

Keck School names executive director of development

'Ann's experience in academic medicine is significant, and her track record in building successful development programs is impressive.'

—Keck School Dean Carmen A. Puliafito

By Jane Brust

Ann Braun will join the Keck School of Medicine as executive director of development and senior associate dean for resource development, effective Feb. 1, 2010, signaling a new era of integrated fundraising efforts for the newly integrated USC academic medical center.

Braun comes to USC from the University of Florida (UF) College of Medicine where she serves as associate dean of development and alumni affairs.

Braun and her team at UF have increased giving to medicine by 350 percent over the past four years as compared to the previous four-year period.

She was recruited to UF in 2005 to lead the \$315 million Campaign for Medicine, part of a \$1.5 billion university-wide campaign already in progress. Braun built the development team from a staff of five to 29 professionals serving two campuses during the successful development campaign that has raised \$180 million to date for scholarships, research fellows, professorships and facilities.

Braun will report to Keck School Dean Carmen A. Puliafito, who announced the appointment Nov. 30. She will work closely with the Keck



Ann Braun

School's clinical department chairs, basic science department chairs and institute directors, including USC Norris Comprehensive Cancer Center Director Peter Jones, and with the CEO of the USC hospitals, Mitch Creem, to increase philanthropic support for priority programs in patient care, research and education across the USC Health Sciences Campus. She also will serve as a member of the University Advancement Senior Team.

"Ann's experience in academic medicine is significant, and her track record in building successful develop-

ment programs is impressive," Puliafito said. "Our ambitious plans for the USC academic medical center will require strategic development efforts to cultivate our donors and ensure wise stewardship of their generous gifts."

Building upon the Keck School's visionary naming gift of \$110 million from the W.M. Keck Foundation nearly a decade ago, Braun will design and manage a new \$500 million fundraising initiative for USC's new academic medical center.

The University acquired USC University Hospital and USC Norris Cancer Hospital April 1 and integrated the previously independent

See **BRAUN**, page 3

Keck School begins major re-development of its Web site

By Bryan Schneider

A new Web site is in the works for the Keck School of Medicine to provide expanded functionality and tools, improved navigation and a fresh new design for the Keck School community. Development of the new site is under way with planned launch in July 2010.

"In this era of transformation on our medical school campus, we are in need of a robust Web presence that

reflects—and supports—our ambitious plans for growth and excellence in education, research and clinical care," said Keck School Dean Carmen A. Puliafito.

A Keck Web Site Re-Development Advisory Group, comprised of leaders representing administrative, clinical, research and education offices from the Keck School, has been appointed by the dean to advise on the project

throughout the process. The USC Health Sciences Public Relations and Marketing office and Keck Tech, in cooperation with the marketing firm Swanson Russell, are managing the project.

"This is a complete re-development of the Keck School Web site," said Jane Brust, senior associate vice president, USC Health Sciences Public Relations

See **KECK WEB**, page 3

USC breast cancer experts disavow new screening guidelines

By Leslie Ridgeway

If you're thinking about canceling your mammogram after reading about guidelines recently announced by the U.S. Preventive Services Task Force, USC breast cancer experts urge you to keep the appointment.

The guidelines, which state that most women under age 50 do not need routine mammograms, have left many women puzzled about what they should do to prevent breast cancer. If a woman doesn't have a family history of breast cancer, should she stop scheduling an annual mammogram between ages 40-49? Should she only have one every two years, after age 50?

No, said Stephen Sener, chief, division of surgical oncology at the Keck School of Medicine. Sener points to mammography's ability to find cancers when they're smaller and more manageable—and survivable.

"Size matters," he said. "A person who has a smaller cancer detected has a better chance of survival. That's not debatable."

With breast cancer death rates dropping 30 percent since 1990, the new guidelines could result in fewer women being screened and a reversal of a positive trend.

"We will continue to recommend that women have an annual mammogram after age 40," said Linda Hovanessian Larsen, director of women's

imaging, Department of Radiology. "Seventy-five percent of breast cancers are found in women with no family history. The guidelines are a disservice to women."

Christy Russell, co-director of the Lee Breast Center at USC Norris Cancer Hospital and member of the American Cancer Society's Board of Directors, said the guidelines come at a critical moment in health care reform and legislation, when decisions are being made about which tests and procedures should be covered by health insurance.

