

# The Weekly

**USC** UNIVERSITY OF  
SOUTHERN CALIFORNIA

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## Trojan Family welcomes hospital employees

By Katie Neith

USC toasted the ownership of two new hospitals at picnic celebrations welcoming the USC University Hospital and USC Norris Cancer Hospital into the Trojan Family.

The sun shone brightly on a new era of academic medicine at USC as more than 2,000 hospital employees, Doctors of USC and clinic personnel were treated to fresh salads, grilled meats and a plentiful array of desserts on April 3. With many decked out in cardinal and gold, the crowd cheered and danced to the music of the USC Trojan Marching Band.

Travis Martin, a USC University Hospital ultrasound tech, hailed the hospitals' transition to USC ownership, adding that the employee celebration "is really something special and new for us. We feel like we're being welcomed to the family."

"It's fabulous!" added Joanne Weigh, a registered nurse who works in pre-op and recovery at University Hospital.

An evening picnic was also held to recognize the nightshift employees. The picnics were hosted by Mitch Creem, who was recently appointed CEO of the two hospitals.

Saturnino Don Andres Jr., a stationary engineer in plant operations for the hospitals, who attended the dinner picnic, added, "I'm glad to be on board with an organization that has such a good reputation."

Scott Evans, chief operating officer of USC's two hospitals, said the transition of ownership went very well.

"The new USC employees are very excited," he said. "They've been waiting a long time for this—and we're all looking forward to building a great medical center."

## New marketing plan to support hospitals

Within moments of USC's acquisition of two hospitals, two new patient-focused Web sites went live on April 1 to promote the university's clinical expertise.

That's just the first step in a new set of hospital marketing initiatives designed to leverage the USC brand, increase patient referrals and enhance patient revenue, according to Jane Brust, associate senior vice president of USC's Health Sciences Public Relations and Marketing office.

Accessible via the links [www.uscuniversityhospital.org](http://www.uscuniversityhospital.org) and [www.norriscancerhospital.org](http://www.norriscancerhospital.org), the two sites are integrated with the Doctors of USC Web site to create a consistent Web presence and access to the searchable Doctors of USC physician database. The two sites launched in Phase I of their development, and planning for Phase II is now under way.

All three sites were developed by Health Sciences PR and Marketing staff working in collaboration with Swanson Russell Associates, a full-service marketing and communications agency with specialized expertise

See **MARKETING**, page 2



Photos/Jon Nalick



Clockwise from top: USC ophthalmologist Alfredo Sadun gets an earful during a special front-row performance by a member of the Trojan Marching Band at the April 3 celebration welcoming new USC hospital employees; attendees dig into salads, grilled meats and desserts at the noontime luncheon; at the evening welcome dinner (from left) pulmonary function tech La Donna Rodgers, respiratory therapist Roxana Medranc and EVS worker Alberto Espinoza grab a quick bite before returning to their shift.

**Special  
Commemorative  
Issue**

As we celebrate a new era in academic medicine at USC, *The Weekly* is proud to debut a new graphic design with a larger size and tabloid format. The changes complement our expanded coverage of the campus, including the hospitals and their staffs.

**"The new USC employees are very excited. They've been waiting a long time for this—and we're all looking forward to building a great medical center."**

— Scott Evans,  
Chief Operating  
Officer of USC's  
hospitals

## University creates governing boards to provide oversight, direction for new hospitals

By Jon Nalick

USC President Steven B. Sample has established governing boards for the university's newly acquired hospitals and named their initial 15 members.

The Hospital Governing Boards guide and oversee USC University Hospital and USC Norris Cancer Hospital, as well as approve budgets and capital expenditures. The boards also ensure that the medical staff is accountable for quality of care and that the hospitals meet their regulatory and compliance obligations.

USC Executive Vice President and Provost C. L. Max Nikias will serve as chair of both boards and

Carmen A. Puliafito, dean of the Keck School of Medicine, will serve as vice chair for each.

