

# Keck Medicine ushers in a new era for medicine at USC

**“‘Keck Medical Center of USC’ means unity, integration and collaboration among many dedicated, talented people on our campus who teach, do research and care for patients.”**

**—USC hospitals CEO Mitch Creem**



A newly updated sign at the entrance to the San Pablo Street medical plaza shows off the new branding and logos for the Keck Medical Center of USC and Keck Hospital of USC.

The Nov. 1 introduction of the newly named Keck Medical Center of USC has ushered in a new era for the University’s young academic medical center.

It all began with the visionary goal of USC President C. L. Max Nikias, then provost, and then-President Stephen B. Sample to create an academic medical center—one that could play a key role in enhancing USC’s reputation as a leading research university.

An historic milestone was reached on Apr. 1, 2009, when the University purchased the two private hospitals located on the Health Sciences Campus. Since then, physician leaders and hospital management have worked together to make the dream of a University-owned medical center a reality.

Another milestone was reached just four months ago in June, with President Nikias’ announcement of an historic \$150 million gift from the W. M. Keck Foundation to support medical research. In recognition of that gift, the academic medical center is now known as the Keck Medical Center of USC. It will serve as the primary brand in marketing efforts of the two hospitals—Keck Hospital of USC, formerly known as USC University Hospital, USC Norris Cancer Hospital and the clinical practices of the faculty physicians of the Keck School of Medicine of USC.

## Keck Medical Center means unity

“Our new name ... is symbolic of our quest to become the trusted leader in quality health care, where faculty and staff work together as one toward innovative, compassionate care for the patients we serve,” wrote hospitals CEO Mitch Creem, in an electronic communication to hospital staff and physicians. “‘Keck Medical Center of USC’ means unity, integration and collaboration among many dedicated, talented people on our campus who teach, do research and care for patients. It represents how far we have come in such a short period of time.”

While the entities that are primarily academic or research-based are encompassed by the Keck School of Medicine, the medical school and the Keck Medical Center of USC now, collectively, are known

**INSIDE:**  
See our new  
graphic identity  
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See **NEW ERA**, page 5

## USC hospitals employee survey nets positive results

By Tania Chatila

Hospital teams are moving full speed ahead with a series of plans to strengthen workplace relations and solidify the USC hospitals as one of the best places to work.

The work stems from results of the 2011 Keck Hospital of USC and USC Norris Cancer Hospital Employee Partnership Survey, which was distributed over a nearly eight-week period earlier this spring.

The survey found that the majority of hospitals employees are proud to work at a world-class teaching hospital that they believe is highly regarded in the community. They have a strong belief in the values and services of the organization as a whole, and they believe the quality of care at the USC hospitals is excellent.

However, results also demonstrated several areas for improvement, including direct management relations, improved communications, greater employee engagement

and employee recognition.

“Every year we look forward to the results of this survey so that we can identify the ways we can do better,” said hospitals Chief Human Resources Officer Matt McElrath.

He added, “Our employees should know that they spoke up and we are listening. We’re very excited about the action plans that have come out of this survey, and we look forward to implementing some new initiatives to help our employees feel supported, accomplished and empowered at work.”

Over the last several months, managers and directors have been reviewing survey results and then sharing that data with their staff. The result has been a collaborative effort between management and employees to come up with ways to improve their departments. Several managers have started 13 department-specific action plans, and many more are in

See **SURVEY**, page 2

## Arias establishes scholarship endowment for Keck School

By Pauline Vu

As the Keck School of Medicine’s associate dean of educational affairs, Raquel Arias is extraordinarily dedicated to her students. So dedicated, in fact, that she is putting funds into a personal trust that will eventually establish a Keck School scholarship endowment—to the tune of at least \$3 million.

“I consider all of the medical students that I’ve trained to be part of my extended family,” she said.

Over the course of an almost 30-year career, Arias estimates she has delivered about 3,000 babies. Now, her current aim is to shepherd that many Keck School doctors into the world. She figures she is more than halfway there.