"I'm all for health care legislation and cost cutting, but to me, this is the wrong subject," she said. "To do this when everyone agrees that there is a reduction in deaths is disturbing."

Russell noted that health care legislation currently under consideration by Congress could place screening tests and therapies on an "A-B-C-D-F" grading system, with tests and therapies rated "A" or "B" getting the nod for payment. "This recommendation specifically states that a mammogram for women ages 40-49 would get a 'C' grade," she said. She added that the American Cancer Society hopes the task force will change its conclusions.

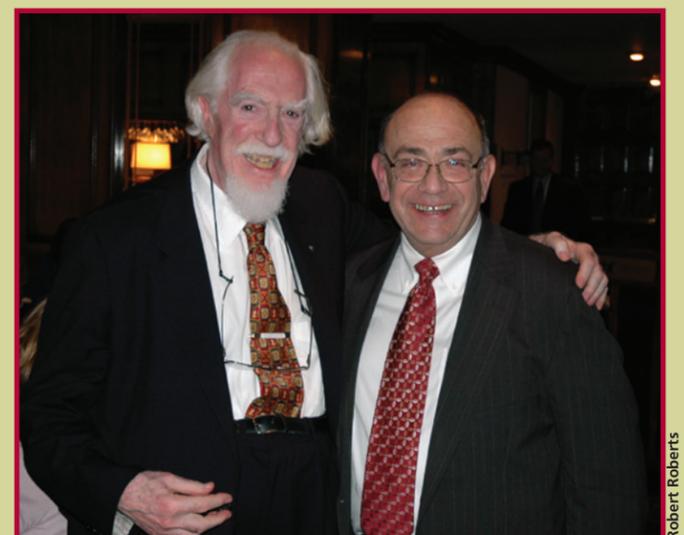
For more about breast cancer and mammography, visit the USC Norris Cancer Hospital Web site at <http://www.uscnorriscancerhospital.org>.



Stephen Sener



Christy Russell



Robert Roberts

Walter Wolf with former School of Pharmacy colleague Jordan Cohen, who is currently the vice president of research at the University of Iowa.

USC celebrates 50-year tenure of pharmacy professor Walter Wolf

By Kukla Vera

While many things have changed at USC over the last 50 years, professor Walter Wolf has remained a consistent force at the School of Pharmacy. Wolf, one of only 20 faculty members holding the title of Distinguished Professor, started his USC career in the chemistry department in 1959, moving to the School of Pharmacy in 1962.

Since then, Wolf has shepherded hundreds of students through the school's Pharm.D., Ph.D. and M.S. programs. Many of those students were among the Trojans gathered at the Edmondson Faculty Center on the Health Sciences Campus Nov. 7 to celebrate his milestone.

"And to think I came to USC for a one-year research appointment," Wolf quipped.

During his tenure at the School of Pharmacy, Wolf developed the USC radiopharmacy program, pioneering the field with novel strides in the use of radioactive materials that have had profound implications on cancer treatment.

"You helped place the USC School of Pharmacy ahead of the curve. With skill and devotion, with insight and great talent, you advanced pharmaceutical studies and the training of newer generations of pharmacists and scientists," President Steven B. Sample wrote in a letter read by School of Pharmacy Dean

See **WOLF**, page 2

Columbia University honors USC diabetes expert Richard Bergman

By Leslie Ridgeway

For his achievements in research on type 2 diabetes, Richard Bergman has been honored with the Naomi Berrie Award for Outstanding

Achievement in Diabetes Research from Columbia University Medical Center.

The award, designed to promote and recognize outstanding accomplishments in the field of diabetes research, gives Bergman \$100,000 to support a two-year research fellowship for a student or research fellow in his lab.

Bergman, professor and chair of the Department of Physiology & Biophysics, accepted the award at the 11th annual Frontiers in Diabetes Research conference on Nov. 14.

"It's a great honor for me and my colleagues to receive the Naomi Berrie Diabetes Award," said Bergman. "It

is equally honorific to be listed among the previous recipients, who are among the best diabetes researchers in the world. Finally, I am very much looking forward to the arrival in my lab of Dr. Josiane Broussard, who will be supported by the Berrie (award). She is a young investigator with enormous potential."

