

The Weekly

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Doctors of USC Beverly Hills on track to open in fall 2010

A new satellite location for The Doctors of USC in Beverly Hills is a step closer to reality. USC recently signed a nine-year lease agreement, valued at \$8 million, for 14,195 square feet of medical office space at Archway Medical Plaza, a premiere medical office campus at 9033 Wilshire Boulevard.

The Doctors of USC Beverly Hills—affiliated with the Keck School of Medicine—is scheduled to open in fall 2010 and will be located in suites 300 and 500 of the building, at the northwest corner of Wilshire Boulevard and Wetherly Drive.

The Doctors of USC Beverly Hills will offer the latest treatments from top specialists. Advanced care through cutting-edge therapies and clinical trials will be offered, as well as continuing medical education for community physicians.

The initial focus will be on ophthalmology and cancer care, providing a complete range of sub-specialties to deliver comprehensive diagnostic and treatment services.

“This vital center brings the care and expertise of The Doctors of USC closer to Westside communities,” said Carmen A. Puliafito, dean



The Doctors of USC Beverly Hills—affiliated with the Keck School of Medicine—is scheduled to open in fall 2010 at the northwest corner of Wilshire Boulevard and Wetherly Drive, shown above in a photo illustration of how the building will appear.

of the Keck School. “The Doctors of USC Beverly Hills center is a dramatic demonstration of the Keck School of Medicine’s commitment to advancing the art and science of medicine for our local community.”

The center will feature patient exam and treatment rooms, an on-site laboratory and pharmacy, and valet parking. A USC Boardroom, Trojan Hospitality Room, and a medical education video conferencing center are also

planned. Future services include a men’s health center, women’s health center and imaging center.

The 50,000-square-foot Archway Medical Plaza is the newest, state-of-the-art medical building in Beverly Hills. Designed by Sim & Associates, 9033 Wilshire offers distinctive architectural style with steel and glass construction and artistic elements such as a 14-foot by 20-foot glass mural in the lobby designed to continuously change colors

using an energy efficient LED system. The mural was designed by lighting artist David Steinitz using the same system installed at Los Angeles International Airport on the color changing columns near the entrance on Century Blvd.

The plaza courtyard boasts a 30-foot by 40-foot art installation of an aluminum-weave orchid mural designed by Youn Woo Chaa, a multimedia artist whose work is collected by international museums.

‘The Doctors of USC Beverly Hills center is a dramatic demonstration of the Keck School of Medicine’s commitment to advancing the art and science of medicine for our local community.’

—Keck School of Medicine Dean Carmen A. Puliafito

Herman Ostrow School of Dentistry jumps in rankings

By Beth Dunham

From 2008 to 2009, the Herman Ostrow School of Dentistry of USC jumped from 16th to 12th in a ranking of all United States dental institutions receiving funds from the National Institute of Dental and Craniofacial Research (NIDCR).

The rankings, which include both public and private dental schools as well as research-specific dental institutions, place USC at No. 3 among all private U.S. dental schools in regards to funding awarded from the institute, a part of the National Institutes of Health. Also notable is the dramatic increase in the Ostrow School of Dentistry’s funding from the national institute during a tough economic year in which award amounts increased very little—or fell markedly—at many other institutions.

The Ostrow School of Dentistry saw its institute funding increase from \$3.2 million in 2008 to more than \$4.8 million in 2009.

Yang Chai, associate dean of research for the Ostrow School of Dentistry and director of the Center for Craniofacial Molecular Biology, called the achievement a collective effort made possible by the creativity and ingenuity of the Ostrow School of Dentistry’s research faculty.

The school’s research teams are conducting investigations that turn science fiction into breakthrough treatments that improve society’s oral and overall health. These studies include: the creation of a comprehensive database on craniofacial genetics; the diagnosis of dental disease using saliva; the pre-birth nonsurgical reversal of cleft palate; the use of stem cells in wound healing; lupus treatment;

See **DENTISTRY**, page 2



Hospital drill tests processes, procedures

A simulated evacuation of patients during a fire was one of the highlights of a fire and evacuation exercise staged May 19 at USC University Hospital. The drill, staged to be as realistic as possible, tested hospital policies and procedures in logistics, operations, safety and communications. Nearly 60 staffers participated in the drill; the Joint Commission requires two such drills to be done each year. Staffers moved about 30 “patients” (left)—students from Bravo High School who volunteered their time—while officials in a command center directed the response. The drill involved responding to requests from the news media and families, moving patients who were on ventilators, and keeping track of rapidly changing information. Above, Kevin Wagner, USC University Hospital risk/safety manager, updates a status chart in the command center.