Each board initially comprises the following additional members:

- Mitch Creem, hospital chief executive officer
- Ellen Whalen, hospital chief nursing officer
- Eila Skinner, hospital chief of staff
- Vaughn Starnes, chair, Department of Surgery
- Philip Lumb, chair, Department of Anesthesiology
- Todd R. Dickey, USC senior vice president, administration
- Robert Abeles, USC interim senior vice president

and chief financial officer

- Carol Mauch Amir, USC general counsel
- Laura LaCorte, USC associate senior vice president, compliance
- Elizabeth Garrett, USC vice president, academic planning and budget
- John Kusmiersky, USC trustee
- William Schoen, USC trustee
- Minor Anderson, USC Care Medical Group Inc. chief executive officer

The boards held their first joint session at a meeting on March 26.



# USC hospitals woo new nurses with residency program

By Sara Reeve

USC University Hospital and USC Norris Cancer Hospital hosted more than 170 local nursing school students and recent graduates at a New Graduate Brunch on April 3. The brunch offered an opportunity for the hospitals to introduce the Versant RN Residency program, an 18-20 week program that helps residents transition from student to professional nurse.

“When you join the Versant program, you are not done with studying or classes, so don’t put your books away in the garage!” said Tanya Zwick, Versant RN Residency manager for the hospitals. “The hands-on experience before you get to the floor prevents you from feeling completely lost when you have to treat a patient.”



Kevin Wagner, USC University Hospital main operating room nurse manager, explains the work and daily challenges residents would experience at the hospital.

Created by Childrens Hospital Los Angeles in 2004, the Versant RN Residency provides a structured program of classroom and skills lab education, clinical experiences with one-to-one preceptors, individual mentor relationships and support/self-care group meetings.

USC University Hospital and USC Norris Cancer Hospital began using the Versant program in 2007, with sessions beginning twice a year in March and August. Residency is very competitive: the program received more than 100 applications for the last cohort, but

accepted only 18 residents.

According to Ellen Whalen, chief nursing officer for USC University Hospital and USC Norris Cancer Hospital, there could be anywhere from 20 to 40 residency positions, depending on the number of nurses trained to serve as preceptors. Preceptors are experienced registered nurses who have gone through special training to understand the program and have an interest in mentoring the residents through their required patient care experiences and competencies.

“Our program is only as good as the quality of preceptors we are able to have,” Whalen said. “The number of positions are only limited in order to maintain the highest quality experience for the residents.”

The nursing students and graduates in attendance learned about the details of the program and the application process. “I don’t know how many openings there are, but I hope I get one of them!” said Abegail Balotro, a graduate of California State University, Los Angeles.

Attendees of the brunch listened as nurse managers and directors from a variety of different areas, including step down, oncology ICU, abdominal organ transplant ICU and cardiothoracic telemetry, described their units and the challenges and opportunities of each.

“We’re like the Marines—we’re looking for a few good people,” said Debbie Peterson, USC Norris Cancer Hospital nurse manager for the bone marrow transplant unit and the third floor. “We need people who can see what needs to be done and then do it.”

The presentation also included testimonials from former and current Versant residents. In her fourth week of residency, Christina Domingo was exuberant in her description of her experience.

“I love my job, I love this place—I feel like a new person,” she said. “I really enjoy the Versant program. The hands-on experience really complements the continued classroom learning. I feel like it offers a great transition from student life.”

Interested attendees had the opportunity to take small group tours of several of the medical and surgical units. As the tours began, the purchase of the hospitals by USC became a popular topic of discussion.

“USC buying the hospitals is just icing on the cake,” said Patsy Rodriguez, also a graduate of California State University, Los Angeles’ nursing program. “USC is a prestigious, world-renowned university that will draw new doctors and lots of new patients. Patients come to these hospitals from all over the world. That’s the type of environment I want to be in.”

Applications to the Versant RN Residency program are due by April 24, and interviews are scheduled for mid-May. Offer letters to accepted residents will be mailed in mid-June, and the fall cohort will begin on Aug. 3.

## MARKETING: Team plans push to bolster reach of brand

Continued from page 1  
in health care marketing. In recent weeks, following an agency review process involving hospital administrators and physician leaders, Swanson Russell was selected to assist with hospital marketing efforts going forward.

“The collaborative process will continue as we develop a marketing strategy for the new hospitals that is integrated with our marketing of the Doctors of USC,” Brust said. “We will undertake market research, develop key messages to brand and position our hospitals in the local market, and test those messages among

consumers. Referring physicians will continue to be another important constituency in our marketing efforts.”

