

The Weekly



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W. Martin Kast named eminent scientist of the year

By Ryan Ball

W. Martin Kast, professor of molecular microbiology and immunology, and obstetrics and gynecology at the Keck School of Medicine, was named the 2010 Eminent Scientist of the Year and North American Immunologist of the Year by the International Research Promotion Council (IRPC).

The charitable organization is dedicated to supporting scientists whose work is of particular significance to underdeveloped and developing countries. Kast received the Millennium Golden International Award for his life's research of human papillomavirus (HPV), which is linked to cervical and other forms of cancer.

"The virus is very relevant for underdeveloped and developing countries because the most cases of cervical cancer are in those countries," Kast said. "There are about half a million cases of cervical cancer diagnosed each year, of which 80 percent or so are in underdeveloped or developing countries. This award supports our efforts in finding new treatments that could benefit patients in all countries."

The award was presented on Sept. 9 in the Edmondson Faculty Center on the Health Sciences campus. IRPC Chief Coordinator (international) Thomas Koilparampil traveled from India for the sole purpose of presenting the award to Kast and stressing the importance of his work.



W. Martin Kast delivers his acceptance speech after receiving the Millennium Golden International Award—and a gold medal—for his research.

"Unfortunately, carcinoma of the uterine cervix is the leading cancer of which women in Third-World countries die," said Koilparampil. "His contributions to immunology and [the study of] human papillomavirus, and the field of therapeutic vaccination to control cervical and other cancers, we consider wonderful achievements on the part of Dr. Kast."

Upon receiving the award, Kast thanked Keck department chairs Jae Jung (molecular microbiology and immunology) and Laila Muderspach (obstetrics and gynecology), as well as USC Norris Comprehensive Cancer Center director Peter Jones and other colleagues for their support of his research.

IRPC was formed in 1993 with the aim of coordinating the activities of scientists whose research activities tackle issues facing Third-World countries. The organization has five chapters spanning the globe, and counts more than 300 scientists among its members.

Kast earned his Ph.D. in medicine from the University of Amsterdam, The Netherlands, and has been at USC since 2003.

He is the Walter A. Richter Cancer Research Chair at Keck and co-leader of the Tumor Microenvironment Program at USC Norris Comprehensive Cancer Center. His research is focused on developing effective new therapies for cervical cancer, prostate cancer and melanoma.

'This award supports our efforts in finding new treatments that could benefit patients in all countries.'

—W. Martin Kast, professor of molecular microbiology and immunology, and obstetrics and gynecology at the Keck School of Medicine

USC joins federal summit on health care fraud and prevention

By Tania Chatila

At a time when Los Angeles is known as one of the country's leading areas for health care fraud, USC has been recognized for its best practices in the prevention of such fraud through a robust compliance program.

USC's Health Care Compliance Program started in 1996 and is used as a standard, not only for government-paid beneficiary programs, but also for all health care payers.

The program is structured around essential compliance elements as defined by the Office of the Inspector General (OIG). Those elements include: education, policies and procedures, risk-based monitoring, auditing, governance and sanctions.

In addition, the program provides guidance to faculty and staff on the University's Relationship with Industry policy, which helps to identify potential conflicts of interest with manufacturers of health care products.

Last month, USC was one of only two health care providers asked to showcase their compliance programs at the Aug. 26 Los Angeles Health Care Fraud Prevention Summit. This was the second in a nationwide series of summits announced by President Obama in June as part of a multifaceted effort to crack down on health care fraud.

"A high priority of the Obama administration is the reduction and elimination of fraud in the health care industry," said Tammy Capretta, associate vice president of health care compliance for USC, emphasizes the importance of continued vigilance in the increasingly complex and regulated health care environment.



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Jon Nalick

Trojan Family promotes Breast Cancer Awareness Month

The Trojan Family is promoting breast cancer awareness now through October in a collaborative effort among the USC Norris Comprehensive Cancer Center and Hospital, the USC Trojan Bookstores and USC Athletics.

