

## Staff, physicians celebrate hospitals' one-year anniversary

**'This celebration is to recognize all of your accomplishments and your dedication to making the USC hospitals the place to be.'**

— **Mitch Creem, USC hospitals CEO**

By Tania Chatila

Employees commemorated one year of achievements at the USC hospitals with several celebrations last week, including a Trojan Fiesta on the one-year anniversary of USC's acquisition of USC University Hospital and USC Norris Cancer Hospital.

The party, held on April 1, included employees and physicians from both hospitals and from Healthcare Consultation Centers I and II and the Doheny Eye Institute for a daytime fiesta-themed celebration behind USC University Hospital. A celebration for evening- and night-shift employees was also held at both hospitals.

During the daytime event, nearly 2,100 people joined in with the highest attendance during a noontime program featuring several members of the Trojan Band and remarks from hospitals CEO Mitch Creem.

"This celebration is to recognize all of your accomplish-



Clockwise from right: hospital employees Linda Redinius (left) and Fernando Najera (right) assist hospitals CEO Mitch Creem in cutting a cake during the April 1 Trojan Fiesta; Jose Bravo and fellow night shift employees line up for free food and drinks that same evening; Mary Ruiz, a workers compensation analyst in Employee Health, embraces motivational speaker Donna Tyson after a talk Tyson gave about change.

ments and your dedication to making the USC hospitals the place to be," Creem said.

USC acquired USC University Hospital and USC Norris



Cancer Hospital April 1, 2009, in a historic \$275 million deal. Since then, the hospitals have seen significant growth and expansion, which Creem emphasized in his remarks.

The hospitals have hired more than 620 employees since the acquisition, committed about \$40 million in capital improvements, launched a

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## \$10 million Annenberg gift establishes scholarship fund

The Annenberg Foundation has donated \$10 million to establish the Wallis Annenberg Endowed Scholarship Fund to support students at the Keck School of Medicine of USC and the USC Annenberg School for Communication & Journalism. The grant will be divided evenly between the schools.

The Wallis Annenberg Endowed Scholarship Fund will cover a substantial portion of the tuition costs for recipients, awarding up to \$35,000 per year to recipients at the Keck School and \$25,000 per year to recipients at the Annenberg School.

By its third year of existence, the fund will help support the educational costs for as many as 17 Annenberg Scholars.

"The ability to provide scholarship support is a vital component of USC's quest to attract the most talented students," said USC President-elect and

Provost C. L. Max Nikias. "This generous gift will not only provide a strong incentive for those students to come to USC, but will also help ensure both schools' legacy of educating and training world leaders in their respective fields."



Wallis Annenberg

Wallis Annenberg, chairman of the board of the

Annenberg Foundation and the longest serving trustee on USC's Board of Trustees, views scholarship funding as an essential investment in human capital.

"Scholarships ease the burden of students who might not have the money to attend college or graduate school," she said. "They are crucial to leveling the playing field and offering access to higher education to a broader range of people, regardless of any one person or family's financial circumstances."

The establishment of this fund comes at a pivotal time for the Annenberg School

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## Congressman touts 'progress' in health care reform

By Meghan Lewit

Xavier Becerra (D-Calif.) told Keck School of Medicine faculty, staff and students Monday evening that he was proud to have voted for an imperfect health care reform bill.

"This health care bill that has now become law is not the bill that I would have written," said Becerra, who supported passage of the Patient Protection and Affordable Care Act and also the Health Care and Education Affordability Reconciliation Act of 2010, which produced the final version of health insurance reform that was signed into law by President Obama. "While this is not a perfect health care reform legislative effort, it is progress," he said.

The event, held in the Aresty Auditorium, was presented by the Dean's Council on Health Reform.

Becerra is a strong supporter of LAC+USC Medical Center and played a key role in the health care reform effort, said Carmen A. Puliafito, dean of the Keck School of Medicine.