Swanson Russell is no stranger to USC as they have teamed up with Health Sciences PR and Marketing staff on Doctors of USC marketing activities over the last several years. Swanson Russell created the award-winning “See the Doctors They See” and “See the Doctors Coach Carroll Sees” campaigns, among other work.

More recently, Swanson Russell created the clever cardinal red and gold picnic invitation delivered to hospital employees, physicians and others for the April 3 festivities (see related story, page 1) and the full-page “We Are USC” ad placed in the *Los Angeles Times* the same day. The ad features more than 400 images of hospital personnel and physicians.

“The response to our request for permission to use personal photos was so great that another 100 images not used in the ad will be featured in a revised layout for two banners to be hung outside the two hospital cafeterias in coming weeks,” Brust said. “The ad concept has been so popular that employees have requested copies, so we are offering the full-page ad in this issue of the *Weekly* as a commemorative poster for employees to keep.”



Mitch Creem, chief executive officer of the two hospitals, greets attendees at the April 3 hospital celebration event.

The Weekly

Next Issue: April 17

The *Weekly* is published for the faculty, staff, students, volunteers and visitors in the University of Southern California’s Health Sciences Campus community. It is written and produced by the Health Sciences Public Relations and Marketing staff. Comments, suggestions and story ideas are welcome. Permission to reprint articles with attribution is freely given.

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*~ In the classroom. In the laboratory. In the operating room. ~*

# We are USC.

As of April 1, USC University Hospital and USC Norris Cancer Hospital and their 1,600 dedicated employees became full members of the Trojan family. Located just east of downtown Los Angeles, the hospitals are now wholly owned and operated by the University of Southern California. This means the hospitals are now not only backed by nearly 130 years of Trojan pride and tradition, they're also backed by the full educational and fiscal might of one of the country's most respected and successful private research universities.



Visit our new Web sites at [www.uscuniversityhospital.com](http://www.uscuniversityhospital.com) and [www.uscnorriscancerhospital.com](http://www.uscnorriscancerhospital.com) for patient care information and employment opportunities.



# 10 things everyone should know about the hospital acquisition

**1** USC has invested \$275 million in the purchase of the two hospitals.

Together, USC University Hospital and USC Norris Cancer Hospital have 471 beds and nearly 1,600 full-time employees who work with 500 physicians known as the Doctors of USC.

**2**

**3**

USC and UCLA are the only two Los Angeles-area universities owning hospitals.

**4**

USC University Hospital is a private, 411-bed referral, teaching and research hospital staffed by The Doctors of USC. Opened in 1991, the hospital provides a comfortable setting in which patients receive personal care and access to the most advanced health care services.

**5**

Services at the USC University Hospital include organ transplantation and neurosurgery, as well as cardiothoracic, urological, esophageal, orthopedic, and plastic and reconstructive surgeries; neuro-interventional radiology; interventional cardiology; musculoskeletal medicine; and epilepsy, among others.

The USC Norris Cancer Hospital is a 60-bed hospital with adjacent outpatient facilities. The hospital is affiliated with the USC Norris Comprehensive Cancer Center.

**6**

**7**

The USC Norris Comprehensive Cancer Center is one of only 41 centers designated as “comprehensive” by the National Cancer Institute for its leadership role in cancer treatment, research, education and prevention. USC Norris has held this designation since 1973 – just two years after establishment in 1971 – when it was one of the first eight comprehensive cancer centers to be recognized in this way.

Treatment options at USC Norris include surgery, radiation therapy, chemotherapy and combinations of these therapies. Immunotherapy and genetic counseling for specific cancers are also provided.

**8**

**9**

The USC Norris Cancer Hospital has a designated bone marrow transplantation unit and surgical unit with highly trained staff.

With the university’s acquisition of the hospitals, more than 500 physicians known as The Doctors of USC are integrating their 18 private practices into the university’s operations. The new integrated business model will enhance business planning for new clinical services, multi-disciplinary programs and support for recruitment of new clinical faculty. The new structure also will make it easier to build new clinical programs in collaboration with the hospitals.

