

## Extra valet services offer convenience to hospital patients and visitors

By Amy Hamaker

Patients and visitors using valet parking at USC University Hospital and USC Norris Cancer Hospital have access to some new services to enhance their campus experience.

Ambassador Kwik Valet, the contracted valet for both hospitals, recently added a waterless car detailing to its menu of services. The eco-friendly service can save up to six to eight gallons of water per car when compared to a regular car wash. It uses a combination car cleaner, polish and protective glaze applied directly to a car's dirty surface.

The product does not contain waxes or polishes; instead, wetting agents, lubricants and protectants surround and emulsify dirt particles and surface grime, lifting them from the paint surface. A glaze in the formula leaves a shiny, protective finish.

The waterless detailing service is available at both valet locations, usually taking between 30 and 45 minutes to complete. It costs as little as \$25 per car/\$30 per SUV, depending on the condition of the vehicle. The service is also available to hospital employees at a discounted rate.

"At the end of a long day, people love to get into a clean car," says Marc Najjar, Ambassador Kwik Valet owner. "We're all about making patients feel good by attending to and taking care of their cars."

This is just one of several new initiatives launched by Am-  
See **WASH**, page 2



George Giron, with Kwik Valet, puts the finishing touches on a newly washed car in the USC University Hospital parking structure.

Tania Chatila



Jon Nalick

The new three-story Soto Street Building will include amenities such as the gym and café. Move-in should be complete by Sept. 9.

## New Soto Street Building ready for staged move-in starting Aug. 18

By Amy Hamaker

Work is almost complete on the new 120,000-square-foot, three-story Soto Street Building, with the first tenants scheduled to move in beginning on Aug. 18. The move-in will take place in three phases between Aug. 18 and Sept. 9.

The additional space helps meet a growing need on campus. "Administrative units moving into the building will now have adequate space to provide services to the entire health sciences campus," said Robert Cooper, vice provost for planning and budget. "Amenities such as the gym and café will be a welcome addition to the campus."

The opening of the Soto Street Building will also unite the different divisions of the Keck School of Medicine Department of Preventive Medicine under one roof.

"This move is momentous for the department," said Jonathan Samet, chair of the Department of Preventive Medicine. "Most of the faculty, students and staff will finally be in one location and

in a building that has been designed to match our needs. The move into the building comes at the right moment, as the department continues to evolve and to coalesce."

See **SOTO**, page 2

## Campus fitness center opening soon

USC students, faculty and staff—including hospital employees—at the Health Sciences Campus will soon be enjoying a fitness center, one of the newest additions to the University's enhancement of the quality of campus life.

The HSC Fitness Center will be located on the first floor of the new Soto Street Building at 2001 Soto Street (at the corner of Soto Street and Valley Boulevard) and will be managed by USC Recreational Sports.

Keck School of Medicine Dean Carmen A. Puliafito said the development of the fitness center was a high priority of his administration. "Through the help of many members of our USC community, this center has become a reality and will be a major enhancement to the student experience and quality of life on the Health Sciences Campus," he said.

Justine Gilman, senior director of recreational sports, added, "With opportunities for personal training, group sessions and

See **GYM**, page 2

## Gran named CEO of USC faculty physician practice; will work closely with clinical chairs

By Ina Fried

Keith Gran has taken the helm as CEO of USC Care Medical Group, the clinical practice plan for more than 500 physicians who are full-time faculty members of the Keck School of Medicine of USC. His appointment took effect Aug. 1.

Gran, who has almost 20 years' experience in health care finance and operations, reports to the executive committee of USC Care.

"We're very pleased that Keith has joined us. He will help enhance revenue cycle and other operations of USC Care, develop partnerships with our hospitals and coordinate business development to enhance growth of the practices and the hospitals, while working closely with the clinical chairs," said Edward Crandall, chair of the USC Care executive committee and chair of the Keck School's Department of Medicine.

The clinical ambulatory practices are being transitioned to hospital-based outpatient services as part of a strategic effort to better coordinate care for patients, whether they're being seen in their doctor's office,

undergoing an outpatient procedure, or being admitted to USC University Hospital or USC Norris Cancer Hospital.

Gran comes to USC from the position of CEO of the faculty practice at the University of Mississippi, where he was instrumental in bringing the hospital and practices together for improved business operations and implementation of an electronic health record. He also worked for nine years at the University of North Carolina (UNC) at Chapel Hill, where he served as chief operating officer of the faculty practice organization and chief revenue cycle officer.