Trojans may contribute to breast cancer research efforts at USC Norris through the purchase of a specially designed T-shirt featuring the USC Norris logo and the words, "For a breast cancer cure. Fight on." The slogan is part of the USC hospitals marketing campaign launched in Los Angeles in January.

The 100 percent cotton T-shirts are available in two shades of pink (light pink and hot pink) for the price of \$17.99 in all USC bookstores now throughout the month of October, including satellite locations around the University Park Campus on home football game dates. The shirts also will be available for purchase at the USC Alumni office in Orange County and the two hospital gift shops located on USC's Health Sciences Campus.

Available sizes range from S to XXL, in women's fit and unisex fit. The breast cancer awareness shirts also may be purchased online at breastcancer.uscbookstore.com.

Bookstore patrons also may make a donation to breast cancer research at USC at the checkout stand, or donations can be made online at www.uscnorris.com/breastcancer.

The idea to raise funds through T-shirt sales

was conceived by Agustin Garcia, associate professor of clinical medicine at the Keck School of Medicine and one of the USC Norris breast cancer experts.

"I am delighted to invite the USC Trojan Family to support breast cancer research by buying a T-shirt or contributing at the bookstore, while we raise awareness of this disease and our efforts to eliminate it," Garcia said. "We hope to see many pink T-shirts at Trojans home games during October, Breast Cancer Awareness Month."

Our goal at the USC Norris Comprehensive Cancer Center and Hospital is to make cancer a disease of the past, and we can only achieve this goal through research."

Breast Cancer Awareness Month will kick off in a big way at USC on Saturday, Oct. 2, when the Trojans play Washington at the Coliseum.

Trojans are invited to visit the Doctors of USC breast cancer

booth in the area just south of Coliseum entrance 1 near the ESPN booth, between noon and 5 p.m., to meet USC Norris breast cancer experts and pick up free giveaway items and educational materials. Pink ribbons will also be handed out to booth visitors.

Visitors will have the chance to meet faculty physician breast cancer experts who will provide information on everything from the newest surgical treatments to the importance of annual

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REMINDER: RSVPs are due for the inauguration of President C. L. Max Nikias— The Oct. 1 deadline is approaching for RSVPs for the event. Details of the inauguration and the week's events are online at inauguration.usc.edu.

USC University Hospital opens new cardiac surgery units

By Tania Chatila
Two new surgical units are open at USC University Hospital, setting the stage for expansion of the cardiothoracic surgery program and enhanced patient care.

Patient care units 5-East and 5-West were opened on Aug. 25. The units primarily cater to patients who have undergone complex cardiac procedures, such as open-heart surgeries, coronary artery bypass surgeries and valve replacements.

Together, the units add another 24 beds to the hospital:

10 intensive care unit beds in 5-West and 14 telemetry beds in 5-East.

“This is such an important piece in our efforts to expand the cardiothoracic surgical program,” said Vaughn Starnes, chair of the Department of Surgery and surgeon-in-chief. “These two new units will allow us to accommodate more patients and accept more transfers from other facilities. The ability to grow our program will also help us strengthen relationships with area hospitals and doctors

who count on us for quality care that cannot be delivered elsewhere.”

Internally, the addition of an intensive care unit in 5-West will allow the hospital to better accommodate cardiothoracic admissions in collaboration with the current fourth floor cardiothoracic intensive care unit. Together, these units will allow hospital staff to devote more time and resources to cardiac patients, enhancing this type of care.

“Whenever you have a critical care area that is specialized

you are able to devote a lot of attention and time to certain patient populations,” said Karen Campbell, nurse manager for 5-West. “Anytime a staff works consistently with a particular population, it only increases the nursing knowledge base, which in turn improves patient outcomes.”

Housed in USC University Hospital’s Norris Inpatient Tower, 5-East and 5-West feature new patient care rooms and state-of-the-art equipment. The units are separated by about 10 feet and one doorway, making the transition for patients being advanced from 5-West’s intensive care unit to 5-East’s telemetry unit much smoother. These are all key components in enhancing the patient’s experience, hospital leaders said.