“Being a doctor is a tremendous honor, and the opportunity to nurture people who’ve made that choice is one of the most enjoyable, enriching and fulfilling things a person can do,” she said.



Raquel Arias

Arias is part of the Keck School’s Department of Obstetrics and Gynecology and has served as a director of Los Angeles County+USC Medical Center’s Breast Diagnostic Center for the past 20 years. She has earned wide recognition in the field. She was recently appointed to the Federal Advisory Committee on Breast Cancer in Young Women, which advises the U.S. Health and Human Services Secretary and the U.S. Centers for Disease Control and Preven-

tion director on prevention and early detection of breast cancer in young women.

At USC, Arias became the associate dean of educational affairs in 2000, giving her the opportunity to help guide students into choosing a specialty that enhances their talents and to impress upon them the importance of service.

Those years working with students, as well as a recent hip replacement, inspired Arias to begin setting up the scholarship endowment. If anything went wrong during the surgery, she decided, “It would be a terrible shame if, with everything I’ve been blessed with, I didn’t have the chance to do something useful with it.”

Arias she said wants to help students whose financial needs may make them hesitant about going to school. She recalled that when she went to medical school, one year’s tuition cost more than what her whole family earned. “That much money is hard to fathom,” Arias said.



# Good Neighbors Campaign programs make for healthier community

**'The high school students are benefiting from interaction with the college students, and they're giving back to the elementary kids. Everybody is starting to act on the idea of volunteerism.'**

**—Joseph Coccozza, assistant professor of Ophthalmology at the Keck School of Medicine**

**By Ryan Ball**

The first year Cesar Armendariz was involved with managing the HSC Community Health Fair, a man came in for routine health screening and was told on the spot that his blood pressure was off the chart. He was immediately taken across the street to the emergency room.

"It literally saved his life," said Armendariz, director of HSC Community Outreach for USC Government and Civic Engagement. He coordinates the health fair with program specialist Chris Van Booven.

Over the past decade, the HSC Community Health Fair has offered free health services to more than 1,000 people each year. Held at the East L.A. Occupational Center, it's one of a number of USC neighborhood outreach programs to receive continued funding from the USC Good Neighbors Campaign.

Armendariz said the program offers more than just standard screenings and flu shots. Once a person has received a screening through the USC School of Pharmacy, the person can consult with physicians from White Memorial Medical Center, who are on hand at the fair to discuss treatment options and healthy lifestyle changes. Community clinics are also involved to provide follow-up care to anyone in need. Other community partners include the East L.A. Occupational Center, Francisco Bravo Medical Magnet High School and a number of local elementary schools.

Preventive care is the focus of the Fuente Initiative, another program to receive continued Good Neighbors support. Through its partner schools, the initiative educates local elementary and high school



First-year pharmacy student Jeffrey Che administers a flu shot to USC School of Pharmacy Dean R. Pete Vanderveen, who hams it up a bit at the 11th annual USC Community Health, Wellness, and Safety Fair on Oct. 8 at the East Los Angeles Occupational Center. The event, funded by a USC Neighborhood Outreach Grant, provided medical screenings and health education to more than 1,000 community members.

Cesar Armendariz

students on poison prevention and how to avoid diseases such as diabetes, hypertension and obesity. To the greater community, the program also offers education on healthy pregnancy and sexually transmitted diseases, among other things.

"It's great to give back to the community," said Jason Doctor of the USC School of Pharmacy, who oversees the Fuente Initiative with program founder Kathy Johnson. "Our pharmacy students also get the benefit of experience and learning how to talk to people about health issues, which is really important."

Joseph Coccozza, assistant professor of

Ophthalmology at the Keck School of Medicine, also appreciates the opportunity to make a difference in the community. He's involved with two Good Neighbors outreach programs, including Science for Life, in which USC faculty and students provide elementary school children with standards-based science exercises.

"I get to see kids getting really excited about science," Coccozza remarked. "The high school students are benefiting from interaction with the college students, and they're giving back to the elementary kids. Everybody is starting to act on the idea of volunteerism."

## SURVEY: Hospital leadership seeks to bolster staff education, development

Continued from page 1  
development.