"If you look at the whole history of the United States, we always rely on civic leaders who gave of themselves and their talents to advance the interests of the United States," Puliafito said. "It is really thrilling that we have an individual as talented as Congressman Becerra."

First elected to the U.S. House of Representatives in 1992, Becerra serves as vice chair of the House Democratic Caucus and is a senior member of the Committee on Ways and Means.

Becerra noted that 200,000 people in his district will benefit almost immediately from the legislation by gaining health coverage through Medicaid or health insurance exchanges.

The bill will enable many of the approxi-

mately 50 million uninsured Americans to access affordable health insurance, he said.

Questions from students and faculty touched on issues that some characterized as deficits in the legislation, including reduced funds for safety net hospitals and a controversial prohibition on using federal funding to finance abortion coverage.

"For many of us in health care, it really is a medical issue and not a political issue, and we're most interested in serving our patients in need," said Penina Segall-Gutierrez, assistant professor of clinical obstetrics and gynecology at the Keck School.

Becerra said the legislation does not provide a complete solution.

"Whether you dispute the value of this reform that we passed, I doubt that anyone will dispute that we had to do something when it came to [improving access to health care]," Becerra said. "I hope you will look at this effort that was undertaken in Congress as a way to complement the work you've been doing."



U.S. Representative Xavier Becerra (D-Calif.) speaks on campus on April 5 about the passage of the Patient Protection and Affordable Care Act and the Health Care and Education Affordability Reconciliation Act of 2010.

# Medical and engineering faculty collaborate on future of HST@USC

By Sara Reeve

The USC pursuit of science at the “intersection of biomedicine and technology” moved forward at an organizing symposium held on March 24 in the Mayer Auditorium. Leaders from the Keck School of Medicine and the Viterbi School of Engineering united to discuss plans for HST@USC, the health sciences and technology venture designed to bring together physicians, engineers and students.

“There is a lot of interest in taking research from bench to bedside, from the research lab to the outpatient clinic,” said Carmen A. Puliafito, dean of the Keck School. “In general, those areas where we cross disciplines and work across boundaries are among the most exciting and productive things we can do.”

The daylong retreat featured panel discussions with leaders from several interdisciplinary research groups within the university. These teams shared best practices and challenges of communicating and working across disciplines. In addition, they spoke about the educational goals of HST@USC, and the role of students.

“At USC, we want to create the best doctors and best engineers and teach them to work together—becoming experts in collaboration,” said Terry Sanger, associate professor of neurology at the Keck School and of biomedical engineering at the Viterbi School. “Our students will be taking classes together, doing projects together and learning from each other. The students become the glue that keeps us together.”

The idea behind HST@USC was originally promoted at a joint Keck-Viterbi research retreat in October 2008, sparked by a similar interdisciplinary educational program at the Massachusetts Institute of Technology (MIT) and Harvard.

USC academic and clinical leaders have devised a unique program encompassing educational, research and clinical components. The education curriculum is scheduled to begin in the fall of 2011, with initial admission of 10 medical students and 10 engineering doctoral students.

They will complete four core classes, as well as several research



Carol Matthieu

At the HST@USC event are, from left, organizers Maja Mataric, Allan Abbott, Terry Sanger, Michael Khoo and Elizabeth Fini.

**‘In general, those areas where we cross disciplines and work across boundaries are among the most exciting and productive things we can do.’**

**—Carmen A. Puliafito, dean of the Keck School of Medicine**

projects together during the course of their education.

With the student application deadline for the 2011-2012 school year rapidly approaching in October 2010, program leaders are keen to develop the framework of HST@USC.

“Now we have to move forward as an organizing structure,” said Puliafito. “While Viterbi and Keck are the founding partners of this enterprise, this is truly something that draws in the entire university. It’s a very exciting place to be.”

Yannis Yortsos, dean of the Viterbi School, closed the discussion with a pledge of support and confidence in the new program.

“This intersection will provide unique advantages to the university, and it is a sign of the importance of the connection between engineering and medicine,” he said. “This partnership is a natural fit, and we are completely behind it. We believe it is the right thing to do.”

