

Health topics garner attention at Festival of Books

By Josh Grossberg

To call the party dedicated to the written word on the University Park campus a “Festival of Books” is like calling the beach a “festival of sand.”

Sure, it was still a bibliophile’s dream world—there were booths dedicated to the printed word as far as the eye could see. There were book readings, book signings and author discussions. There were publishers, booksellers and book clubs.

But the 18th annual *Los Angeles Times* Festival of Books also offered an array of activities that made sure the 150,000 or so people who visited April 20-21 had plenty to do to keep themselves busy. There were cooking demonstrations, a play area for children, film presentations and a couple of graffiti walls where people could write what they had been reading or eating.

There was an ever-growing array of food trucks, and new this year was the Pop and Hiss Stage, where musicians performed.

“This year our celebration of the written word extends beyond traditional books to include engaging debates, entrepreneurial ideas, live music, film screenings and



Clockwise from above: Dental hygienist Sharona Shamquelian teaches a young girl proper tooth brushing techniques at the Ostrow School of Dentistry booth at Festival of Books on April 21; Danielle Barr, special events coordinator, offers bottles of sunscreen to visitors to the festival at the Keck Medical Center of USC booth; Edwin Valladares, a technologist at the Sleep Disorders Center at Keck Hospital of USC, explains to a visitor how a continuous positive airway pressure mask can help alleviate sleep apnea.

new media,” said USC President C. L. Max Nikias as he welcomed the crowd Saturday morning.

For the second year, the Keck Medical Center of USC hosted a Health and Wellness Pavilion, which attracted festivalgoers looking for tips on healthy living. Participants

included the Keck School of Medicine, the School of Pharmacy, the Ostrow School of Dentistry, the Division of Occupational Science and Occupational Therapy, and the Division of Biokinesiology and Physical Therapy.

Visitors to the booth could learn about weight-loss man-



agement and participate in a demonstration that showed them the best way to wash germs off their hands.

A hypertension and blood pressure screening also

proved to be very popular, with about 100 people being tested. Other activities included a sleep apnea test, dental screenings, body-

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Keck Hospital of USC opens new gym for cystic fibrosis patients

By Josh Grossberg

Patients with cystic fibrosis know that exercise can clear their lungs and extend their lives. But when an episode of the disease lands them in the hospital, they need opportunities to get a workout during their stay.

They now have that opportunity at Keck Hospital of USC. On April 10, a new gym opened just for CF patients.

Getting it done was a team effort, which was guided by and pushed through to completion by Scott Evans, chief executive officer of both Keck Hospital and USC Norris Cancer Hospital. Evans thanked everybody for their support.

“Your investment really does mean the world to us,” he said.

The Webb Foundation CF Gym on the third floor was the idea of Nikki Adams, a CF patient herself, as well as a certified fitness instructor.

“I want to encourage other people with CF to get out there and do everything they can to stay active and keep their lungs fully functioning,” she said when she first came up with the idea.

Frustrated with the lack of exercising options at the hospital, she approached her grandparents, Lewis and Dorothy Webb, founders of the nonprofit Webb Foundation.

Dorothy Webb remembered her granddaughter spending so much time in hospitals growing up and wanted to help.

“Being in the hospital

See **CF**, page 3

\$1.5 million gift spurs cancer drug collaboration

By Robert Perkins

Businessman and USC Trustee Daniel M. Tsai has made a \$1.5 million gift to the USC School of Pharmacy to create a binational research center focused on one of the most promising new leads in the fight against cancer.

The gift establishes the USC Daniel Tsai Fund for Translational Research in Pharmacy, which will support the new center. Based jointly at USC and in Taiwan, center researchers will explore the development of pharmaceuticals to target monoamine oxidase (MAO), a key enzyme that regulates brain function and may be linked to cancer risk. In recognition of Tsai’s gift, a laboratory in the John Stauffer Pharmaceutical Sciences Center will be named the Daniel Tsai Laboratory for Translational Research.

MAO plays a vital role in the deactivation of neurotransmitters, and too much or too little may be responsible for neurological disorders, which is why MAO inhibitors have long been used as antidepressants. Recent studies, however, show that MAO inhibitors also have the potential to hinder the development of cancer—and this is the focus of the new

research center.

