Keck Medicine celebrates lead gift for initiative

Sy named hospitals interim chief nursing officer

Annette Sy has been named interim chief nursing officer for Keck Hospital of USC and USC Norris Cancer Hospital.

Sy, a registered nurse with 30 years of experience in the field, assumes the role for Ellen Whalen, who is out on medical leave.

The appointment was announced in a memo to Keck Medical Center of USC staff and physicians on Jan. 26. Sy will oversee inpatient and ambulatory care, and interim chief operating officer, in the memo.

“Annette fills this important role with the enthusiastic support of Ellen,” said Scott Evans, hospitals chief operating officer and interim chief executive officer, in the memo.

“She will work closely with me and with interim hospitals CEO Scott Evans, USC Care Medical Group CEO Keith Gran, hospitals CFO Jonathan Spees, Keck School of Medicine Dean Carmen Puliafito, our clinical department chairs and many others as we develop growth plans and the infrastructure and facilities required to support that growth.”

“Shawn will provide important leadership in our collaborative planning for future growth of USC’s clinical enterprise,” Jackiewicz noted. “She will work closely with me and with interim hospitals CEO Scott Evans, USC Care Medical Group CEO Keith Gran, hospitals CFO Jonathan Spees, Keck School of Medicine Dean Carmen Puliafito, our clinical department chairs and many others as we develop growth plans and the infrastructure and facilities required to support that growth.”

Shawn Sheffield has been appointed to the new position of chief strategy and business development officer for the Keck Medical Center of USC, effective Feb. 27.

Sheffield will report to Senior Vice President and CEO for USC Health Tom Jackiewicz, who made the announcement to Keck Medical Center faculty and staff.

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“Shawn will guide our strategy formulation and support planning for program implementation across the clinical enterprise by developing dynamic, multiyear projections based on an understanding of clinical trends, new research directions and fiscal limitations,” Jackiewicz explained.

“A new Medical Center Planning and Business Intelligence unit will be developed and overseen by Shawn to research market opportunities, identify potential merger, acquisition or affiliation opportunities, and evaluate new clinical programs,” Jackiewicz noted.

Additionally, Sheffield will work with medical center leadership to develop ambulatory and outreach strategies that will increase market strength through patient referrals in clinical affiliation oversight for the medical center. She also will coordinate ongoing international business development and will play an integral role in clinical marketing/communication efforts.

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Demetriades addresses Clinical Congress of the American College of Surgeons

Demetriades, chief of the division of Acute Care Surgery at the Keck School and director of the Trauma Recovery Surgical Critical Care Program at Keck Hospital of USC, was selected for the distinct honor of delivering the Scudder Oration on Trauma during the 97th Clinical Congress of the American College of Surgeons in San Francisco.

In his lecture, “Thoracic Aortic Injuries: Crossing the Rubicon,” Demetriades detailed major shifts in the way these injuries are being handled, and expressed excitement about improvements currently in development. He believes that over the last decade, no other organ injury has seen more changes in its evaluation and management than blunt thoracic aortic injury with very dramatic outcomes,” Demetriades said.

The changes Demetriades spoke of include CT scans replacing chest X-rays as the new standard for evaluating patients who have suffered impact injuries, particularly those caused by automobile accidents or falls from significant heights. Delayed repair to aortic ruptures coupled with rigorous blood pressure control has also proven more successful than immediate surgery in most cases, and endovascular repair (performed inside the aorta with stent grafts) has largely replaced open repair techniques. Together, these factors have resulted in a significant improvement in survival rates and a reduction in procedure-related paraplegia, according to Demetriades.

“I am confident that we are moving in the right direction,” Demetriades remarked, pointing out significant device improvements such as smaller-diameter grafts developed to decrease incidents of excess vessel injuries. Custom-made grafts are also in the works, as are curved grafts, which will reduce the occurrence of endoleaks. In addition, the development of branched grafts promises to eliminate the problem of occlusion of major vessels.