Photos by Sara Reeve

Florence Clark kicks off term as president of AOTA

Taking the helm of the American Occupational Therapy Association (AOTA), Florence Clark delivered an energizing speech as her inaugural presidential address May 1 at the 90th Annual Conference and Expo in Orlando, Fla..

Comparing the progression of the field to that of television technology, she encouraged the audience to take occupational therapy to the next level.

“Together, we can bring occupational

therapy into crystal clear, high definition for our clients, our fellow health care providers, policymakers, and the American public,” said Clark, who is associate dean and chair of the Division of Occupational Science and Occupational Therapy at the Herman Ostrow School of Dentistry of USC.

As president of the AOTA, Clark will lead the board in setting strategic directions, including preparing the organization and its members for implementation of its “Centennial Vision,” a forward-looking mission statement devised to recognize that both the association and the profession will celebrate their 100th anniversary in 2017.

“As part of my presidency, we will take pride in the variation that characterizes our practice, feeling good about the complexity of our work, and appreciating that some of us concentrate on close-ups

and others of us on the wide-screen. Nevertheless, we can share our collective vibrancy,” she said. “Let’s use high definition occupational therapy to make the goals of the Centennial Vision inevitable.”

Clark emphasized the importance of research and of establishing mechanisms for supporting the development of career scientists in occupational therapy. She also called for increased visibility and advocacy. Additionally, Clark wants to triple AOTA membership, which would enable the profession to increase its resources to address public awareness, research capacity, best practice, and other Centennial Vision priorities.

“None of these tasks will be easy,” Clark acknowledged, “but the more of us who engage in building a better profession and achieving our Centennial Vision, the clearer our high definition picture will be.”



Florence Clark delivers her Inaugural Presidential Address at AOTA's 90th Annual Conference and Expo in Orlando, Fla., on May 1.

D. Brent Polk outlines plans for the Keck School's Department of Pediatrics

D. Brent Polk entered the field of pediatrics as a medical student “primarily because I believe that we can make a difference in the life of a child. And if we do make that difference early, that the rest of their life will have been better for it.”

Now, as chair of the Department of Pediatrics at the Keck School of Medicine of USC and chair of pediatrics and vice president of academic affairs at Childrens Hospital Los Angeles, he is bringing that mission to USC. In his first address to the de-

partment (available online at: <http://tinyurl.com/27walhf>), Polk outlined his vision for the department of pediatrics during a May 14 lecture at Childrens Hospital.

“It’s a unique time in which we are able to transform how we care for our patients in the future,” said Polk, who also serves as professor of pediatrics and biochemistry and molecular biology at the Keck School. “[We also have] an ability to make an impact on the programs that we’re pursuing in research, education and training as we prepare for

that future.”

As chair of pediatrics, Polk is responsible for the department’s educational, research and service missions, and he oversees faculty working at Childrens Hospital and the Los Angeles County+USC Medical Center.

He said that given the tremendous resources and infrastructure Childrens Hospital has developed, the department can capitalize on the unique and diverse patient population and form international collaborations to improve the health of

children worldwide.

“I believe that in our lifetime—through effective treatment and research—we have the ability to significantly impact pediatric disease,” said Polk. “I want our research to be global, interdisciplinary and translational.”

He also presented some detailed goals for the next five years. By 2015, Polk would like to see Childrens Hospital’s NIH rank rise from its current standing at number 8 to ranking in the top five. In addition, Polk wants to in-

crease NIH funding by \$26.5 million, recruit an additional 42 research faculty and increase the number of research projects, fellows and residents at Childrens Hospital.

“I believe that we can transform how we promote health once we have the tools to identify the children who are at greatest risk,” said Polk. “If we can intervene early and prevent them from developing diseases in the first place, the cost—both to their families and to society—will be tremendously improved.”

HELPING TO SAVE SIGHT

At its 35th annual spring benefit in March, the Luminaires Founder Chapter, a volunteer support group of the Doheny Eye Institute, raised more than \$100,000 to help restore, preserve and improve human eyesight. The event, at the California Club in Los Angeles, attracted more than 250 participants and featured a fashion show and boutique vendors.

At right, are (front, row, from left) participants Elizabeth Sample, USC first lady Kathryn Sample, Ann Summers, (back row, from left) Joan Schneider and Joan Traitel.