"Our goal here is to listen, follow through and take action, whether that is through training, mentoring or just getting questions answered," said Lori Green, admitting supervisor at Keck Hospital of USC. "So many employees feel that we as supervisors or managers only respond to the negative actions of an

employee. We are letting them know that we appreciate the positive things they do daily. Through these action plans, we're addressing all issues of concern and getting to know our staff."

Additionally, teams are working to create a "Just Culture" program at the USC hospitals to foster trust and empowerment in the workplace, and to promote

the organization's values at a grassroots level.

Leadership is also continuing to identify options for staff education and development, and is continuing to support the hospitals' Trojan Bootcamp training program for managers and directors. The program has successfully graduated 36 participants over two cohorts, and 37 more are attending the

third cohort now.

"Over the last two years, and especially in recent weeks, our employees have demonstrated such spirit and dedication to our patients and our hospitals," said hospitals CEO Mitch Creem. "We want to keep that good will and momentum going. All of these workplace plans and programs are empowering us to truly live the values we stand for—integrity, respect and collegiality. I hope our employees will take advantage

of these opportunities, so that we can all play a role in making our organization a truly great place to work."

This year's Employee Partnership Survey was made up of nearly 50 questions on a range of topics including employee satisfaction, direct management, teamwork in the workplace and organizational beliefs. More than half of employees filled out the questionnaire, an increase in participation from last year's survey.

The Weekly

Next Issue: Nov. 11

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## Open enrollment for benefits ends Nov. 13

Open enrollment for USC benefits has begun and will continue through Nov. 13.

Open Enrollment is the only time you can make certain changes to your benefits; for example:

- enrolling in a 2012 Flexible Spending Account (FSA) must be done every year; prior year accounts do not roll over
- changing from one medical plan to another
- changing from one dental plan to another
- adding or deleting dependents to your medical or dental plans
- changing your accidental death and dismemberment insurance

- adding or deleting the Hyatt Legal plan

Your enrollment and/or changes must be made via eTrac

1. Logon to eTrac ([www.usc.edu/etrac](http://www.usc.edu/etrac))
2. Select: Benefit Enrollment
3. Select: Benefit Type and choose plan
4. Select: Enrollment Type, 2012 Open Enrollment
5. Select: Transaction Type, Start, End/Cancel or Change

If you do not wish to make changes you need do nothing—unless you want an FSA account for 2012.



# Introducing Our New Graphic Identity

4 NOVEMBER 2011

Special Section of The Weekly

### Brand Hierarchy

**Keck Medicine of USC** is now the umbrella brand for USC's medical school and the medical center. The two parent brands under that umbrella are the **Keck School of Medicine of USC** and the **Keck Medical Center of USC**.

- **Keck Medicine of USC** will be referenced in a variety of fundraising materials, among other uses.
- The name of the **Keck School of Medicine of USC** is not new, but it will be represented by a new logotype that is part of the University's new graphic identity system. The "Keck" name now appears in caps and lowercase type; the big capital "K" should not be used as a graphic symbol.
- The **Keck Medical Center of USC** is a new entity comprised of the two private, USC-owned hospitals and the faculty physicians. The Keck Medical Center of USC will be the primary brand used in all clinical marketing and promotional activities. It will appear on employee ID badges, signage, collateral materials, stationery and business cards.
- **Keck Hospital of USC** is the new name of the hospital formerly known as USC University Hospital. Use of the Keck Hospital of USC logo is limited; it will appear on hospital forms, uniforms and signage specific to that hospital.
- **USC Norris Cancer Hospital** is part of the Keck Medical Center of USC, and its logotype carries a tagline indicating just that. Use of the USC Norris Cancer Hospital logo is limited; it will appear on hospital forms, uniforms and signage specific to that hospital.
- The **USC Norris Comprehensive Cancer Center** is a part of the Keck School of Medicine of USC, and its logotype carries a tagline indicating just that.
- Only the entities listed above will utilize official logotypes that are part of the University's graphic identity system. Institutes, departments, programs and centers may display their names as simple type treatments in Adobe Caslon Pro (shown at right) but should not create logos of any kind.
- "USC" never precedes the "Keck" name. It is always referenced at the end of the name.



