

Five HSC faculty members named to USC strategic planning group

Five faculty members from the Keck School of Medicine, School of Dentistry and School of Pharmacy have been appointed to the USC Working Group for Strategic Planning Process.

The faculty named include: Alex Capron, Scott H. Bice Chair in healthcare law, policy and ethics, Gould School of Law and Keck School of Medicine; Peter Jones, director of the USC/Norris Comprehensive Cancer Center; Michael Nichol, QSAID Centurion Professor in pharmaceutical sciences, School of Pharmacy; Jonathan Samet, director of the USC Institute for Global Health and chair of the Department of Preventive Medicine, Keck School of Medicine; and Carolee Winstein, professor of biokinesiology and physical therapy, School of Dentistry.

In a memorandum sent to university faculty and staff on Oct. 24, Executive Vice President and Provost C.L. Max Nikias announced the creation of this group that will make recommendations for the university's next strategic planning process.

"As you know, USC has enjoyed tremendous momentum in its growth over the past two decades, and we will look for new ways to accelerate our ascent and ensure our continued leadership in the coming century," said Nikias. "The Working Group for this process represents an exceptional cross section of the university's talented faculty, and I very much look forward to working closely with each member."

The group will meet throughout the academic year and will devise a timetable for developing the next strategic plan, recommend a process that ensures university-wide participation, as well as develop several focus areas, such as academic culture, structures of learning and globalization.

Clinical Retreat Focuses on New Vision for USC Medicine

By Jane Brust

A USC Sports Medicine Center for athletes of all kinds. A similar USC Center for Performing Arts Medicine for dancers and other performing artists.

Enhanced Continuing Medical Education courses to promote USC's areas of clinical excellence among referring physicians.

A Women's Cardiovascular Center.

A partnership with a downtown hotel to provide lodging for patient families, with Trojan Transportation to and from the Health Sciences Campus.

These were among the big ideas discussed by more than 100 Keck School of Medicine clinicians and staff gathered at the Davidson Conference Center Oct. 24 to envision the future of medicine at USC. The program focused on presentations from nine working groups comprised of more than 120 clinical faculty.

"The Clinical Strategic Planning Retreat is a testament to re-envisioning the practice of medicine at the Keck School of Medicine," said Dean Carmen A. Puliafito. "This retreat is the foundation on which we will build a new era for the Keck School as a regional and national leader in integrated, patient-centered health care."

Puliafito described the presentations as indicative of the clinical leadership, academic strength and collegiality of the Keck School faculty. The nine working group topics included: cardiovascular and pulmonary diseases; digestive disorders and surgery; musculoskeletal and sports medicine; transplant; women's and children's health; professional standards; cancer; sensory disorders/vision and hearing;



Veronica Jauriqui

The Keck School of Medicine's Clinical Strategic Planning Retreat brought together more than 100 clinicians and staff to discuss ideas for the future of the school.

and neuroscience.

Among the common themes across presentations were: the need for enhanced marketing activities to showcase The Doctors of USC and their expertise; opportunities to recruit additional faculty experts to grow priority programs; the importance of improved patient access for appointments and communication back to referring physicians; and suggestions for measuring patient satisfaction.

Session moderators included Puliafito, Vice Provost Mitch Creem, The Doctors of USC Chief Executive Officer Minor Anderson and Keck School Chief Operating Officer Coreen Rodgers.

Anderson proposed the idea of establishing a brand identity for professionalism at all the locations where USC

physicians practice, and Creem probed ideas for coordinating patient services across campuses, including the Los Angeles County + USC Medical Center and the Childrens Hospital Los Angeles campus.

"It was wonderful to see our faculty working together to envision the future," Creem said. "I am inspired by their energy and enthusiasm for our new health care environment. They have clearly demonstrated their interest in assuming leadership roles in shaping our future."

Puliafito summarized the day by pointing out that the retreat represents the beginning of an ongoing clinical strategic planning process for USC, adding, "We will look to our faculty for continued input as our planning process continues."

Governor Appoints Puliafito to Stem Cell Oversight Committee

Carmen A. Puliafito, dean of the Keck School of Medicine of USC, has been appointed by Gov. Arnold Schwarzenegger to the Independent Citizens Oversight Committee of the California Institute for Regenerative Medicine (CIRM). The appointment was announced Oct. 24.

CIRM was established in early 2005 following the passage of Proposition 71, the California Stem Cell Research and Cures Initiative. The statewide ballot measure, which provided \$3 billion in funding for stem cell research at California universities and



research institutions, was approved by California voters on Nov. 2, 2004, and called for the establishment of a new state agency to make grants and provide loans for stem cell research, research facilities and other vital research opportunities.