The symposium was organized by Maja Mataric, senior associate dean for research at Viterbi; Elizabeth Fini, vice dean for research at Keck; Terry Sanger, chair of the HST@USC educational leadership committee; Allan Abbott, associate dean for curriculum at Keck; and Michael Khoo, biomedical engineering chair at Viterbi.

## Walk the 5k for Keck on April 14 to support medical scholarships

The USC University Hospital Guild will hold the fourth annual Darlene Dufau Reid “Walk the 5K for Keck” on April 14 from 11 a.m.-2 p.m.

The walk begins at Harry and Celesta Pappas Quad. Registration is \$15 and includes a T-shirt, energy bar, water and lunch donated from Burger Continental in Pasadena.

For more information contact: Candy Duncan (310) 545-2239 or [cdadsc@aol.com](mailto:cdadsc@aol.com); or Norma Perez at [nperez@usc.edu](mailto:nperez@usc.edu).

## Keck School to sponsor April 14 panel on health care reform law

Public health professionals from the Keck School of Medicine will host a town hall meeting, titled “Beyond the Buzz,” to address questions about the new health care reform legislation on Wednesday, April 14, at 6 p.m. at the Will & Ariel Durant Library in Hollywood, Calif.

The free event, co-hosted by the Los Angeles Saban Free Clinic, will be a public forum where members of the community can learn more about the personal impact of the new health care reform.

The forum will feature a brief presentation on health care reform and a Q&A session in which questions from the community will be answered by a panel of USC public health professionals. The event will be at 7140 West Sunset Blvd, Hollywood, CA.

For more information, e-mail [healthcareforum2010@gmail.com](mailto:healthcareforum2010@gmail.com).

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The Weekly

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# Introduction to Clinical Medicine to fete its 40th anniversary April 15

By Ina Fried and Sara Reeve

The doctor-patient relationship at the core of medicine is also at the core of the Introduction to Clinical Medicine (ICM) program, which will celebrate its 40th anniversary at the Keck School of Medicine on Thursday, April 15.

“ICM: A View from the Bedside 40 Years Later” will be the topic of the Lorin L. Stephens, M.D. Lectureship, presented by Keck School 1974 graduate Stephen J. Forman, chair of Hematology and Hematopoietic Cell Transplantation at City of Hope. The lectureship and anniversary celebration, to be held 9:30 a.m.-noon in Mayer Auditorium, will include a panel of former program directors—Donald W. Jackson, Helen Kornreich, Barbara M.

Korsch, and Pamela B. Schaff—and Keck School Assistant Dean Althea Alexander and alumnus Kenneth Geller.

All first- and second-year medical students will attend as part of the required ICM program. Invitations have been sent to alumni, previous program directors and ICM instructors. Keck School of Medicine faculty are welcome to attend the satellite viewing in McKibben 149.

The ICM program was the first in the country to offer first- and second-year medical students an opportunity to interact with patients. At most medical schools in the United States, the first two years were devoted to the basic sciences and the second two years to

clinical care. The Keck School’s ICM program was copied and implemented at medical schools across the country.

While the ICM program has evolved over the years, it still emphasizes teaching students to take the knowledge from their classrooms into clinical settings where they see patients, said the present program director, Theresa Woehrle, assistant professor of family medicine.

The students integrate the knowledge from their other courses into the clinical experience of taking patient histories, doing physical exams and communicating with patients under sometimes difficult circumstances.

Fourth-year medical student Katy Serowka said, “Without ICM many

of us would lose sight of why we chose medicine in the first place—the patients. The first two years are filled with books and lectures, biology and chemistry, but ICM reminds us why we show up for class and study so hard on the weekends. Patient care continues to become more and more important in medicine, and ICM is one of the ways USC ensures that the physicians the Keck School trains are not only well educated, but also compassionate.”

The program was initiated in 1969 by Barbara M. Korsch and Lorin L. Stephens. After Stephens’ death in 1974 from an intracerebral hemorrhage, the lectureship endowment was established in his memory to emphasize human values in medicine.