Demetriades said one of his biggest concerns is the lack of long-term results of stent grafts. He expressed the dire need for a national registry of stent recipients to assist in monitoring patients and collecting data. He also hopes automobile designers will recognize the prevalence of thoracic aortic injuries in traffic accidents as they work to make cars safer.

The Scudder Oration on Trauma evolved from the 1929 Oration on Fractures to honor Charles Locke Scudder as a founding member of the college and a major contributor to the surgery of trauma. The Scudder Orators are selected by the Board of Regents of the American College of Surgeons on the basis of national recognition and scholarly contributions in the field of trauma.
Continued from page 1

and community affairs, and oversaw marketing and integration and physician health care mergers and business development. She has overseen all aspects she has held since October 2008.

Health Sciences, a position planning for UC San Diego of resource, strategy and assistant vice chancellor and business officer and someone for whom the Keck Foundation has provided USC's medical initiatives the solid foundation to generate breakthroughs in thought and research that improve society by improving our quality of life.

“Generations of Keck’s leaders have given an important voice to the medical enterprise in our community,” said Day. “We are grateful for the support of the Keck Foundation, our loyal supporters, our alumni and our community.”

At the celebratory event, USC Provost and Senior Vice President and Chief Executive Officer for USC Health Tom Jackiewicz commented on the Keck Foundation gift’s impact on the Keck Medical Center of USC. “It will come as no surprise to all of you that there is real passion here. Our patients experience quality care and compassion at both our Keck Hospital of USC and USC Norris Cancer Hospital, and we want to be even better. We are dedicated to fulfilling the vision of improving human health, not just here in Southern California, but also around the world. We are grateful for the support of the W. M. Keck Foundation to help make that vision a reality.”

At the close of the luncheon, Nikias commented on his intentions for the campaign and the Keck Medicine Initiative, saying, “To succeed, we will need every individual to join us in this collective effort—the doctors and the researchers, the satisfied patients and grateful families, our alumni and our loyal supporters. Together, we will rewrite the history of this school, we will also reshape the future of medicine.”

He presented Day with a painting to commemorate the Keck Foundation’s transformative gift.

SHEFFIELD: Comes to USC from UC San Diego Health Sciences

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support of clinical enterprise initiatives. She also will manage the medical center’s clinical affiliation relationships, including Children’s Hospital of Los Angeles (CHLA), Huntington Hospital, Kolylwood Presbyterian and future partners.

Sheffield leaves the role of chief strategy and business officer and assistant vice chancellor of resource, strategy and planning at USC’s San Diego Health Sciences, a position she has held since October 2008. In that position, she has overseen all aspects of strategic planning and business development with responsibility for health care mergers and acquisitions, partnerships, capital planning, clinical integration and physician alignment. She also oversaw marketing and communications, business development, government and community affairs, and capital project initiatives.

In FY10-11, enterprise operations included 600 available beds, 25,742 annual discharges, $54,013 outpatient visits and $91.3 million in operating revenue.

Sheffield joined UC San Diego in 2006 as the vice chair for administration in the Department of Pediatrics. In that role, she worked with Rady Children’s Hospital-San Diego and a private pediatric physicians group—Children’s Specialties of San Diego—to implement a new medical foundation. Previously, she held academic leadership positions at the University of California, San Francisco and Johns Hopkins University.

She received both her Master of Business Administration and Master of Health Science Administration degrees from Arizona State University and worked toward an executive certificate in strategic alliances at the Wharton School at the University of Pennsylvania.

The Weekly NEWSMAKERS

A story in the February 2012 issue of Fast Company magazine quoted Leslie Saxon, chief of cardiovascular medicine and professor of clinical medicine at the Keck School, on how medical data wearable on smart phones could revolutionize the health care industry. Saxon also was quoted in a story posted by MobileHealthNews about a study she is conducting of wireless monitors on pro and college football players that revealed previously undetected conditions.

On Jan. 30, the Los Angeles Times ran an op-ed by Katherine Schlaerth, professor emerita of the Keck School, about Medicare making its claims files available, allowing insurers, employers and consumer groups to compare doctors. Schlaerth wrote that the information in those claims files may be misleading, because some patients don’t respond to their doctors’ advice.