Tsai is chairman of Fubon Financial, the leading financial group in Taiwan. It is the largest, most comprehensive and most profitable financial holding company in that country. He was elected to the USC Board of Trustees in April 2012 and has been an active supporter of USC’s outreach in Asia.

In addition, Tsai served as a featured speaker at the university’s 2009 Global Conference in Taipei. His gift is part of The Campaign for the University of Southern California, a multiyear effort to secure \$6 billion or more in private philanthropy to advance USC’s academic priorities and expand the university’s positive impact on the community and the world.

“The ability to accelerate the time between scientific discovery and new patient therapies is a core focus of USC’s medical enterprise,” said USC President C. L. Max Nikias. “With his generous gift, Daniel Tsai affirms his confidence in our ability to do so. We are grateful for his vision and his commitment to developing life-saving treatments for patients around the world.”

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Daniel M. Tsai

Fullerton tapped to lead Health Sciences Public Relations, Marketing

Deborah S. Fullerton has been named associate vice president for USC Health Sciences Public Relations and Marketing and senior associate dean of the Keck School of Medicine of USC.

She comes to USC with extensive experience in academic medicine, having provided marketing and communications leadership at Loyola University Health System and Duke University Health System.

“We are so pleased to have someone with Deborah’s experience and proven track record in top academic medical centers joining our team,” said Brenda Maceo, USC vice president for public relations and marketing, to whom Fullerton reports. “She



Don Milici

Deborah S. Fullerton

will provide important leadership in helping us grow and strengthen the visibility and reputation of the entire Keck Medicine enterprise, as well as the USC Health Sciences as a whole.”

Fullerton said, “The position at USC attracted me because I enjoy nurturing

change in an organization—building marketing programs and developing staff—and Keck Medicine is embarking on a trajectory of growth in its network, its facilities and its physician practice. I look forward to partnering with the faculty and administration to make USC Health Sciences the preferred brand in our market and to increase our national and international reputation for the Keck School of Medicine.”

After beginning her career as an editor at *The Courier-Tribune* in Asheboro, N.C., Fullerton transitioned to her health-care career at Duke University Medical Center, where she led Duke in its first-ever advertising and marketing programs as it

transitioned into a health system.

Recruited to Loyola University Health System in 1997, she created a marketing department at the newly spun-off subsidiary of Loyola University Chicago, which included a medical center, 24 offsite clinics, a community hospital, children’s hospital-within-a-hospital, medical and nursing schools, and biomedical graduate programs. She orchestrated and built a competitive brand while fueling business growth, ensuring consistency in traditional and digital marketing, and focusing on bridging the gap between marketing and customer service.

In 2010 she formed a

solo consulting practice, dF Consulting, offering strategic marketing counsel, public relations and crisis communications consultation for not-for-profits. She served as an advisory board member and mentor at several nonprofit organizations and has served on the advisory board of the University of North Carolina (UNC) at Chapel Hill School of Journalism & Mass Communications since 2007. She was a founding member of the Chief Marketing Council of the University HealthSystem Consortium.

Fullerton earned her bachelor’s degree in journalism from UNC-Chapel Hill and an M.B.A. from the Duke University Fuqua School of Business.

BOOKS: Crowds flock to health-related booths for screenings, education and advice

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mass index screenings and a yoga class.

“We want to promote health and educate people how to stay healthy,” said second-year physical therapy student Annie Kwan, who helped guide children through an activity course. “People want to learn how to be healthy. This is a great avenue to help them.”

Volunteers at the booth passed out containers of sunscreen to guests who were toasting under the hot afternoon sun.

This was the third year the event was hosted on the University Park campus. Popular activities included a visit by comedian Carol Burnett, who not only talked about family, but also awed the crowd by giving one of her famous Tarzan yells. Other participants included actresses Valerie Bertinelli and Molly Ringwald, and



Gus Ruelas

Keck School of Medicine surgeon Namir Katkhouda (center) welcomes USC President C. L. Max Nikias and Niki C. Nikias to the Keck Medical Center of USC booth.

writers Anna Quindlen and Joyce Carol Oates.

West Los Angeles resident Natalie Gold had originally planned to attend only one day of the event.