### The University Brand

The primary logotype for the overarching University Brand has been redesigned to combine the new USC Monogram with the Adobe Caslon Pro wordmark and the shield.

The shield exists as part of the official University seal and will be used as an additional brand icon throughout the new identity program.

Other USC schools, including the School of Pharmacy, will also be a part of the identity system based on Adobe Caslon Pro.



**USC** University of  
Southern California

**USC** School  
of Pharmacy

### LEARN MORE

For more information about how to use the new Keck Medicine of USC logotypes correctly or to download the logotypes for your use, visit the new Brand Central website available at [keckmedicineofusc.org/brand](http://keckmedicineofusc.org/brand) or call the USC Health Sciences Public Relations and Marketing office at (323) 442-2830 for assistance.

Keck School  
of Medicine  
of **USC**

Three-line Configuration

Keck  
School of  
Medicine  
of **USC**

Four-line Configuration

Keck School of Medicine of **USC**

One-line Configuration

Keck School of  
Medicine of **USC**

Two-line Configuration

Keck Medical  
Center of **USC**

Two-line Configuration

Keck  
Medical  
Center  
of **USC**

Four-line Configuration

Keck Medical Center of **USC**

One-line Configuration

~~Keck  
School of  
Medicine  
of **USC**~~

Don't align logotype  
flush right.

~~Keck  
Medical  
Center  
of **USC**~~

Don't center logotype.

~~Keck Medical Center of **USC**~~

Don't use unapproved colors  
for logotype.

~~Keck Medical Center of **USC**~~

Don't reproduce logotype  
in one solid color.

### Brand Logotypes

The new brand is a typographic solution based on Adobe Caslon Pro. That serif typeface and the cardinal USC Monogram are the primary connections to the overarching University Brand.

The Keck brands will be reproduced primarily in two colors, black and cardinal. When only black is used, a screen of 50% black functions as the second-color accent. The USC Monogram should always be set in cardinal, gold or 50% black so that it stands out from the rest of the logotype. Approved color combinations are shown on the following page.

Each logotype has several different configurations: one-line, two-line, three-line and in some cases four-line. This variation provides flexibility. All are aligned flush left, never flush right and never centered.



Keck School  
of Medicine  
of USC

Date

Addresssee's Name  
University of Southern California  
Company  
Street Address Line 1  
Street  
City, State, Zip

Salutation

The copy you are now reading is not the actual text to be typeset. It is placed here in lieu of the type to be used, so that it will resemble a complete job in every respect. For now, its purpose is for size and visual reference only.

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Closing,

Signatory Name  
Title  
Department

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MITCH CREEM  
Hospitals CEO

Keck Medical  
Center of USC

Keck School  
of Medicine  
of USC

DEPARTMENT  
University of Southern California  
1500 San Pablo Street  
Los Angeles, California 90033

DEPARTMENT  
University of Southern California  
1975 Zonal Avenue  
Keith Administration 500  
Los Angeles, California 90033

Keck School of Medicine of USC and Keck Medical Center of USC letterhead  
shown at 55% actual size. Details on formatting and ordering will be  
provided in the complete brand guidelines on the Brand Central website.

Approved Color Combinations

Below are the approved color combinations for all USC and Keck entity logotypes. The logotypes shown here have been specifically created for use across all media. Always use these or other approved reproducible artwork. Don't attempt to typeset or create any logos on your own.

Keck Medicine  
of USC

Two-color Logotype (Black + PMS 201)

Keck Medicine  
of USC

One-color Logotype (100% Black + 50% Black)

Keck Medicine  
of USC

Two-color Logotype on Cardinal background (Reverse + PMS 123)

Keck Medicine  
of USC

Two-color Logotype on Gold background (Reverse + PMS 201)

Keck Medicine  
of USC

Two-color Logotype on black background (Reverse + PMS 123)

Keck Medicine  
of USC

Two-color Logotype on black background (Reverse + PMS 201)

Keck Medicine  
of USC

One-color Logotype on black background (Reverse + 50% Black)

Email Signatures

Below are examples of the approved new email signatures for the Keck School of Medicine of USC and the Keck Medical Center of USC. All Keck entities are divided among these two parent brands. The type spec is Times New Roman, Regular, 11 point. Everything should be set in black except "USC" and "University of Southern California," which should be set in either cardinal or red.

