**Doctors of USC Beverly Hills on track to open in fall 2010**

A new satellite location for The Doctors of USC in Beverly Hills is a step closer to reality. USC recently signed a nine-lease agreement valued at $8 million, for 14,195 square feet of medical office space at Arroway Medical Plaza, a premiere medical office campus at 9033 Wilshire Boulevard.

The Doctors of USC Beverly Hills—affiliated with the Keck School of Medicine—is scheduled to open in fall 2010 and will be located in suites 300 and 500 of the building, at the northwest corner of Wilshire Boulevard and Wetherly Drive.

The Doctors of USC Beverly Hills will offer the latest treatments from top specialists. Advanced care through cutting-edge therapies and clinical trials will be offered, as well as continuing medical education for community physicians.

The initial focus will be on ophthalmology and cancer care, providing a complete range of sub-specialties to deliver comprehensive diagnostic and treatment services.

“The vital center brings the care and expertise of The Doctors of USC closer to Westsiders,” said Carmen A. Puliafito, dean of the Keck School. “The Doctors of USC Beverly Hills center is a dramatic demonstration of the Keck School of Medicine’s commitment to advancing the art and science of medicine for our local community.”

The center will feature patient exam and treatment rooms, on-site laboratory and pharmacy, and valet parking. A USC Boardroom, Trojan Hospitality Room, and a medical education video conferencing center are also planned. Future services include a men’s health center, women’s health center and imaging center.

The 50,000-square-foot Arroway Medical Plaza is the newest, state-of-the-art medical building in Beverly Hills. Designed by Sim & Associates, 9033 Wilshire offers distinctive architectural style with steel and glass construction and artistic elements such as a 14-foot by 26-foot glass mural in the lobby designed to continuously change colors using an energy efficient LED system. The mural was designed by lighting artist David Steinitz using the same system installed at Los Angeles International Airport on the color changing columns near the entrance on Century Blvd.

The plaza courtyard boasts a 30-foot by 46-foot art installation of an aluminum-weave orchid mural designed by Youn Woo Chia, a multimedia artist whose work is collected by international museums.

**Herman Ostrow School of Dentistry jumps in rankings**

By Beth Dunham

From 2008 to 2009, the Herman Ostrow School of Dentistry of USC jumped from 16th to 12th in a ranking of all United States dental institutions receiving funds from the National Institute of Dental and Craniofacial Research (NIDCR).

The rankings, which include both public and private dental schools as well as research-specific dental institutions, place USC at No. 3 among all private U.S. dental schools in regards to funding awarded from the institute, a part of the National Institutes of Health. Also notable is the dramatic increase in the Ostrow School of Dentistry’s funding from the national institute during a tough economic year in which award amounts increased very little—or fell markedly—at many other institutions.

The Ostrow School of Dentistry saw its institute funding increase from $3.2 million in 2008 to more than $4.8 million in 2009.

Yang Chai, associate dean of research for the Ostrow School of Dentistry and director of the Center for Craniofacial Molecular Biology, called the achievement a collective effort made possible by the creativity and ingenuity of the Ostrow School of Dentistry’s research faculty.

The school’s research teams are conducting investigations that turn science fiction into breakthrough treatments that improve society’s oral and overall health. These studies include: the creation of a comprehensive database on craniofacial genetics; the diagnosis of dental disease using saliva; the pre-birth nonsurgical reversal of cleft palate; the use of stem cells in wound healing; lupus treatment; the use of saliva; the pre-birth nonsurgical reversal of cleft palate; the diagnosis of dental disease using saliva; the pre-birth nonsurgical reversal of cleft palate; the diagnosis of dental disease using saliva; the pre-birth nonsurgical reversal of cleft palate; the diagnosis of dental disease using saliva; the pre-birth nonsurgical reversal of cleft palate; the diagnosis of dental disease using saliva; the pre-birth nonsurgical reversal of cleft palate; the diagnosis of dental disease using saliva; the pre-birth nonsurgical reversal of cleft palate; the diagnosis of dental disease using saliva; the pre-birth nonsurgical reversal of cleft palate; the diagnosis of dental disease using saliva; the pre-birth nonsurgical reversal of cleft palate; the diagnosis of dental disease using saliva.
Florence Clark kicks off term as president of AOTA

Taking the helm of the American Occupational Therapy Association (AOTA), Florence Clark delivered an energizing speech as her inaugural presidential address May 1 at the 90th Annual Conference and Expo in Orlando, Fla.

