

USC fundraiser to lead \$1.5 billion health initiative

By Imelda Valenzuela Fowler

After a nationwide search, Melany Duval has been named university advancement senior associate dean and associate vice president of health sciences development.

In this role, Duval will lead USC's efforts to raise \$1.5 billion to fuel the success and impact of the university's medical enter-



prise far into the future. The \$1.5 billion fund-raising target for Keck Medicine of USC is the largest component of the \$6 billion campaign for USC.

"I am very pleased to welcome Melany to the USC senior advancement team, and I look forward to her efforts in helping us achieve our historic fundraising goals," said William (Bill) Watson, vice president for USC Health Sciences campus development. "Melany has worked in fundraising for 22 years, and the university will greatly benefit from her experience at this critical time in its history."

Duval will oversee the comprehensive fundraising and alumni and donor relations programs for Keck Medicine of USC, which is composed of the Keck School of Medicine of USC (including the USC Norris Comprehensive Cancer Center and related USC Health Sciences' research centers and affiliates) and the Keck Medical Center of USC, comprising Keck Hospital of USC, USC Norris Cancer Hospital and the USC Care Medical Group of physician practices.

Duval will report to Watson and to Carmen A. Puliafito, dean of the Keck School of Medicine.

"Our plans to raise

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From left: Left: Joel S. Schuman, Eye & Ear Foundation Professor and Chairman, Department of Ophthalmology, University of Pittsburgh School of Medicine; James G. Fujimoto, professor, Department of Electrical Engineering and Computer Science, Massachusetts Institute of Technology; Carmen A. Puliafito, dean of the Keck School of Medicine; Maria Leonor Belezza, president of the Champalimaud Foundation; Anibal Cavaco Silva, president of Portugal; Eric A. Swanson, director, NinePoint Medical Inc.; David Huang, Weeks Professor of Ophthalmic Research, Oregon Health & Science University (formerly of the Doheny Eye Institute at USC); and David R. Williams, William G. Allyn Chair of Medical Optics and director of the Center for Visual Science at the University of Rochester.

Keck School dean honored for OCT development

Keck School of Medicine of USC Dean Carmen A. Puliafito, has received the 2012 António Champalimaud Vision Award for the invention and development of optical coherence tomography (OCT), imaging technology that has revolutionized the practice of ophthalmology by dramatically improving the ability of clinicians to diagnose and treat such blinding diseases as macular degeneration, diabetic retinopathy and glaucoma.

Puliafito received the award Friday, Sept. 14, in Lisbon, Portugal, during a ceremony held at the Champalimaud Foundation, one of the world's largest international scientific institutions.

He will share half of the award's 1 million euro (\$1.26 million) prize with research team members James G. Fujimoto, professor, Department of Electrical Engineering and Computer Science, Massachusetts Institute of Technology; David Huang, Weeks

Professor of Ophthalmic Research, Oregon Health & Science University (formerly of the Doheny Eye Institute at USC); Joel S. Schuman, Eye & Ear Foundation Professor and Chairman, Department of Ophthalmology, University of Pittsburgh School of Medicine; and Eric A. Swanson, director, NinePoint Medical Inc., Cambridge, Mass.

The other half of the prize will be shared by researchers led by David R. Williams, William G. Allyn Chair of Medical Optics and director of the Center for Visual Science at the University of Rochester. Williams' team was honored for its development of adaptive optics (AO), an imaging technology that enables clinicians to examine retinal microstructures and improve vision by correcting minute aberrations of the eye.

"Both discoveries offer non-invasive methods to obtain high-resolution images of the retina that have drastically

changed ophthalmic practice and hold great potential to advance both new research and clinical care," a Champalimaud Foundation release stated.

The foundation noted the "multidisciplinary development" of OCT and said both OCT and AO had "transformed eye care and medicine worldwide."

"OCT is a case study in the power of collaboration between engineering and medicine in the development of new technologies that can dramatically improve patient care," said Puliafito, May S. and John Hooval Dean's Chair in Medicine and professor of ophthalmology and health management at the Doheny Eye Institute. "I am deeply honored to receive the award and proud to have been at the forefront of such an important contribution to the field of vision medicine."

Established by the Lisbon-based Champalimaud

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'OCT is a case study in the power of collaboration between engineering and medicine in the development of new technologies that can dramatically improve patient care.'