**10**



Jon Nalick



Jon Nalick



# Doctors integrating into one faculty practice group

**By Jane Brust**  
While the university’s acquisition of two hospitals has been big news on both USC campuses, behind the scenes much work has been under way to ensure the success of the new clinical enterprise. Key to that success is the integration of 18 separate physician practice corporations outside the university into The Doctors of USC—a single corporate entity within USC providing centralized services to support the physicians’ clinical activities. The integrated model will provide for enhanced business planning for new clinical services, multi-disciplinary programs and support for recruitment of new clinical

faculty. The new structure also will make it easier to build new clinical programs in collaboration with the hospitals. In recent days, nearly 500 personalized letters were sent to individual physicians to officially welcome them into The Doctors of USC and to outline their compensation and other considerations. “Producing new, integrated compensation packages for the clinical faculty has been a tremendous project,” said Coreen Rodgers, chief operating officer of the Keck School of Medicine. “The clinical chairs were true leaders in this process, supported by myself, USC Care and the Faculty Affairs

office. We are grateful to all participants who gave us their time and creative energy to develop a successful transition plan for our physicians.” According to Minor W. Anderson, president and CEO of The Doctors of USC, “All of the activities to support our clinical practices will be easier within one corporate entity. We are committing to the complex process of integration so that we have greater business efficiency and success going forward. We want to enhance the patient experience and create an ideal work environment for faculty and staff.” Efforts also are under way to develop more patient-friendly business systems

by completely redesigning and upgrading billing and information technology. For example, a new GE/IDX system will be implemented to improve appointment scheduling, patient registration, billing and collections across the enterprise. Also in development is a new patient-focused call center. In addition, The Doctors of USC are committed to investing in advanced technologies and additional infrastructure to address a growing patient population. “Our goals are to enhance patient access to our physicians and to improve the patient experience across the board,” Anderson said.

**"All of the activities to support our clinical practices will be easier within one corporate entity."**

**—Minor W. Anderson, president and CEO of The Doctors of USC**



**ON SURGICAL CAPS, A NOD TO USC**— USC Operating Room Registered Nurse Diana Vo (center) and her colleagues model surgical caps that her mother, Minh “Lucy” Truong, made to celebrate the transfer of USC University Hospital and USC Norris Cancer Hospital to USC ownership. Above, the group gathers on the first day under USC ownership.

## ‘Swim with Mike’ fundraiser slated for April 18

USC will award Physically Challenged Athletes Scholarships to 33 student scholars on April 18 at “Swim With Mike,” an annual swim-a-thon fundraiser for scholarships to students who have overcome life-challenging accidents or illnesses. Since its inception in 1981, Swim with Mike has raised more than \$8.7 million for 77 full scholarships, including providing financial assistance toward housing and books. It boasts an impressive recipient and alumni list, ranging in age from 18 to 38, traveling as far away as India

and pursuing careers in fields ranging from cinematography to business, medicine and law. Athletes have represented 16 different sports on levels ranging from high school junior varsity to NCAA Division 1. Two former Keck medical students have been Swim with Mike Scholarship recipients. Swim with Mike began as a fundraiser to purchase a specially equipped van for three-time All-American USC swimmer, Mike Nyeholt, who became paralyzed in a motorcycle accident in 1981. At Nyeholt’s suggestion, the excess monies raised that year were used to aid other athletes in overcoming paralyzing or physically disabling injuries or illnesses, and in returning to school. With the help of Nyeholt’s teammate and now USC Associate Athletic Director Ron Orr, Swim with Mike was born the following year when Nyeholt returned to swim laps. The event, featuring a barbecue at noon, live entertainment, celebrity guests, massage tent, Kid’s Corner, and silent auction, will run from 8 a.m. to 4 p.m. at USC McDonald’s Swim Stadium. Parking and admission are free for sponsored swimmers. Barbecue at noon is \$15 if you are not swimming. For more information, call (213) 740-4155 or visit the event web site at [www.swimwithmike.org](http://www.swimwithmike.org).



From left: Kaia Hedlund, Swim with Mike coordinator, Brandon Johnson, USC student Swim with Mike Scholarship recipient, and fourth-year Keck School student Maria Reese speak in Mayer Auditorium on March 24 with Keck School and physical therapy students to encourage them to swim in the event and also get to know scholarship recipients like Johnson who benefit from the fundraiser.