“I’ve been to several of these over the years, and I think this one is the best,” she said Saturday. “The weather is perfect, and

there’s so much to do. I may have to come back tomorrow.”

In his opening remarks just after the USC Trojan Marching Band played, Nikias thanked the audience for making the festival such a success.

“We are very grateful you helped make this the largest,



Ryan Ball

School of Pharmacy student Edward Brauer checks the blood pressure of a Festival of Books visitor. His peers also screened for diabetes, blood pressure and body fat analysis and offered health information.

most prestigious public literary festival in the nation,” he said. “I believe there is no better place to hold an event

that ignites the imagination and inspires creativity than a world-class university like USC.”

TSAI: Gift to fund key research center

Continued from Page 1

Led by USC University Professor Jean Chen Shih—a globally recognized expert in monoamine signaling—the new translational research center will be based at the School of Pharmacy. The center will leverage USC’s internationally renowned research facilities, multiple core laboratories and state-of-the-art equipment suites to develop a strategic relationship with Taiwan, one that involves the exchange of trainees, research findings and expertise.

“The USC School of Pharmacy is deeply honored by this gift from Daniel Tsai,” said Dean R. Pete Vanderveen. “Dr. Shih is world renowned for her work on MAO genes, and Mr. Tsai’s generous support will further the translational promise of that work to benefit human health.”

Shih added, “The Daniel Tsai Fund for Translational

Research will enhance our USC-Taiwan collaborations. And it will move us closer to new therapeutics for cancer and autism that target the MAO genes, while training a new generation of scientists in translation research.”

Fellows at the new center will spend up to two years training in the School of Pharmacy’s laboratories. This unique opportunity for international colleagues to collaborate in advanced research using cutting-edge techniques promises to accelerate the translation of scientific discovery into the next generation of cancer therapeutics.

“I believe international collaborations between expert researchers are one of the keys to developing new ways to treat disease,” Tsai said. “I am proud to support USC and, in particular, the work of Dr. Shih to ensure these collaborations take place.”

The Weekly

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Physician assistant student receives national scholarship

By Elise Herrera-Green

Michelle Laguna, a member of the Class of 2013 Primary Care Physician Assistant Program, has been selected as one of six 2013 National Medical Fellowship, Primary Care Leadership Program (PCLP) Scholars across the nation.

As a National Medical Fellowship Scholar, Laguna will receive a \$5,000 scholarship and a stipend to cover travel, living and lodging expenses for a 200-hour service learning opportunity at a community health clinic.

Beginning in June 2013, Laguna will work at AltaMed Medical Group in Los

Angeles with a designated mentor. There she will have the chance to see first hand the rewards and challenges of primary care practice in community health centers.

"I'm truly surprised and delighted at the honor. This is a wonderful opportunity, not just because of the scholarship, but because it provides experience in a community health clinic," Laguna said.

During her time in service-learning, Laguna will engage in health care service, leadership training and project activities, as well as have the opportunity to



Michelle Laguna

network with organizations and the National Medical Fellowship alumni.

Selection of scholars is rigorous, and eligible candidates must demonstrate academic achievement,

leadership, participation in community-based activities, participation in research and a proven passion for improving health care in medically underserved communities.

"The criteria for receipt of this honor are in alignment with what we look for when selecting students to attend our program," said Kevin Lohenry, director of the Primary Care Physician Assistant Program in the Keck School of Medicine of USC. "We're thrilled that Michelle is being recognized for these same values by others outside of our program."

Created as a partnership

between the GE Foundation and the National Medical Fellowship, the PCLP aims to address the growing need for primary care health professionals in underserved areas. Its overall mission is to develop a pipeline for future primary care professionals to build capacity at community health centers.

The PCLP is one of three service-learning programs offered by the National Medical Fellowship, a nonprofit organization dedicated to the advancement and increase of underrepresented minority health care professionals in the workforce.

CF: Hospital staff members donate money to help create gym for cystic fibrosis patients

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for a couple of weeks, there's no way to keep up with exercise," Dorothy Webb said.

The Webb Foundation's initial \$10,000 gift started a chain of generosity that extended across the hospital and beyond.

After the Webb Foundation gave another \$50,000, Steven S. Tyre (who represents the Bob and Margrit Gold Trust) pitched in \$10,000.