USC University Hospital nurse Nicole Ramos examines patient George Stepanian as he recovers from his open-heart surgery in one of the new cardiac units.

“Patient satisfaction is so important, so the ability to provide our patients with a comfortable, modern environment tailored to their medical needs is wonderful,” said Daniel Hudson, nurse manager for 5-East. “Overall, this is an exciting time for USC University Hospital.

Physical Therapy unveils new Bice Clinical Research Center

By Sara Villagran
The Division of Biokinesiology and Physical Therapy at the Herman Ostrow School of Dentistry held a series of events on Sept. 10 to mark the dedication of the new Bice Clinical Research Center.

The Bice Clinical Research Center, critical to advancing evidence-based practice in rehabilitation, provides a specially designed space customized for testing human research subjects and patients.



At the center’s dedication Sept. 10 are (from left): James Gordon, associate dean and chair of the Division of Biokinesiology and Physical Therapy; Kathleen Bice; and Avishai Sadan, dean of the Herman Ostrow School of Dentistry.

A key advantage of the center is that it provides attractive and comfortable amenities for patients and their families so that they will continue to participate in the division’s clinical research projects.

The center features a waiting room with comfortable furniture and a television for patients and families, a changing room, seven 10x14-foot testing rooms with the capability of converting them to larger rooms, and one large multi-function area for testing moving subjects.

Kathleen Bice (PT ’69),

former assistant division chair, and founding chair and current member of the division’s Board of Councilors, pledged the lead gift of \$150,000 to establish the center. Her gift reinforces her support of the division’s commitment and strategic plan to develop comprehensive facilities and a national reputation for conducting clinical research trials in rehabilitation.

Bice’s gift provided the basis for a fundraising initiative that raised a total of \$400,000 to complete the center.

Associate Dean and Division Chair James

Gordon said, “Kathy’s generous gift is exemplary of the kind of support that is needed to maintain a number-one-ranked program.”

“We are extremely grateful for all that she does, not only for naming the Clinical Research Center, but also for her ongoing support of the division through the Board of Councilors. A dedicated clinical research center will enable the division’s research faculty to continue to attract collaborators and to be successful in obtaining outside funding for clinical research,” Gordon added.

FRAUD: Health care compliance staff always available to help

Continued from page 1

other health care personnel allows it to be effective.”

At the recent summit, Capretta participated in a panel moderated by Peter Buseti, deputy administrator of the Centers for Medicare and Medicaid Services. The panel focused on “The Role of Providers in Preventing Health Care Fraud” and included representatives of the OIG, AMA, Blue Shield and the St. Joseph Health System.

U.S. Attorney General Eric Holder and U.S. Department of Health and Human Services Secretary Kathleen Sebelius kicked off the daylong conference, which brought together top federal, state and local government partners, beneficiaries and providers to discuss innovative ways to eliminate fraud and abuse within the U.S. health care system. Also present at the summit was Daniel Levinson, inspector general for the Department of Health and Human Services

and a 1971 USC graduate.

The summit focused on federal initiatives to crack down on the growing issue of health care fraud targeting Medicare and Medicaid programs, and also highlighted the role of health care providers in preventing fraud. With the passage of the Patient Protection and Affordable Care Act of 2010, Congress has mandated that nearly all health care providers, not just large health care providers such as USC, implement compliance programs.

Capretta emphasized the importance of continued vigilance in the increasingly complex and regulated health care environment. “We will all need to continue to work together,” she said. “Our health care compliance staff is available any time a USC faculty or staff member has a question about measures to prevent fraud and ensure compliance with federal regulations.”

The Weekly

Next Issue: October 1

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ETCETERA

Carol Miller, professor of pathology and neurology at the Keck School of Medicine, was a member of a team of scientists that discovered characteristic amyloid plaques in retinas from deceased Alzheimer’s disease patients. Collaborators were from Cedars-Sinai Medical Center and the Weizmann

Institute of Science.

A noninvasive optical imaging technique was used to detect similar retinal plaques in live laboratory mice genetically modified to model the human disease.

The work was published online June 13 in the journal *NeuroImage*.