## ANNIVERSARY: USC celebrates first year of hospitals’ ownership

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new marketing campaign and welcomed dozens of new physician recruits, Creem said. He added that even further expansion of clinical services is on the horizon.

After his remarks, Creem joined Linda Redinius, a long-time Norris oncology nurse, and Fernando Najera, who was hired seven months ago in admitting at USC University Hospital, in a special cake-cutting ceremony.

Jane Brust, associate senior vice president of the Health Sciences Public Relations and Marketing Department, also read a congratulatory letter sent to the hospitals from Los Angeles Mayor Antonio Villaraigosa.

“I salute the nearly 2,500 hospital physicians and staff for your daily dedication to delivering compassionate care to those in need from across the city of Los Angeles and

beyond, and for your steadfast commitment to excellence in patient care and service,” the letter said.

Celia Jarquin, a nurse at the Judy and Larry Freeman Cancer Day Hospital, said all of the festivities and remarks showed appreciation for employees: “With the economy being the way that is, the fact that they would put on this big party is really nice, because the employees here really do work so hard.”

Floresper Mendoza, a patient care technician who attended the night event at USC University Hospital, said it was a good way to bring employees together, especially since the March 1 transition of USC Norris Cancer Hospital inpatients to USC University Hospital.

“The Norris and USC University Hospital employees are still trying to get to know each other,” Mendoza said.

“At least with these kinds of events, we can hopefully come together and get to know each other better.”

Also during the week, motivational speaker Donna Tyson presented a session on “Celebrating Change” twice so that more employees could attend. Several hundred staff members attended the motivational speeches, which focused on how to deal with change in positive, productive ways. Tyson shared personal stories exhibiting her acrostic for change: courage, health, awareness of others, new resources, goals redefined and enthusiasm.

She encouraged employees to “remember why you’re here,” and spoke to them about the importance of recognizing that change presents positive opportunities. Tyson related change to chapters and pages in a book.

“I know so many people

who have a problem turning the page,” Tyson said. “Just because one chapter may have been your favorite, that doesn’t mean you shouldn’t move on to the next one. It doesn’t mean you can’t have loved that chapter—but you’ve got to turn the page and start a new one.”

Mary Ruiz, a workers compensation analyst in Employee Health, was especially touched by Tyson’s words, and was brought to tears by the end of her talk.

“She just spoke to me,” Ruiz said. “It’s as if we have the same spirit. She is just such an inspiration.”

Aliscia Ramsey, education coordinator in Education and Staff Development, said she also felt Tyson’s words hit home. She was especially encouraged by Tyson’s mention of *The Four Agreements*, a novel by Don Miguel Ruiz that discusses four beliefs for stress-management and personal growth: tell the truth, don’t take things personally, don’t make assumptions and always give your best.

“All too often we fear change for we assume that it will bring about a disruption to our personal lives,” Ramsey said. “But I emphatically believe that every one of us here, whether it be chosen or destined, has a passion to care for others... Tyson, along with other events, has awakened something in me and I will begin to incorporate the four agreements that she spoke of back into my life.”

**‘I salute the nearly 2,500 hospital physicians and staff for your daily dedication to delivering compassionate care to those in need from across the city of Los Angeles and beyond, and for your steadfast commitment to excellence in patient care and service.’**

**—Los Angeles Mayor Antonio Villaraigosa**

**WELCOME ABOARD**—D. Brent Polk assumed the post of chair of the Department of Pediatrics at the Keck School of Medicine on April 1 and spent a portion of that day touring Childrens Hospital Los Angeles and Los Angeles County+USC Medical Center. Polk (left), also chair of pediatrics and vice president of academic affairs at CHLA, appears with Roberta Williams, previous chair, at a welcome at CHLA in Polk’s honor.



© Brook Photography

## ANNENBERG: Scholarship recipients may receive as much as \$35,000 per year

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and for the Keck School of Medicine.