Tyre said he wanted to help because the late founders of the trust had two children who died of CF in the early '60s. The trust also funds CF causes at Stanford University and the University of Minnesota.

"I find CF to be the closest to them and the most worthy," Tyre said at the grand opening ceremony. "Let's keep them alive a little longer by letting them exercise."

Susan Sylvis donated flooring, an inspiring mural and a treadmill. She also motivated friends and family to give to the cause.

Inspired by the passion that was building for the gym, Keck Hospital staff members started donating money on their own. The cystic fibrosis team, the USC Division of Biokinesiology and Physical Therapy, the USC Division of Occupational Science and Occupational Therapy, and the 7N/ICU and 7S/

ICU nurses made personal donations.

Sarah Forsythe, a nurse who works with CF patients, said it was an honor to make a donation. "I felt privileged I got to contribute," she said. "I know a lot of the staff contributed money. All of us are passionate about our patients. We want them to not just survive, but to live well."

Forsythe was especially inspired by Adams, who has a passion for fitness.

"She's an exercise guru," Forsythe said. "She has a lot of enthusiasm. She's one of our patients that make it a joy and pleasure to take care of them."

The gym features several pieces of exercise equipment and a relaxing mural that will help CF patients keep fit during a hospital stay that averages about two weeks.

Although CF was once considered a pediatric condition, advances in therapies

mean that people are surviving with CF well into adulthood.

One of those survivors is Greg Stern, a member of the hospital's CF Patient Advisory Committee. The 35-year-old has been impressed with the hospital's commitment to caring for those with CF. In addition to the gym, a new 24-bed CF unit opened in March.

"To see the momentum here, it gives you hope," he said.



Seth Gamradt, right, discusses Zack Greinke's left clavicle injury during a pre-game live interview at the Dodgers Stadium on Monday, April 15.

Keck Medical Center inks Fox Sports deal

The Keck Medical Center of USC has entered into a partnership with Fox Sports West in an effort to gain visibility and showcase the medical center's world-class faculty and medical care.

The one-year agreement includes 16, 60-second taped vignettes highlighting key services and treatment options offered at the medical center. They will be broadcast during games including Clippers, Angels, Dodgers, Kings, Ducks and high school football.

The first vignette will air on April 29 and will feature Seth Gamradt, director of Orthopaedic Athletic Medicine.

The partnership also includes 24 live pre-game interviews with USC sports medicine doctors, who are invited to comment on specific player injuries.

Also included in the partnership are two, 30-second TV spots featuring the Keck Medical Center of USC and the USC Norris Comprehensive Cancer Center, which are scheduled to start airing the third week of June and air more than 650 times over the course of the year.

The Weekly NEWSMAKERS

An April 22 broadcast on Voice of America featured an interview with **Demetrios Demetriades**, professor of surgery and director of the division of trauma surgery & surgical critical care at the Keck School of Medicine, about improvements in treatment procedures for trauma injuries.

On April 22, SeniorJournal.com covered research by **Terrence Town**, professor in the Department of Physiology and Biophysics at the Keck School of Medicine, and colleagues, that could lead to better testing of Alzheimer's disease drug therapy.

An April 20 story in *E-The Environmental Magazine* cited research by **Rob McConnell**, professor of preventive medicine at the Keck School of Medicine, and colleagues, finding a link between autism and traffic pollution.

On April 19, The Doctors featured a medical device tested and now used by **John Lipham**, associate professor of surgery at the Keck School of Medicine, and colleagues, that treats gastroesophageal reflux disease.

The device, approved a year ago by the federal Food and Drug Administration and also sold in Europe, employs a ring of titanium beads around a weak muscle at the base of the esophagus.

Lipham and colleagues recently published a study of the device in the *New England Journal of Medicine*, finding that acid in patients' throats greatly decreased after the device was implanted. The News International (Pakistan) also covered the device.

An April 19 article in the *Los Angeles Times* quoted **Earl Strum**, associate professor of anesthesiology at the Keck School of Medicine, about a woman who died after getting Lap-Band surgery at a West Hills surgical center.