"I think where we are with trying to develop new business models and implementing the electronic health record, we can benefit from bringing in an experienced individual like Keith who can help us make those things happen," said Vaughn A. Starnes, a member of the USC Care executive committee, chair of the Keck School's Department of Surgery,



Keith Gran

and surgeon-in-chief at the two USC-owned hospitals.

Gran's initial focus is on the business cycle from the time a patient comes through the door to the time the patient is billed for that portion of the bill for which he or she is responsible. He will work closely with the clinical department chairs in adopting best practices to increase efficiency.

"It's a privilege for me to participate in shaping the clinical practice," Gran said. "My philosophy is to work toward whatever is best for the patients and for the faculty. I'm here for the faculty. I want them to be proud of the medical practice."

Gran's appointment follows a nationwide search led by Michael E. Selsted, former chair of the USC Care executive committee and chair of the Keck School's Department of Pathology. "It was clear to the search committee that Mr. Gran has been highly successful as an executive manager

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'My philosophy is to work toward whatever is best for the patients and for the faculty. I'm here for the faculty. I want them to be proud of the medical practice.'

—Keith Gran, CEO of USC Care



# SOTO: Shuttle service to link new building with HSC parking lots, Union Station

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The ground floor will feature a new café, Purchasing (which is moving out of ParkView), Human Resources for the Keck School and the USC hospitals, the Center for Work and Family Life, classroom conferencing space, and a 10,000-square-foot fitness center.

The second floor will house Contracts and Grants, Administrative Services, including payroll, equity and diversity, and employee relations; and some divisions of the Department of Preventive Medicine, including the division of biostatistics, the division of environmental health and

Preventive Medicine student affairs.

The third floor will consist entirely of divisions of the Department of Preventive Medicine, including the Los Angeles Cancer Surveillance Program, the division of health behavior and institute for prevention research, and the division of disease prevention

and global health.

Tentative move-in dates are as follows:

- Aug. 18-19: Several divisions of the Department of Preventive Medicine, including the division of biostatistics, Preventive Medicine student affairs, the division of health behavior and institute for prevention research, and Purchasing, as well as the classroom conferencing space and the gym facilities.

- Aug. 26-27: More divisions of the Department of Preventive Medicine, including the Los Angeles Cancer Surveillance Program, and the division of disease prevention and global health, as well as the Center for Work and Family Life and Contracts and Grants.

- Sept. 8-9: The remainder of the Department of Preventive Medicine, and the Keck School and USC hospitals Administrative Services.

- Late October: The café is scheduled to open.

The new building's basic hours are 8 a.m. – 5 p.m., Monday through Friday. Limited parking is available onsite for building occupants, and metered parking is available for guests and visitors.

A new shuttle between the Soto Street Building, the Valley Boulevard parking lot, the San Pablo parking lot and the main HSC drop-off point on Eastlake at the corner of San Pablo is being added; a second separate shuttle will run between the new building and Union Station. No direct access between the Soto Street Building and the University Park Campus is planned at this time. The new shuttle will be available between 6 a.m. and 9 p.m. Monday through Friday, and will come in 15- to 18-minute intervals.

The site, which formerly housed a printing facility, was developed by the Trammell Crow Company and built by Hathaway Dinwiddie.

The firm that led the design of the building is AECOM. According to Mike Mostowitz, real property project manager for USC's University Real Estate Department, the building was built to environmentally friendly green building standards, including the use of paint and carpet with low volatile organic compounds and energy- and water-efficient appliances and design.



**A SUCCESSFUL ENDING**—The Bridging the Gap summer research program came to a successful end on Aug. 5 at a reception at the home of Henri Ford, vice dean of medical education at the Keck School. Student participants, faculty mentors and donors gathered to view the students' research and enjoy a Southern California-style backyard barbecue. Here, Ford (left) listens to student Kimberly Alzuphar (right) describe the research she performed with her mentor Penina Segall-Gutierrez (center), assistant professor of clinical medicine in obstetrics/gynecology. Bridging the Gap allows outstanding minority students to gain exposure to the Keck School's research and clinical programs.

Amy Hamaker

## The Weekly ETCETERA

**Alice Stek**, assistant professor of obstetrics and gynecology at the Keck School of Medicine, recently received the "Provider Award" for her excellence in providing care for women living with HIV, from the LA HIV/AIDS Women's Task Force.