USC Norris offers breast cancer seminars

USC Norris Cancer Hospital will host free breast cancer seminars in June. USC physicians who specialize in breast cancer—radiologists (mammography), surgeons, plastic and reconstructive surgeons, and medical oncologists—will speak about the latest treatments and options.

Physicians who will present are surgeons Stephen Sener and Dennis Holmes; radiologists Linda Hovanessian-Larsen and Pulin Sheth; plastic and reconstructive surgeons Regina Baker, Wesley Schooler and Alex Wong; and medical oncologists Debasish Tripathy and Christy Russell.

To see the schedule of speakers and to register for one of the seminars, go to uschospitals.com/breastcancer. The seminars will be at these times and locations:

- June 2, 6 p.m. to 8 p.m., Glendale
- June 9, 6 p.m. to 8 p.m., Pasadena
- June 12, 9 a.m. to 11 a.m., Irvine

For more information, please call 323-442-2830.

The Weekly

Next Issue: June 11

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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Continued from page 1

and groundbreaking research in dental public health.

Chai said the school’s level of success with federal funding, especially during this difficult economic period, is a significant statement about the quality of research being conducted at USC.

“It’s tremendous that in this very challenging funding environment, we have been able to advance four places at the national level,” he said. “The competition is very fierce.”

Avishai Sadan, dean of the Ostrow School of Dentistry, said the recognition and support from the NIDCR is a testament to the school’s researchers.

“As we move forward in our research endeavors, continue to recruit additional young investigators and nurture our students’ interest in scientific discovery, we will continue to develop the innovations that lead the dental profession into the future,” Sadan said.

Women’s Cardiovascular Center offers personal, comprehensive care

By Valerie Zapanta
Candy Duncan, vice president of USC University Hospital Guild, was intrigued when she first heard about the creation of a new USC cardiovascular center for women—and even more so when she learned that solely female physicians would staff it. Hearing about plans for the Women’s Cardiovascular Center from Leslie A. Saxon, chief of the division of cardiovascular medicine and professor of clinical medicine at the Keck School of Medicine, “motivated me to be their first patient,” Duncan said.

She added, “Although I have not encountered heart problems personally, I knew it was a wonderful opportunity to have a thorough checkup at the center. I’m actively promoting the center to my friends and family as the place to go for cardiovascular health needs.” The center, which opened in late 2009, was established to assure that the unique needs of women are recognized and met in the prevention, detection and treatment of



The Women’s Cardiovascular Center staff (shown above) includes physicians and nurse practitioners who provide comprehensive cardiac care, such as preventive cardiology and treatment for established cardiac disease problems.

cardiovascular disease. Heart disease is the number one killer in women, regardless of race or ethnicity, claiming more lives than all forms of cancer combined. Doctors of USC physicians Saxon, Vivian Y. Mo, director of the Women’s Cardiovascular Center and assistant professor of clinical medicine at the Keck School, and Helga Van Herle, associate professor of clinical medicine at the Keck School, formed the all-woman, multidisciplinary team of

health care professionals centered around the female patient with the goal of preventing heart disease. As part of the USC Cardiovascular Thoracic Institute, the mission of the center is to provide open, expert and personalized comprehensive cardiovascular education and care to women of all ages. “The center is staffed by a dynamic group of individuals who believe in providing individualized comprehensive care. I personally like to

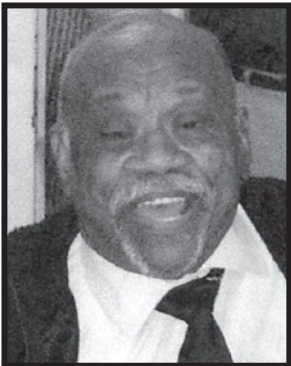
see women of all ages and races have their cardiovascular health assessed in a unique clinic setting like we have established, so that specific treatments and information can be provided to them that will help prevent having cardiac disease in the future,” said Mo. The center is comprised of physicians and nurse practitioners who provide comprehensive cardiac care, such as preventive cardiology and treatment of established cardiac disease problems. These include, but are not limited to, hypertension, high cholesterol, valvular disease, coronary artery disease, heart failure and arrhythmias. A patient’s initial visit will include an extensive review of their medical history, a thorough physical exam and a screening for risk factors. The Women’s Cardiovascular Center is located on the fourth floor of the Health Consultation Center II in the Cardiovascular Thoracic Institute. For more information please call (323) 442-6278 or e-mail wvcv@cvti.usc.edu.

