



Promoting the new 14,000-square-foot Doctors of USC Beverly Hills satellite office, billboard ads have been placed in strategic locations throughout the Westside. The new office is located at 9033 Wilshire Boulevard in Beverly Hills.

Don Milici

The Doctors of USC open satellite location on the Westside

'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

The latest University of Southern California satellite has opened on Los Angeles' Westside. The Doctors of USC are bringing their world-class medical expertise in ophthalmology and urology/prostate cancer to Beverly Hills.

The Doctors of USC Beverly Hills—affiliated with the Keck School of Medicine—is located at 9033 Wilshire Boulevard in Beverly Hills. The new 14,195-square-foot location offers the latest treatments from top specialists in three key areas of medicine, said Keck School Dean Carmen A. Puliafito.

"This vital center brings the care and expertise of The Doctors of USC closer to Westside communities," said Puliafito, who is one of several physicians who will see patients at the new location. "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. It is an extension of USC's academic medical center, one of two such centers in Los Angeles."

The Doctors of USC physician practice group is associated with the USC-owned USC University Hospital and USC Norris Cancer Hospital.

Neda Shamie, a leader in corneal transplantation, will serve as medical director of the USC Doheny Eye Center. Puliafito, an expert in macular degeneration, also will see patients at the USC Doheny Eye Center.

Leading oncologists David Agus and Mitchell Gross will see patients in the USC Norris Westside Cancer Center, affiliated with the National Cancer Institute-designated USC Norris Comprehensive Cancer Center. Inderbir

Gill, executive director, USC Institute of Urology, will see patients there as well.

Also opening at The Doctors of USC Beverly Hills is the Westside Norris Laboratory, which is the first USC lab to open at a community practice. Now USC patients who live on the Westside will have a convenient and alternative location to obtain their lab results. The Norris lab is operated by USC Norris Cancer Hospital Laboratory and is part of the USC Clinical Laboratories system. Physicians will be able to have results available to them electronically.

Initially established to service oncology patients of Agus and Gross, the lab will also provide services to the USC Doheny Eye Center, as well as other practitioners in the community.

The initial focus at The Doctors of
See **WESTSIDE**, page 2

Whittier Foundation awards \$3 million nanotechnology grant to Keck School

By Pauline Vu

The L.K. Whittier Foundation is awarding another \$3 million to the nanobiotechnology initiative it established four years ago at the Keck School of Medicine.

The grant will fund the L.K. Whittier Foundation Nanobiotechnology Initiative, which is researching new ways to use nanotechnology to fight diseases such as cancer, diabetes and cardiovascular disease.

The foundation awarded the first \$1 million installment of the three-year grant in October.

"We are extremely grateful to [trustee] Laura

Lee Whittier Woods and the Whittier Foundation for their generosity and foresight in continuing to fund nanobiotechnology at USC," said Edward Crandall, the project's lead investigator and chair of the Department of Medicine.

"This grant will enable us to work from bench to bedside in multidisciplinary projects that span the University Park (UPC), Health Sciences (HSC) and Children's Hospital Los Angeles (CHLA) campuses," he added.

Nanotechnology, or science and engineering at the very small nanometer (one billionth

See **WHITTIER**, page 3



Steve Cohn Photography



PERFECT PITCH—USC University Hospital patient Kelly Mitchell (above and left) threw out the first pitch at the Los Angeles Dodgers baseball game on April 17. Mitchell was accompanied by USC hospitals CEO Mitch Creem and other guests at the match-up between the Dodgers and the St. Louis Cardinals. Video story is online at <http://tinyurl.com/3v2u7o9>.

Mitchell was diagnosed with a large brain tumor while pregnant with her first child. Charles Liu, associate professor of neurological surgery at the Keck School of Medicine, successfully removed the tumor eight days after Mitchell delivered her baby. "It is an honor to represent USC University Hospital today and be able to throw the first pitch," Mitchell said. "Thanks to the exceptional care I received at USC, my sight and memory were restored, and I am now the proud mother of a little boy, and I'm expecting a little girl. I was nearly blind a year and a half ago, and now I have 20/20 vision throwing the first pitch at a baseball game!"