Stek, who is also director of Perinatal Services at the Maternal, Child and Adolescent HIV Program (MCA) at Los Angeles County+USC Medical Center, received the award on July 11 at the group's annual meeting to honor agencies and individuals providing care to women living with HIV.

Her work at LAC+USC includes individual patient care as well as teaching and training of residents, fellows, medical students and physicians

in the community. She is especially proud of the fact that in the past 14 years none of the HIV positive women receiving care at MCA during their pregnancies have transmitted HIV to their infants.

**Peggy Farnham**, the William M. Keck Professor of Biochemistry, has been selected as the 2012 recipient of the American Society for Biochemistry and Molecular Biology (ASBMB) Herbert A. Sober Lectureship Award.

The Herbert A. Sober Lectureship recognizes outstanding biochemical and molecular biological research, with particular emphasis on development of methods and techniques to aid in research. Farnham will present a lecture at the 2012 ASBMB Annual Meeting as recipient of this award.

## The Weekly Next Issue: August 26

*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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## GYM: Slated for Aug. 22 opening

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offerings like Pilates, the new center brings a health-and-fitness aspect to this campus, which is a natural fit. We'll be flexible with group classes and an intramural program based on the needs of the students, faculty and staff."

The 10,000-square-foot facility will be open Monday through Friday, 6 a.m. to 8 p.m., and will feature a host of amenities, most of which will be available on Aug. 22. These amenities will include:

- More than 45 stations with a variety of cardiovascular and fitness equipment, including treadmills, stationary bikes, elliptical trainers and stair machines, each with TV monitors, and weight machines and free weights (with some equipment available for check out).
- Two group exercise rooms for yoga, aerobics and other classes.
- Men's and women's locker rooms, each with restrooms, showers, day-use lockers and towel service.
- A full-service café on the premises.
- A lighted outdoor basketball court and multipurpose area with amphitheater seating adjacent to the building for drop-in use and intramural programs.
- A pro shop on premises, with various sports items available for sale.

There's no cost for Keck students to use the center, although they will need to become registered members to gain access.

Faculty and staff who wish to access the center must purchase a membership.

Memberships are available at \$200 per year, but USC Recreational Sports is conducting a membership drive through Sept. 30. During the drive, a 30 percent discount on the cost of the annual fee will be offered.

For more information on the new fitness center, visit the USC Recreational Sports website at [www.usc.edu/recsports](http://www.usc.edu/recsports) or call (213) 740-5127.

## WASH: New service aims for speed

Continued from page 1

bassador Kwik Valet to help enhance the experience of patients, visitors and employees at the USC medical center. Ambassador Kwik Valet is also set to implement its Universal Valet System in an effort to improve its turnaround times.

Patients and visitors will soon be able to page in their valet ticket number, and the attendant will immediately get their car, regardless of which valet station they initially visited. The initiative is expected to cut patients' and visitors' waiting time for cars by 75 percent.



# GRAN: Brings broad expertise to USC

Continued from page 1  
in academic health centers with experience in academic departments, in the hospital and of course in physician practice. The physician group and clinical chairs look forward to working with him to make USC Care the preeminent academic medical practice in the region,” Selsted said.

Gran received his bachelor’s degree in accounting from the University of Texas at Dallas and his MBA from the University of North Texas. Prior to his service at UNC-Chapel Hill, he held positions at the University of Texas Medical Branch at Galveston and the Department of Medicine at Michigan State University.

As CEO of USC Care, Gran succeeds Minor Anderson. “Minor did an outstanding job as CEO of USC Care for four years during major transitions, including integration of 19

departmental practice plans and purchase of the USC hospitals, and set us on a pathway to success. We will always be grateful for his friendship, guidance and leadership at a crucial time in our development as a leading academic medical center,” said Crandall.

Established by the USC Care Board of Directors with the assistance of USC Provost and Senior Vice President for Academic Affairs Elizabeth Garrett, the executive committee of USC Care includes: Robert A. Cooper, vice provost for planning and budget; Steven L. Giannotta, chair of the Department of Neurological Surgery; Ronald E. Smith, chair of the Department of Ophthalmology; and Michael J. Patzakis, chair of the Department of Orthopaedic Surgery, in addition to Crandall, Starnes and Selsted.



