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HSC Fitness Center muscles in on campus exercise regimens

The new HSC Fitness Center opened on Aug. 22 in the Soto Street Building.

The 10,000-square-foot center houses a variety of cardiovascular and fitness equipment, weights and two group exercise rooms. Additionally, a lighted basketball court adjacent to the fitness center is available for drop-in and intramural programs.

Below are some frequently asked questions about this new addition to the Health Sciences Campus.

Q. What is the cost of a membership?
A. The center is free to use for USC students, but they must become regular members to gain access to the facility. Staff and faculty may purchase a membership for $200 per year. Until Sept. 30, there is a $35 annual fee for staff and faculty.

Q. Is there an additional cost to take group exercise classes?
A. There are no additional costs for students to take classes, but there is a $35 annual fee for staff and faculty.

Q. Is there a charge for parking?
A. Parking is free in unreserved spots in the adjacent parking lot. There is additional metered parking on the street. Visitors should not park in reserved spaces.

Q. What are the shuttle stop locations?
A. Shuttles stops are:
- Southwest corner of Biggy and Eastlake Ave. (in front of structure)
- In front of Norris (in front of fire hydrant)
- In front of HCC
- In front of CSC building
- Valley Lot (at Soto Street)

Q. What is the shuttle schedule?
A. Shuttles run every 10-20 minutes, beginning at 6 a.m. leaving the Soto Building, running until 9-40 p.m.

Q. Are there lockers available?
A. Yes, but visitors should bring their own locks. Items in lockers cannot be left overnight.

To introduce the center’s new offerings, USC Recreational Sports will be offering a free week of 50-minute classes on Sept. 6 through Sept. 11. Regular classes will start on Sept. 12.

For more information, questions or fitness class offerings, call the HSC Fitness Center at (323) 442-7210 or visit www.usc.edu/recsports.

Policy spurs employee to quit smoking

By Diana Seyb

For more than 25 years, Schelly Septda smoked—but not this last year.

The USC University Hospital manager of medical staff services put out her cigarette for the last time nearly one year ago, following implementation of the smoke-free environment policy on the hospitals campus. “It was beneficial that the new rules made it difficult for me to continue smoking at work. I would not have quit on my own,” said Septda.

The USC hospitals led the initiative to turn the USC University Hospital campus and USC Norris Cancer Hospital into smoke-free areas last October, following a months-long collaborative planning effort. Hospital administrators said the move was largely motivated by a desire within the academic medical center to fulfill a commitment to health and wellness.

For Septda, that meant outdoor smoking areas would be cleared out, including large cement ashtrays, benches and tables. She would no longer be able to smoke near her office, or even in the parking structures.

On Oct. 1, 2010, the first day the policy was implemented, Septda parked her car and inhaled her last cigarette. The next day, she bought a 30-day supply of smoking-cessation patches and soon after realized her cravings had subsided. One year later, Septda is still smoke free.

“I applaud and commend Schelly’s decision and commitment to use our smoke-free campus as the impetus to quit,” said Sharon Lee, associate administrator of clinical ancillary services, who led the successful smoke-free implementation.

New Keck Faculty Council members elected

The Keck School of Medicine faculty has nine new voices to help represent their interests and objectives in the growth of the medical school.

New members of the Keck School of Medicine Faculty Council were recently elected to fill one-, two- and three-year staggered terms. The Faculty Council is the primary advisory group for the dean of the Keck School.

“The new members bring to the council a wide range of experiences and points of view that I believe will be invaluable over the next critical years in the school’s growth,” stated Keck School Dean Carmen A. Puliafito in a memo to faculty. “I greatly appreciate their willingness to share their insights and experiences as we all continue our work creating one of the premier academic medical centers in the country.”