USC urologists visit China to lay groundwork for USC-China Program

By Cheryl Bruyninckx
The USC Institute of Urology team recently returned from a 12-day, 5-city visit to Shanghai, Beijing, Guangzhou, Hong Kong and Singapore to lay the groundwork for a collaborative program with physicians in China.

Led by Inderbir S. Gill, founding executive director of the USC Institute of Urology and professor and chair of the Joseph & Catherine Aresty Department of Urology, the USC team also included Mihir Desai, Professor of Urology, Hui-Wen Xie, professor of urology, and Casey

Ng, urology fellow. They conducted a “live surgery” symposium in each of the five cities between March 22 and April 3.

“The goal of this trip was to create a ‘USC-China Program’ in clinical medicine, which will enhance academic exchanges and make USC a preferred destination for Chinese patients seeking cutting-edge medical and surgical treatment,” said Gill.

More than 1,823 Chinese urologists attended these symposia to witness USC urologists perform 15 advanced robotic and laparoscopic surgeries for kidney, prostate,

and bladder diseases. In addition, Gill, Desai and Xie delivered multiple state-of-the-art lectures. USC Institute of Urology brochures and physician business cards were translated into Chinese for these symposia.

Also attending were many Chinese dignitaries, including the director of Health Bureau of Beijing, dean of the Beijing Medical School, dean of the Chinese University of Hong Kong, president and vice president of the Chinese Urological Association, president of the Chinese Military Hospitals Association, and more than 40 chairmen

of various prominent urology departments across China, Hong Kong and Singapore.

To explore logistics for clinical referrals, the USC Urology team met with the U.S. Consul General in Guangzhou and the CEOs of seven healthcare and insurance companies. They also met with officials of the USC-Hong Kong office, and Gill was interviewed by Chinese media in Guangzhou. A contract from one healthcare company has been submitted to the USC Institute of Urology, which has already generated patient referrals.

The USC Institute of Urology has been working

on such an initiative for the past decade. Annually since 1998, more than 50 Chinese urologists have visited USC for a week-long instructional symposium to observe live surgeries and learn new techniques.

Possibilities for future collaboration being explored include tele-consults and e-consults, remote health monitoring, referring of patients to USC for advanced medical care, and building stronger relationships with Chinese physicians.

A group of physicians from China are planning a trip to USC in the near future.

WESTSIDE: Initial focus targets ophthalmology and prostate cancer care

Continued from page 1
USC Beverly Hills will be on ophthalmology, urology and prostate cancer care, providing a complete range of sub-specialties to deliver comprehensive diagnostic and treatment services. Advanced care through cutting-edge therapies and clinical trials will be offered, as well as continuing medical education for community physicians.

The new clinical center features well-appointed patient exam and treatment rooms, an on-site pharmacy, and valet parking. The USC Boardroom, the Trojan Hospitality Room, and a medical education video conferencing center are also available.

In addition to seeing patients in Beverly Hills and at the two USC hospitals, The Doctors of USC also see patients in two other satellite locations in downtown Los Angeles and La Canada Flintridge. Another satellite location is planned to open in Pasadena in early 2012.

For more information about The Doctors of USC Beverly Hills, please visit doctorsofusc.com/beverlyhills.

In a town full of **world-class** names...

we're adding a few more.

The Doctors of USC have arrived in Beverly Hills. Five of the sharpest, most innovative medical minds in Los Angeles are bringing their knowledge, skills and treatment to the Westside. As leaders of the USC Coker Eye Center, the USC Institute of Urology, and the USC Norris Westside Cancer Center, these doctors are here to help the Hills heal. For your ophthalmology or cancer care, there's only one name you need to know: The Doctors of USC Beverly Hills.