The Keck School of Medicine is facing transformative challenges, according to Dean Carmen A. Puliafito.

“We are on the forefront of medical education, with a recently designed curriculum that is integrated and hands-on,” he said. “We have accomplished faculty, and we offer real-world

experience in patient care from the very start of each student’s medical school career. With the generosity of the Annenberg Foundation, we will ensure that generations of Keck students receive the financial assistance they need to continue their academic pursuits. We are deeply grateful for that support.”

As the media landscape continues

to be transformed by nontraditional media sources such as blogs and social networking Web sites, the Annenberg School is positioned to help chart the course of communication and journalism for the 21st century.

“We are so grateful to Wallis Annenberg for this generous gift, which will make a tremendous difference to many undergraduate students of the

Annenberg School for Communication & Journalism,” said Annenberg School Dean Ernest J. Wilson III. “Wallis’ outstanding vision and philanthropy continue to ensure that in a time of extraordinary need and rising costs in higher education, more students will be able to pursue their dreams and become the communication leaders and innovators of the future.”

# 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, Apr. 12

**Noon.** USC Wellness Workshops for Students. "Stress Management," USC Occupational Therapy Faculty. NML East Conference Room. Info: (323) 442-3360

**Noon.** KSOM Research Seminar. "Cancer Risk at Non-protein Coding Loci," Gerhard Coetzee, USC. NRT LG503/504. Info: (323) 442-1144

**Noon.** "Case Presentations," Alexander Han, USC. IPT C2J101. Info: (323) 409-7995

## Tuesday, April 13

**Noon.** Cancer Center Grand Rounds. "Menopausal Hormonal Therapy and Risk of Cancer Findings from the WHI," Rowan Chlebowski, UCLA. NRT Aresty Aud. Info: (323) 865-0801

**Noon.** USC Occupational Therapy Faculty Practice. "Smoking Cessation: Been Thinking about Quitting?" NML East Conference Rm. Info: (323) 442-3340

## Wednesday, April 14

**8:30 a.m.** "Immediate Post Operative Care of Lung Transplant Patients," Cynthia Herrington, USC. IRD 732. Info: (323) 226-7923

**11 a.m. – 2 p.m.** USC Hospital Guild Fourth Annual Darlene Dufau Reid Walk the 5K for Keck. HSC Pappas Quad. \$15 fee includes lunch and tee shirt. Students are free. Info: (310) 545-2239

**Noon.** ZNI Seminar. "Molecular Mechanisms Underlying Neuronal Polarization and Axon Formation in Vivo," Franck Polleux, Univ. North Carolina. ZNI 112. Info: (323) 442-2144

## Thursday, Apr. 15

**10 a.m.** Trainee Workshop. "Childhood Obesity: Mechanisms, Interventions, Policy and New Frontiers," Michael Goran and Steven Moldin, USC. CSC 250. Info: (323) 442-2637

**Noon.** Medicine for the Soul Speaker Series. "A Conversation with Nandu Bhairavan," internationally renowned Vedic Priest and healer. MCH 149. Info: (213) 740-6110

## Friday, Apr. 16

**9 a.m. – 4 p.m.** USC Childhood Obesity Research Ctr. Symposium. "Childhood Obesity: Mechanisms, Interventions, Policy and New Frontiers," Various speakers. NRT Aresty Aud. Info: (323) 442-2637

**11 a.m.** "Young Adults and Cancer: When Two Worlds Collide," Stuart Siegel and Heidi Adams, USC/CHLA. IPT C2J103. Info: (323) 865-3914

**Noon.** "Case Presentations," Gebran Abboud, USC. OPT A5C129. Info: (323) 409-7995

**1 p.m.** USC Physical Science Oncology Center Seminar. "Multiparameter Computational Modeling of Tumor Invasion," Vittorio Cristini, Univ. of Texas. UPC: GFS 106. Info: (323) 442-2596