An April 19 article on RedOrbit featured research by **Jae Jung**, distinguished professor and chair of the Department of Molecular Microbiology and Immunology at the Keck School of Medicine, which found that the immune system has the ability to fight viruses by activating a naturally occurring protein that disrupts the levels of cholesterol required in cell membranes.

An April 19 article in *Pacific Standard* magazine cited research by **Jon-Patrick Allem**, a doctoral student at the Keck School of Medicine, and colleagues, who used Google searches to analyze seasonal patterns of mental health.

An April 18 article on RedOrbit featured research by **Donna Spruijt-Metz**, associate professor of preventive medicine at the Keck School of Medicine; **Thomas Valente**, professor of preventive medicine at the Keck School of Medicine, and colleagues, finding that social gaming could promote healthy behaviors. Health diaries used by participants showed marked increases in activity if social gaming elements were incorporated.

An April 18 broadcast on ABC News Los Angeles affiliate KABC-TV interviewed **Sean Nordt**, assistant professor of clinical emergency medicine at the Keck School of Medicine, about the dangers of ricin.

Calendar of Events

Monday, Apr. 29

Noon. KSOM Research Seminar. "Regulation of NF- κ B and Ral Pathways by Atypical Ras Proteins in Inflammation and Cancer," Sankar Ghosh, Columbia University. NRT Aresty Auditorium. Info: (323) 442-7732

Tuesday, Apr. 30

Noon – 1:30 p.m. Global Health Lecture. "Story of a Smile: The Journey of Operation Smile," William Magee, USC. UPC: TCC 450. Info: (323) 442-7732

Noon. Cancer Center Grand Rounds. "Obamacare: Implications for Treatment of Cancer," Michael Cousineau, USC. NRT Aresty Auditorium. Info: (323) 865-0801

Noon – 2 p.m. USC Center for Excellence in Research Workshop. "NSF Career Award Proposal Workshop," Phil Taylor, USC. UPC: CUB 329. Info: (213) 740-6709

Noon. Eli and Edythe Broad Center for Regenerative Medicine and Stem Cell Research at USC Seminar. "Quantitative Imaging of Mammalian Development," Nicolas Plachta, European Molecular Biology Laboratory. BCC 1st Floor Seminar Room. Info: (323) 442-8080

Wednesday, May 1

Noon. ZNI Seminar Series. "Exploiting Nicotinic Mechanisms to Enhance Auditory Processing," Raju Metherate, UC Irvine. ZNI 112. Info: (323) 442-2144

Tuesday, May 7

Noon. Psychiatry Grand Rounds. "Neuropsychiatric Effects of Mild TBI," David Baron, USC. ZNI 112. Info: (323) 442-4065

6 p.m. – 7:30 p.m. Town Hall Los Angeles. "Changing the Faces of Health Care: Who Will Take Care of You?" Kevin Lohenry, USC. Rand Corporation, 1776 Main St., Santa Monica. Info: (213) 628-8141.

Wednesday, May 8

7:30 a.m. – 9 a.m. USC Institute for Integrative Health Seminar. "The Role of Occupational Therapy in Integrative Health," Camille Dieterle, USC. Breakfast Reception 7:30 – 8AM. Speaker & Discussion at 8 a.m. CHP 102. Info: (323) 442-2638

4:30 p.m. 3rd Annual Vladimir Zelman Distinguished and Endowed Lectureship. "Living in Transformational Times: Two Personal Perspectives," Roald Sagdeev, former advisor to Soviet President Mikhail Gorbachev, and Susan Eisenhower, The Eisenhower Institute. Reception at 4:30 and lecture at 5:15 p.m. NRT Aresty Auditorium. Info: (323) 409-6856

Friday, May 10

11 a.m. – 2 p.m. USC Center for Excellence in Research Workshop. "Understanding, Writing, and Obtaining NIH-K-Series Career Development Grants," Charles Gromer, USC. CHLA Saban Auditorium. Info: (213) 740-6709

Saturday, May 11

6 a.m. – 6 p.m. Revlon Run/Walk for Women. Los Angeles Memorial Coliseum at Exposition Park. Faculty, staff, students, residents and friends are invited to join the USC Norris Team for the 20th Anniversary of the Entertainment Industry Foundation's 5k REVLON Run/Walk For Women on Saturday, May 11, on the grounds of the Los Angeles Memorial Coliseum at Exposition Park. Info: (323) 865-0668

Friday, May 17

6:30 a.m. Anesthesiology Grand Rounds. "The Truth about Spinal Anesthesia," Robert Martin, Loma Linda University. MCH 256. Info: (323) 409-6856

Tuesday, May 21

10:30 a.m. Keck Hospital of USC Guild Speaker Series. "Die Once Live Twice," Lawrence Dorr, USC. Private club in Pasadena. \$50. Info: (626) 440-0679

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.