A Jan. 30 article in the Daily Mail Reporter (U.K.) quoted Pat Levitt, Provost Professor of neuroscience, psychiatry, psychology and pharmacy at the Keck School, in a story about research by the Zilka Brain Research Institute which found the placenta’s role in brain development is far more advanced than previously believed.

On Jan. 27 story by NBC News Los Angeles affiliate KNBC-TV quoted Namir Katchkhouda, professor of surgery at the Keck School, in an online story about health insurer Aetna joining families and agencies in legal action against the New York Time, The Blast Street Journal announcing the historic gift.

The Keck Foundation gift, announced earlier this year, is an accelerating USC’s groundbreaking medical, clinical and translational research, and education efforts.

“We think that USC is moving in the right direction as it builds a great medical research institution,” said Day. “We’re very proud as a family to be involved and we’re very proud as a foundation.”

USC’s relationship with the Keck Foundation dates back more than 60 years. With the gift, the W. M. Keck Foundation joined the alumni, benefactors and others of the extended Keck family have donated nearly $300 million to USC, placing the university’s $300 million among the university’s most generous and visionary benefactors.

In recognition of the Keck Foundation gift, USC’s academic medical enterprise was named Keck Medicine of USC in perpetuity. It comprises the Keck School of Medicine and the Keck Medical Center of USC, which includes Keck Hospital of USC, USC Norris Cancer Hospital and USC’s faculty physician practices.

At the celebratory event, USC Provost and Senior Vice President for Academic Affairs Elizabeth Garrett said, “As our new strategic vision calls the entire university community to action, so that our deeds do in fact meet our ambitions, the Keck Foundation has provided USC’s medical initiatives the solid foundation to generate breakthroughs in thought and research that improve society by improving our quality of life.”

Garrett introduced Edward P. Roski, chairman of the USC Board of Trustees, who described the impact of the recent Keck Foundation gift. “This gift will be a catalyst for new ideas, new innovations and new cures. It will support the doctors and the researchers who have dedicated themselves to discovery. And it will enhance the quality of care we provide to our patients and their families.”

During the presentation, Nikias, Garrett, Roski and Day were presented with Keck Medical Center of USC lab coats by Los Angeles County-USC Medical Center residents.

Keck School of Medicine Dean Carmen A. Puliafito welcomed guests at a luncheon following the presentation. “This gift will help us continue to attract world-class physicians and scientists who are making extraordinary advances against a full range of diseases,” he said. “The Keck Foundation gift that we celebrate here today will make a significant difference for everyone on this campus: the students, the researchers, the physicians and nurses and, of course, the patients we serve.”

Senior Vice President and Chief Executive Officer for USC Health Tim Jackiewicz commented on the Keck Foundation gift’s impact on the Keck Medical Center of USC. “It will come as no surprise to all of you that there is real passion here. Our patients experience quality care and compassion at both our Keck Hospital of USC and USC Norris Cancer Hospital, and we want to be even better. We are dedicated to fulfilling the vision of improving human health, not just here in Southern California, but also around the world. We are grateful for the support of the W. M. Keck Foundation to help make that vision a reality.”

On Jan. 26, The San Fernando Valley Sun posted a story on research by Mariana Stern, associate professor of preventive medicine at the Keck School, that indicates a diet high in fish cooked a certain way may decrease or increase the risk of developing prostate cancer.

A Jan. 25 article in The New York Times quoted Jonathan Samet, who serves as the Flora L. Thornton Chair of the Department of Preventive Medicine at the Keck School and director of the USC Institute for Global Health, about a National Academy of Sciences panel’s recommendation that the health and environmental risks of nanomaterials need further study.

A Jan. 25 broadcast by KPCC featured research conducted in part by Rob McConnell, professor of preventive medicine at the Keck School, that focuses on asthma caused by air pollution.