One of Bergman's most important contributions to diabetes research is the definition of the "disposition index," a predictor of risk for type 2 diabetes. The disposition index describes the capacity of the pancreatic β -cells to secrete additional insulin to compensate over time for alterations in insulin sensitivity. It is now known that the disposition index is inherited, and is a potent predictor of long-term normality versus instability of glucose levels.

The diabetes research community has extensively used Bergman's minimal model analysis to study the regulation of metabolic functions under a variety of environmental and genetically influenced conditions. Large-scale epidemiologic and genetic studies of diabetes

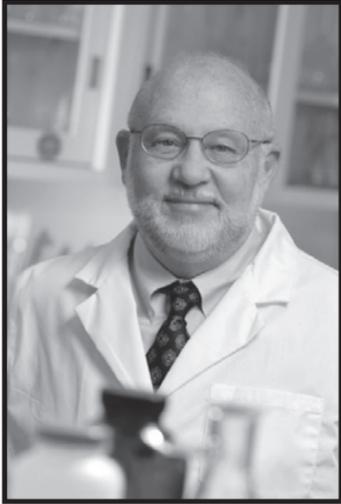
and related diseases have been made possible by the analysis of Bergman and his colleagues.

Bergman's other major contributions to understanding endocrine regulation and metabolism include discovering sensors for glucose in the abdominal portal vein that are the first line of defense in the counter-regulatory response to hypoglycemia. This latter work has important implications for countering hypoglycemia in type 1 diabetes mellitus.

Bergman received the Banting Medal for Scientific Achievement in 2006 as well as the Man of Distinction Lifetime Achievement Award in 2004, both from the American Diabetes Association.

He is a graduate of the Case Institute of Technology in Cleveland, Ohio, where he received a bachelor's degree in biomedical engineering in 1965.

In 1971, he received his Ph.D. in physiology from the University of Pittsburgh Medical School.



Richard Bergman

ACS offers \$25,000 seed grants

The USC Norris Comprehensive Cancer Center has available funds from the American Cancer Society Institutional Research Grant to provide sums up to \$25,000 for beginning cancer research projects.

The grants are designed to serve as seed money to help launch promising new projects or novel ideas by junior faculty members who have not received a competitive national research grant or prior support from the Institutional Research Grant.

Projects in any area of cancer research—including basic, clinical, epidemiological or behavioral—will be considered.

Deadline for submission of applications is Feb. 26, 2010. Review of proposals takes four to six weeks.

Application instructions can be obtained from Lauren Lopez, USC Norris Comprehensive Cancer Center, Room 8302K, MC-9181. For questions, call (323) 865-0801.

FIGHTING CANCER IS ALWAYS IN FASHION

The San Pedro Peninsula Cancer Guild celebrated its 25th anniversary on Nov. 8 at its annual boutique, luncheon, and fashion show, "An Affaire to Remember." The guild has supported USC Norris since 1995 and proceeds from the annual event support gastrointestinal cancer research.

Cancer Center Director Peter Jones and Heinz-Josef Lenz, professor of medicine at the Keck School of Medicine, spoke at the event, which was held at the Hyatt Regency Hotel in Long Beach.

Right, Jones and Harlyne Norris, chair of the USC Norris Advisory Board, appear at the event.



Janet Morgan

WOLF: Honored for service, 'stellar legacy'

Continued from page 1

R. Pete Vanderveen. "You've brought great luster to USC."

That luster was evident during the celebration as generations of former students recalled their studies with Wolf and his impact on their careers.

The night was captured in a comment by Randy Manaka, a Wolf lab alum who said, "Dr. Wolf was a mentor and professor times three. That's the kind of teacher he has been for all of us."

Wolf's work in radiopharmacy has earned him national renown, and he currently chairs the Provost's Biomedical Imaging Science Initiative. On the international front, he is the founding chair of the Multidisciplinary Advisory Council on Noninvasive Imaging Studies, a group of the top imaging experts from government, academia and industry.

During the evening, many former students and colleagues stood up to thank and commend Wolf on his work and his impact on their lives.

School of Pharmacy colleague Curtis Okamoto, past president of the Pharmacy Faculty Association, thanked Wolf for his guidance while he was in that role. Associate

dean Fred Weissman remembered Wolf as his teacher and now his colleague.