The Doctors of USC
BEVERLY HILLS

Shamie

Shamie Shamie MD
Assistant Professor of Ophthalmology
Westside USC Beverly Hills

The new name for complex eye care in Beverly Hills.
A leader in corneal transplantation techniques, Dr. Shamie is an expert at managing the most complex corneal and ocular surface disorders, as well as complicated cataract surgeries.

The Doctors of USC
BEVERLY HILLS

Above are the first three pages of the newspaper advertising insert profiling five physicians who will be practicing at the Beverly Hills office.

Ad campaign promoting new location highlights ‘world class names’

Along with the new satellite opening, a marketing campaign has also launched, announcing The Doctors of USC Beverly Hills location. The campaign’s theme reflects the message “In a town of world-class names ... we’re adding a few more” as it introduces The Doctors of USC to the prestigious zip codes of Beverly Hills.

There will be an eight-page insert profiling five physicians who will be practicing at the Beverly Hills office. Forty thousand copies will be inserted into the *Beverly Hills Courier* and 24,000 will be inserted into the *Los Angeles Times*, Westside zip codes only. The profiles will mention

areas of expertise and the graphics will be in black-and-white with cardinal highlights, mimicking the USC hospitals ad campaign.

A series of print ads will run in the *Beverly Hills Courier* along with a series of physician profiles.

In addition, 35,000 coffee sleeves reflecting

the marketing campaign will be in circulation among independently owned coffee shops in the area.

A dozen billboards are now up in the Beverly Hills area announcing the opening of The Doctors of USC Beverly Hills. The billboards will be up and rotating through the next four months.

The **Weekly**

Next Issue: April 29

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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Jon Nalick

PROFESSOR EMERITUS EXPLORES “THE SOUL OF MEDICINE”—Norman Levan, former chief of USC’s Department of Dermatology, visited the Health Sciences Campus on March 31 to share his life experiences and thoughts on the medical profession. The Office of Religious Life and the USC Levan Institute for Humanities and Ethics hosted the event as part of the discussion series “The Soul of Medicine.” The 95-year-old practicing physician captivated students and faculty with tales of his service in Okinawa during World War II, as well as his unconventional ideas about medical education. Levan, a USC alum and generous supporter of the university, recently pledged \$10 million in scholarships and chair support to the Keck School of Medicine.

Zilkha researchers' zebrafish study reveals refinement of neural connections

By Pauline Vu
Scientists from the Zilkha Neurogenetic Institute and Keck School of Medicine said they are the first to develop a functional approach to studying neural circuitry in the earliest possible developmental stages

through their research conducted on zebrafish.
Their study was published in the April 6 issue of the *Journal of Neuroscience*, the weekly journal of the Society for Neuroscience.
It finds that during very early development of

the brain there is a period when exuberant neural connections are being refined, leading to precisely connected neural circuits in the mature brain.
“Our findings lay a very solid basis for the view of early development of the neural connectivity. The time window when imprecise neural connectivity is being refined provides the brain circuit with an opportunity to be adapted to the specific sensory environment.” said Huizhong Tao, assistant professor of cell and neurobiology.
Previous studies on birds implied that a pruning of neural connections may occur. The current study, using a functional approach, provides direct evidence for a refinement of neural connections.
Additionally, the current study examined much earlier developmental stages than the previous studies, with stages as early as only four days after fertilization of zebrafish eggs.
The research has implications for the impact of some disease-related genes, such as the gene responsible for the fragile-X form of mental retardation, on the early development of brain circuits.
The study's other USC researchers are Min Zhang and Yan Liu, postdoctoral research scientists at the Zilkha Institute, and Sheng-zhi Wang and Bao-hua Liu, graduate students at the Keck School. The final team member, Wen Zhong, is a researcher from Guang Dong Provincial Hospital of Traditional Chinese Medicine in Guangzhou, China.
The study was supported by the National Eye Institute and the Karl Kirchgessner Foundation.