The new members include:
- One-Year Term:
  - Paula Cannon, associate professor of clinical medicine
  - Donald Larsen, associate professor of radiology

- Two-Year Term:
  - Peter Conli, professor of radiology, past president, Academic Senate
  - Charles Gomez, professor of pediatrics and radiation oncology, vice chair of pediatrics for faculty development
  - Donald Larsen, associate professor of neurosurgery, chief medical officer, USC University Hospital and USC Norris Cancer Hospital

- Three-Year Term:
  - Ron Ben-Ari, associate professor of clinical medicine, senior associate chair, educational affairs
  - Yves DeClerck, professor of pediatrics and biochemistry and molecular biology
  - M. Victoria Marx, professor of clinical radiology

The new officers elected by the council are president, Yves DeClerck; president elect Ron Ben-Ari; and secretary Glenn Ehrenmann.

The Faculty Council is the descendant of the Medical Faculty Assembly body that was dissolved. An interim task force generated the new governance document defining the Faculty Council’s composition and duties.

The council’s responsibilities include creating studies, reports and recommendations to submit directly to the dean on matters that affect faculty status, responsibilities and welfare; organizing meetings of the faculty at large to discuss issues of interest, acting jointly with the dean to suggest, advise and consult on USC MFC, page 2

The Campaign for USC Is Coming!

With the goal of advancing its academic vision and priorities, USC will launch on Sept. 15 the most ambitious fundraising campaign in the history of higher education. The Campaign for the University of Southern California seeks to raise $6 billion, half to augment its endowment in support of academic priorities, capital projects and infrastructure.

For more information, visit campaign.usc.edu, and watch for more announcements in The Weekly.

Photos/Ryan Ball
University consortium to host seminars and clinic tours during Primary Care Week

Spencers donate $125,000 for five scholarships to primary care graduates

During a routine examination a few years ago, Carlton Spencer’s primary care doctor noticed something was amiss. Spencer’s doctor, Keck School of Medicine alumnus Skip Barber, realized that Spencer’s heart was showing signs of extreme distress. He immediately referred Spencer to Vaughn Starnes, chairman of the Department of Surgery and surgeon-in-chief at USC University Hospital and USC Norris Cancer Hospital. Two days later, Spencer had open-heart surgery.

After he made a full recovery, Spencer and his wife, Nancy, decided to donate $125,000 in scholarships for five Keck School students from the class of 2011 whose residencies are in internal or family medicine. “We were talking to Skip about the fact that so many kids coming out as general practitioners were building up a lot of debt. ... This was an opportunity to do something we thought might help.”

—USC donor Carlton Spencer

The Keck School of Medicine is hosting an inter-university Primary Care Week, a series of free events on Sept. 13-15 to foster discussion about the importance of primary care in the community and its role in health care reform. The events — to be held at the Keck School, UCLA Center for the Health Sciences and Los Angeles community health clinics—are open to university undergraduate students, inter-professional health science students, faculty and alumni, as well as community clinic health care providers and public health advocates.

In addition to afternoon speaker panels at the Keck School and UCLA, two family clinics will open for tours and panel discussion. USC, UCLA and Charles Drew University will also host a shared reception at The California Endowment, a private health foundation that provides grants to community-based organizations throughout the state. Speakers at the reception include: Robert K. Ross, president and CEO of The California Endowment; Mitchell H. Katz, director of the Los Angeles County Department of Health Services; David M. Carfile, president of Charles Drew University; Richard S. Baker, provost and dean of the College of Medicine at Charles Drew University; Carmen A. Puliafito, dean of the Keck School of Medicine of USC; and Eugene Washington, vice chancellor of the David Geffen School of Medicine at UCLA.

Seating is limited and advance reservations are required. RSVP at http://bit.ly/PCW2011RSVP by Sept. 9. For more information, see the schedule, right, and contact Yvonne Banzali at banzali@usc.edu.

