

USC Norris operating room nurse Beverly Tallens, shown in a mock-up of one of several billboards now appearing throughout the area, is highlighted in a new marketing campaign to showcase the services of USC's hospitals and the expertise of its employees. *Preview the campaign on pages 3-6.*

'USC University Hospital and USC Norris Cancer Hospital are two of the best kept secrets in Los Angeles... We're making a long-term commitment to market the hospitals and to enhance USC's reputation in key centers of excellence.'

—Mitch Creem,
USC hospitals CEO

USC launches major hospital marketing campaign

The two USC-owned hospitals are now telling Los Angeles how their physicians and staff "Fight On" for their patients in a new multi-media marketing campaign launched on Jan. 6.

Designed to create awareness of and preference for the USC University Hospital and USC Norris Cancer Hospital among consumers, the campaign will incorporate a mix of billboards, radio spots and print and online advertising.

Development of the campaign has been under way

since USC purchased the two private hospitals from Tenet Health Care Corp. April 1, 2009. Market research indicates low awareness of the two tertiary care facilities, despite rankings in *U.S. News and World Report* as two of America's best hospitals in certain specialties.

"USC University Hospital and USC Norris Cancer Hospital are two of the best kept secrets in Los Angeles," said hospitals CEO Mitch Creem. "While our Doctors of USC are well-known in medi-

cal circles across the country and even internationally, consumer research suggests that the greater L.A. community is largely unfamiliar with these two excellent patient care facilities. We're making a long-term commitment to market the hospitals and to enhance USC's reputation in key centers of excellence."

The consumer ad campaign concept is built around the historically significant and storied two words that form the USC Athletics rally cry: Fight On.

The USC University Hospital and USC Norris Cancer Hospital brands will reflect the existing culture of the hospitals as shaped and embodied by hospital employees and the Doctors of USC, who "fight on" every day for their patients and, through research, for the discovery of the next medical breakthrough.

Unlike other hospital advertising currently seen in the Los Angeles market, USC's campaign features real moments in health care

shown through powerful, documentary-style photography of USC physicians and staff as they treat and care for patients. The campaign was created by Swanson Russell, an Omaha-based advertising agency specializing in health care marketing, working in collaboration with the USC Health Sciences PR and Marketing office.

"The creative campaign was tested with consumers from the L.A. metro area before launch, and the positive

See **MARKETING**, page 2

USC receives \$3 million to support stem cell biology training program

By Meghan Lewit

The California Institute for Regenerative Medicine (CIRM) has awarded USC \$3 million to support a training program in stem cell biology.

The grant received formal approval Dec. 11 from the Independent Citizens Oversight Committee (ICOC), the 29-member governing board of the institute. The Training II award provides funding for a total of 16 positions in the program based at the Keck School of Medicine.

The future of regenerative medicine depends on training a new generation of leaders, said Martin

Pera, professor and founding director of the Eli and Edythe Broad Center for Regenerative Medicine and Stem Cell Research at USC.

"We are delighted to learn that CIRM has decided to support this important program," Pera said. "This award will enable our growing team of investigators in regenerative medicine here at the Keck School of Medicine to attract the best young minds to the field, at the graduate and postgraduate level."

The grant will support six predoctoral fellows, eight postdoctoral fel-

See **CIRM**, page 2



Edward Roski, chair of the USC Board of Trustees, met with about 20 hospital personnel on Dec. 8 to discuss the future of USC and the presidential search. Moderated by USC hospitals CEO Mitch Creem, the meeting was one in a series of discussions with various constituency groups. Listening in were several other USC Trustees and members of the presidential search committee.

Developmental neuroscience program flourishes

“Mood, personality and learning disorders all have their origins early in development. The problem right now is that we do not know enough about the basic rules of brain development.”

— **Richard Simerly, professor of pediatrics at the Keck School of Medicine of USC and director of the Saban Neuroscience Program**

By Meghan Lewit

Researchers at the Saban Research Institute at Childrens Hospital Los Angeles are moving closer to understanding the complex interaction between genetic and environmental factors that impact the development of brain architecture.

Their work is the result of a collaboration between USC and affiliate Childrens Hospital to recruit faculty researchers and develop a multidisciplinary developmental neuroscience program.

The implications of the research are profound. One in five children suffer from some form of neurodevelopmental disorders — including autism and a variety of learning disabilities — more than all other chronic childhood diseases combined, noted Richard Simerly, professor of pediatrics at the Keck School of Medicine of USC and director of the Saban Neuroscience Program.