Ryan Ball

**HSC HOSTS KEY HEALTH SUMMIT**—The California Legislative Latino Caucus Foundation held a health summit at the Health Sciences Campus, drawing about 150 people from across the state. Senior Vice President for University Relations Tom Sayles kicked off the Aug. 5 summit with welcoming remarks. The summit gathered researchers, advocates and practitioners to speak on health care reform implementation, health care workforce diversity, budgetary impacts on access to care and health disparities. Lourdes Baezconde-Garbanati and Agustin Garcia, both of the Keck School of Medicine, participated on the panel focused on health issues that are disproportionately impacting Latinos. Left, Sayles, talks with State Senator Ed Hernandez at the event.

# Keck School and Thornton School of Music collaborate to aid singers’ voices

Faculty from the Keck School of Medicine and USC Thornton School of Music are embarking on a first-ever study focused on improving the consistency of the female voice during monthly hormonal variations.

Beginning in fall 2011, Thornton School associate professor of vocal arts Cynthia Munzer and Keck School clinical professor Uttam Sinha, chief and program director of the Keck School Department of Otolaryngology, will research the effects of vocal therapy on vocal quality in 25 female singers ranging in age from 20 to postmenopausal. The purpose is to determine therapeutic methods for female vocalists to achieve consistent vocal quality.

“Research has shown that monthly hormone fluctuations and menopause affect the range and quality of the

female voice, which can be problematic for professional voice users,” said Sinha, the Watt Family Chair in Head and Neck Cancer. “We collaborators are trying to determine if the professional female voice can be stabilized or enriched with voice therapy during these times, which would improve vocal performance.”

Munzer, a mezzo-soprano with more than 220 performances in more than 20 roles with the Metropolitan Opera, knows something about vocal quality and the demands on a professional singer’s voice, mind and body. As she explained in a recent profile in *Classical Singer* magazine, “Communication is one of a singer’s biggest goals, so the body should work seamlessly and allow one to be free to communicate.

“The opportunity to learn

more about the delicate variances of the voice and present suitable noninvasive therapies in order to produce consistently strong and healthy tones during monthly hormonal changes is certainly one of our goals,” said Munzer.

The expected long-term benefits of the study include establishing remedies for vocal challenges caused by menstruation and menopause, introducing vocal therapy exercises into the vocal arts studios, and fostering a closer relationship between the Keck School of Medicine and Thornton School of Music.

“I am very excited about the groundbreaking work being done on the voice,” said Robert Cuttieta, dean of the USC Thornton School of Music. “The intricate marriage of physiology and artistry that every vocalist

has to foster makes this type of research both practical and important. I hope this is the beginning of many partnerships between the Thornton School and the Keck School of Medicine.”

The research findings are expected to not only help female vocalists, but to establish teaching methods that vocal pedagogues can use in the classroom to further enhance performances.

“I am pleased that Dr. Sinha is collaborating with colleagues at the USC

Thornton School of Music,” said Keck School Dean Carmen A. Puliafito.

He added, “This study could lead to solutions for problems that have long plagued female singers. It is another example of collaboration between schools at USC, collaboration across our campuses that will yield tremendous results. This partnership holds great promise for discovering new voice therapy methods that will improve the quality of the voices of female singers.”

# Regional high school Brain Bee champion goes on to win international contest

A Carpinteria high school student who recently won the Los Angeles Brain Bee—a competition organized by Amy Sweetman, a professor at Los Angeles City College, and co-sponsored by the Zilkha Neurogenetic Institute at USC and the Brain Research Institute at UCLA—has gone on to win both the U.S. National and the International Brain Bee Championship in Italy.

Competing against individuals from 12 other nations, Thanh-Liem Huynh-Tran of Cate High School in Carpinteria won the international contest in Florence on July 16, beating a rival from Australia by a half point.