“None of these tasks will be easy,” Clark acknowledged, “but the more of us who engage in building a better profession and who use our Centennial Vision, the clearer our high definition picture will be.”

D. Brent Polk outlines plans for the Keck School’s Department of Pediatrics

D. Brent Polk entered the field of pediatrics as a medical student “primarily because I believe that we can make a difference in the life of a child. And if we do make that difference early, that the rest of their life will have been better for it.”

Now, as chair of the Department of Pediatrics at the Keck School of Medicine of USC and chair of pediatrics and vice president of their life will have been childrens hospital. And if we do make that difference in the life of a child. And if we do make that difference early, that the rest of their life will have been better for it.”

He said that given the tremendous resources and infrastructure Childrens Hospital has developed, the department can capitalize on the unique and diverse patient population and form international collaborations to improve the health of children worldwide. “I believe that in our lifetimes—through effective treatment and research—we will have the ability to significantly impact pediatric disease,” said Polk. “I want our research to be global, interdisciplinary and translational.” He also presented some detailed goals for the next five years. By 2015, Polk would like to see Childrens Hospital’s NIH rank rise from its current standing at number 8 to ranking in the top five. In addition, Polk wants to increase NIH funding by $26.5 million, recruit an additional 42 research faculty, and increase the number of research projects, fellows and residents at Childrens Hospital.

“I believe that we can transform how we promote health once we have the tools to identify the children who are at greatest risk,” said Polk. “If we can intervene early and prevent them from developing diseases in the first place, the cost—both to their families and to society—will be tremendously improved.”

USC Norris offers free breast cancer seminars

USC Norris Cancer Hospital will host free breast cancer seminars in June. USC physicians who specialize in breast cancer—radiologists (mammography), surgeons, plastic and reconstructive surgeons, and medical oncologists—will speak about the latest treatments and options.

Physicians who will present are surgeons Stephen Sener and Dennis Holmes; radiologists Linda Hovanessian-Larsen and Pulin Sheth; plastic and reconstructive surgeons Regina Baker, Wesley Schooler and Alex Wong; and medical oncologists Debasish Tripura and Christy Russell.

To see the schedule of speakers and to register for one of the seminars, go to uschospitals.com/breastcancer. The seminars will be at these times and locations:

- June 2, 6 p.m. to 8 p.m., Glendale
- June 9, 6 p.m. to 8 p.m., Irvine
- June 12, 9 a.m. to 11 a.m., Irvine

For more information, please call 323-442-2830.

DENTISTRY: School makes funding gains

Continued from page 1

As president of the AOTA, Clark will lead the board in setting strategic directions, including preparing the organization and its members for implementation of its “Centennial Vision,” a forward-looking mission statement devised to recognize that both the association and the profession will celebrate their 100th anniversary in 2017.

“As part of my presidency, we will take pride in the variation that characterizes our practice, feeling good about the complexity of our work, and appreciating that some of us concentrate on close-ups and others of us on the wide-screen. Nevertheless, we can share our collective vibrancy,” she said. “Let’s use high definition occupational therapy to make the goals of our Centennial Vision inevitable.”

Clark emphasized the importance of research and of establishing mechanisms for supporting the development of career scientists in occupational therapy. She also called for increased visibility and advocacy. Additionally, Clark wants to triple AOTA membership, which would enable the profession to increase its resources to address public awareness, research capacity, best practice, and other Centennial Vision priorities.

The Weekly

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HELPING TO SAVE SIGHT

At its 35th annual spring benefit in March, the Luminaires Founder Chapter, a volunteer support group of the Doheny Eye Institute, raised more than $100,000 to help restore, preserve and improve human eyesight. The event, at the California Club in Los Angeles, attracted more than 250 participants and featured a fashion show and boutique vendors.