“Mood, personality and learning disorders all have their origins early in development,” Simerly said. “The problem right now is that we do not know enough

about the basic rules of brain development. This information is vital for design of effective therapies to treat these diseases, but recent advances in molecular genetics are providing renewed hope. Another promising area is that enhanced early assess-

ment procedures are enabling improved intervention and promoting better outcomes.”

Since 2004, a total of four researchers, including Simerly, have been recruited to the Saban Neuroscience Program, with a fifth position likely to be filled in 2010.

The program’s development is a result of a commitment made several years ago by Executive Vice President and Provost C. L. Max Nikias on the recommendation of the Provost Neuroscience Advisory Group, said Randolph

See **NEURO**, page 7



SNEAKING A PEEK—Lilia Stanfill, manager of Materials Management at USC University Hospital, looks at ads from the new hospitals marketing campaign during a preview party at the Norris Inpatient Tower Cafeteria on Jan. 5. The event gave employees a sneak peek at the billboards and other ads that will promote USC University Hospital and USC Norris Cancer Hospital throughout the greater Los Angeles area beginning Jan. 6.

CIRM: Funding will aid training of next generation of stem cell scientists

Continued from page 1

lows and two clinical fellows for two years. During this time, participants will conduct research with faculty mentors, take courses in stem cell biology, stem cell ethics and other associated topics, present their work at combined stem cell biology/developmental biology research forums and attend a yearly retreat. Recruitment for the positions will begin immediately.

The governing board awarded a total of \$11 million for two grants in the Training II program and five grants in the Bridges program, which funds coursework and internships to prepare under-

graduates and master’s level students for careers in stem cell laboratories. In January 2009, these grants had been recommended by the Scientific and Medical Research Funding Working Group for funding if funds permit. With improvements in the state’s bond situation, the Board chose to reconsider the grants in order to further bolster successful programs training the next generation of stem cell scientists and laboratory staff.

“Training is critical to our mission of developing new therapies,” said Robert Klein, chair of the governing board. “During a time when the state is having to cut fund-

ing to higher education, our agency is bridging part of the gap, ensuring that highly qualified students receive the training they need to fill the high-tech stem cell research jobs of the future.”

CIRM was established when voters passed Proposition 71 in 2004 to borrow and spend \$3 billion over 10 years to support stem cell research. To date, USC faculty members working at the two main campuses and Childrens Hospital Los Angeles have secured \$85.3 million in funding, ranking fourth among California institutions in CIRM funding received. USC is also part of the Southern

California Stem Cell Scientific Collaboration (SC3), which is an agreement among six research institutions in Southern California allowing members to share training programs, scientific core

facilities and expertise, and to team up on a wide range of research programs.

For more information on USC’s stem cell programs, please visit the Web site at <http://stemcell.usc.edu>.

MARKETING: Broad mix of ads will target key audiences

Continued from page 1

response was overwhelming,” said Jane Brust, associate senior vice president for Health Sciences Public Relations and Marketing. “Consumers told us that the campaign is extremely compelling, and that the ads give them a positive opinion of the hospitals. The ‘Fight On’ tagline tested especially well; it made a strong emotional connection with consumers relative to the way they think about their own health.”

Elements of the mass media advertising campaign for the hospitals include:

- Billboards and wallscapes, which will be seen in locations throughout the L.A. area and will spill into Orange County. A high-impact ad display will be featured in Union Station through the month of January.
- Radio spots, featuring the voice of acclaimed film and television actor Oliver Platt.

This radio spot will run more than 2,000 times in a six-month flight on radio stations throughout the L.A. area.

- Digital banner ads promoting the hospitals and key service lines on WebMD and LATimes.com.

- Brand print ads in the *Los Angeles Times* and local newspapers throughout Los Angeles and Orange Counties.

- Online paid and organic search promotion through Google Adwords and Google, Yahoo and Bing search engines.

In addition to hospital brand image advertising, four service lines will be featured in the first six months of the campaign: Bariatrics, Cardiovascular, Urology/Prostate Cancer and Breast Cancer. Radio, print and digital advertising will be used to create awareness of these centers of excellence and drive response to these services.

The **Weekly**

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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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Fight On.