—Keck School of Medicine Dean Carmen A. Puliafito

Keck Hospital of USC transplant program wins prestigious award

By Hope Hamashige

The kidney transplant team at Keck Hospital of USC was awarded a silver medal by the Donation and Transplantation Community of Practice in the area of kidney transplantation.

"It is a prestigious award that is being given only to a select group of programs," said Yasir Qazi, medical director of the kidney transplantation program, noting that awards for transplantation are few. "This award is a testimony to the hard work and effort put in by a lot of people in kidney transplant team."

Sophoclis Alexopoulos, surgical director of the kidney transplant program, further noted that the award was the first for Keck Hospital.

Only 15 kidney transplant programs in the U.S. achieved silver medal status. Among that group, Keck Hospital's was the only one

of two programs in California to receive that designation.

The assessments were based on how well transplant teams performed in three areas. Specifically, programs were assessed based on how long patients had to wait for organs, how many died while waiting for organs, as well as the long-term survival of the organ itself.

In order to qualify for the silver medal, Keck Hospital's program had to exceed expected performance in at least two of the three above-mentioned categories. Specifically, Keck Hospital outperformed in the areas of three-year graft survival and transplant rates. Less than 25 percent of all transplant programs in the nation—a total of 174 programs—were recognized by the Donation and Transplantation Community of Practice with bronze, silver or gold medals.

Stand Up 2 Cancer initiative speeds promising USC research

By Leslie Ridgeway

When the Stand Up 2 Cancer initiative hosted its third televised fundraiser on Sept. 7, a team of basic researchers and clinical researchers funded by the initiative at the USC Norris Comprehensive Cancer Center and USC Norris Cancer Hospital took a moment to reflect on the work they've done in the three years since their SU2C grant award. Then it was back to work on clinical trials and other research that all agree are moving forward at an unprecedented rate toward important new discoveries in cancer treatment.

"It's been very exciting working with Stand Up 2 Cancer," said Peter Jones, professor of urology and biochemistry & molecular biology at the Keck School of Medicine of USC and co-leader of one of five "Dream Teams" that won initial funding in 2009 from the Stand Up 2 Cancer initiative, a program of the Entertainment Industry Foundation (EIF). "We've made great progress. I think our team might be further along than some of the others, and we could be looking at some major breakthroughs."

Jones, along with Keck School clinical researchers Barbara Gitlitz, Anthony El-Khoueiry, Casey O'Connell and Agustin Garcia and basic scientist Peter Laird have been studying epigenetic therapy and cancer management in cancers of the lung, breast, colon and blood. The research looks

into how genes become switched on and off, and how this leads to cancer, Jones said.

The grant is shared by Johns Hopkins University's Sidney Kimmel Comprehensive Cancer Center.

The Stand Up 2 Cancer fundraising event was broadcast on the four major TV networks, plus more than 15 cable networks. The celebrity-packed event featured appearances by Gwyneth Paltrow, Julia Roberts, Matt Damon, Michael Douglas, Jessica Biel, Samuel L. Jackson, Taylor Swift, Alicia Keys and many more.

The purpose of the event was to build public support for translational cancer research, bringing therapies more quickly from the laboratory to patients.

As the lead clinician coordinating all the clinical research under the SU2C grant at USC, El-Khoueiry, assistant professor of clinical medicine at the Keck School, applauded the collaboration that the grant has made possible among different institutions and within USC.

"It has brought a large team together at USC and across institutions," he said. "At USC, it has brought clinicians and basic scientists together for the first time. We have never worked together like this. The grant gave us a framework to come together, learn about discoveries made in lab and to think collectively and collaboratively about how to bring them to clinic."

Some of the most promising research

has been done with lung cancer. Gitlitz, a clinical researcher who is an associate professor of clinical medicine at the Keck School, will soon embark on the next phase of clinical trials for lung cancer that tests a combination of epigenetic therapy and immunotherapy that has shown positive results in the lab. It was a major observation from the first lung cancer clinical trial funded by the SU2C grant.

"We found people whose cancer cells were primed with epigenetic therapy and received immunotherapy had a better quality response," she said. "Also, patients who received epigenetic therapy and later went on to chemotherapy responded way better than expected to the chemotherapy."

The grant is also supporting a clinical trial for colon cancer, the first phase of which was recently completed by El-Khoueiry. He, along with the investigators at other collaborating institutions such as Johns Hopkins, are currently evaluating the data to determine a possible course for a second phase. In addition, he is working with Jones and Laird, as well as colleagues from the USC School of Pharmacy and the USC Liver Center, conducting preclinical lab work on testing epigenetics to treat liver cancer. This collaboration came about as a direct result of the SU2C collaboration, El-Khoueiry said.