The study indicates the cost of asthma to two communities, Long Beach and Riverside, is around $18 million a year. The San Gabriel Valley Tribune, Belmont Shore-Naples Patch, ABC affiliate WGBB and Deutsche Welle (Germany) also covered the research.

A Jan. 24 article on Health24 quoted Mark Humayun, professor of biomedical engineering and cell and neurobiology at the Keck School and associate director of the USC-affiliated Doheny Retina Institute, in an article about the Argus II Retinal Prosthesis, which he said has been approved as a medical implant in Europe.

A Jan. 24 story by NBC News Los Angeles affiliate KNBC-TV quoted Namir Katchkhouda, professor of surgery at the Keck School, in an online story about health insurer Aetna joining families and agencies in legal action against 1-800-GET-THY-N, which advertises weight loss through the lap band procedure.

USC President C. L. Max Nikias (right) applauds Robert Day, chair and CEO of the W. M. Keck Foundation, at the conclusion of the celebration of the foundation’s $350 million gift to the university.

B fart photography ©Steve Cohn
Readers weigh in on *The Weekly* coverage and content

In an online survey conducted in December and January, readers of *The Weekly* gave the publication generally good marks for news content and presentation, but called for refinements in coverage, physical distribution on campus and online availability.

More than 275 readers completed the survey, and their responses were weighted to provide equal representation for each of four key campus groups: students, staff, faculty members and hospital employees.

For ease of comprehension and comparison, average responses (given on a 1-5 scale for the survey) are rendered as a percentage. Scores above 75 percent indicate strong agreement. Scores below 60 percent indicate weak agreement.

Overall, survey responses suggested general satisfaction with *The Weekly*. For example, a majority of readers surveyed said they consider *The Weekly* a valuable resource, giving an average grade of 75 percent. They also applauded the writing of *The Weekly*, giving a score of 81 percent, and similarly favored the publication’s design, with a score of 79 percent.

In terms of content, readers gave *The Weekly* a score of 72 percent for delivering “news I want to know,” and a score of 70 percent for delivering “news I need to know.”

Still, survey responses underscored the value of broader coverage, with members of numerous schools, departments and programs calling for expanded coverage of their academic efforts.

The survey showed that most respondents view the publication as easy to obtain and that the overwhelming majority of readers pick up physical copies of the newspaper from campus racks or receive them in the mail. The remainder said they primarily view issues online in HTML, or PDF formats.

Despite the longstanding availability of *The Weekly* in HTML, PDF and RSS versions online, comparatively few readers (10 percent, 10 percent and 4 percent, respectively) accessed the publication through those formats—in some cases because readers were unaware that the electronic versions existed.

The addresses for electronic versions of *The Weekly* are published in every printed issue and are located in the masthead and staff box at the bottom of Page 2. The addresses are:

- HTML: theweekly.usc.edu
- PDF: www.usc.edu/bisu/epi/pdfweekly.pdf
- RSS: www.usc.edu/bisu/cw

Readers also recommended that *The Weekly* be made available via an iPhone app or similar delivery mechanism, and we are exploring that possibility.

Randall G. Leighton, a business intelligence analyst at the Alhambra Campus, won the raffle for a $25 USC Bookstore gift card.

Keck Medical Center launches new intranet

A redesigned Keck Medical Center of USC intranet has launched featuring links to IT self-help applications and a new Virtual Help Desk.

The new site is: [Keck Medical Center intranet](http://intranet.kmc.usc.edu)

Launched by the Web Development Team, under the auspices of USC Health Sciences PR and Marketing, and USC Health Information Technology, the redesigned intranet replaces the old intranet main pages for Hospital and Norris Cancer Hospital and offers a new look to the extensive offerings of the Virtual Help Desk portal page—located at hit.ucmedhelpdesk.net—featuring easy access to a range of online applications, reference guides, training materials, downloads and other helpful links.

For questions on the intranet or Virtual Help Desk to the IT Help Desk, visit helpdesk@med.usc.edu.

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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](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. This page will be activated in case of an emergency.

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