Department of Pharmacology and Pharmaceutical Sciences chair Sarah Hamm-Alvarez, the Gavin S. Herbert Professor of Pharmaceutical Sciences, recalled her job interview with Wolf and his suggestion that she change the radioactive materials she was using in her research. "Walter, you are always very engaged. And you are one of the reasons that I decided to come to USC."

Wolf is a past president of the Correlative Imaging Council and Educational Research Foundation of the Society of Nuclear Medicine. In 2006, he was awarded the Georg Charles de Hevesy Nuclear Pioneer Award. In addition to his other positions at USC, Wolf has served as a past president of the Academic Senate and as chair of the biomedical chemistry department.

The closing in a letter from Executive Vice President and Provost C. L. Max Nikias read at the event stated, "USC's current standing is part of your stellar legacy, Walter. We warmly commend you as we celebrate your golden anniversary at USC."

The Weekly

Next Issue: Dec. 11

The Weekly is published for the faculty, staff, students, volunteers and visitors in the University of Southern California's Health Sciences Campus community. It is written and produced by the Health Sciences Public Relations and Marketing staff. Comments, suggestions and story ideas are welcome. Permission to reprint articles with attribution is freely given.

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KECK WEB: Renovation aims for user-friendliness, efficiency in updating content

Continued from page 1
and Marketing. “The goal is to produce a site that better serves the increasing Web needs of the Keck School community while effectively representing the Keck School to external audiences with impactful pages.”

Highlights of the new site will include: a new master calendar application for all Health Sciences Campus events, searchable databases to help researchers connect and keep apprised of ongoing studies, and integration of more interactive applications.

In the days ahead, academic

departments and key administrative units will receive instructions for reviewing their current content. “Each unit needs to ‘own’ their content, and we need a thoughtful review to determine what content is outdated, what content should be kept, and what content should be developed,” Brust said.

Interviews with and surveys of Keck faculty, staff and students were conducted last spring to assess the Web needs of Keck School constituents including alumni, donors and prospective students.

Reviews of other medical school sites, analysis of current Keck site utilization and other research laid the groundwork for a preliminary Web strategy and work plan.

A new, user-friendly content management system emerged as the highest priority, and such a system has been purchased to simplify the process of updating and expanding the new Web site going forward. “Web sites are like living organisms, they constantly evolve,” Brust said. “In this era of growth among all Keck School programs, we need to be sure our site

matches the caliber of our faculty and students and all those whom we serve.”

The first phase of the project will produce a new design template, updated and enhanced content (text and images) for the most visible pages on the site, and restructured navigation and organization.

The launching of the new site will mark the conclusion of the first phase and the beginning of the second phase, in which more pages on the site will be updated and put into the new design template. More new functions and technologies will be integrated into the site in this phase.

Members of the Keck Web Site Re-Development Advisory Group include: Rochelle Boswell, Tom Buchanan, John Casagrande, Jonathan Corbett, Donna Elliott, Betty Fini, Henri Ford, Bill Loadvine, Jonathan Samet, Jennifer Severa and Julie Starnes.

The Keck School Web re-development project follows the recent launch of other new sites for the Health Sciences Campus including the award-winning Doctors of USC site launched in July 2008, and new sites for USC University Hospital and USC Norris Cancer Hospital, unveiled in 2009. PR and Marketing staff teamed up with Swanson Russell on all three sites. Eventually, all three clinical sites will be well-integrated with the new Keck School site.

‘Web sites are like living organisms, they constantly evolve. In this era of growth among all Keck School programs, we need to be sure our site matches the caliber of our faculty and students and all those whom we serve.’

—Jane Brust, senior associate vice president, USC Health Sciences Public Relations and Marketing



HONORING CANCER CENTER SUPPORTERS—The USC Norris Comprehensive Cancer Center celebrated the dedication of the Valerie and Eugene Henry Hoffman Waterfall—located at the Kennedy Plaza—and the Valerie and Eugene Henry Hoffman Café at USC University Hospital. Above, at the Oct. 11 event are friends and family of Eugene Hoffman (seated) and USC alumna Valerie Foster Hoffman (center left) as well as (cutting ribbon, from left) Keck School of Medicine Dean Carmen A. Puliafito and USC Norris Comprehensive Cancer Center Director Peter Jones.