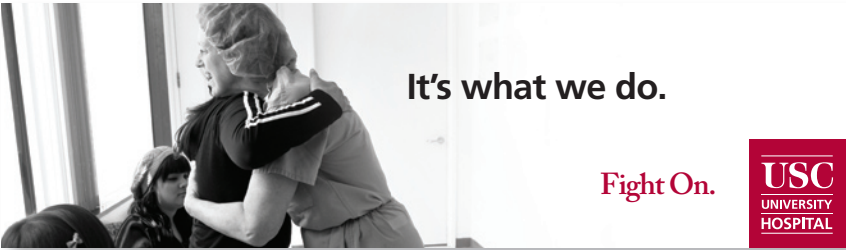
USC University Hospital and USC Norris Cancer Hospital 2010 Marketing Campaign

Through captivating images, compelling headlines, intriguing radio and a dynamic Web site, a new multimedia campaign is launching this month introducing our hospitals to the community. The campaign features real USC doctors, staff and patients captured in powerful documentary-style photography. In addition, six of USC's physician leaders are featured in a series of high-impact "physician pioneer" displays at Union Station. A combination of outdoor, radio, print and digital advertising has been developed to reach people across the L.A. metro area with our message of how we "Fight On" for our patients.



OR Nurse Beverly Tallens

Throughout Los Angeles and in select locations in Orange County, more than a dozen billboards will deliver our "Fight On" message January through June.



Dr. Eila Skinner



Dr. Agustin Garcia



Dr. Vaughn Starnes



Radio spots will be broadcast on 12 area stations, including KFI, KOST, KBIG, KRTH, KTWV, KNX, KABC, KUSC, KCBS, KFWB, KPCC and KCRW.

Voice Talent: Stage and Screen Actor Oliver Platt

SCRIPT:

Before sunrise and long into the night, you'll find us here, rolling up our sleeves and pondering two simple words: *"What else?"*

What else can we do to save a life or make a breakthrough?

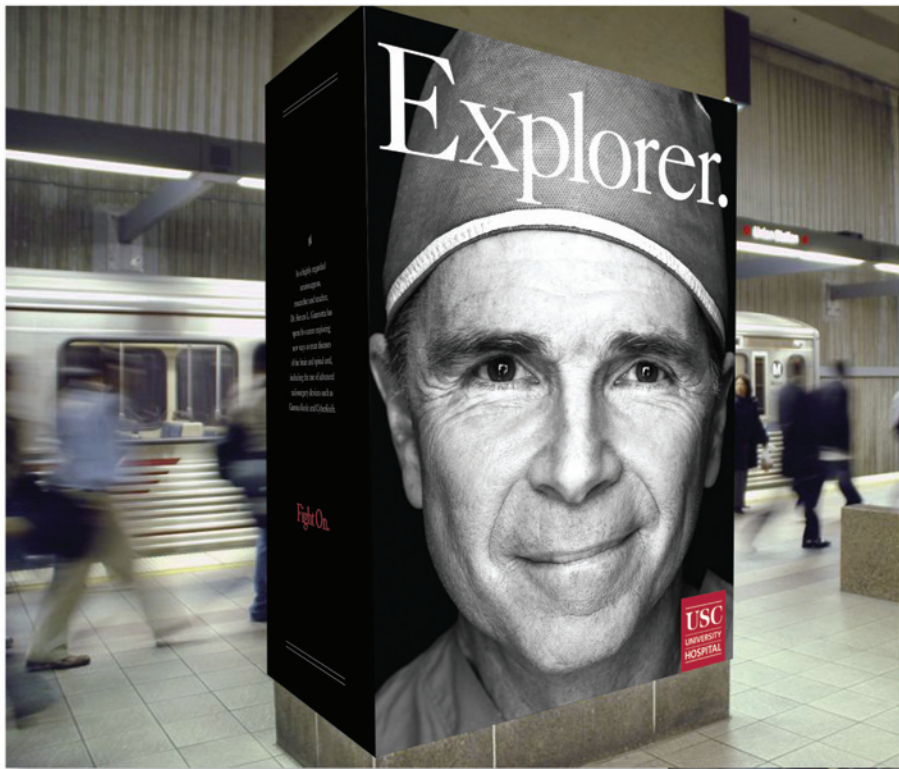
What else can we do today that others thought impossible just yesterday?

And those two words are always answered by two more. Two simple yet powerful words:

Fight On.

USC University Hospital and USC Norris Cancer Hospital.