Keck School and Los Angeles County honor excellence in teaching

By Sara Reeve
The Keck School of Medicine and the County of Los Angeles recognized excellence in faculty teaching of residents with its annual teaching awards this summer. Each accredited ACGME residency program at the Los Angeles County+University of Southern California Medical Center has the opportunity to nominate an outstanding faculty teacher. Award recipients are honored with either a cash award or funds to purchase books or computers that will enhance their teaching ability. “The university has many awards to recognize outstanding teaching,” said Glenn Ault, Keck School associate dean for clinical administration (LAC+USC Medical Center). “With over 900 residents on campus, it is fitting that we now have a way to recognize the exemplary teaching of residents.” Funds for the awards are established as part of the medical services operating

2010 Teaching Award Recipients			
Anesthesiology Russel Hashimy Alexander Steven Haddy Daniel Nguyen D. Thangathurai	Oncology Tanya Dorff	Orthopedic Surgery Ali Ghiassi	Surgery John Lipham Craig Baker
Dermatology Binh Ngo	Pulmonology/Critical Care Ami Oren Sivagini Ganesh	Otolaryngology Neils Kokot	Critical Care D.J. Green
Emergency Medicine Manon Kwon	Rheumatology Francisco Quismorio	Pathology Michael Chan Juan Felix Gary Kanel Nancy Klipfel Yanling Ma Andy Sherrod	Vascular Karen Woo
Internal Medicine Michael Hochman	Neurological Surgery Peter Gruen	Diagnostic Radiology Dakshesh Patel Deborah Forrester Philip Cheng	Colorectal Surgery Andreas Kaiser
Cardiovascular Enrique Ostrzega	Neurology Nerses Sanossian Laura Kalayjian	Radiation Oncology Paul Pagnini	Cardiothoracic Paul McFadden Plastic Surgery Warren Garner
Electrophysiology David Cesario	Obstetrics-Gynecology Laila Muderspach	Plastic-Hand Milan Stevanovic	Urology Georg Bartsch Polina Reyblat
Interventional Cardiology David Shavelle	Ophthalmology Vikas Chopra		

agreement between the Keck School and the County of Los Angeles. The awards are designed to provide an incentive to enrich faculty teaching and graduate medical education. Awardees are selected based, in part, on teaching evaluations, peer and staff evaluations, resident input and a nomination letter from the department chair. “Excellence in teaching residents is a priority for this

facility,” said Stephanie Hall, medical director of LAC+USC Medical Center. “Our faculty are incredibly dedicated to the instruction of our residents, and we feel it is important to show them that we value their hard work, and to recognize them for it. And I think that the residents appreciate the opportunity to give feedback to their instructors in this way, and to honor those who are really making a difference.”

Keck School announces center to develop wireless medical tech

By Leslie Ridgeway
A new cross-disciplinary center intended to develop products, establish predictive studies and policy, and creatively meet the needs of patients and physicians through wireless medicine has been announced by the Keck School of Medicine. The USC Center for Body Computing, announced Sept. 21 at the Body

Computing 4.0 conference at USC, will promote wireless medicine. This includes digestible smart pills, software applications and sensors on smart phones, and connected implantable devices, which help people stay connected with their health care providers. Studies have shown that continuous wireless monitoring leads to better medical outcomes at lower costs, fewer

patient readmissions and dramatically higher patient satisfaction. “Within three years it will be common for our bodies to transmit information via low cost wearable sensors (body tattoos) and radio frequency technologies,” said Leslie Saxon, chief of the division of cardiovascular medicine and the executive director of the Center for Body Computing. Based at the Keck School, the center will work in concert with the USC Viterbi School of Engineering and the USC School of Cinematic Arts. Wireless medicine is as much about patient care and reliable engineering as it is about entertainment, said Saxon. Body computing promises to change medical delivery, impacting everyone from physicians to patients. From a patient perspective, networked medicine can transform medical information and medical care from an intimidating experience to one that can entertain, educate and encourage. “It is important to motivate and engage people in their own health care,” said Saxon. “People think about their own health as an ongoing narrative. As they interact with increasingly sophisticated devices for medical information