Second Annual Primary Care Week Events Schedule

Tuesday, Sept. 13, 2011
• KSOM: Noon – 1 p.m.
  Primary Care Physician Leaders: Diversifying the Faces of Care: Hastings Auditorium
• UCLA: Noon – 1 p.m.
  A Day in the Lives of Primary Care Physicians: What It's Really Like to Practice as a Family Physician, Internist or Pediatrician
  UCLA CHS Bldg., Room 3-105
• UCLA: 5:30 – 8:30 p.m.
  Financing a Career in Primary Care
  UCLA: Noon – 1 p.m.
  Patient-Centered Medical Home—The New Health Care Model
  Keck School of Medicine in Los Angeles.
  Keck School of Medicine in Los Angeles.
  Enlarging our Sphere of Care: Roles for
  Aresty Auditorium
  UCLA: Noon – 1 p.m.
  Physician Engagement in the Community and Beyond
  UCLA CHS Bldg., Room 13-105
  • SHARED RECEPTION: 5:30 – 8:30 p.m.
  Tuesday, Sept. 13, 2011
  University; Richard S. Baker, provost and dean of the College of Medicine at Charles Drew University; Carmen A. Puliafito, dean of the Keck School of Medicine of USC; and Eugene Washington, vice chancellor of the David Geffen School of Medicine at UCLA.

COUNCIL: Representing all faculty

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the appointment of chairs and faculty-at-large meeting annu-
ally. The Keck School Faculty Council will soon ask for faculty volunteers to serve on standing committees.

Town Hall Meeting

A town hall meeting will be held to introduce the new members and discuss the council’s mission and activities this year. The meeting will take place on Tuesday, Sept. 13, at 4:30 p.m. at the Aresty Auditorium in the Harnly J. Norris Research Tower of the USC Norris Comprehensive Cancer Center. Refreshments will be served.
New collaborative public health initiative focuses on immigrant health

By Amy E. Hamaker

A diverse panel of experts from eight different USC schools, led by Lynda Liu, assistant professor in the Department of Preventive Medicine at the Keck School of Medicine, has recently formed a new public health initiative to focus on the health of immigrants in the United States.

The Immigrant Health Initiative (iHi), which received a $25,000 per year grant for up to three years from the USC Collaboration Fund, will engage students and faculty in exploring why the positive health characteristics of many immigrants in the United States deteriorate soon after their arrival, and what can be done to stop and reverse such a trend. The panel includes experts in communications, law, cinema, social work, medicine and urban planning. (For a full list of panel members, visit http://www.usc.edu/iHi.)

Research and educational opportunities planned include class projects, student grants, junior faculty mentoring opportunities, community-based outreach programs and research proposals for federal or private funding sources. iHi’s first seminar, “Health Disparities and the Immigrant Health Initiative” presented by William Vega, provost professor and executive director of the USC Edward R. Roybal Institute on Aging, is planned for Sept. 29 at the Forum (Room 450) of the Tutor Campus Center on UPC. A student symposium on immigrant health is also being considered for next spring.

The idea for iHi sprang from Liu’s work at the Los Angeles Cancer Surveillance Program compiling cancer statistics and conducting research. Liu was struck by the increasing risk for many types of cancer and other chronic diseases among immigrant populations along with their U.S. residency. The deterioration in health is believed to be due to a combination of institutional, behavioral and environmental changes, including a lack of quality health services for linguistic minorities, the desire to become “American” and the lack of health information and education, said Liu. Without proper education, immigrants quickly lose healthy habits as they adapt to American living.

“As an immigrant myself, I have a personal understanding of immigrant experiences and the American Dream,” Liu said. “To me, the deterioration of immigrant health is tragic and unnecessary. Given the rapid growth of the foreign-born population in this country, we can no longer overlook immigrant health issues.”

The panel’s long-term goal is to establish a transdisciplinary research center on immigrant health at USC. “We hope iHi will start a new approach in public health research and policy development to pay attention to immigrants and to identify the strengths in immigrant communities,” added Liu. “With its research vigor, collaborative academic environment, the higher number of international students among all U.S. universities and prime geographic location, we believe that USC is in an advantageous position to lead the exploration of a new public health approach to benefit all Americans.”

Norris team prepares for Kickin’ Cancer 5K

By Pauline Vu

The USC Norris Comprehensive Cancer Center is taking a team to the 10th Annual Kickin’ Cancer 5K Walk/Run in Brentwood on Sept. 18, and will have a booth at the free event.