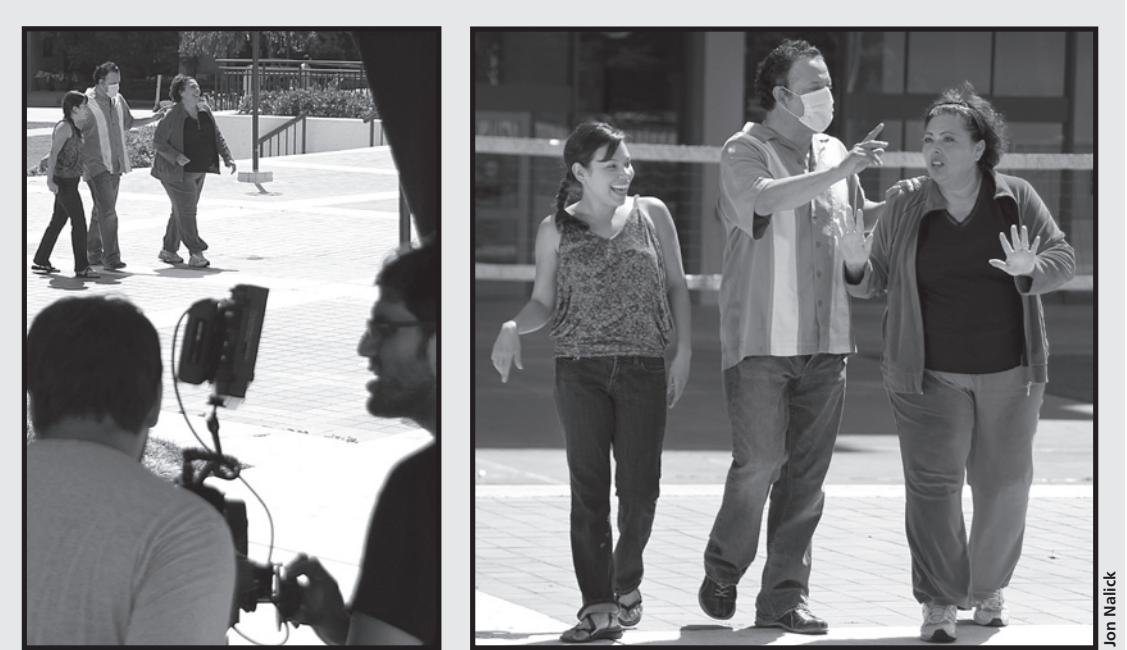
His first-place showing won him an award of \$3,000 and a summer research fellowship with an acclaimed neuroscientist.

Huynh-Tran had won the national competition previously against 41 contestants in order to be invited to the international competition.

The Brain Bee is a neuroscience competition for high school students designed to test their knowledge, wit and comprehension of brain facts and principles. Topics covered in the contest are generally commensurate with those studied by second-year medical students.

The local Brain Bee where Huynh-Tran achieved his first major victory is hosted each year by Los Angeles City College.

Pat Levitt, director of the Zilkha Neurogenetic Institute, said “The Brain Bee provides an opportunity for universities with strong neuroscience research programs to encourage the best young minds locally to experience the excitement of the brain sciences and to see a potential career path. With neuroscience being such a major focus of growth for USC and the Keck School of Medicine, it was only natural for the ZNI to help support students like Huynh-Tran in their quest. His international success brings great pride to our university and the neuroscience community.”



Jon Nalick

**NO LAUGHING MATTER. WELL, MOSTLY**—Comedian/actor Paul Rodriguez (walking, center in both photos) filmed portions of a medicine-themed telenovela in Harry and Celesta Pappas Quad on July 27. Rodriguez, flanked by actresses Gloria Garayua (left) and Soledad St. Hilaire, portrayed a kidney transplant patient for a 10-part, English and Spanish DVD series designed to educate patients and their families about the kidney transplant process. The project is funded by a grant from UniHealth Foundation to the Mendez National Institute of Transplantation, which in turn teamed up with the USC School of Pharmacy’s Melvin Baron to produce the series. The Institute of Health Promotion and Disease Prevention Research at the Keck School of Medicine is also involved in the project.



# 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

## Wednesday, Aug. 17

**8:30 a.m.** “Sleep, Fatigue and Physician Impairment,” Douglas Prisco, USC. IRD 732-734. Info: (323) 226-7923

## Friday, Aug. 19

**11 a.m.** Hematology Grand Rounds. “New Concepts in Iron Homeostasis,” Ilene Weitz, USC. IPT C2J103. Info: (323) 865-3950

**Noon.** Medicine Grand Rounds. “Amoebic Liver Abscess,” Michael Romero, USC. IPT Conference Rm. B. Info: (323) 226-7556

## Wednesday, Aug. 24

**8:30 a.m.** “Mechanical Ventilation II,” Alex Balekian, USC. IRD 732-734. Info: (323) 226-7923

## Friday, Aug. 26

**8:30 a.m.** “Sleep Breathing Disorders,” Douglas Prisco, USC. IRD 732-734. Info: (323) 226-7923

**11 a.m.** Hematology Grand Rounds. “Overview of Chronic Lymphocytic Leukemia,” Sikander Ailawadhi, USC. IPT C2J103. Info: (323) 865-3950

**Noon.** Physical Sciences in Oncology Center Seminar. “Engineered Microenvironments to Study Tumor Angiogenesis,” Claudia Fischbach, Cornell Univ. CSC 201. Info: (310) 272-7640