"It has created synergy beyond the grant," he said.

'We've made great progress. ... We could be looking at some major breakthroughs.'

—Peter Jones, professor of urology and biochemistry & molecular biology at the Keck School

DUVAL: Ambitious fundraising goals aim to spur Keck Medicine discoveries and innovation

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\$1.5 billion for medicine as part of the \$6 billion Campaign for USC will require ambitious and creative strategic development efforts to cultivate new donors and ensure the prudent stewardship of their gifts," said Puliafito. "Melany is exceptionally qualified to lead these efforts."

Duval spent the last eight years with Children's Hospital Los Angeles, most recently as vice president of development. While there, she played a leadership role in helping CHLA complete a \$1 billion fundraising campaign, the largest fundraising

achievement ever by a freestanding hospital in North America.

"Our vision is to expand the reach and reputation of the Keck Medical Center of USC as a leader in academic medicine, and fundraising will be hugely important to our success," said Tom Jackiewicz, senior vice president and CEO for USC Health.

"With her skills and experience, Melany will help give our organization the edge and advantage it needs to realize this vision and transform the USC medical enterprise," he said.

Prior to her tenure at CHLA, Duval was

assistant vice president for development and campaign director at Loyola Marymount University, where she was responsible for all campus development initiatives and campaign planning. Duval earned her bachelor of arts in political science and business administration from Loyola Marymount University.

"I'm excited to leverage my advancement knowledge and experience to help Keck Medicine of USC achieve its ambitious fundraising goals," said Duval.

She added, "Reaching these goals will allow Keck Medicine to better identify major health advancement

opportunities, make leading-edge discoveries and translate those discoveries into

improved health for patients. I'm looking forward to being a part of the Trojan Family."

The Weekly

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Stephen Gruber speaks at Jonathan Club—Members of the Jonathan Club gained a better understanding of the state of cancer in California and Los Angeles, and what the USC Norris Comprehensive Cancer Center is doing to combat it at their Breakfast Club Speaker Series meeting on September 11. Cancer Center Director Stephen Gruber reviewed the Cancer Center's history and its overall impact on cancer prevention and control, gave information on cancer rates for men and women, examined hormonal effects on cancer, and explained how gene sequencing helps oncologists choose the right drug for individual patients. "The future [of cancer treatment] is in front of us," he said, "and we're only just now picking the low-hanging fruit."

Amy Hamaker

OCT: Award lauds Puliafito's 'pioneering achievements in medical research'

Continued from Page 1

Foundation in 2006, the Vision Award is conferred in odd-numbered years for practical accomplishments in preventing blindness, particularly in developing countries, and in even-numbered years for outstanding scientific research in the field of vision science.

Recipients are selected by a jury of distinguished scientists, including two Nobel laureates, and key public figures from around the world.

"The António Champalimaud Vision Award is a magnificent testament to Dr. Puliafito's pioneering achievements in medical research," said USC President C. L. Max Nikias. "Dr. Puliafito is certainly an inspiration for our USC and global scientific communities. His work and the work of his colleagues in vision science have brought the promise of greater vision health to countless people around the world."

Puliafito, Fujimoto, Huang, Schuman and Swanson were recognized for a body of work that began more than two decades ago when the researchers sought to harness the imaging capabilities of OCT and develop it into a practical clinical tool. OCT devices work similar to an ultrasound but use infrared light waves to measure parts of the eye. The high resolution of OCT images allows clinicians to better see the layers and smallest details of the inside of the eye, and detect and treat eye diseases before they progress.

Working together initially at MIT, the research team

published the invention of OCT in the journal *Science* in November 1991. By the mid-1990s, they developed the first OCT instrument for clinical ophthalmology. OCT has since come to be widely recognized as one of the most important diagnostic advances in the history of ophthalmology.

"I can think of no other clinical development in the last half century that has had as important and large an impact on the practice of ophthalmology as has this technology," wrote Morton F. Goldberg, director emeritus of the Wilmer Ophthalmological Institute at Johns Hopkins University School of Medicine, in nominating papers for the award.