Ryan Ball

WALKING THE WALK, FOR KECK— The USC University Hospital Guild held its fifth annual “Darlene Dafau Reid Walk the 5K for Keck” on April 13 to raise money for scholarships for Keck School of Medicine students and medical research. Above, Candy Duncan, chair of the 5K Walk, displays a shirt being sold to help raise money for the event. Right, walkers enter the home stretch and near the finish line at Harry and Celesta Pappas Quad.



Ryan Ball

WHITTIER: Foundation now supports eight groundbreaking nanotechnology projects at USC

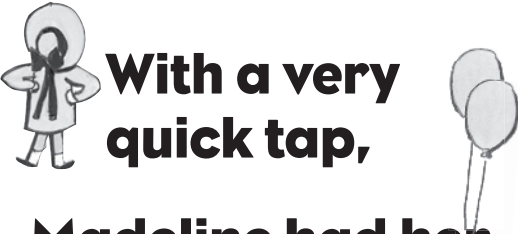
Continued from page 1
of a meter) level, has huge potential to transform the biomedical world, and this award gives USC additional momentum. In October, USC trustee and alumnus Ming Hsieh announced a \$50 million gift to create a permanent endowment to support research and development between engineering and medicine in the growing field of nanomedicine for cancer.
The Los Angeles-based L.K. Whittier Foundation, which supports innovative endeavors in education, the sciences and health and medicine, established the Keck School's biomedical nanotechnology program in 2007 with a \$2.7 million grant. At the time, the interdisciplinary program funded four projects.
The initiative has since expanded to eight projects on the three USC campuses involving the following investigators:
• Crandall, who is also professor of pathology and chemical engineering, currently developing new approaches to design inhaled nanoparticles for increased biomedical effectiveness in therapeutic systemic drug/gene delivery;
• Thomas Chen, associate professor of neurosurgery, developing a biological nanotechnology delivery system to treat brain tumors;
• Amir Goldkorn, assistant professor of medicine, working

on a project to capture and characterize circulating tumor cells;
• Mark Humayun, professor of ophthalmology, biomedical engineering, and cell and neurobiology, improving treatment of blindness by designing minimally invasive approaches involving attachment of artificial retinal devices to retinal nerve cells;
• Rich Roberts, professor of chemical engineering and chemistry at the USC Dana and David Dornsife College of Letters, Arts and Sciences, developing ‘antibody-mimics’ that provide a potential route to clinical therapeutics;
• Uttam Sinha, associate professor and vice chair of otolaryngology, engineering a novel gene delivery system using nanotechnology that will enable head and neck cancer treatments at much lower doses of radiation, thereby sparing normal cells;
• Mark Thompson, professor of chemistry at USC Dornsife College, developing sensors made from nanoscale wires that can detect multiple disease-specific molecules; and,
• Timothy Triche, professor of pathology at Children's Hospital Los Angeles, developing targeted nanoparticles for improved treatment of cancers such as leukemia and sarcoma.
The Whittier Foundation has a history of generously funding medical research at USC. In 2002, the foundation donated \$5.2 million to

establish the L.K. Whittier Foundation Innovative Tailored Therapies Initiative at USC Norris Comprehensive

Cancer Center and the Keck School, with the goal of helping scientists develop new approaches to treatment

of cancer patients. In 2008, the foundation awarded an additional \$5 million to extend that initiative for five years.





With a very quick tap,

Madeline had her festival app.