**Noon.** Medicine Grand Rounds. “Transitional Care,” Christian Simeon, USC. IPT Conference Rm. B. Info: (323) 226-7556

## Friday, Aug. 26 – Saturday, Aug. 27

**8 a.m.** Children’s Hospital Los Angeles Symposium. “The Meaningful Use of Complex Medical Data,” Various speakers. CHLA: Saban Auditorium. Info: (323) 361-8505

## Wednesday, Aug. 31

**8:30 a.m.** “Introduction to Clinical Research,” Alex Balekian, USC. IRD 732-734. Info: (323) 226-7923

## Wednesday, Sept. 7

**Noon.** ZNI Seminar. “Clathrin is Not Required for Clathrin-mediated Endocytosis,” Erik

Jorgensen, University of Utah. ZNI 112. Info: (323) 442-2144

## Wednesday, Sept. 14

**Noon.** ZNI Seminar Series. “Retinal Circuits Underlying Circadian Photoentrainment and Mood,” Samer Hattar, Johns Hopkins. ZNI 112. Info: (323) 442-2144

## Sunday, Sept. 18

**8:45 a.m.** “Kickin’ Cancer! 5K Walk/Run,” to raise awareness for the early detection and prevention of ovarian and breast cancer. San Vicente Blvd., Brentwood. Join the USC Norris team: (323) 865-0668

## Wednesday, Sept. 21 and Thursday, Sept. 22

**7:30 a.m. – 4 p.m.** USC Hospitals Annual Pain Management Symposium. Various speakers. NRT Aresty Auditorium. Info: (323) 442-8660

## Thursday, Sept. 22

**8 a.m. – 4:30 p.m.** 15th Annual Max R. Gaspar Vascular Symposium. “All Aorta from the Valve to Bifurcation,” Jack Cronnswett, Dartmouth. Millenium Biltmore Hotel. Info and Registration: (323) 442-2555

## Saturday, Sept. 24

**7:45 a.m. – 4:30 p.m.** KSOM Continuing Medical Education Symposium. “Multimodality Treatment of Brain Cancer: Current Concepts and Recent Advances,” Various speakers. Tuition is \$55 if received before noon 9/23/11; \$75 after. Los Angeles Marriott Hotel. Info: (800) 872-1119

## Thursday, Sept. 29

Ming Hsieh Institute for Research on Engineering-Medicine for Cancer Symposium. The symposium will address opportunities for translation research in nanomedicine, and include both industry and academic participants. President Nikias will deliver the welcoming address at the symposium. Suggestions for speakers are appreciated. Please send these to [vpres@usc.edu](mailto:vpres@usc.edu). Details on how to RSVP will be provided in August. Aresty Aud.

**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 email to [eblaauw@usc.edu](mailto: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.



As part of USC President C. L. Max Nikias’ beautification initiative for the Health Sciences Campus, cardinal-and-gold banners have gone up on light poles surrounding the campus and in the nearby community. Left, a banner overlooking Zonal Avenue near Biggy Street highlights the university’s “innovative research.” Additional messaging promotes USC’s “compassionate care,” “state of the art teaching” and “achieving excellence.”

Jon Nalick

## ONLINE EXTRAS: Read more HSC news online

• **Comprehensive Cancer Control Coalition hosts forum on community cancer burden**  
<http://tinyurl.com/42e7o42>

• **Keck School researcher leads team that discovers mechanism of action for probiotics**  
<http://tinyurl.com/3wcguj9>

• **LAC+USC celebrates Breathmobile’s 15th anniversary**  
<http://tinyurl.com/3mdbeh9>

• **USC Epigenome Center participates in comprehensive ovarian cancer study**  
<http://tinyurl.com/3nld6ro>

• **Serotonin and autism: Red flag or red herring?**  
<http://tinyurl.com/3w4rn6m>

• **USC researchers discover possible link between stress and lung damage to children from traffic-related pollution**  
<http://tinyurl.com/3omdt4m>

• **Updating the Clean Air Act**  
<http://tinyurl.com/3ho7j69>

• **USC oncologists present research at American Society of Clinical Oncology Conference**  
<http://tinyurl.com/3snanwu>

• **Successful transplant, sight restored**  
<http://tinyurl.com/3khjju9>

• **Keck undergrad is named a Thomas R. Pickering Fellow**  
<http://tinyurl.com/3ej87ek>

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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.