduces the body's ability to regulate inflammation. Dr. Terri Getzug, clinical professor of medicine in the division of digestive diseases, who is a specialist on the disease, commented on the difficulty in diagnosing the condition and the importance of disease awareness. In addition, she commented about issues patients are having in obtaining a key medication due to cost and availability.

Trade Covers Google Glass to Teach Surgery Abroad

The Sept. issue of [Medical Dealer](#) featured Dr. David Chen, assistant clinical professor of general surgery, in a "Pay it Forward" feature that highlighted his work with an educational project that is using Google Glass to help bring the latest hernia surgical techniques to surgeons in resource-poor countries. Chen and surgical resident Dr. Justin Wagner are leading the project with the non-profit organization Hernia Repair for the Underserved. Chen was quoted.

Trade Pub Spotlights Grant for Gonorrhea "Superbug" Test

GenomeWeb's [PCR Insider](#) (subscription required) reported Sept. 4 that UCLA has received a \$270,000 National Institutes of Health grant to validate a real time test for drug resistance and incorporate it into routine gonorrhea testing. Dr. Jeffrey Klausner, professor of medicine in the division of infectious diseases at the David Geffen School of Medicine at UCLA and of public health in the UCLA Fielding School of Public Health, who is leading the effort, was quoted.

Zip Code Linked to Diabetic Amputations

A UCLA study finding that diabetics living in low-income neighborhoods were up to 10 times likelier to lose a limb to the disease than patients in more affluent areas was reported Sept. 4 by [The Tidings](#), the weekly newspaper of the Los Angeles Archdiocese. Lead author Dr. Carl Stevens, a health sciences clinical professor of medicine, was quoted and pictured.

Spanish-Language Outlet Features Liver Transplant Patient

[Frontera](#), a Spanish-language print outlet, ran a Sept. 1 feature about an infant who recently underwent a liver transplant at UCLA.

More Outlets Feature Critical Care Story

The [Imperial Valley News](#) and KFI 640AM reported Aug. 31 on a UCLA study that found that providing futile care in the ICU denies other patients care that would help them. Dr. Neil S. Wenger, a professor of medicine in the division of general internal medicine and health services research at the David Geffen School of Medicine at UCLA, director of the UCLA Health Ethics Center and a RAND Health scientist, and Dr. Thanh Huynh, an assistant professor of medicine in the division of pulmonary and critical care medicine at the Geffen school, were quoted.

Reuters Health Cites Biosensor Study

Reuters Health Aug. 28 sent out a story about a study led by Dr. Brennan Spiegel, a professor in residence in the UCLA Fielding School of Public Health, on a new disposable biosensor that monitors gut sounds. That story appeared in [Healthy Living Magazine](#), among other outlets.

BRIEFS

Dr. Gabriel Danovitch, medical director of the kidney and pancreas transplant program, was mentioned in an Aug. 17 [New York Times](#) article about organ trafficking in Costa Rica.

QUOTABLES

Dr. Robert M. Bilder, Michael E. Tennenbaum Family Professor of Psychiatry and Biobehavioral Sciences at the Semel Institute, was quoted Sept. 2 in an NBC [Today](#) web article about the potential of music lessons to improve language and reading skills in children.

Dr. Paul Chung, associate professor of pediatrics and division chief of general pediatrics at Mattel Children's Hospital UCLA, commented Sept. 4 in a [KQED California Report](#) on the health effects of consuming sugary beverages and how to get children to drink less of them.

Dr. Claire Panosian Dunavan, clinical professor of medicine emeritus in the division of infectious diseases, was quoted Aug. 29 in a [Reuters Health](#) article about a study that found that travelers to developing countries who used hand sanitizer had significantly fewer episodes of diarrhea and vomiting than those who did not.

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, commented in a Sept. 2 [HealthDay News](#) article about a study showing that exercise may half the risk of developing heart failure. In addition, he commented in another Sept. 2 [HealthDay News](#) article about a new drug for heart failure.

Dr. Zachary Rubin, medical director of UCLA clinical epidemiology and infection prevention, was quoted in an Aug. 29 [Orange County Register](#) story on how Southern California hospitals are preparing for potential Ebola cases.

Dr. A. Nick Shamie, orthopaedic spine surgeon and associate clinical professor with the UCLA Spine Center in Santa Monica, was quoted in a Sept. 2 [Everyday Health](#) article examining whether following an anti-inflammatory diet and taking calcium supplements can relieve back pain.

Diana Winston, director of mindfulness education at the UCLA Mindful Awareness Research Center, was quoted in an Aug. 11 [Los Angeles Magazine](#) article about how best to deal with excessive noise levels in L.A.

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