USC University Hospital and USC Norris Cancer Hospital 2010 Marketing Campaign

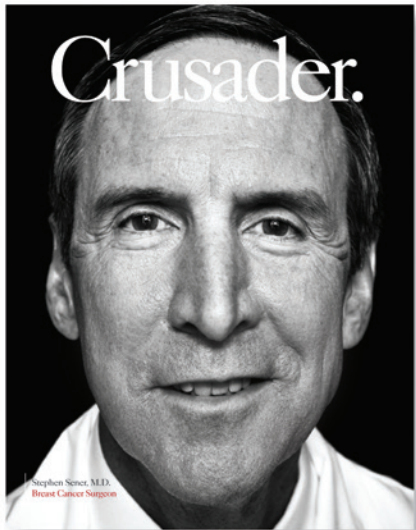


Union Station Kiosk

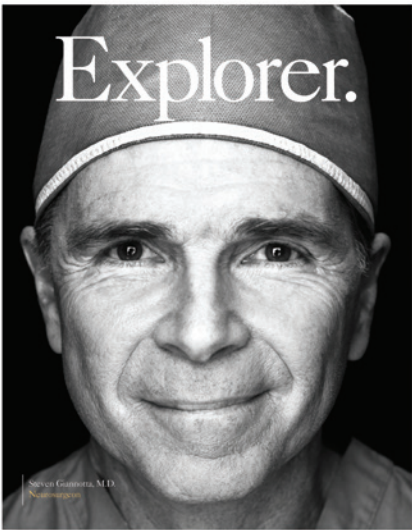
Life-sized and larger-than-life photographs of trailblazing physicians will dominate a terminal of Union Station for the month of January. Accompanying text will highlight the remarkable accomplishments of each of these Doctors of USC.



Union Station Kiosk



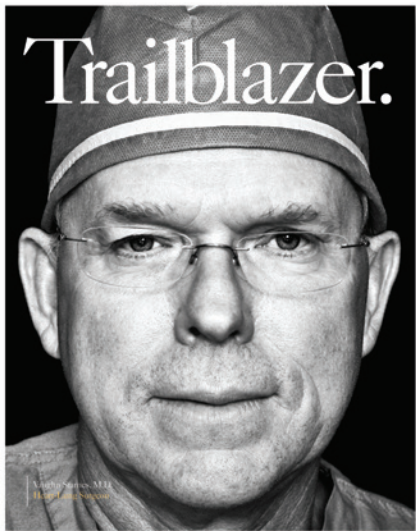
Dr. Stephen Sener



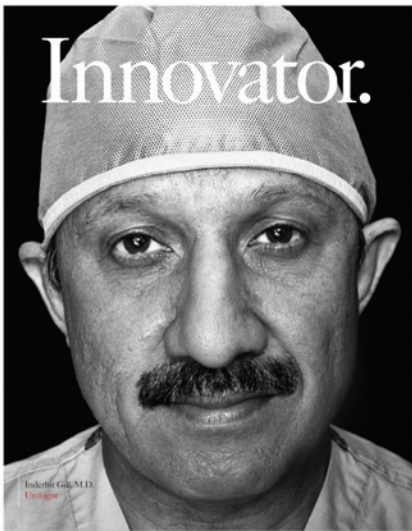
Dr. Steven Giannotta



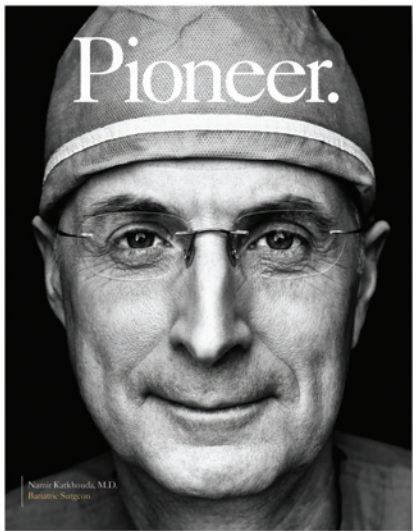
Dr. Helena Chui



Dr. Vaughn Starnes



Dr. Inderbir Gill



Dr. Namir Katkhouda

Fight On.