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Keck School of Medicine of USC and Keck Medical Center of USC #10  
envelopes shown at  
50% actual size.

Keck School  
of Medicine  
of USC

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Keck School of Medicine of  
USC business card shown  
at actual size.

Stationery Templates

The stationery templates shown here have been approved by the University administration and should not be altered in any way. Body copy can be set in 11 point Adobe Caslon Pro, Caslon 540 or Times New Roman—regular weights.



# New name for Keck Medical Center means a new Facebook page

When the Keck Medical Center of USC made its debut on Nov. 1, so did a brand-new Facebook page.

The Keck Medical Center of USC Facebook page launched that day, and everyone who “likes” Keck Hospital of USC and USC Norris Cancer Hospital Facebook page is encouraged to move over to the new medical center page.

The Keck Medical Center of USC Facebook page is for patients, friends, families, physicians, nurses and staff to engage in the conversation about Keck Hospital of USC (formerly USC University Hospital) and USC Norris Cancer Hospital.

When you move over to the new page, feel free to talk about what it means to you to be part of the Keck Medical Center of USC, and how it feels to be associated with



two world-class hospitals and the 500 faculty physicians who practice at those hospitals.

As an incentive to move over to the new page, a random drawing for an Amazon gift card is available. First, second and third prizes will be awarded on Tuesday, Nov. 15. Deadline to enter is 5 p.m. Nov. 14 (Pacific Standard Time).

Details on the drawing are located on the “Notes” section of the new Facebook page, underneath the profile picture on the upper left side of the page. To find

the page, join Facebook and type in “Keck Medical Center of USC” in the search bar at the top of your profile page. Be sure to read the privacy information about Facebook before joining.

## NEW ERA: Graphic identity redesign aims to strengthen and unify school logos

Continued from page 1  
as Keck Medicine of USC. Plans are under way for the Keck Medicine of USC fundraising initiative to garner philanthropic support for the entire academic medical enterprise. The effort is part of the recently announced Campaign for USC.

### New graphic identity

The introduction of the new Keck entities coincides with an update of the university’s graphic identity system that was created in 1994. The updated system provides new logos and graphic standards for use by faculty, staff and students across the university. (See the new logos, typefaces and color combinations in the special section in this issue.)

The graphic identity update strengthens and unifies the logos of all USC schools in a way that is more clearly legible in both print and electronic media.

“The timing of the university graphic redesign is fortuitous,” said Jane Brust, associate senior vice president, Health Sciences Public Relations and Marketing. “It’s tremendous that we can introduce our new Keck names consistent with the new university graphics so that we look like we’re part of USC. That’s the most important brand we want to leverage as we work to promote the

academic medical enterprise.”

Activities have been under way for three months to “rebrand” a variety of print publications, websites and more. The new Keck Medical Center of USC is being promoted in a multimedia consumer marketing campaign that includes billboards, radio spots, print ads, digital ads and other media to introduce “the new name in world-class medicine.” The medical center also has a new website at [www.KeckMedicalCenterofUSC.org](http://www.KeckMedicalCenterofUSC.org).

“The naming of our medical center will better position our clinical programs in this competitive L.A. marketplace,” Brust said. “We can present ourselves with one primary brand identity, which will give us a stronger presence among our competitors.”

### Hospital licensing

Changing the name of USC University Hospital to Keck Hospital of USC required a change on the hospital license approved by the California Department of Public Health. Over several months, an operations task force addressed several dozen specific projects required for licensing under a new hospital name.