## Monday, Apr. 19

**Noon.** KSOM Research Seminar. "Towards Systems Biology of Virus Infection," Ren Sun, UCLA. NRT LG 503/504. Info: (323) 442-1144

**Noon.** "Case Presentations," Alexander Han, USC. IPT C2J101. Info: (323) 409-7995

**Noon.** USC Wellness Workshop for Students. "Communication/Conflict Resolution." NML West Conference Rm. Info: (323) 442-3360

## Tuesday, Apr. 20

**8:30 a.m. – 5 p.m.** "What's Hot in Aging Research at USC: Interdisciplinary Perspectives," Various speakers. UPC: GER Davis Aud. Info: (213) 740-1363

**10:30 a.m.** USC University Hospital Guild Speaker Series. "Urology for You and Your Loved One: What is the Latest?" Inderbir Gill, USC. The Valley Hunt Club, Pasadena. Info: (626) 440-0679

**Noon.** Psychiatry Grand Rounds. "Are Rages Manic Episodes?" Gabrielle Carlson, Stony Brook Univ. ZNI 112. Info: (323) 442-4065

## Wednesday, Apr. 21

**8:30 a.m.** "Emerging Concepts and Therapeutics of MRSA Infections," R. Larsen, USC. IRD 732. Info: (323) 226-7923



Author David Rosenbloom hands an autographed copy of his book to Karen Chapman, director of Risk Management for USC hospitals.

## USC transplant patient pens memoir of kidney disease battle

By Nick Charles

Kidney transplant patient David Rosenbloom has compared his successful transplant to a gift of 20 years of life.

Rosenbloom, 64, was on dialysis for six years before receiving a transplant at USC University Hospital on Aug. 7, 2008. He read from his first book, *Becoming Me*, at Vroman's bookstore in Pasadena on Feb. 24.

"The first inkling I had of writing a memoir came from a very wise psychologist whom I saw when I was dealing with a long term, life-threatening illness," read Rosenbloom from the preface of his book. "Then the gift of renewed life came unexpectedly. The reaction from those I respect was 'You should write a book about your experiences.' I said, 'Who would read it?' And every one of them answered, 'I would.'"

In his book, the former corporate public relations manager and self-taught custom furniture designer details the years he spent battling kidney disease and discusses dialysis at length. "It's like having a part-time job that you hate," said Rosenbloom, "and the dialysis diet is awful."

"What's the diet?" asked someone in the audience.

"It's basically, 'No!'" he said, naming everything that patients are instructed not to eat. "Dialysis is not a picnic. I was feeling awful and tired all the time."

Reevah Simon, 71, from Los Angeles, asked, "What's it like for you now?"

Rosenbloom was upbeat about his current health. He said, "I take very powerful drugs, which lower my immune system. It's a

constant balancing act, but I don't think about what could happen. When something happens, I deal with it. There are too many other things that I want to do with my life. After having the transplant, it's like somebody gave me back 20 years."

He credits his surgeon, Maria Stapfer; his transplant coordinator Randall Heyn-Lamb; his nephrologist, Hosameldin H. Madkour; and others on the medical staff at USC for his recovery.

Simon said she came to the reading because she has end-stage renal disease and wanted to hear from another patient. "Until now I've only heard about it from doctors and nurses. It was helpful to hear him speak today."

After the reading, Donald Larsen, medical director of The Doctors of USC and chief medical officer at USC

University Hospital and USC Norris Cancer Hospital, said about Rosenbloom, "I thought he had an incredible perspective. He's very intelligent and well connected with his feelings."

Karen Chapman, director of Risk Management for the USC hospitals, also attended the book reading. She added, "He's a wise consumer of health care."

Rosenbloom now lectures second-year medical students and is working as a volunteer kidney patient consultant and mentor at USC to make patients aware of dialysis options and the importance of staying compliant after transplant surgery.

"Being compliant means listening to the doctors and educating yourself about kidney disease, so you can regain control of your life," he said.

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**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 [ebalauw@usc.edu](mailto:ebalauw@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.

## 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.