USC University Hospital and USC Norris Cancer Hospital 2010 Marketing Campaign

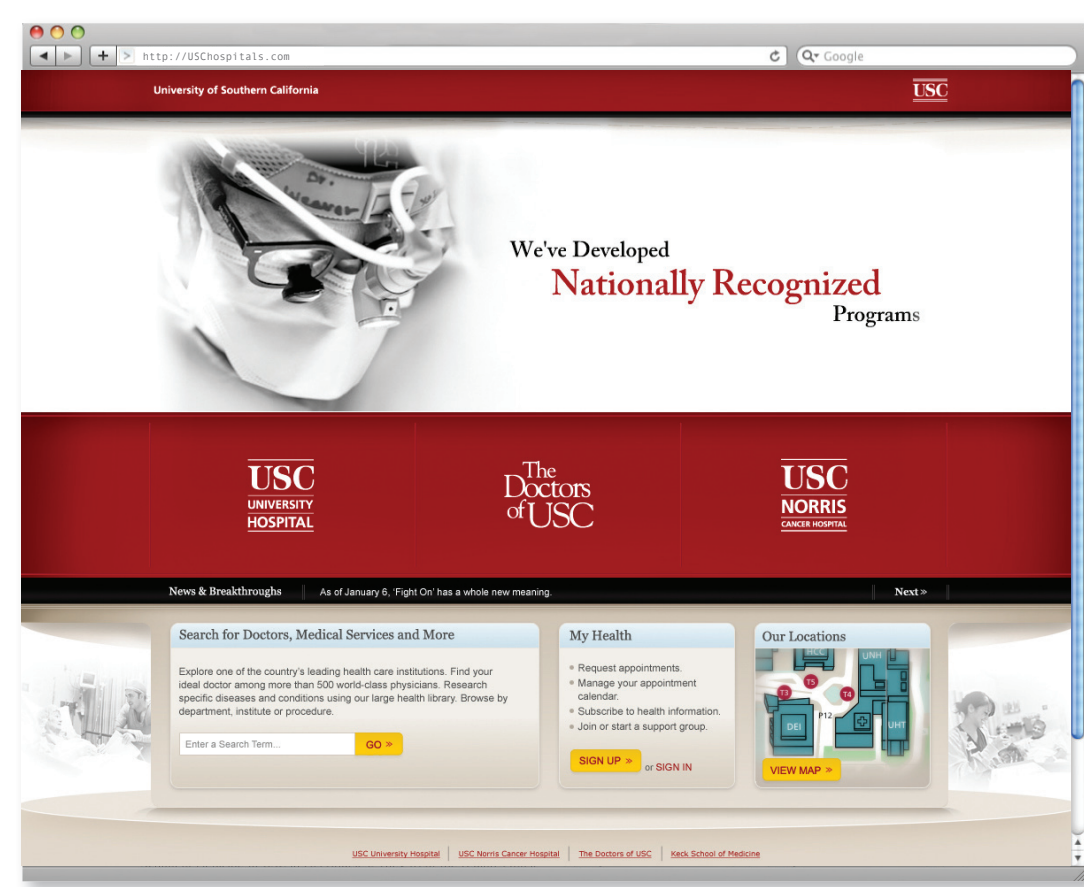
Wallscape on display at Paseo Colorado in Pasadena, Americana at Brand in Glendale and Union Station in downtown Los Angeles will educate the community about medical breakthroughs at USC. Similar materials have been produced for Metro Gold Line car interiors, Trojan Transportation buses and the Health Research Associates building at 1640 Marengo Street. A video wallscape can be seen at the Van Wagner & IllumeNight Petroleum Building in downtown L.A. in January.



Paseo Colorado in Pasadena



USC University Hospital and USC Norris Cancer Hospital 2010 Marketing Campaign

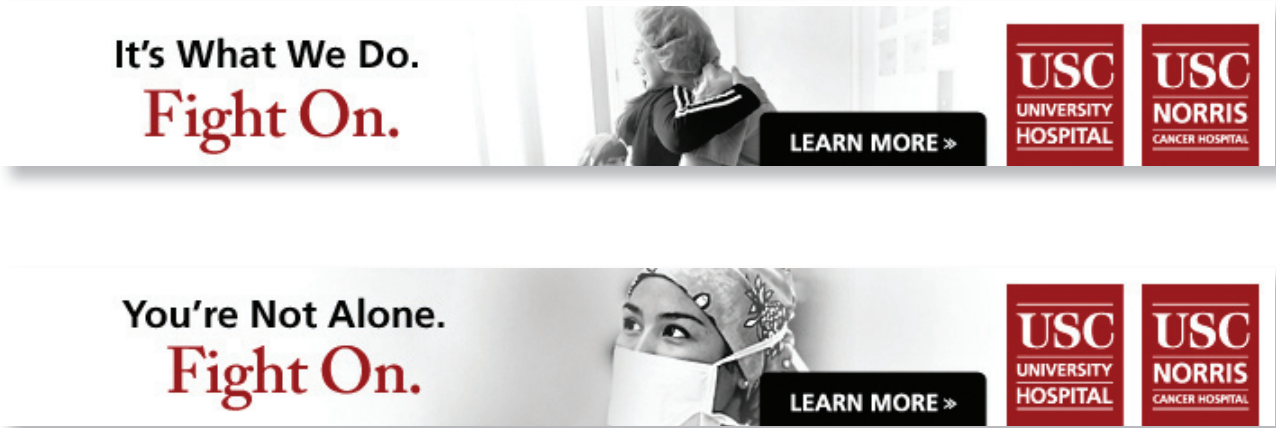


USChospitals.com

A new, easy-to-navigate Web site landing page will serve as a portal to both hospitals and the Doctors of USC. Rotating messages in the top portion of the page reinforce our commitment to delivering exceptional health care.