“A core team has been working diligently over the

last several months to ensure that the new Keck name and logos are appropriately represented beginning Nov. 1,” said hospitals Chief Operating Officer Scott Evans. “We have updated a variety of forms, we have new interior and exterior signage, new business cards,

new ID badges—so much work has gone into this. We’re excited about showing off our new name to the entire community.”

For more information about the Keck Medical Center of USC, visit [www.KeckMedicalCenterofUSC.org](http://www.KeckMedicalCenterofUSC.org).

For more information or guidance on proper use of the new Keck names and logos, visit the Brand Central website at [www.keckmedicineofusc.org/brand](http://www.keckmedicineofusc.org/brand), or call Health Sciences Public Relations and Marketing at (323) 442-2823.



From left to right, Valencia Webb-Streeter, Aliscia Ramsey and Darlene Murchison, all of the hospitals’ Education Department, review forms as part of the rebranding effort that has named Keck Hospital of USC. The hospital set up a form exchange center on Tuesday to provide staff with documents displaying the proper names and logos.

## The Weekly NEWSMAKERS

An Oct. 30 article in the *Las Vegas Review-Journal* quoted **Yuri Genyk**, assistant professor of surgery at the Keck School and attending surgeon at Children’s Hospital Los Angeles, about a successful liver transplant he performed on an infant. The girl received part of a liver from a distant acquaintance of her foster parents, the story reported. “It is very touching to see this commitment to a little girl from people who were, in a way, strangers,” Genyk said.

Univision’s Los Angeles affiliate KMEX-34 featured **Inderbir Gill**, chairman of the Department of Urology and associate dean of clinical innovation at the Keck School; **Tanya Dorff**, assistant professor of clinical medicine at the Keck School, and **Agustin Garcia**, associate professor of clinical medicine, in a three-part series on prostate cancer awareness that aired Oct. 26, 27 and 28.

CNN.com quoted **David Agus**, professor of medicine at the Keck School and director of the

Center for Applied Molecular Medicine and USC Norris Westside Cancer Center, in stories that published Oct. 26 and 27 about presentations he gave at a recent TEDMED conference. One presentation discussed ideas from his book, *The End of Illness*, and, specifically, the idea that there are many simple, preventive measures people could be taking to safeguard their health. “Society has to bear the health care costs of not taking these preventive medicines,” he said.

An Oct. 27 story on MSNBC.com quoted **David Ko**, associate professor of neurology at the Keck School who heads the EEG lab at Los Angeles County+USC Medical Center, about epileptic seizures. “The temporal lobe involves the emotional circuitry of the brain,” Ko said. “Some patients with temporal lobe epilepsy get this psychic or emotional component. They get this panicky feeling that something really bad is going to happen.”

An Oct. 26 story in the *Los Angeles Times* quoted **Stuart Siegel**, professor and vice chair of pediatrics at the Keck School and co-leader of The Adolescent and Young Adult Program, a center devoted to studying cancer in adolescents and young adults that USC and Children’s Hospital Los Angeles are scheduled to open in the spring. The story reported that, for decades, adolescents and young adults with cancer have received inconsistent treatment and follow-up care, while clinical trials and research focused on this age group have been scarce. “This was the lost generation,” said Siegel. “They were thrown in with kids or adults depending on their age.”

An Oct. 26 story on CNN.com quoted **S. Michael Marcy**, a voluntary professor of pediatrics at the Keck School. Marcy is a member of a federal advisory committee that recommended that boys and young men should be vaccinated against human papillomavirus, or HPV, to protect against anal and throat cancers that can result from sexual activity.



# 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

**Sunday, Nov. 6**

**8:30 a.m.** USC Institute for Urology and USC Norris Cancer Hospital 2nd Annual LA Prostate Cancer 5K. All proceeds and donations will be dedicated to prostate cancer research at USC. UPC: By Tommy Trojan. To register: visit [uscurology.com/prostate-5k](http://uscurology.com/prostate-5k). Info: (323) 865-3731

**Monday, Nov. 7**

**Noon.** ZNI Seminar Series. “Seek and Ye Shall Find: Epidemiological Approaches to Developmental Psychopathology,” Young-Shin Kim, Yale. ZNI 112. Info: (323) 442-2144