BRAUN: ‘Academic medicine is one of our country’s most precious public goods’

Continued from page 1
private practices of the Doctors of USC into one health care system, effective July 1.

The ultimate goal is to create a vibrant academic medical center that enhances the productivity and prestige of the medical school, the faculty, the hospitals and the university as a whole.

“Academic medicine is one of our

country’s most precious public goods,” Braun said. “I’m committed to promoting awareness of its mission to educate the next generation of physicians and scientists, to provide specialized care for those most in need, and to advance medical research that can lead to new therapies and disease prevention. I truly treasure those who generously give of themselves and their resources

to fulfill a shared vision for the advancement of academic medicine.”

Prior to joining the University of Florida, Braun worked at the University of Michigan in Medical Development and Alumni Relations. She was the first fundraiser to bridge development efforts between pediatrics and C.S. Mott Children’s Hospital, leading to the Champions for

Children Campaign, which resulted in the construction of a new children’s hospital.

Prior to moving into development, Braun spent 13 years in educational sales with a subsidiary of Berkshire-Hathaway. She earned both a bachelor’s degree and a master’s degree in communications from Eastern Michigan University.

The Weekly NEWSMAKERS

A Nov. 30 *Los Angeles Times* article quoted **Jeff Goad, Steven Chen** and **Kathy Besinque** from the School of Pharmacy about how pharmacists play an important role in health care by serving as resources about drug use and effectiveness.

A Nov. 23 *Los Angeles Times* article quoted associate professor of medicine and co-director of the Lee Breast Center at USC Norris Cancer Hospital **Christy Russell** about new mammogram guidelines from the U.S. Preventive Services Task Force. KABC-TV also interviewed Russell about the guidelines.

A Nov. 22 *New York Post* article quoted professor of obstetrics and gynecology and chief of the division of reproductive endocrinology and infertility **Richard Paulson** about a report that a 49-year-old patient at a fertility center in New York gave birth to a baby

conceived with her own egg frozen at age 48—the oldest on record.

On Nov. 20, KCBS-TV interviewed professor of clinical pathology and obstetrics **Juan Felix** about new cervical cancer screening guidelines.

A Nov. 19 *Nashville Business Journal* article reported that **D. Brent Polk** has been named chair of the Department of Pediatrics at the Keck School of Medicine and chair of pediatrics and vice president of academic affairs at Childrens Hospital Los Angeles, which is affiliated with the Keck School. A MedCenter Today Online article also reported on the announcement.

On Nov. 19, ABC News.com noted USC is one of a number of American medical centers recommending

that women not follow new mammogram guidelines from the U.S. Preventive Services Task Force.

On Nov. 18, the TV show “The Doctors” featured professor of ophthalmology **Mark Humayun** and the retinal implant project.

A Nov. 17 *Los Angeles Times* article quoted surgical resident **Heather Rosen** about a study she led while at Harvard Medical School which found that trauma patients without health insurance are more likely to die than people who belong to a health plan. A widely carried Associated Press article, National Public Radio, ABC News, Reuters, CBS News, Nature, MedPage Today, and the Huffington Post also quoted Rosen on the study.

Calendar of Events

This Calendar of events is also online at www.usc.edu/hscalendar for the Health Sciences Campus community

Saturday, Dec. 5

8 a.m. KSOM Continuing Medical Education Seminar. "Breast Cancer Update: State of the Art for the Primary Physician," Various speakers. NRT Aresty Conference Ctr. Info: (323) 442-2555

Monday, Dec. 7

Noon. Liver Grand Rounds. "Case Presentations," Pilsoo Oh, USC. IPT C2J101. Info: (323) 409-7995

Noon. KSOM Research Seminar. "Fine Tuning of Signal Pathways in Tooth Development and Regeneration," Irma Thesleff, University of Helsinki. NRT Aresty Aud. Info: (323) 442-1144

Tuesday, Dec. 8

8 a.m. Pathology and Laboratory Medicine Grand Rounds. "Inflammatory Skin Diseases for the General Surgical Pathologist," Mark Wick, Univ. of Virginia Health System. NOR 7409. Info: (323) 442-1180

10:30 a.m. University Hospital Guild Holiday Luncheon. "Overlapping Drugs," Kathy Besinque, USC. UNH Inpatient Café. Info: (323) 254-0600