Banner ads will deliver USC's "Fight On" message on WebMD.com, one of the most popular health information sites on the Web, as well as LATimes.com and on the MNI Health Network Web site. Google Search will also bring up paid search messages from USC to help our patients find us online.



Fight On.

NEURO: Program underscores value of collaboration

Continued from page 2

Hall, vice provost for research advancement.

University leaders on both the University Park and Health Sciences campuses recognized the need for a research program at Childrens Hospital that would be integrated into the broader USC neuroscience program.

“The cluster recruitment demonstrates the university’s commitment to synergistic neuroscience research where innovation is driven by collaboration,” Hall said. “USC and Childrens Hospital have invested in a partnership for research that helps us understand the development of the human brain, so that we can develop therapies and eventually cures for the neurological disorders that afflict both children and adults.”

The program is funded through a \$1.5 million commitment from the Office of the Provost combined with \$3 million from the Childrens Hospital Los Angeles Associates endowment for neuroscience, as well as a \$3 million endowment provided by the Saban Family Foundation.

In addition to Simerly, three research faculty members in developmental neuroscience have been recruited:

• Sebastien Bouret, as-

sistant professor of pediatrics. His research is focused on how the prenatal environment impacts development of brain regions involved in obesity and diabetes.

• Aaron McGee, assistant professor of pediatrics. His research uses genetics and imaging to study how developmental critical periods are specified in cortical circuitry.

• Takako Makita, assistant professor of pediatrics. She uses molecular genetics to study cellular signaling events that direct development of the peripheral neural system.

A fifth investigator is expected to join the program in 2010. Recruitment efforts will likely focus on a candidate with a research interest in cellular physiology and development of brain architecture related to autism, Simerly said.

Simerly came to Childrens Hospital and USC from the Oregon National Research Center and the Oregon Health & Science University in Portland.

His research looks at the connection between brain development and obesity with a focus on how development of neural circuits controlling energy balance are influenced by early nutrition.

He works with colleagues

at the Zilkha Neurogenetic Institute, headed by director Pat Levitt, and the Childhood Obesity Research Center, directed by Michael Goran, both based at the Keck School of Medicine.

“The partnership between Childrens Hospital and USC to expand developmental neuroscience in the Saban Research Institute demonstrates the advantage of integrating basic science research into clinical environments,” Simerly said. “The rate of progress in this field has exploded, and our position here allows us to direct new findings toward the clinical population that will benefit most. As our appreciation of the developmental origins of disease continues to evolve, the importance of understanding the relationship between brain development and a wide array of childhood disorders will continue to expand.”



Tania Chatila

THE PRINCESS AND THE PIPETTE—As part of an annual tradition, the Rose Court visited the USC Norris Cancer Hospital to spread holiday cheer to staff and patients on Dec. 8. Above, Rose Princess Lauren Rogers gets hands-on experience in fragmenting strands of DNA at a USC Norris lab.

USC neurosurgeon honored for pioneering work in field

Michael L. J. Apuzzo, the Edwin M. Todd/Trent H. Wells Professor of Neurological Surgery, Radiation Oncology, Biology and Physics at the Keck School of Medicine, was awarded the Vilhelm Magnus Medal at ceremonies sponsored by the Norwegian Neurosurgical Society and the University of Oslo.

The award honors a living neurosurgeon who represents the “innovative and pioneering spirit” of Magnus, the pioneer of the field of neurosurgery in Norway at the University of Oslo in the early 20th century. In conjunction with the award ceremonies, Apuzzo presented a lecture titled “The Quest for Modernity” to members of the Norwegian Neurological

Society, University of Oslo neuroscience faculty, Norwegian National Center for Surgical Research and the National Hospitals.

Introducing Apuzzo, Tomm Muller, president of the Norwegian Neurosurgical Society, lauded his numerous contributions to the international field of neurosurgery and his role as an iconic figure and the “principal intellectual catalyst” in the field over the past three decades.

Charles Liu, holder of the Michael L. J. Apuzzo Professorship for Advanced Neurosurgery at the Keck School, accompanied Apuzzo. Liu’s invited presentation on “Contemporary Issues in Cerebrovascular Surgery” was delivered as a special keynote to the medal ceremony assemblage.