they will best understand that information if it’s delivered via engaging visual storytelling.” Saxon said the pace of innovation in wireless health technology has been “astounding” in the last four years. Wireless technology can help monitor our health and the health of our loved ones, as well as track chronic disease. The Center for Body Computing will work to create solutions in wireless health that will lead to better outcomes and faster cures. The Body Computing conference has been bringing together CEOs, academics, technologists, engineers, designers, regulators and Academy Award winners for four years to talk about medicine and social media, regulatory and interoperability issues, and how to make health care more accessible and interesting through design and cinematic arts. The conference took place at the Town and Gown banquet hall at the USC University Park Campus and featured live demonstrations of applications and devices that help people manage their health. For information on the center and the conference, go to: <http://www.usccardiology.org/bodycomputing/index.html>.



Tania Chatila

THEY SCREAM FOR ICE CREAM— The employees of USC University Hospital and USC Norris Cancer Hospital celebrated the start of the hospitals’ second fiscal year under USC ownership Aug. 27 with an ice cream social and hat giveaway. More than 1,600 employees attended the “Hats Off to a New Year” event, which took place in the USC University Hospital Norris Inpatient Tower Cafe and the Norris Rainbow Cafe. Above Sam Valencerina (left), clinical director of radiology, and Linda DeMarco, an administrative assistant in radiology, grab a few scoops at the event.

The Weekly NEWSMAKERS

A Sept. 16 Reuters article quoted professor of medicine in the cardiovascular division **Robert Kloner** about a study which found that breathing in soot and other fine particles from the urban air may increase the risk of cardiac arrest.

On Sept. 14, National Public Radio’s “Morning Edition” quoted postdoctoral research associate **Selena Nguyen-Rodriguez** and highlighted Keck School of Medicine research, which found that stress can fuel nighttime eating binges.

A Sept. 13 *Los Angeles Times* article highlighted research by professor of preventive medicine and director of the Master of Public Health program **Thomas**

Valente, who is part of a new study to examine how effectively key social network members could implement a suicide prevention program.

A Sept. 13 *Ventura County Star* article quoted chair of neurological surgery **Steven Giannotta** about Gamma Knife surgery, which uses beams of electromagnetic radiation to destroy small brain tumors or kill cells that cause tremors or other disorders.

On Sept. 9, CNN’s “Larry King Live” mentioned that USC researchers are working with the Stand Up To Cancer campaign.

Calendar of Events

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

Saturday, Sept. 25

8:30 a.m. 14th Annual Max R. Gaspar Grand Rounds Lecture. “Aortic Graft Infection: The Problem is Still with Us,” R. Patrick Clagett, Univ. of Southwestern Medical Center. DOH 100. Info: (323) 442-6835

Tuesday, Sept. 28

Noon. USC CET. “Promoting Reflection in your Students,” Win May, USC. KAM B21/23. Info: (213) 740-3959

Noon. “Earthquake Preparedness: What Every person in L.A. needs to Know.” CHP G37. Info: (213) 740-3962

Wednesday, Sept. 29

Noon. ZNI Seminar. “Structural Diversity of Amyloid Oligomers,” Charles Glabe, UC Irvine. ZNI 112. Info: (323) 442-2144

Noon. USC CET. “Learning in LA: Integrating Service-learning and JEP into your Courses and Discussion Sections.” UPC: ACB 238. Info: (213) 740-3959

4 p.m. CER Workshop. “Preparing a Large Interdisciplinary Center Proposal,” Randolph Hall, USC. NML West Conference Rm. Info: (213) 740-6709

Thursday, Sept. 30

Noon. “Mitochondrial Diseases and the Optic Nerve: Canary in the Coal Mine,” Alfredo A. Sadun, USC. HMR 100. Info: (323) 442-1283

Noon. KSOM Research Seminar. “From Mice to Man: A Gene Therapy Clinical Trial for Childhood Blindness,” William Hauswirth, Univ. of Florida. NRT Aresty Aud. Info: (323) 442-1144