The Independent Citizens Oversight Committee (ICOC) is the 29-member governing board for CIRM. The ICOC members are public officials, appointed on the basis of their

experience earned in California's leading public universities, non-profit academic and research institutions, patient advocacy groups and the biotechnology sector.

The mission of CIRM is to support and advance stem cell research and regenerative medicine under the highest ethical and medical standards for the discovery and development of cures, therapies, diagnostics and research technologies to relieve human suffering from chronic disease and injury. To date, the CIRM governing board has approved 229 research grants totaling more than \$614 million, making CIRM the largest source of funding for embryonic and pluripotent stem cell research in the world.

School of Pharmacy's comic book is no laughing matter

By Kukla Vera

Independent studies by the Institute for Health Promotion and Disease Prevention Research at USC and by the Healthcare Management Corporation found that "Sweet Temptations," a fotonovela produced by the USC School of Pharmacy, successfully increases diabetes awareness and knowledge in the Latino community.

"This is very good news. It gives us a validation that our materials are having a positive impact on the target population," says Mel Baron, associate professor of clinical pharmacy at the School of Pharmacy and the producer of the fotonovela.

A fotonovela is a comic book story composed of photographs instead of illustrations. The medium, well-known among Latinos, often covers social issues with soap opera-like storylines.

According to the independent research conducted by Jennifer Unger, currently the associate dean for research at the Claremont Graduate University, the findings provide compelling evidence that fotonovelas such as "Sweet Temptations" can be a useful medium for health education among Latinos. At the time of the study, Unger was with the USC Institute for Health Promotion and Disease Prevention Research.

Unger's study used a test group of adult students at Roosevelt Community Adult School, Los Angeles Unified School District. The group was given a pre-

test about diabetes, and then asked to read the fotonovela, followed by retaking the same test.

"We developed a survey of people's knowledge, attitudes and beliefs," says Unger. "We found that the fotonovela did increase the participants' knowledge of diabetes and that may ultimately lead to better behavior."

The study reports that 100 percent of the 311 participants found the fotonovela to be informative. Diabetes knowledge increased from 66 to 86 percent after reading the fotonovela. Additionally, the youngest respondents, in the 18 to 24 age bracket, benefited most from the fotonovela, with significant changes in their behavioral intentions and their knowledge of the disease.

After reading the fotonovela, most of the study participants intended to exercise more, eat more fruits and vegetables, and talk to doctors and family members about diabetes.

According to the Centers for Disease Control and Prevention, in 2008, the number of people with diabetes in the U.S. increased to 24 million, or around 8 percent of the population. The prevalence of diabetes among Latino Americans is 10.4 percent, resulting in 4.5 million Latinos nationwide having the disease.

Baron has also created fotonovelas on folic acid and depression. He is currently in production on fotonovelas on pediatric asthma and dementia.



"Sweet Temptations," a fotonovela produced by the School of Pharmacy, helps to raise awareness of diabetes among Latinos. A fotonovela is a widely accepted medium in the Latino community.

Photo courtesy of USC School of Pharmacy

Open enrollment for benefits begins Nov. 1

Open Enrollment starts Nov. 1 and runs through Nov. 26.

During Open Enrollment, benefits-eligible faculty and staff may:

- enroll or change medical, dental, accident or supplemental disability insurance plans
- add or delete eligible dependents to or from plans
- renew or start Flexible Spending Accounts for 2009.

All changes to benefit plans are to be made online through eTrac (www.usc.edu/etrac). Changes are effective Jan. 1, 2009.

Medicare Part D information session Nov. 18

Medicare eligible recipients enrolling in Medicare Part D can attend a free workshop on the Health Sciences Campus on Nov. 18. The session will be held from 10 a.m. to 2 p.m. in Stauffer Pharmaceutical Sciences Center 302 B.

Retired faculty and staff who need to choose a Medicare Part D plan can take advantage of customized sessions provided free by the School of Pharmacy faculty, residents and students. All attendees should bring their medications and their red, white and blue Medicare card.

People interested in attending this session must make an appointment in advance by contacting Gloria Reyes, of the USC Emeriti Center, at (213) 740-8175 or gmreyes@usc.edu.

Enrollment for Medicare Part D starts Nov. 15 and ends on Dec. 31.

In Case of An Emergency...

Visit the USC Web:

<http://emergency.usc.edu>

This page will be activated in case of an emergency. Backup Web servers on the East Coast will function if the USC servers are incapacitated.