## The Weekly NEWSMAKERS

Complete listing at:  
[www.usc.edu/uscnews/usc\\_in\\_the\\_news](http://www.usc.edu/uscnews/usc_in_the_news)

- An April 6 widely-carried *HealthDay News* story highlighted a USC study which found that increasing fiber intake and reducing sugar consumption can help reduce type 2 diabetes risk factors in Latino teens. *Forbes*, MSN Health and Fitness and MedPage Today online also covered the research.
- On April 3, neurologist **Mark Lew** was interviewed live on NBC’s “The Today Show” about cervical dystonia, a condition that causes painful neck spasms. A segment featured one of Dr. Lew’s patients.
- An April 3 *U.S. News & World Report* article quoted urologist **Inderbir Gill** about whether President Barack Obama should have PSA testing, a type of prostate cancer screening.

- An April 1 *Los Angeles Business Journal* article quoted Provost **C.L. Max Nikias** about the \$275 million sale of USC University Hospital and USC Norris Cancer Hospital to the University of Southern California. MedCenter Today Online, Fox Business, the *Contra Costa Times*, *Modern Healthcare Magazine*, Annenberg TV News and the *Daily Trojan* also covered the sale.
- On April 1, KNBC-TV aired an interview with environmental health expert **James Gauderman** on the effects of air pollution.

- A March 30 *New York Daily News* article on the impact of the show “ER” noted a study by researchers at the Keck School which found that viewers of an “ER” episode on obesity were 65 percent more likely to change their eating habits afterward than non-viewers.
- A March 28 *Los Angeles Times* article quoted pharmacologist **Roger Clemens** about whether sweeteners derived from agave are better for one’s health than other sweeteners.
- A March 28 *Los Angeles Times* article described how actor Stacy Keach returned to the stage play “Frost/Nixon” after suffering a stroke. The article noted that Keach altered the name “Dr. Lundgren,” which is mentioned in passing during the play, to “Dr. Larsen,” in tribute to **Donald Larsen** who treated him at USC.

- A March 27 *Wall Street Journal* article highlighted research led by cardiologist **Robert Kloner** about the increased death risk associated with being a fan of a losing Super Bowl team. WebMD, ABC Science Online, *The Mercury News*, a widely carried Asian News International (India) story and KNBC-TV also covered the research.

# Calendar of Events

This Calendar of events is also online at [www.usc.edu/hscalendar](http://www.usc.edu/hscalendar) for the Health Sciences Campus community

## Monday, April 13

**Noon.** “NEPHSAP: Fluid, Electrolyte and Acid-base Disturbances,” Alan Yu, USC. GNH 4420. Info: (323) 226-7307

Noon. “Case Presentations,” Shahrooz Bemanian, USC. DNT B3B105. Info: (323) 409-7995

## Tuesday, April 14

**8:45 – noon.** The 19th Annual Cancer Surveillance Program Educational Symposium. “From Surveillance to Prevention,” Various speakers. NOR Aresty Conference Ctr. RSVP: [esp.symposium@usc.edu](mailto:esp.symposium@usc.edu)

**11:30 a.m.** Psychiatry Grand Rounds. “Body Dysmorphic Disorder,” Katharine Phillips, Brown Univ. ZNI 112. Info: (323) 442-4000

## Thursday, April 16

**Noon.** Cellular Homeostasis Lecture Series. “PPARs, Macrophage Activation and Insulin Resistance,” Ajay Chawla, Stanford. MCH 156. Info: (323) 442-3121

**4 p.m.** USC Ctr. For Excellence in Research. “Writing Persuasive Proposals,” Bonnie Lund, The Writing Co. NML West Conference Room. Info: (213) 740-6709

## Friday, April 17

**8 a.m.** CHLA Grand Rounds. “Challenges of Protecting Children, It’s not all ‘Law and Order’ and ‘CSI,’” Karen Kay, USC/CHLA. CHLA Saban Research Auditorium. Info: (323) 361-2935

**11 a.m.** Hematology Grand Rounds. “Diagnosis and Treatment of Gaucher Disease,” John Barranger, USC. IPT C2J103. Info: (323) 865-3950

**Noon.** “Case Presentations,” Yi Zheng, USC. OPT A5C129. Info: (323) 409-7995

## Monday, April 20

**Noon.** “NEPHSAP: Transplant,” Yasir Qazi, USC. GNH 4420. Info: (323) 226-7307

## Wednesday, April 22

**4 p.m.** USC Ctr. For Excellence in Research. “Cellular Imaging Methods in Basic Research,” Susan Forsburg, USC. UPC: CUB 329. Info: (213) 740-6709