The Champalimaud jury considered the totality of the team's work, including a dozen research accomplishments related to OCT's development. The investigators were the first, for example, to describe the application of OCT in the management of blinding macular diseases, such as macular degeneration and diabetic retinopathy. They used OCT to develop a novel and widely accepted approach for the detection and management of glaucoma and its progression. Their contributions individually and collectively established an entirely new field of vision research.

Puliafito was recently reappointed to a second term as dean of the Keck School of Medicine of USC, a position he has held since 2007. From 2001 to 2007, he served as chair of the Department of

Groundbreaking technology stemmed from novel collaboration

In 1981, Carmen A. Puliafito—then a young graduate of Harvard Medical School and an ophthalmology resident at the Massachusetts Eye and Ear Infirmary—became interested in developing a research program that studied laser interactions in the eye. This led to interdisciplinary collaboration resulting in optical coherence tomography (OCT), a technology that would revolutionize the way blinding diseases are diagnosed and treated around the world.

Q: How did this team come together?

A: I reached out to scientists at the Massachusetts Institute of Technology (MIT), and that formed one of the themes of my career—building multidisciplinary teams of scientists. I was introduced to Jim Fujimoto, who at that time was a graduate student at MIT, and we took advantage of the tremendous technology base available in the Boston metropolitan area. Jim discovered Eric Swanson, a scientist working in satellite communications at MIT Lincoln Laboratories in Bedford, Mass. The successful realization of OCT relied on the use of sophisticated optical technology, which, in the early 1990s, was not easily acquired. We had a group of clinicians working with laser physicists and engineers at a defense laboratory to create what we hoped would be a practical clinical device. In that sense, this was a pioneering event.

At the time we were looking at optical techniques for measuring eye structures. One of the M.D./Ph.D students at MIT was David Huang, who played an instrumental role in the concept of using computed tomography to create b-scan images of OCT.

We also worked very closely with scientists at the Wellman Laboratory for Photomedicine at the Massachusetts General Hospital.

Q: What impact did the invention have on the practice of ophthalmology?

A: OCT moved from the electronics laboratory to clinical evaluation in a matter of three years. We were then able to make significant discoveries regarding the pathogenesis, evolution and treatment of macular disease. That was my major contribution to the program.

Q: What lessons can be learned from the development of OCT?

A: It's important to encourage young investigators to do laboratory projects early in their careers. It's important to promote an environment that stimulates collaboration between scientists and engineers with very different skills. It's important to have a strong clinical translational impulse, even with discovery research, because without the clinical connectedness, OCT would never have been developed.

Ophthalmology at the Bascom Palmer Eye Institute of the University of Miami Miller School of Medicine. Prior to his work at Bascom Palmer, he served as founding director of the New England Eye Center and chair of the Department of Ophthalmology at Tufts University. Puliafito started his career at the Massachusetts Eye and Ear Infirmary and Harvard Medical School, where he was the founder of the Laser Research Labora-

tory and associate professor of ophthalmology at Harvard Medical School until 1991.

A native of Buffalo, N.Y., Puliafito is a cum laude graduate of Harvard College and a magna cum laude graduate of Harvard Medical School. He also earned an M.B.A. from the Wharton School of the University of Pennsylvania.

Puliafito's ophthalmic research has earned him awards including the Richard and Hinda Rosenthal Award

in the Visual Sciences, J. Donald M. Gass Award of the Macula Society, Innovators Award of the American Society of Cataract and Refractive Surgery, and Life Achievement Honor Award from the American Academy of Ophthalmology. For his work on OCT, he was awarded (along with James Fujimoto and Eric Swanson) the 2002 Rank Prize—the world's most prestigious award in optoelectronics.

The Weekly NEWSMAKERS

A Sept. 19 note in *Modern Medicine* mentions that **Mihir Mahesh Desai**, professor of clinical urology at the Keck School, was awarded the 2012 Arthur D. Smith Endourology Lectureship at the World Congress of Endourology in Istanbul.

A Sept. 18 post on LA Streets Blog notes that **Rob McConnell**, professor of preventive medicine at the Keck School, is participating in a Pasadena forum to talk about health problems and freeway exposure. The San Marino Patch also mentioned the forum.

A Sept. 17 article in *The New York Times* featured research by **Tracy Grikscheit**, visiting assistant professor of pediatric surgery at the Keck School, that focuses on growing human intestinal tissue from donor cells.

A Sept. 14 story in the *Ventura County Star* featured **Mark Howard**, a prostate cancer survivor who was treated at the Keck Medical Center of USC.