The race is hosted by the Lynne Cohen Foundation for Ovarian Cancer Research, which has given $1 million to USC Norris over the last 10 years to establish and operate the Lynne Cohen Preventative Care Clinic for Women’s Cancers.

The clinic, located in the Harold E. and Henrietta C. Lee Breast Center, provides testing, education and care for women with a high risk of developing ovarian and breast cancer, determined by factors like family history or carrying a genetic mutation.

“They are the only laboratories in the United States that can provide this type of care,” said Kimberly Gill Morales, the foundation's director of research and special events.

The organization was founded by the children of Lynne Cohen, who passed away in 1998 after a five-year battle with ovarian cancer. When deciding where to open the first of its four preventative care clinics, the foundation chose USC Norris, where Lynne was treated.

“She loved Norris—she felt very safe and secure there,” said Amy Cohen Epstein, Lynne’s daughter and the foundation’s president and executive director. “It made sense to work with Norris, and has proven to be a powerful relationship.”

Since its inception, more than 400 people have benefitted from the clinic’s services. It is open two Wednesdays each month and sees six patients each day. Before coming, patients share their information with a clinic representative, and a genetic counselor determines if the clinic can help.

Patients can get all their tests and see different specialists in one day and in one location, making the clinic a “one-stop shop,” said Darcy Spicer, associate professor of clinical oncology and the clinic’s co-director along with Lynda Roman, associate professor of obstetrics and gynecology.

While some clinics assess a patient’s cancer risk and others offer genetic counseling, “you then get referred to a different physician for assessment of X, a different physician for assessment of Y,” Spicer said. The fact that USC’s Lynne Cohen Clinic can offer so many services at once is unique.

Some of the proceeds from Kickin’ Cancer will benefit the USC clinic. The inaugural event in 2002 drew about 800 people; this year almost 4,000 people are expected.

To join the Norris team, contact Tanya Strum, assistant director of development, at (323) 865-0668 or tstrom@usc.edu. To learn more about the clinic, call (323) 865-0800. For more information about the race and foundation, visit kickincancer.com and lynnecohendfoundation.org.

School of Pharmacy teams up for international health program

By Amy E. Hamaker

The USC School of Pharmacy has signed an agreement with Good Neighbor Pharmacy, a national network of independently owned and operated community pharmacies, to provide an international travel health program for community pharmacists.

The program, which is part of a larger immunization certification program available to the more than 3,700 Good Neighbor Pharmacy members, offers training that includes comprehensive pre-travel health services in the community pharmacy setting. Pharmacists who are certified to administer specific immunizations and vaccines in their state are eligible to participate in this travel health program.

International travel health experts at the School of Pharmacy will provide additional training and clinical support to participating pharmacists. Pharmacists will gather information from their patients and work with the USC Travel Medicine Assistance Program (USC Travel MAP) to collect individual patient and destination-specific recommendations for vaccines, prescribed and OTC medications, travel supplies and counseling topics. Local pharmacists will then share this information.

Jeff Goad, director of USC Travel MAP, believes this service offers patients an opportunity to have comprehensive access to their neighborhood pharmacy to the right information, medications and immunizations before embarking on an international trip. “Good Neighbor Pharmacists working with USC Travel MAP can provide patients with what they need to help ensure a healthy trip,” said Goad.
Calendar of Events
This Calendar of events is also online at www.usc.edu/hsccalendar for the Health Sciences Campus community

Wednesday, Sept. 7

7 a.m. USC Liver Team Walk. Please join the USC Liver Team and raise awareness about liver disease and hepatitis. Ocean View Park, Santa Monica. Info: (323) 442-9626

Thursday, Sept. 8
Noon. Center for Excellence in Research. “Faculty Curation: Developing a Digital Archive to Provide both Content and Context,” Marcus Levitt, USC. UPC: DME 240. Info: (213) 740-6769