‘I’m actively promoting the center to my friends and family as the place to go for cardiovascular health needs.’

—Candy Duncan, vice president of USC University Hospital Guild

Timothy S. Greaves, voluntary clinical professor of pathology, 75

By Sara Reeve
Timothy S. Greaves, voluntary clinical professor of pathology at the Keck School of Medicine, died May 8. He was 75. “Tim was an exemplary pathologist and supportive colleague, an inspirational and dedicated teacher to generations of residents and medical students, and a lover of cricket and his West Indian heritage,” said Clive Taylor, former chair of the Department of Pathology at the Keck School. “Tim was a wonderful human being, who by his daily presence blessed us all with his dignity and his humor.” Greaves began his long involvement with USC in 1968, when he served a fellowship at LAC+USC Medical Center in cytopathology. He was appointed physician specialist in the Department of Laboratories and Pathology at



Timothy S. Greaves

LAC+USC Medical Center the following year, and instructor of pathology at the Keck School in 1970. In 1989, he was appointed director of exfoliative cytology at the LAC+USC Medical Center, and associate professor of clinical pathology in 1990. He was promoted to professor of clinical pathology in 1999. Upon his retirement from full time service, he was appointed to the voluntary faculty in 2008 as clinical professor of pathology. “We were privileged to be his second family,” said Taylor. “None of us who knew Tim will ever forget him. Our lives have been that much the better for having shared space and time with him.” Greaves is survived by his wife, Thelda Greaves.

Research grantsmanship workshops slated for June 8, 9

Keck Research Advancement will host a series of grantsmanship workshops, led by Israel Goldberg, president of Health Research Associates on June 8 and 9. Goldberg spent 13 years in research administration at the National Institutes of Health prior to becoming an independent consultant. Drawing on the successes he enjoyed in developing large-scale national research programs, he provides intensive consultation and advice to medically oriented groups in planning for the development of research programs, and in securing research grant support. Scheduled seminar and workshops:

- June 8, Mayer Auditorium, 1:30-3:30 p.m. Seminar open to all: “How to change your grantsmanship skills towards the new-style NIH grant applications.”
- June 9, McKibben 249, 10-11:30 a.m. Junior faculty and postdocs: “Writing your first NIH grant application.”
- June 9, McKibben 249, noon to 1 p.m. K-award faculty: “Writing your K-Award application: nuts and bolts.”

For more information, contact (323) 442-1476 or ResAdv@keck.usc.edu.

The Weekly NEWSMAKERS

A May 20 *U.S. News & World Report* article quoted professor of medicine in the cardiovascular division **Robert Kloner** about erectile dysfunction as an indicator of heart disease.

A May 19 *Press-Enterprise* article reported that professor of preventive medicine **Rob McConnell** would speak at an environmental health forum hosted by the Center for Community Action and Environmental Justice.

A May 19 *Glendale News-Press* article cited USC’s Children’s Health Study, which found that residential or school proximity to major traffic corridors is associated with respiratory impairment in children and adults.

A May 17 *Science News* article cited an op-ed by Flora L. Thornton Chair of the Department of Preventive Medicine **Jonathan Samet** and a colleague that accompanied a new Interphone study on the link between cell phone use and brain tumors. AOL News and CBC News, Canwest News Service and the *Globe* and *Mail* (Canada) also cited the editorial.

A May 17 *Los Angeles Times* article quoted chair of the Department of Emergency Medicine **Edward Newton** about the accuracy of medical situations on the television show “Nurse Jackie.”

A May 16 *Los Angeles Times* article quoted clinical assistant professor **Jessica Wu** about freckles being a sign of sun damage.

A May 15 *Los Angeles Times* article noted that USC received \$27 million from the statewide regenerative medicine agency for a stem cell institute.

A May 12 WebMD article quoted clinical professor of ophthalmology **James Salz** about a new study which suggests that an eye operation typically reserved for patients with severe nearsightedness may be a safer alternative to standard laser eye surgery for patients with less severe forms of nearsightedness.

On May 13, KABC-TV quoted **Roger Clemens** of the USC School of Pharmacy about the importance of vitamin D.

The Weekly has begun its summer publishing schedule, with issues being published every other Friday—except during weeks that include a university holiday. We will resume our regular weekly publication schedule in September.