"Mark has had an outstanding cancer and functional result and can therefore look

forward to a long and productive life," said **Inderbir Gill**, chairman and professor of the Catherine and Joseph Aresty Department of Urology at the Keck School and Howard's surgeon. "Of course, he is a very positive, upbeat and active person, which certainly helped speed up his recovery."

A Sept. 14 article by the Associated Press noted that **Carmen A. Puliafito**, dean of the Keck School, was part of an international scientific team to win the Champalimaud Foundation's annual Vision Award. *The San Marino Tribune* also reported the achievement.

A Sept. 14 column in *Hispanic Business* noted that the Keck Medical Center of USC is one of many sponsoring a weekend benefit to promote pediatric cancer awareness and raise money for nonprofit PADRES Contra El Cancer.

A Sept. 13 story by **Agenzia Giornalistica Italia** (Italy) featured USC research co-authored by **Peter Conti**, professor of radiology at the Keck School, and **Thomas Chen**, associate professor of

neurosurgery at the Keck School.

The study found that controlled fasting could make gliomas—the most commonly diagnosed brain tumor—more vulnerable to radiation treatment. The research was also covered by *The Independent* (Ireland), *Red Orbit*, ABC (Spain), *Science Codex*, *ScienceDaily* and Health Canal.

A Sept. 13 report in the *Los Angeles Times* mentioned that a cancer patient received a second opinion about his treatment at the USC Norris Cancer Hospital. The patient's story was also covered by the *San Gabriel Valley Tribune*.

A Sept. 12 report in *Science Codex* featured research by **Michela Biancolella**, research associate in the Department of Preventive Medicine, and **Sita Reddy**, associate professor of biochemistry and molecular biology at the Keck School, reporting that they made a breakthrough in the fight against myotonic dystrophy. This common form of muscular dystrophy in adults is known to be one of the most variable and complicated disorders in medicine, the story stated.

Application deadline approaches for research grants

The Southern California Clinical and Translational Science Institute (SC CTSI) Pilot Funding Program awards over \$1 million per year to support translational research at USC—and Sept. 28 marks the deadline for the Fall 2012 funding opportunities.

SC CTSI pilot awards aim to accelerate translation of basic, clinical or population findings into clinical or community health applications. They support specific career development efforts in translational science, as well as all phases of translational research.

Learn more about the opportunities available for the Fall award cycle at www.sc-ctsi.org/funding.

For questions, contact the SC CTSI Pilot Funding program at ord@sc-ctsi.org.

Calendar of Events

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

Monday, Sept. 24

3:30 p.m. Neuroscience Graduate Program Distinguished Lecture Series. "Connections of an Hedonic Hotspot," Larry Swanson, USC. UPC Andrus Gerontology Center, Davis Auditorium. Info: (323) 363-2367

Tuesday, Sept. 25

Noon. Cancer Center Grand Rounds. "Recent Advances in the Diagnosis and Treatment of Lung Cancer," Jeff Hagen, USC. NRT Aresty Auditorium. Info: (323) 865-0801

Thursday, Sept. 27

7 a.m. – 6 p.m. USC Physical Sciences in Oncology Center 2nd Annual Symposium. Various speakers. Registration deadline: Sept. 13. UPC: Davidson Conference Center. To register: <http://bit.ly/USCPSOC>. Info: (323) 442-3849

2 – 4 p.m. Center for Excellence in Research Workshop. "The Brain: Natural and Artificial," Various speakers. UPC EEB 248. Info: (213) 740-6709

Friday, Sept. 28

7:30 a.m. – 4:30 p.m. "Engineering and Autism: A National Workshop," Various speakers. UPC TCC Ballroom. Info: (213) 740-2694

8:30 a.m. Surgical Grand Rounds. Max Gaspard Annual Visiting Professor Lectureship. "Maintaining Best Practices in the Endovascular Revolution," Samuel Wilson, UC Irvine. DOH 1st Floor Auditorium. Info: (323) 442-5876

11 a.m. Hematology Grand Rounds. "Current Diagnostic Approaches to Aggressive B-Cell Lymphomas," Imran Siddiqi, USC. IPT C2J103. Info: (323) 865-3950

Noon. Medicine Grand Rounds. "NAFLD," Sunhee Park, USC. IPT Conference Room B. Info: (323) 226-7556

2 p.m. – 3:30 p.m. Good Neighbors Campaign Kickoff. Harry & Celesta Harry & Celesta Pappas Quad. Info: (213) 740-1744.