4:30 p.m. Keck School of Medicine Faculty Council Town Hall hosted by Dean Carmen A. Puliafito. NRT Aresty Auditorium. Info: (323) 442-1520

Wednesday, Sept. 14


Thursday, Sept. 15
2 p.m. Center for Excellence in Research. “Preparing and Submitting NSF Proposals,” Timothy Pinkston, USC. UPC: RTH 526. Info: (213) 740-6769

Friday, Sept. 16

Sunday, Sept. 18
8:45 a.m. “Kickin’ Cancer! 5K Walk/Run,” to raise awareness for the early detection and prevention of ovarian and breast cancer. San Vicente Blvd., Brentwood. Join the USC Norris team: (323) 865-0668

Wednesday, Sept. 21

Wednesday, Sept. 21, and Thursday, Sept. 22
7:30 a.m. – 4 p.m. USC Hospitals Annual Pain Management Symposium. Various speakers. NRT Aresty Auditorium. Info: (323) 442-8660

Thursday, Sept. 22
8 a.m. – 4:30 p.m. 15th Annual Max R. Gaspar Vascular Symposium. “All Aorta from the Valve to Bifurcation,” Jack Cronenwett, Dartmouth. Millennium Biltmore Hotel. Info and Registration: (323) 442-2555

Friday, Sept. 23
Noon. “Infectious Disease Clinical Pathological Conference,” Maria Ochoa, USC. IPT Conference Rm. D. Info: (323) 226-7504

Saturday, Sept. 24
7:45 a.m. – 4:30 p.m. KSOM Continuing Medical Education Symposium. “Multimodality Treatment of Brain Cancer: Current Concepts and Recent Advances,” various speakers. Tuition: $155 if received before noon 9/23/11; $175 thereafter. Los Angeles Marriott Hotel. Info: (800) 872-1119

Note:
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 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.

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.

OCCUPATIONAL SCIENCE/ THERAPY HOLDS INAUGURAL WHITE COAT CEREMONY

By Kimberly Perring

The Division of Occupational Science and Occupational Therapy hosted its inaugural White Coat Ceremony on Friday, Aug. 26, at the Pappas Quad on USC’s Health Sciences Campus. Joining other USC professional programs that welcome incoming students with the formal ceremony, in front of faculty, administrators, family and friends, over 200 occupational therapy graduate students donned their new white coats, a traditional symbol of professional health care responsibilities.

In her remarks to the students, Florence Clark, associate dean and division chair, described the white coat as a “symbol for an emergence into professional life, for the sacred contracts you will hold with your clients, and for the requirements of ethical practice.” She asked students to “fulfill the ethical obligations placed upon you, live up to your potential as excellent clinicians, and treat with the heart and soul of a healer.”

Because Occupational Science and Occupational Therapy is a Division of the Herman Ostrow School of Dentistry, Avishai Sadan, G. Donald and Marian James Montgomery Dean’s Chair in Dentistry, offered the keynote address. He congratulated the new students and challenged them to fulfill the leadership expectations that come with being a Trojan occupational therapist.

Together, the student body recited the Oath of an Occupational Therapist, a pledge which includes a commitment to “model and foster leadership, and facilitate spiritual, personal and professional growth in myself, my profession and in others.”

It is an honor to be in the first class of USC occupational therapists to experience a white coat ceremony,” said Max Swider, a bachelor’s student.

Alissa Cogan, a master’s student, added: “It feels so professional and it marks that we’re legitimately part of a health and wellness mission that’s bigger than ourselves.”

Because the event was so successfully received, the division anticipates conducting its White Coat Ceremony at the beginning of all future academic years.

Did we say that?
In the August 12 issue of The Weekly, it was incorrectly stated that “a second separate shuttle would run between the new [Soto Street Building] and Union Station.” There is no direct route from the Soto Street Building to Union Station; the Soto Route will take passengers to Eastlake and San Pablo, which is the main stop for all HSC/Union Station routes.

We sincerely regret any inconvenience the error may have caused.