New technology aids bladder cancer detection, diagnosis

By Alison Trinidad

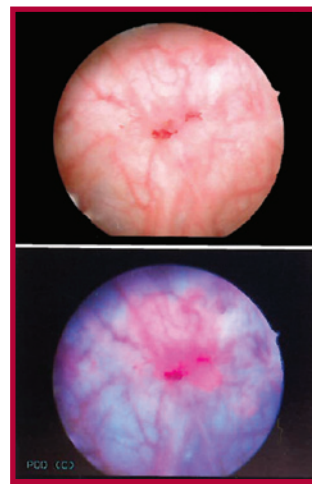
The Keck Medical Center of USC is the only health-care provider in the western United States to offer a new diagnostic tool for bladder cancer called "blue light cystoscopy." The technology helps urologists identify more bladder tumors that are difficult to see using conventional white light cystoscopy.

"In the United States, bladder cancer is the fourth most common cancer in men, and the most expensive cancer to treat," said Sia Daneshmand, director of urologic oncology at the USC Institute of Urology and associate professor of urology at USC. "This new technology makes it much easier to see tumors that previously would have gone undetected. The more cancer that we can remove at earlier stages, the lower the chance of recurrence."

The most common symptom of bladder cancer is blood in the urine, which typically calls for a urine analysis that detects presence of cancer and white light cystoscopy.

"The traditional white light cystoscopy is a minimally invasive procedure that allows the doctor to see inside the bladder," said Anne Schuckman, director of urologic oncology at the Los Angeles County+USC Medical Center and assistant professor of urology at USC. "Anything abnormal is biopsied and/or removed, but certain tumors can be invisible and may be missed when using white light cystoscopy alone."

Cysview (hexaminolevulinate HCl) is an optical imaging agent that accumulates in tumor cells of the bladder and glows pink under blue light, making them easily discernible from healthy bladder tissue. It is designed to detect papillary cancer of the bladder in patients with known or suspected bladder cancer based on routine white light cystoscopy. The solution, marketed as Hexvix in Europe and approved by the U.S. Food and Drug Administration in 2010, is used with the Karl Storz D-Light C Photodynamic Diagnostic (PDD) system, which includes both white



and blue light cystoscopy settings. In clinical trials, blue light cystoscopy using Cysview found additional tumors in nearly 16 percent of patients when compared to using white light alone. "Bladder cancer is difficult to detect, even for specialists," said Inderbir S. Gill, founding executive director of the USC Institute of Urology and associate dean of clinical innovation at the Keck School of Medicine of USC. "Patients with known or suspected bladder cancer can now come to the Keck Medical Center of USC and take comfort in the fact that their doctors are trained and

experienced in using the most advanced diagnostic technology available."

The National Cancer Institute estimates that more than 72,500 new cases of bladder cancer will be diagnosed in 2013, while roughly 15,200 people will die from the disease. Bladder cancer has a recurrence rate of up to 80 percent and requires life-long surveillance after diagnosis, making it the most expensive cancer to treat on a per-patient basis, according to the Bladder Cancer Advocacy Network.

"Providing advanced, high quality patient care is a critical component of our Keck Medical Center of USC mission," said Scott Evans, CEO of the USC hospitals. "We pride ourselves on innovation and collaboration. Our doctors and staff are always looking for new ways to heal patients. The blue light cystoscopy is a prime example of our commitment to returning patients to their normal routines as quickly as possible."

Blue light cystoscopy is performed at the Keck Medical Center of USC as an outpatient procedure and is covered by most major insurance providers. It is sometimes followed by a course of chemo- or immunotherapy instilled in the bladder to prevent recurrence. Cysview is not recommended for use in patients with porphyria or sensitivity to hexaminolevulinate.

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