At right, are (front, row, from left) participants Elizabeth Sample, USC first lady Kathryn Sample, Ann Summers, (back row, from left) Joan Schneider and Joan Traieti.
Women’s Cardiovascular Center offers personal, comprehensive care

By Valerie Zapanta
Candy Duncan, vice president of USC University Hospital Guild, was intrigued when she first heard about the creation of a new USC cardiovascular center for women—and even more so when she learned that solely female physicians would staff it.

Hearing about plans for the Women’s Cardiovascular Center from Leslie A. Saxson, chief of the division of cardiovascular medicine and professor of clinical medicine at the Keck School of Medicine, “motivated me to be their first patient,” Duncan said.

She added, “Although I have not encountered heart problems personally, I knew it was a wonderful opportunity to have a thorough checkup at the center. I am actively promoting the center to my friends and family as the place to go for cardiovascular health needs.”

The center, which opened in late 2009, was established to assure that the unique needs of women are recognized and met in the prevention, detection and treatment of cardiovascular disease. Heart disease is the number one killer in women, regardless of race or ethnicity, claiming more lives than all forms of cancer combined.

Doctors of USC physicians Saxson, Vivian Y. Mo, director of the Women’s Cardiovascular Center and assistant professor of clinical medicine at the Keck School, and Helga Van Herle, associate professor of clinical medicine at the Keck School, formed the all-woman, multidisciplinary team of health care professionals centered around the female patient with the goal of preventing heart disease. As part of the USC Cardiovascular Thoracic Institute, the mission of the center is to provide open, expert and personalized comprehensive cardiovascular education and care to women of all ages.

“The center is staffed by a dynamic group of individuals who believe in providing individualized comprehensive care. I personally like to see women of all ages and races have their cardiovascular health assessed in a unique clinic setting like we have established, so that specific treatments and information can be provided to them that will help prevent having cardiac disease in the future,” said Mo.

The center is comprised of physicians and nurse practitioners who provide comprehensive cardiac care, such as preventive cardiology and treatment of established cardiac disease problems. These include, but are not limited to, hypertension, high cholesterol, valvular disease, coronary artery disease, heart failure and arrhythmias. A patient’s initial visit will include an extensive review of their medical history, a thorough physical exam and a screening for risk factors.

The Women’s Cardiovascular Center is located on the fourth floor of the Health Consultation Center II in the Cardiovascular Thoracic Institute. For more information please call (323) 442-6278 or e-mail wcvc@cvti.usc.edu.

Timothy S. Greaves, voluntary clinical professor of pathology, 75

By Sara Reeve
Timothy S. Greaves, voluntary clinical professor of pathology at the Keck School of Medicine, died May 8. He was 75.

“Tim was an exemplary pathologist and supportive colleague, an inspirational and dedicated teacher to generations of residents and medical students, and a lover of cricket and his West Indian heritage,” said Clive Taylor, former chair of the Department of Pathology at the Keck School. “Tim was a wonderful human being, who by his daily presence blessed us all with his dignity and his humor.”

Greaves began his long involvement with USC in 1968, when he served a fellowship at LAG-USC Medical Center in cytopathology. He was appointed physician specialist in the Department of Laboratories and Pathology at LAG-USC Medical Center the following year, and instructor of pathology at the Keck School in 1970.

In 1989, he was appointed director of exfoliative cytology at the LAG-USC Medical Center, and associate professor of clinical pathology. In 1990, he was promoted to professor of clinical pathology in 1999. Upon his retirement from full time service, he was appointed to the voluntary faculty in 2009 as clinical professor of pathology.

“We were privileged to be his second family,” said Taylor. “None of us who knew Tim will ever forget him. Our lives have been made better by his having shared space and time with him.”

Greaves is survived by his wife, Thelma Greaves.

Research grantsmanship workshops slated for June 8, 9

Keck Research Advancement will host a series of grantsmanship workshops, led by Israel Goldberg, president of Health Research Associates on June 8 and 9.