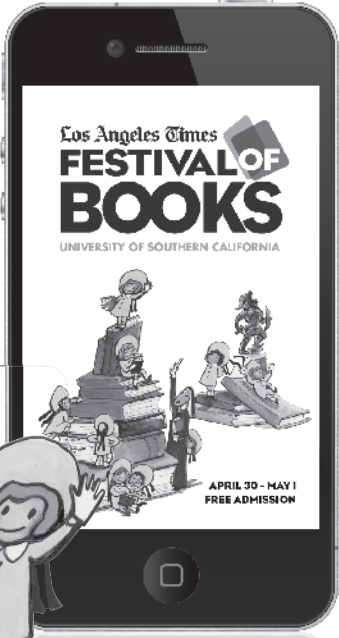

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Calendar of Events

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

Tuesday, Apr. 26

6 p.m. “Lessons from on Top of the World,” Conrad Anker, American mountaineer, environmentalist and author. Geoff Tabin, Univ. of Utah. Wine and Cheese Reception at 5:30 p.m. NRT Aresty Auditorium. Info: (323) 442-1900

Wednesday, Apr. 27

Noon. ZNI Seminar. “Maternal-fetal Interactions and 5-HT Modulation of Fetal Brain Wiring,” Alexandre Bonnin, USC. ZNI 112. Info: (323) 442-2144

6 p.m. “Life After Prostate Cancer Surgery: Patient Information Seminar,” Dan Park, USC. Light refreshments will be served. NRT Aresty Aud. RSVP to (323) 865-3731

Thursday, Apr. 28

5:15 p.m. Vladimir Zelman, Distinguished and Endowed Lectureship. “Fragile Brains, the Young & the Old,” James Cottrell, SUNY Downstate Medical Ctr. NRT Aresty Aud. Reception begins at 4:30 p.m. Info: (323) 409-6856

Friday, Apr. 29

6:45 – 8:30 a.m. Anesthesiology Grand Rounds. “Preoperative Aneurysm Management,” James Cottrell, SUNY Downstate Medical Ctr. MCH 256. Info: (323) 409-6856

8 a.m. Pathology and Laboratory Medicine Grand Rounds. “Nevoid Melanoma: Beware!” Scott Binder, UCLA. NOR 7409. Info: (323) 442-1180

Tuesday, May 3

8 a.m. Annual USC Norris Cancer Center Poster Session. NRT LG 503/504. A light lunch will be served. For abstract submission and instructions, please visit <http://uscnorris.com/poster>. Info: (323) 865-0801

Friday, May 6

11 a.m. Biochemistry and Molecular Biology Special Seminar. “From Epigenetic Profiling to Understanding Transcription Regulatory Mechanisms,” Shirley Liu, Harvard. NRT Aresty Aud. Refreshments will be served. Info: (323) 865-3852

Tuesday, May 10

10:30 a.m. USC Hospital Guild Speaker Series. “Autism—Challenges and Research Advances,” Pat Levitt, USC. Private Club in Pasadena. \$45 per person. RSVP to (626) 440-0679

Noon. Psychiatry Grand Rounds. “Optimization of Psychiatric Care: A Look into Behavioral Causes of Medical Co-Morbidities,” Robert Cobb, USC. ZNI 112. Info: (323) 442-4065

Wednesday, May 11

Noon. ZNI Seminar. “Maturation and Rejuvenation of GABAergic Transmission in Visual Cortex,” Alfredo Kirkwood, Johns Hopkins University. ZNI 112. Info: (323) 442-2144

Friday, May 20

11:45 a.m. USC PSOC Seminar. “Histone Variants, Nucleosome Dynamics, and Epigenetics,” Steven Henikoff, Fred Hutchinson Cancer Research Center. CSC 250. Info: (323) 442-3849

Tuesday, May 24

Noon. Women In Management Seminar. “Heart Disease in Women,” Helga Van Herle, USC. NRT LG 503/504. Info: (323) 442-1865

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.

Kevin Lohenry tapped as new director of USC Primary Care Physician Assistant Program

By Ryan Ball

Kevin Lohenry has joined the Trojan Family as assistant professor of clinical family medicine and program director for the USC Primary Care Physician Assistant (P.A.) Program. Anne Walsh, who served as the interim program director, will remain part of the faculty and will help facilitate the transition in leadership.