1 p.m. Kidney Patient Education Seminar. Speaker: David Rosenbloom, USC transplant patient and author. Refreshments will be served. RSVP: Mary Fisher (323) 442-9631; walk-ins are also welcome

Wednesday, Oct. 6

10 a.m. Pharmacology and Pharmaceutical Sciences Seminar. “Discovery and Development of Small-molecules Targeting Ezrin Protein as Antimetastatic Agents,” Aykut Üren, Georgetown. PSC 104. Info: (323) 442-2341

7 p.m. Global Health Lecture Series. “Pushing the Elephant,” movie screening and lecture. Speakers: Rose Mapendo, Beth Davenport and Elizabeth Mandel. UPC: SCA 112. RSVP to global.health@usc.edu or call (323) 865-0419

Thursday, Oct. 14

4 p.m. CER Workshop. “Writing Persuasive Proposals, Bonnie Kilgore-Lund, USC. Three-session series, Oct. 14, 21, 28. NML East Conference Rm. Info: (213) 740-6709

Friday, Oct. 15

11:30 a.m. Physical Sciences in Oncology Seminar. “Game Theory and the Evolutionary Ecology of Cancer,” Joel Brown, Univ. of Illinois. NRT Aresty Aud. Info: (323) 442-3849

Wednesday, Oct. 20

5 p.m. Global Health Lecture Series. “Health Technologies and Women’s Health Needs in Developing Countries,” Jaqueline Sherrie, PATH, UPC: Davidson Conference Center. RSVP to global.health@usc.edu or call (323) 865-0419

Thursday, Oct. 21

10:21 a.m. Great California Shakeout. Info: <http://www.shakeout.org>.

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. 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.



Carol Mattheu

SALERNI KICK OFF—The student chapter of Salerni Collegium, a support group for the Keck School of Medicine, kicked off the new school year with a dinner Sept. 15 at the home of Keck alumnus John House and his wife, Barbara, a USC alumna and board member of the Keck Parents Association. From left are: John House, Barbara House, Sara Safadi, Morgan Cross (Salerni chapter president), Bo Loy, Kelsey Lewis, Mike Salisbury, Angela Hernandez and Elizabeth Andrews.

CANCER: Campaign aims to spread awareness of USC Norris services

Continued from page 1
mammograms.

At halftime, the Trojan Family will recognize several of USC’s breast cancer experts and breast cancer survivors who will appear on the field following a video presentation on the Jumbotron.

“Breast Cancer Awareness Month is a great reminder to schedule your yearly mammogram,” said Linda Hovanesian-Larsen, director, Women’s Imaging, USC Norris Cancer Hospital. “At USC Norris, we offer digital mammograms using safe, state-of-the-art imaging.”

The month-long Breast Cancer Awareness campaign promoting the USC Norris brand is spearheaded by the USC Health Sciences Public Relations and Marketing staff. The USC Alumni Association and the USC Norris Auxiliary are also joining in the campaign.

“This is an exciting campaign to support an important cause—breast cancer awareness—as we extend the USC Norris brand, promote our mammography and breast cancer services and engage the Trojan Family in supporting our research efforts,” said Jane Brust, associate senior vice president for Health Sciences PR and marketing.

USC Norris Comprehensive Cancer Center is one of only 40 centers in the country so

For more information about breast cancer care at USC Norris, visit uschospitals.com/breastcancer; for patient appointments, call 1-800-USC-CARE. Mammography appointments may be scheduled by calling (323) 865-3463.

designated by the National Cancer Institute. Affiliated with the USC Norris Cancer Hospital, the cancer center is a major institute of the Keck School of Medicine.

Lauding its services, Stephen Sener, chief of surgical oncology, noted, “Our multi-disciplinary breast cancer team offers a full range

of expertise, from highly skilled staff and radiologists who perform and read our digital mammography images, to the surgeons, plastic surgeons, radiation oncologists and oncologists who work together to determine the best treatment strategy for each patient who comes to us seeking care.”

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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.