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- **Join us** at an EMHA Information Session:
HSC FACULTY CENTER Thursday, Jan 14th Noon-1:30 p.m.
UPC UNIVERSITY CLUB Thursday, Jan 21st Noon-1:30 p.m.
- Contact us at **(213) 740-2984** or **emha@usc.edu** to RSVP or to arrange a personal appointment.
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The Weekly NEWSMAKERS

A Dec. 23 *New York Times* article featured research by professor of medicine in the cardiovascular division **Robert Kloner**, which found an increase in the number of fatal heart attacks around the holidays.

A Dec. 23 MSNBC.com article quoted Flora L. Thornton Chair of the Department of Preventive Medicine **Jonathan Samet** about avoiding cancer-causing agents.

A Dec. 21 *Pasadena Star-News* article reported that vice dean for medical education **Henri Ford** was honored at the annual Men of Distinction holiday benefit on Dec. 13 at the Langham Huntington Hotel.

A Dec. 20 *Los Angeles Times* article interviewed professor of molecular microbiology and immunology **Martin Kast** about his role in an upcoming film about the artist Caravaggio.

A widely carried Dec. 15 HealthDay News article highlighted research co-authored by professor of psychiatry, neurology and gerontology **Lon Schneider** which found that tarenflurbil, a drug designed to reduce production of amyloid (a protein that forms plaque in the brains of people with Alzheimer’s disease),

isn’t as effective as it was once thought to be.

A Dec. 13 *Whittier Daily News* article quoted associate professor of medicine and orthopaedics **Paul Holtom** about the recent decline in H1N1 flu cases. The *Contra Costa Times* also quoted Holtom about H1N1.

A Dec. 10 *New York Times* article noted that assistant professor of surgery **John Gross** worked with fragrance and skin care company Alford & Hoff to create a line of skin care for men.

A Dec. 8 *Los Angeles Times* article quoted professor of medicine and director of the USC Center for Applied Molecular Medicine and the USC Westside Prostate Cancer Center **David Agus** about a new study which shows that cancer rates have been dropping since the 1990s. Agus said that better screening practices, technologies and healthier lifestyles have contributed to the decline, but that there is still a long way to go.

On Nov. 21, “The Tavis Smiley Show” on Public Radio International featured professor of biochemistry and molecular biology **Pragna Patel** as a guest panelist discussing the scientific basis of race and human variation.

Calendar of Events

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

Monday, Jan. 11

Noon. KSOM Research Seminar. “Stem Cells: Niche, Competition, Aging and Applications,” Ting Xie, Stowers Institute for Medical Research. NRT Aresty Aud. Info: (323) 442-1144

Wednesday, Jan. 13

Noon. Pharmacology and Pharmaceutical Sciences Seminar. “Discovery and Applications of Cyclic Proteins,” David Craik, Univ. of Queensland, Brisbane, Australia. PSC 104. Info: (323) 442-1417

Noon. “Deconstructing Presynaptic Trafficking Machinery and Neurotransmission,” Ege Kavalali, Southwestern Medical Center. ZNI 112. Info: (323) 442-1509

Noon. KSOM Research Seminar. “tRNA Genes and Nuclear Organization – Thinking Outside the Line,” David Engelke, Univ. of Michigan. NRT Aresty Aud. Info: (323) 442-1144

Thursday, Jan. 14

Noon. “Zooming In on Hippocampal Dysfunction: MRI Maps to Molecular Mechanisms,” Manuel Zimmer, Howard Hughes Medical Inst. ZNI 112. Info: (323) 442-2144

Tuesday, Jan. 19

Noon. Psychiatry Grand Rounds. “Psychotherapy Training: E-resources for Program Development,” Priyanthy Weerasekera, McMaster Univ. ZNI 112. Info: (323) 442-4065

5 p.m. Institute for Global Health Lecture Series: Visions for Change. “The Global Tobacco Epidemic: The Good, the Bad and the Ugly,” Judith Mackay, World Health Org. NRT Aresty Aud. Info & RSVP: (323) 865-0419

Wednesday, Jan. 20

Noon. “Role of MeCP2 & HDACs in Regulating Synapse Function and Behavior,” Lisa Monteggia, UT Southwestern Medical Ctr. ZNI 112. Info: (323) 442-2144

Monday, Jan. 25

Noon. KSOM Research Seminar. “Type VII Collagen Therapy for Skin Wounds and Genetic Dystrophic Epidermolysis Bullosa,” Mei Chen, USC. NRT Aresty Aud. Info: (323) 442-1144