Originally from Wheaton, IL, Lohenry served in the United States Navy prior to becoming a physician assistant. He comes to USC from Northwestern University, where he served since 2005 as associate professor and program director of the Physician Assistant program on the university’s Glendale, Arizona campus.

He is president of the Physician Assistant Education Association, the national organization for physician assistant educators, and has served on its board of directors for nearly five years.

Keck School Dean Carmen A. Puliafito commented, “Having conducted a nationwide search, we are thrilled to have Dr. Lohenry to lead this program as it expands to meet the needs of an aging population and a growing number of individuals insured under health care reform. Physician assistant is the second fastest-growing profession in the U.S., and the USC Primary Care Physician Assistant Program, under Dr. Lohenry’s direction, will be a leader in supplying that workforce with extremely well prepared health care professionals.”

Lohenry believes that USC is uniquely positioned to meet that growing need. “Many P.A. programs around the country struggle with recruiting a diverse class and training students in underserved communities in the numbers that USC does,” he remarked.

USC’s P.A. program is 33 months in length and culminates in a Master of Physician Assistant Practice. The P.A. program will graduate a class of 39 this spring, bringing the total number of graduates to more than 1,200 since the inception of the program. The program currently has another 95 students completing their education and is recruiting 54 students to begin in the fall. Lohenry said a goal of the program is to see that growth



Kevin Lohenry

continue, which will require forging new partnerships and securing established partnerships for student clinical education opportunities.

“One of the biggest struggles with growing any P.A. program is the lack of clinical clerkship sites,” said Lohenry. Lohenry noted that the P.A.

program has its roots in the Department of Emergency Medicine at the LAC + USC Medical Center, which has provided invaluable training over the years. He hopes to strengthen that relationship while also securing more opportunities for physician assistants at USC University Hospital and USC Norris Cancer Hospital.

In preparing for his role at USC, Lohenry met with each class in the P.A. program and was inspired. “They’re amazing students,” he said. “They have great stories to tell, they all come from a variety of backgrounds and they’re all very passionate about patient care.”

2011 Commencement Ceremonies

Wednesday, May 11

Keck School of Medicine – M.S., Ph.D., & M.P.H.

4 p.m. at the Harry and Celeste Pappas Quad. Ursula W. Goodenough, professor of biology, Washington University, St. Louis. A reception will immediately follow in the upper quad area.

Friday, May 13

Biokinesiology & Physical Therapy

11 a.m. at Bovard Auditorium at the University Park Campus. Charles M. Magistro, master clinician, educator, visionary, and leader in the physical therapy profession.

Dentistry

11 a.m. at McAlister Soccer Field at the University Park Campus. Connie Drisko, dean of the Medical College of Georgia. A reception will immediately follow at the same location.

Occupational Science and Occupational Therapy

10:45 a.m. in the lawn west of Leavy Library at the University Park Campus.

Timothy Kennedy, New York State Senator. A reception will immediately follow at the Davidson Conference Center, Embassy Room.

Physician Assistant Program

10:45 a.m. at the southwest lawn of the Allan Hancock Foundation Building at the University Park Campus. Fran Pavley, California State Senator. A reception will immediately follow at the same location.

School of Pharmacy

3 p.m. at the Harry and Celeste Pappas Quad. Lucinda Maine, CEO of the American Association of Colleges of Pharmacy. A reception will immediately follow in the upper quad area. Tickets required.

Sunday, May 15

Keck School of Medicine – M.D./ Ph.D., M.D.

3 p.m. at the Shrine Auditorium in Los Angeles. Drew Pinsky, internist and addictionologist, clinical assistant professor of psychiatry at the Keck School of Medicine, radio host, TV personality and author. A reception will immediately follow at Founders Park at the University Park Campus.

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