Noon. Cancer Center Grand Rounds. "MIRNAs: Their Developing Role in Prostate Cancer," Ralph De Vere White, USC. NRT Aresty Aud. Info: (323) 865-0801

Wednesday, Dec. 9

8:30 a.m. "Radiographic Evaluation of Pulmonary Vasculature," Jabi Shriki, USC. GNH 11-321. Info: (323) 226-7923

Noon. "Molecular Imaging: Modalities, Methods and Utility," Hossein Jadar, USC. NML East Conference Rm. RSVP: uscceer@usc.edu

Noon. "Vitamin D," John Sim, Kaiser Permanente. GNH 4420. Info: (323) 226-7307

Friday, Dec. 11

Noon. GI Grand Rounds. "Case Presentations," Saro Khemichian, USC. OPT A5C129. Info: (323) 409-7995

Noon. "How Mammals Sense Infection and Fight It: A Forward Genetic Approach," Bruce Beutler, Scripps Research Institute. NRT Aresty Aud. Info: (323) 226-7593

Monday, Dec. 14

Noon. Liver Grand Rounds. "Case Presentations," Pilsoo Oh, USC. IPT C2J101. Info: (323) 409-7995

Noon. KSOM Research Seminar. "Bioenergetic Crisis of Menopause: Implications for Risk of Alzheimer's Disease," Roberta Brinton, USC. NRT Aresty Aud. Info: (323) 442-1144

Wednesday, Dec. 16

Noon. "Renal Biopsy," Michael Koss and Vito Campese, USC. GNH 4420. Info: (323) 226-7307

Friday, Dec. 18

Noon. GI Grand Rounds. "Case Presentations," Kian Keyashian, USC. OPT A5C139. Info: (323) 409-7995

Monday, Dec. 21

Noon. Liver Grand Rounds. "Case Presentations," Pilsoo Oh, USC. IPT C2J101. Info: (323) 409-7995

Wednesday, Dec. 23

8:30 a.m. "Blood Pressure Management in Neurocritical Care," Nerses Sanossian, USC. GNH 11-321. Info: (323) 226-7923

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 *The Weekly*, KAM 400 or fax to (323) 442-2832, or e-mail to eblauw@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.



Jon Nalick



Jon Nalick



Sara Reeve

THAT'S THE SPIRIT!— Left, USC Norris mammography technician Irene Nieto shows her spirit on Beat The Bruins Day—Nov. 24—as does USC University Hospital visitor Juanie Melendez (top) with Trojan-themed lunch treats. Above, fifth-year medical student Michael Hughes leads his peers in a So. Cal Spell-out on Student Spirit Day on Nov. 20.

Medical students connect with donors at scholarship luncheon

By Sara Reeve

For fourth-year medical student Grant Shifflett, the decision to attend medical school was a need instead of a choice.

"Medicine is a calling with an almost gravitational pull," said Shifflett, speaking at the annual Keck School scholarship luncheon on Nov. 4 at Hoffman Hall. "The decision to go into medicine is not programmatic—it's about passion."

The cost of attending the Keck School of Medicine can be prohibitive for some of the best prospective students.

According to Henri

Ford, vice dean for medical education, the average cost of attending for one year is \$63,000, which includes tuition, fees, books and living expenses. The average debt load for graduating Keck School students is \$170,000.

To help reduce that amount, many students rely on the generosity of donors who provide funds for scholarships. The luncheon gave 29 medical students an opportunity to meet these donors and thank them.

Shifflett, the student speaker at the event, told the audience that scholarship funds have opened tremen-

dous opportunities to study, pursue research and travel.

"With your support, the heart and soul of medicine is safe," he said. "Your love and generosity give us the opportunity to do what we love most—practice medicine."

Ford noted that by providing funds to support the education of Keck students, donors are helping to improve the health care of California.

"Seventy percent of our graduates end up practicing in California, so you are actually investing in your future doctors who will take care of you and your family members in years to come," he said.

Take *The Weekly* readership survey

To make the *The Weekly* more responsive, useful and informative, we are conducting an online readership survey through the end of December. We will compile the survey results and report back in the new year with a story on your feedback, as well as on any changes to this publication that we feel are appropriate based on survey responses.

Please take five minutes to complete the nine-question survey at: <http://www.surveymonkey.com/s/FD8LX5F>.

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