Call the Emergency Information Phone:
213-740-9233

The emergency telephone system can handle 1,400 simultaneous calls. It also has a back up system on the East Coast.

CIRM: Dean Puliafito to serve on stem cell committee

Continued from page 1

Since 2007, Puliafito has served as dean of the Keck School of Medicine of USC, holder of the May S. and John Hooval Dean's Chair in Medicine, and professor of ophthalmology and health management at the Doheny Eye Institute. He is a member of the California Medical Association, American Association of Ophthalmology and Association for Research in Vision and Ophthalmology.

From 2001 to 2007, he served as director of the Bascom Palmer Eye

Institute and chair of the Department of Ophthalmology of the University of Miami Miller School of Medicine.

A graduate of Harvard University and a magna cum laude graduate of Harvard Medical School, Puliafito completed his residency at the Massachusetts Eye and Ear Infirmary of Harvard Medical School, as well as fellowships in ophthalmic pathology and vitreoretinal diseases and surgery. He also earned his M.B.A. from the Wharton School of Business of the University of Pennsylvania.

Holiday shoppers can support USC/Norris

Macy's customers can get a start on their holiday shopping and support the USC/Norris Comprehensive Cancer Center at the same time. On Saturday, Nov. 22, shoppers who purchase a special \$10 dollar ticket can participate in the Community Shopping Day at the Macy's Pasadena Plaza on Lake Avenue or at Macy's The Oaks in Thousand Oaks. The ticket is valid for store admission that day only and gives you \$10 off a purchase of \$25 or more. At the same time, the ticket will give purchasers 10-20 percent off additional purchases made at that store that day.

Ticket stubs must be deposited in collection boxes at either store in order for charity funding to be directed to USC/Norris. For more information or to purchase tickets, contact Janet Morgan in the Norris Development Office at jsmorgan@usc.edu or (323) 865-0665.

USC Visions and Voices unites the arts and sciences

By Meleeneh Kazarian

How will the values of the Millennial generation change the direction of American politics?

Why does the profession of medicine, which is premised on caring for the sick, systematically depersonalize dying?

What role do photojournalistic images play in influencing social, political and cultural issues?

The USC Visions and Voices initiative addresses these and many more intriguing questions during more than 100 theatrical productions, music and dance performances, conferences, lectures, film screenings and special events during the 2008-2009 academic year.

Established by USC Provost C. L. Max Nikias in 2006, Visions and Voices is designed to promote the university's core values of expression, unity, diversity, community, entrepreneurship, ethical conduct and the search for truth.

The initiative brings together renowned scientists, artists, poets, actors, musicians and other experts in a variety of disciplines and allows students the opportunity to directly interact with them.

Pamela Schaff, assistant dean for curriculum and student affairs at the Keck School and director of the Program in Medical Humanities, Arts, and Ethics, said she sees the Visions and Voices program as crucial to fulfilling the university's commitment to incorporate the humanities into the medical curriculum.

Schaff said that this commitment is

especially important to broaden the education of medical students, who often focus their studies on medicine to the exclusion of other disciplines, especially the humanities.

"In order for our students to become better readers and physician overall, we must teach medicine in the context of the humanities," said Schaff.

Schaff has helped bring many notable speakers to the Health Science campus, including best-selling author and world-renowned neurologist Oliver Sacks, who discussed the healing properties of music. It was one of the most memorable events sponsored by Visions and Voices that drew a huge audience from both HSC and UPC campuses.

In recent years, the program has also sponsored lectures by physician and author Rita Charon, Schaff's mentor, who spoke about "narrative medicine;" award-winning actor and author Anna Deavere Smith; Sandra M. Gilbert, who spoke about medical error and professional responsibility; and medical author Abraham Verghese.

On Jan. 23 at Mayer Auditorium, transplant surgeon Pauline Chen will discuss how the profession of medicine has managed to depersonalize dying. In her lecture titled "Trust No One?" or, How One Surgeon Actually Learned to Trust," Chen will provide insight into how the ability to comfort and support patients and their families during life's final passage can transform end-of-life care.

The HSC lineup for the upcoming Spring semester will include the author of *The Spirit Catches You and You Fall Down*, Ann Fadiman, on Jan. 12; Pauline Chen discussing personalizing mortality on Jan. 23; and "Of Mind, Medicine, and Music" with neuroscien-

tist Antonio Damasio and composer Bruce Adolphe on Mar. 6.