Calendar of Events

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

Tuesday, June 1

9 a.m. Neurology Grand Rounds. “Resident Research,” Veronica Harrell and Michael Lee, USC. ZNI 112. Info: (323) 442-7686

Wednesday, June 2

Noon. Attending Physician Lunch Forum: USC Endoscopy Center, Annette Sy, USC. UNH Copper Rm. Info: (323) 442-8686

Monday, June 7

Noon. KSOM Research Seminar. “A Stem Cell Therapy For AIDS,” Paula Cannon, USC. NRT Aresty Aud. Info: (323) 442-1144

Wednesday, June 9

9:30 a.m. “Behavioral Choice Theory and Obesity,” Leonard Epstein, University at Buffalo. CSC 250. Info: (323) 442-2637

Noon. ZNI Seminar. “Transcriptional Control of Serotonin System Function Across Life Span,” Evan Deneris, Case Western Reserve University School of Medicine. ZNI 112. Info: (323) 442-2144

Monday, June 14

11:45 a.m. – 5:15 p.m. Center for Craniofacial Molecular Biology Symposium. “Stem Cell Research and Application,” Various speakers. CSC 250. Info: (323) 442-3170.

Wednesday, June 16

Noon. Attending Physician Lunch Forum. “C. Difficile Colitis@UH – A Surgical View,” Andreas Kaiser, USC. UNH Copper Rm. Info: (323) 442-8686

Friday, June 18

7 a.m. USC Physical Sciences in Oncology Center Symposium. Various speakers. UPC Davidson Conference Center. Info: (323) 442-2596

Monday, June 21

Noon. KSOM Research Seminar. “A New Molecular Understanding of Heart Outflow Tract Development and Congenital Heart Defects,” Henry Sucov, USC. NOR 7409. Info: (323) 442-1144

Monday, June 28

Noon. KSOM Research Seminar. “Transcription Factor Mediated Epigenetic Regulation of Cell Growth and Phenotype,” Gary Stein, Univ. of Massachusetts. NRT Aresty Aud. Info: (323) 442-1144

Wednesday, June 30

Noon. Attending Physician Lunch Forum. “How Not to Get Sued,” Marty Lockwood, Beta Healthcare Group. UNH Copper Rm. Info: (323) 442-8686

Thursday, July 8 – Sunday, July 11

8 a.m. 6th Annual International Head & Neck Symposium. Various speakers. USC Health Sciences campus. Info: (323) 442-7432

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.



Jon Nalick

PEDAL POWER

USC celebrated the 16th annual Los Angeles Bike to Work Day on May 20 by encouraging members of the university community to leave their cars at home and ride bikes to work and school.

Los Angeles County transit operators offered free rides for the day, and participants also received breakfast sandwiches and coffee at 10 pit stops hosted by Subway restaurants.

Left, Erin Quinn (in foreground), associate dean for admissions at the Keck School of Medicine, and Susan Wong, Keck School admissions counselor, steer a course through Harry and Celesta Pappas Quad toward home at the end of the day.

USC study links picky eating, autism

By Ryan Ball

The dinnertime battle of wills is a drama that plays out in most households with small children.

While it’s normal for kids to reject certain foods, researchers studying the effects of picky eating on health and nutrition suggest that food selectivity may be an indication of larger developmental issues.

Sharon Cermak, professor of occupational science and occupational therapy at the Herman Ostrow School of Dentistry, was involved in a recent study that compared the eating habits of 53 children with Autism Spectrum Disorders (ASD) to those of 58 typically developing children. The Children’s Activity and Meal Patterns Study (CHAMPS) monitored mealtime behavior of children between the ages of 3 and 11, and found that those diagnosed with ASD rejected an average of 41 percent of foods offered, while the other children turned down 18.9 percent of foods.

Though picky eating is not a core symptom of autism, the findings suggest that kids with ASD may be at a greater risk of nutritional deficiencies and obesity since carbohydrates are typically favored over fruits and vegetables.

As an occupational therapist, Cermak focused primarily on looking at sensory processing and its relationship to food selectivity.

“What our research is showing is that it’s more a problem of feel, the feel of foods in their mouth, as opposed to the taste,” Cermak said. She noted that the same sensitivities can interfere with multiple aspects of a child’s functioning,

such as oral care and hygiene. “It can result in problems with fingernail care, getting their fingernails cut or their hair washed because they find the light touch uncomfortable,” she said.

The study was published in the *Journal of Pediatrics* and can be viewed at www.jpeds.com. Cermak said the group is in the process of securing funding to do a second study.

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