Tuesday, Jan. 26

5:30 p.m. USC OT Lifestyle Redesign: Weight Management Series. CSC 133. Fees and info: (323) 442-3340

Friday, Jan. 29

8 a.m. Pathology and Laboratory Medicine Grand Rounds. “Cervical Cancer Prevention in El Salvador,” Juan Felix, USC. NOR 7409. Info: (323) 442-1180

Thursday, Feb. 4

Noon. “Identification of Signaling Pathways Critical for Higher Cognitive Functions,” Genevieve Konopka, UCLA. ZNI 112. Info: (323) 442-1509

Monday, Feb. 8

Noon. “Secreted Semaphorins Control Spine Distribution and Morphogenesis in the Postnatal CNS,” Tracy Tran, Johns Hopkins University School of Medicine. ZNI 112. Info: (323) 442-1509

Tuesday, Feb. 9

Noon. Psychiatry Grand Rounds. “Initiatives to Improve Mental Health Services for Latinos with Serious Mental Illness,” Steve Lopez, UCLA. ZNI 112. Info: (323) 442-4065

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 e-mail to eblaauw@usc.edu. Entries must include day, date, time, title of talk, first and last name of speaker, affiliation of speaker, location, and a phone number for information.

Party for lung transplant patients highlights program, staff

By Tania Chatila

For two years, Loretta Heckard has been awaiting a double lung transplant. And even with the hope of a transplant in the next several weeks, the Los Angeles woman isn’t out of the woods yet.

But that didn’t stop her from attending the annual holiday party for lung transplant patients last month.

With loved ones arm in arm, and wearing her holiday best, Heckard was one of about 100 patients, relatives and USC University Hospital staff members who attended the party recognizing patients of the lung transplant program and offering support for transplant recipients and those still on waiting lists.

“I think it’s good for the patients to interact and communicate with people who have gone through the same thing,” said Loretta’s daughter, Keita Heckard. “It also helps us appreciate good health. Sometimes we take that for granted.”

Felicia Schenkel, lead transplant coordinator for the lung transplant program, helped coordinate the Dec. 8 event, which has been held annually for 15 years. The party was held in the USC University Hospital Norris Inpatient Cafeteria.

“Each year it grows and grows,” Schenkel said. “Hopefully, it will continue to grow.”

During the party, staff members of the lung transplant program served dinner to the patients. Also in attendance were cardiothoracic surgeons Michael McFadden, Cynthia Herrington and Richard Barbers, a pulmonologist.

“These families get together on this occasion



From left: Patient’s daughter Keita Heckard, transplant coordinator Leslie Nieva, patient Loretta Heckard and family friend Veda Neal celebrate the holidays at the 2009 USC lung transplant party.

©Brook Photography

every year and even patients who are no longer with us, those families are invited back too,” said McFadden, who like Herrington and Barbers, treated many of the patients who attended the party. “It’s like a support group.”

Marvin Mailom, a lung transplant coordinator, said the event was not only special for patients, but for staff members as well.

“We get to see them outside the walls of the clinic, outside the walls of the hospital,” Mailom said. “It’s a time to celebrate the hospital and a way to give back to the patients.”

Bob Maney, who was treated by McFadden, received his left lung transplant in March.

He said he wouldn’t have missed the party for the world.

“I felt obligated to attend,” Maney said. “I think I owe it to the staff who treated me so well.”

USC researchers present findings at ACR meeting

Song Guo Zheng, assistant professor in the division of rheumatology, reported novel immunological signaling pathways in a plenary session of the 75th annual scientific meeting of the American College of Rheumatology held in



Philadelphia on Oct. 16-21.

Song Guo Zheng presents his findings on T cell populations at a plenary session of the 75th annual scientific meeting of the American College of Rheumatology.

Philadelphia on Oct. 16-21.

Zheng’s findings explain the mechanisms that underlie development of specific T cell populations, which may help lead to new treatments for autoimmune and inflammatory diseases.

In a related session, Zheng also presented new results regarding the ability of all-trans retinoic acid to sustain the stability and functionality of specific regulatory T cells in inflammatory arthritis.

At the same meeting, Xiaohui Zhou, a post-doctoral fellow in Zheng’s laboratory, reported on the role of a B cell activating factor, in the development of diseases such as experimental autoimmune encephalomyelitis, an animal model of multiple sclerosis.

The studies were performed in collaboration with USC faculty David Horwitz, professor of medicine and former chief of the division of rheumatology, and William Stohl, professor of medicine and current chief of the division.

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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