Admission is free to all of these events, and further information may be obtained from the Visions and Voices Web site:

<http://www.usc.edu/visionsandvoices>.



Carol Matthieu

THIS IS HALLOWEEN—Sharing a light moment of Halloween discovery with Toni Frederick (above left), assistant professor of clinical research, the Honorable Elioda Tumwesigye, member of the Ugandan Parliament and chair of the Parliamentary Committee on HIV/AIDS and Related Matters, tours the spookily decorated Maternal-Child and Adolescent Center for Infectious Diseases and Virology at LAC+USC during a recent visit.

ETCETERA

Francine R. Kaufman, director of the Comprehensive Childhood Diabetes Center and head of the Center for Endocrinology, Diabetes and Metabolism at Childrens Hospital Los Angeles, began a three-year term as chair of the National Diabetes Education Program on Oct. 1. She also serves as a co-principal investigator of the Keck Diabetes Prevention Initiative at USC, a program designed to identify and address the interrelated factors that lead to obesity and diabetes in certain areas of Los Angeles.

Joy Cauffman, professor emerita of the Keck School of Medicine of USC, was presented with the Duncan Citizenship Award from the Ohio State University Alumni Association.

Neil Kaplowitz, director of the USC Research Center for Liver Diseases, was recognized by the American Liver Foundation for his contributions to the field of liver disease, and presented with the Distinguished Scientific Achievement Award.

DROP

Drop to the floor. Avoid falling objects or toppling furniture.

COVER

Take cover under a sturdy desk, table or other furniture that is not likely to tip over. If that is not possible, seek cover against an interior wall and protect your head with your arms. Avoid danger spots near windows, hanging objects, mirrors and tall furniture.

HOLD ON

If you take cover under a sturdy piece of furniture, hold on to it and be prepared to move with it. Hold the position until the ground stops shaking and it is safe to move.

DURING AN

EARTHQUAKE

tips

- **DO NOT** run outside.
- **DO NOT** run to a doorway (doorways are no safer than other areas).
- In a hallway, drop near an interior wall away from windows and cover the back of your head/neck with your arms.
- If driving, pull carefully to the side of the road and stop.
- In an auditorium, drop between the seats and protect the back of your head/neck with your arms.
- Outdoors, move away from buildings to an open area, avoid power lines.
- In bed, stay there, protect your head with a pillow.

USCREADY

EARTHQUAKE PREPAREDNESS CAMPAIGN

USC Fire Safety/Emergency Planning Office | Sign up for emergency notifications at <http://trojansalert.usc.edu>

The Great Southern California

Shake Out

November 13, 2008

Calendar of Events

The HSC Calendar is online at

www.usc.edu/hsccalendar

Monday, Nov. 3

NOON. "Immune Regulation by the SLAM and SAP Families," André Veillette, Univ. of Montreal. NOR 7409. Info: (323) 442-1144

Tuesday, Nov. 4

9 A.M. Neurology Grand Rounds. "Psychogenic Movement Disorders," Michael Rezak, Northshore Medical Group. ZNI 112. Info: (323) 442-7686

11 A.M. "Male Hypogonadism: Diagnosis and Treatment," Christina Wang, UCLA. HMR 100. Info: (323) 442-2806

7 P.M. Visions and Voices: The USC Arts & Humanities Initiative. "Vote Film 2008: Election Day!" UPC: Lucas Lobby. Info: visionsandvoices@usc.edu

Wednesday, Nov. 5

NOON. "Mechanisms and Functions of Synaptic Plasticity," Robert Malenka, Stanford Univ. ZNI 112. Info: (323) 442-3219

NOON. "The IL-2/C225 Pathway Determines Susceptibility to T1D in Humans and NOD Mice," Linda Wicker, Univ. of Cambridge. CSC 250. Info: (323) 442-1144

4 P.M. USC Ctr. for Excellence in Research. "Adding Measured Genes to Social Behavior Research," Carol Prescott, USC. UPC: CUB 329. Info: (213) 740-6709

5 P.M. Visions and Voices: The USC Arts & Humanities Initiative. "Icons of Culture," Jim Campbell. UPC: Fisher Museum of Art. Info: visionsandvoices@usc.edu

Thursday, Nov. 6

11:30 A.M. "Aging Memory: Remembering the Past and Imagining the Future," Daniel Schacter, Harvard. UPC: GER Aud. Info: (213) 740-0821

NOON. "The UreI of Helicobacter Pylori: More Than a pH-gated Urea Channel," George Sachs, UCLA. HMR 100. Info: (323) 442-1283

Friday, Nov. 7

11 A.M. Hematology Grand Rounds. "Geriatric AML," Allen Yang, USC. GNH 14-441. Info: (323) 865-3950

Notice: Deadline for calendar submission is 4 p.m. Monday to be considered for that week's issue—although three weeks advance notice of events is recommended. Please note that timely submission does not guarantee an item will be printed. Send calendar items to HSC Weekly, KAM 400 or fax to (323) 442-2832, or e-mail to eblaauw@usc.edu. Entries must include day, date, time, title of talk, first and last name of speaker, affiliation of speaker, location, and a phone number for information.