## Friday, April 24

**8 a.m.** Pathology and Laboratory Medicine Grand Rounds. “Diffuse Aggressive B-cell Lymphomas,” Jonathan Said, UCLA. NOR 7409. Info: (323) 442-1180

**8 a.m.** CHLA Grand Rounds. “The Child is the ‘Sentinel Species’ for Good or Bad Environments: How the ‘Built’ Environment Shapes Children and their Health,” Richard Jackson, UCLA. CHLA Saban Research Auditorium. Info: (323) 361-2935

## Monday, Apr. 27

**Noon.** “NEPHSAP: End-stage Renal Disease and Dialysis (2008),” Hosameldin Madkour, USC. GNH 4420. Info: (323) 226-7307

## Wednesday, April 29

**Noon.** ZNI Seminar Series. “Emergence of Synaptic Specificity in the Mouse Cerebellum,” Peter Sheiffele, Univ. of Basel. ZNI 112. Info: (323) 442-2144

**Noon.** “Renal Biopsy,” Michael Koss and Vito Campese, USC. GNH 4420. Info: (323) 226-7307

**1 p.m.** “Head & Neck Cancer Awareness,” Tom Labonge, LA Councilmember, and Chief Bratton, LA Police Dept. HNRT Level G, Rm. 503. Info: (323) 442-7808

**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 HSC Weekly, KAM 400 or fax to (323) 442-2832, or e-mail to [eblaauw@usc.edu](mailto: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.

# USC University Hospital signs promotional partnership with the Los Angeles Dodgers

USC is hitting for the fences with a promotional agreement signed with the Los Angeles Dodgers for the larger of its two new hospitals. The partnership, announced on April 9, makes USC University Hospital the “Official Hospital of the Los Angeles Dodgers.” The multi-year agreement guarantees the hospital in-stadium and promotional exclusivity among hospitals and medical centers.

“Partnering with the Los Angeles Dodgers is a strategic move to align the USC University Hospital brand with another iconic brand in Los Angeles,” explained hospital CEO Mitch Creem. “We look forward to bringing Dodgers fans timely health information through in-stadium promotions and educational opportunities. This partnership with the Dodgers also will allow us to expand our community outreach through many activities that will be fun and educational for our patients, their families and our employees and friends.”

The Dodgers’ partnership with USC University Hospital features homeplate rotational signage during all local regular season television broadcasts on PRIME TICKET and KCAL, permanent Pavilion Wall signage during all regular season games, and sponsorship of the Dodgers’ “Heart of Dodgertown” platform, which highlights various community programs throughout the season on Dodgervision. Additionally, USC University Hospital will receive LED Ribbon board messaging during all regular season home games.

As part of the “Heart of Dodgertown” platform, current and former Dodgers players will visit patients at USC University Hospital. The visits will be featured in the Dodgers on Demand content on Time Warner Cable.

USC University Hospital will be showcased at Dodger Stadium with extensive promotional opportunities throughout the baseball season, including:

- auto gate distributions of USC University

Hospital marketing collateral to more than 10,000 cars per game for four games

- in-stadium concourse booths during select Dodgers home games that will facilitate interaction between Dodgers fans and USC University Hospital physicians and staff offering topical health information
- full-page ads in *Dodgers Magazine* sold at each game and available to all premium seating clients.

The Dodgers will also provide USC University Hospital with radio spots on KHJ 930AM, one of the top-rated Spanish-language radio stations in the Los Angeles market and the home of the Dodgers’ Spanish-language radio broadcast. Additionally, the partnership will include a promotional night, “Friday Night Fireworks presented by USC University Hospital” on Sept. 18. On that date, USC University Hospital representatives will be featured in a pre-game first pitch ceremony at Dodger Stadium.

“We couldn’t be more thrilled to call USC University Hospital a Dodgers partner,” said Dodgers Vice President of Partnerships Steve Spartin.



## Discounted Dodgers tickets available to all *Weekly* readers

As a special benefit from the USC University Hospital-Dodgers partnership, *Weekly* readers can now buy discounted Dodger game tickets for the 2009 season through the Dodgers “Super Groups” site.

To purchase discount tickets online, visit [www.dodgers.com/uscuniversityhospital](http://www.dodgers.com/uscuniversityhospital) and follow the on-screen instructions.

# 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.

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