Goldberg spent 13 years in research administration at the National Institutes of Health prior to becoming an independent consultant. Drawing on the successes he enjoyed in developing large-scale national research programs, he provides intensive consultation and advice to medically oriented groups in planning for the development of research programs, and in securing research grant support.

Scheduled seminar and workshops:
• June 8, Mayer Auditorium, 1:30-3:30 p.m. Seminar open to all. “How to change your grantsmanship skills towards the new-style NIH grant applications.”
• June 9, McKibben 249, 10-11:30 a.m. Junior faculty and postdocs: “Writing your first NIH grant application.”
• June 9, McKibben 249, noon to 1 p.m. K-award faculty: “Writing your K-Award application: nuts and bolts.”

For more information, contact (323) 442-1476 or ResAdv@keck.usc.edu.

The Weekly NEWSMAKERS

A May 20 U.S. News & World Report article quoted professor of medicine in the cardiovascular division Robert Kloner about erectile dysfunction as an indicator of heart disease.

A May 19 Press-Enterprise article reported that professor of preventive medicine Rob McConnell would speak at an environmental health forum hosted by the Center for Community Action and Environmental Justice.

A May 19 Glendale News-Press article cited USC’s Children’s Health Study, which found that residential or school proximity to major traffic corridors is associated with respiratory impairment in children and adults.

A May 17 Science News article cited an op-ed by Flora L. Thornton Chair of the Department of Preventive Medicine Jonathan Samet and a colleague that accompanied a new Intervertebra study on the link between cell phone use and brain tumors. AOL News and CBC News, Canwest News Service and the Globe and Mail (Canada) also cited the editorial.

A May 17 Los Angeles Times article quoted chair of the Department of Emergency Medicine Edward Newton about the accuracy of medical situations on the television show “Nurse Jackie.”

A May 16 Los Angeles Times article quoted clinical assistant professor Jessica Wu about freckles being a sign of sun damage.

A May 15 Los Angeles Times article noted that USC received $27 million from the statewide regenerative medicine agency for a stem cell institute.

A May 12 WebMD article quoted clinical professor of ophthalmology James Salz about a new study which suggests that an eye operation typically reserved for patients with severe nearsightedness may be a safer alternative to standard laser eye surgery for patients with less severe forms of nearsightedness.

On May 13, KABC-TV quoted Roger Clemens of the USC School of Pharmacy about the importance of vitamin D.
By Ryan Ball

The dinnertime battle of wills is a drama that plays out in most households with small children. While it’s normal for kids to reject certain foods, researchers studying the effects of picky eating on health and nutrition suggest that food selectivity may be an indicator of larger developmental issues.

Sharon Cermak, professor of occupational science and occupational therapy at the Herman Ostrow School of Dentistry, was involved in a recent study that compared the eating habits of 53 children with Autism Spectrum Disorders (ASD) to those of 58 typically developing children. The Children’s Activity and Meal Patterns Study (CHAMPS) monitored mealtime behavior of children between the ages of 3 and 11, and found that those diagnosed with ASD rejected an average of 41 percent of foods offered, while the other children turned down 18.9 percent of foods.

Though picky eating is not a cure symptom of autism, the findings suggest that kids with ASD may be at a greater risk of nutritional deficiencies and obesity since carbohydrates are typically favored over fruits and vegetables.

As an occupational therapist, Cermak focused primarily on looking at sensory processing and its relationship to food selectivity.

“What our research is showing is that it’s more a problem of feel, the feel of their mouth, as opposed to the taste,” Cermak said. She noted that the same sensitivities can interfere with multiple aspects of a child’s functioning, such as oral care and hygiene. “It can result in problems with fingernail care, getting their fingernails cut or their hair washed because they find the light touch uncomfortable,” she said.

The study was published in the Journal of Pediatrics and can be viewed at www.jpeds.com.

Cermak said the group is in the process of securing funding to do a second study.

In case of an emergency...

Call the Emergency Information Phone: 213-740-9233 The emergency telephone system can handle 1,400 simultaneous calls. It also has a backup system on the East Coast.

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.