LAC+USC collects art to promote healing



Photo courtesy of LAC+USC

The painting titled "Family," created by artist and Los Angeles County Department of Public Health employee Alan Albert, was donated to LAC+USC Medical Center by the artist.

By Jon Nalick

The LAC+USC Medical Center Art Council, a nonprofit group that promotes art as a way to create a healing environment, is seeking contributions to help brighten and decorate the new Replacement Facility.

Barbara Oliver, hospital administrator of LAC+USC surgical services and chair of the Art Council, said the program's goal is to "enhance healing through art. Because we think it really makes a difference in improving the emotions of our patients."

And staff, she added: "They're not sick but it helps their spirits to be lifted, to be surrounded by art and beauty."

She said the program has already collected \$25,000 worth of original artworks and cash but the group is hoping to collect much more.

Oliver said her group hopes to solicit at least \$100 from each full-time faculty member working at the facility to support the program, noting, "That really isn't that much and it would make quite an impact for physicians to be seen as leaders in the effort."

She said that donations are tax deductible and that cash donations would be used to purchase, frame, install and maintain artworks. Donations of art—also tax deductible—are also helpful, so long as they steer clear of political or erotic themes.

"We'd like to get as much personal art as we can get—we like the personal touch," she said. "Ultimately, we'd really like to raise the bar on

what a public hospital looks like. It's a beautiful hospital and it would be a shame not to have art filling those halls."

Oliver emphasized that "having an art program is not about decorating space—it's about the impact of art on the patient and the caregiver experience. The environment is a part of the patient's experience and the hospital's message. The health care industry has come to realize that the environment—colors, design, sound, functionality of design—plays a larger role in the patient's experience than once thought."

Moreover, she added, "There is a growing body of evidence supporting the role of art in healing. For example, researchers have found that patients in calming environments require less pain medication, and art, especially ceiling art, for highly stressed pre-surgical patients was correlated with lower blood pressures."

"Art calms and distracts and promotes physical, mental, emotional and spiritual wellbeing, and can be therapeutic in the sense that it can give a message of hope, dignity, joy and concern. Art, in short, imparts a message that the patient's wellbeing is the caregiver's first concern," Oliver said.

For information on donating, sponsorships or naming opportunities, call (323) 226-6941 or fax (323) 226-6944. Checks may be made to LAC+USC Medical Center Art Council, c/o CARES, 1200 N. State St., Room 1900, Los Angeles, 90033.

HSC NEWSMAKERS

Complete listing at: www.usc.edu/uscnews/usc_in_the_news/

On Oct. 27, the *Los Angeles Times* ran an op-ed by emergency medicine expert **Marc Eckstein** reflecting on the closing of Los Angeles County+USC Medical Center's old building.

An Oct. 27 *Los Angeles Times* article quoted pharmacologist **Roger Clemens** about the health impact of gourmet table salts.

An Oct. 24 *Los Angeles Times* article quoted pediatric dentist **Julie Jenks** and featured USC School of Dentistry tips for keeping kids healthy around Halloween.

On Oct. 23, KPCC-FM interviewed allergist **Sheila Bonilla** on "Airtalk" about childhood food allergies.

An Oct. 22 *Daily Breeze* article noted that the LAC+USC Medical Center has been caring for trauma patients who would have previously gone to Martin Luther King Jr.-Harbor Hospital.

An Oct. 21 *Los Angeles Times* article cited a 2002 USC report linking smog and childhood asthma.

An Oct. 21 *Pasadena Star-News* article highlighted a music event that will benefit, in part, the USC/Norris Comprehensive Cancer Center.

An Oct. 17 *Orange County Register* article featured a patient treated at USC University Hospital and USC/Norris Comprehensive Cancer Center.

USC Health Sciences
Public Relations
1975 Zonal Ave.
KAM 400
Los Angeles, CA 90033

Non-Profit Organization
U.S. POSTAGE PAID
University of Southern
California