Saturday, Sept. 29

9 a.m. – 1 p.m. USC Norris Cancer Hospital women's cancer event. "Understanding Risks and Treatment Options for Women's Cancers," Various speakers. Free event. KAM Mayer Auditorium. Info: (323) 865-3962.

Sunday, Sept. 30

7 a.m. – 9 a.m. Registration. 11th Annual Kickin' Cancer 5k Walk/Run & Family Expo. San Vicente Blvd., Brentwood, CA. Every dollar raised supports the early detection and prevention of women's cancers. The race starts at 9 a.m. To join the USC Norris team or for more information: (323) 865-0668

4 p.m. – 7 p.m. Keck Hospital of USC Guild Benefit. "Celebrate the Classics...Classic Cars, Classic Food and Classic(al) Music," Flying a Garage, Pasadena. \$75 per person. Info: Janie@jfninteriors.com

Thursday, Oct. 4

9:30 a.m. – 1:30 p.m. Center for Excellence in Research Workshop. "Harmonizing Health Data: Tools to Improve Health Policy Research," Dana Goldman, Julie Zissimiopoulos and Patricia St. Clair, USC. UPC UGW Schaeffer Center 100B. Info: (213) 740-6709

Monday, Oct. 8

1 – 3 p.m. SC CTSI Career Development Seminar Series. "Managing People and Creating High Performance Teams," Terance Wolf, USC. CSC 250. Info: (323) 442-8281

Wednesday, Oct. 10

2 – 4 p.m. Center for Excellence in Research Workshop. "Early Career/Young Investigator Proposal Workshop," James Murday, USC. NML West Conference Room. Info: (213) 740-6709

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 email 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.



Fighting prostate cancer one step at a time—Keck School of Medicine of USC students are all smiles after finishing the 3rd Annual LA Prostate Cancer 5k on Sept. 16. About 700 runners and walkers registered for this year's event, which was hosted by the USC Institute of Urology to support prostate cancer awareness.

Campus-wide drill set to test earthquake preparedness Nov. 15

By Leslie Ridgeway

Earthquakes have rattled a few local nerves lately, so a new exercise to test earthquake preparedness at the USC Health Sciences campus (HSC) seems fortuitously timed.

All emergency response departments and schools at HSC will participate in a three-hour disaster drill simulating a major power outage due to an earthquake on Thursday, Nov. 15. Drill organizers have been convening monthly since July to prepare departments for purchasing supplies and setting up their own departmental operation centers (DOCs), as well as opening the campus emergency operations center (EOC) at Keck Hospital of USC.

While drill organizers couldn't have foreseen the recent spate of earthquakes shaking the area, they recognize an opportunity when they see one.

"When we have earthquakes, it gets people's attention and there's more interest in learning about preparedness," said Steve Goldfarb, fire safety and emergency planning specialist at the USC Office of Fire Safety and Emergency Planning. "This drill serves as a target for us to enhance our planning and get all departments at Health Sciences trained and prepared to react to a disaster."

The drill will take place from 9 a.m. to noon Thursday, Nov. 15, and coincides with an annual statewide hospital drill. The campus EOC and Keck Medical Center of USC

Command Center will open at Keck Hospital, and more than 10 Health Sciences DOCs will set up in the Center for Health Professions (CHP) parking lot at the corner of Eastlake Avenue and Biggy Street. Parking will be limited throughout the morning, so permit holders should plan accordingly.

Nearly 200 employees will be involved in the drill, which will also test the campus Community Emergency Response Team (CERT) and USC Amateur Radio Emergency Communications Team.

The drill marks the first time that the four academic units at HSC—the Keck School of Medicine, USC School of Pharmacy, USC Division of Occupational

Science and Occupational Therapy and USC Division of Biokinesiology and Physical Therapy—and the hospitals will exercise response plans together at the same time, Goldfarb said.

For more information on emergency planning at USC, go to <http://www.youtube.com/watch?v=45XaBivbWtw>.

The drill is separate from the Great California Shakeout, which takes place at 10:18 a.m. on Oct. 18. All USC facilities are expected to participate in the exercise.

"The Shakeout is an educational reminder to everyone to 'drop, cover and hold on,'" Goldfarb said.

For information on the Shakeout, go to www.shakeout.org.

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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> 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.