**Tuesday, Nov. 8**

**Noon.** Women in Management Speaker Luncheon. “Varieties of Forgetfulness,” Helena Chui, USC. NRT LG 503/504. Cost: \$15 members/\$18 non-members. Info: (213) 821-1786

**Noon.** Center for Excellence in Research Seminar. “Transdisciplinary Team Leadership,” George Tolomiczenko, Donna Spruijt-Metz and Azad Madni, USC. NML West Conference Room. Info: (213) 740-6709

**Wednesday, Nov. 9**

**Noon.** Center for Excellence in Research Seminar. “Preclinical Imaging Workshop,” Peter Conti and Grant Dagliyan, USC. CSC 250. Info: (213) 740-6709

**4:30 p.m.** Center for Technology and Innovation in Pediatrics Medical Device Rounds. “Reversible Adhesives,” Cesar Blanco, USC. CHLA: Anderson Pavilion, John Stauffer Conference Room A/B. Info: (323) 442-1283

**Thursday, Nov. 10**

**Noon.** Global Health Lecture. “It’s a Very Big Deal: How the Tobacco Treaty is Transforming Public Health,” Patricia Lambert, Campaign for Tobacco-Free Kids. UPC: TCC Forum Room. Info: (213) 740-6709

**Tuesday, Nov. 15**

**Noon.** Psychiatry Grand Rounds. “Psychobiology of Suicidal Behavior in Borderline Personality Disorder,” Paul Soloff, University of Pittsburgh. ZNI 112. Info: (323) 442-4065

**Thursday, Nov. 17**

**11 a.m.** Pharmacology and Pharmaceutical Sciences Seminar. “Development of a Phenotypic Profiling Platform with High Predictive Value for the Identification of Novel Antiangiogenic Drugs,” Enrique Ubani, NCI. PSC 104. Info: (323) 442-2342

**Friday, Nov. 18**

**8 a.m.** Pathology and Laboratory Medicine Grand Rounds. “EUS-Guided FNA Biopsy of GI Organs—The Expected and the Unexpected,” Mai Gu, UC Irvine. NOR 7409. Info: (323) 442-1180

**Noon.** Center for Applied Molecular Medicine Seminar. “Cancer Metastasis and the Fluid Biopsy,” Jorge Nieva, Billings Clinic. CSC 201. Info: (323) 442-3849

**Tuesday, Nov. 22**

**8:30 a.m. – 5:30 p.m.** Molecular Microbiology and Immunology and Institute for Emerging Pathogens and Immune Diseases Symposium. “Frontiers in Immunity and Cancer Vaccines with Nobel Laureate Dr. Rolf Zinkernagel,” Various speakers. NRT Aresty Auditorium. ESVP: [usc.edu/esvp](http://usc.edu/esvp) (code: immunity22). Info: (323) 442-1710

**Tuesday, Nov. 29**

**1 p.m.** ZNI Lecture. 2nd Annual Zach Hall Lecture honoring, in person, Zach Hall. ZNI 112. Info: (323) 442-2144

**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.

## HSC Halloween hijinks include costumes, candy and ‘fun-sized’ trick-or-treaters



Photos/Jon Nalick



Clockwise from top: Agnieszka Kobiela (right), assistant professor of otolaryngology at the Keck School of Medicine, enjoys treats with her daughters Vanessa (center) and Karmen at Harry and Celesta Pappas Quad on Oct. 31; preschool teacher Emily Rivas and preschooler Zachary Thompson; preschooler Emma Nalick (foreground) and her classmates line up for candy in front of Keck Hospital of USC.

## Anthony Senagore chosen to lead ACGME review committee

The Accreditation Council for Graduate Medical Education (ACGME) has named Anthony Senagore, chief of the division of colorectal surgery at the Keck School of Medicine, its next vice chair and chair of the review committee for colon and rectal surgery.

Senagore’s term as vice chair will last from July 1, 2012, through June 30, 2014. His term as chair will begin July 1, 2014 and run through June 30, 2017.

The nonprofit ACGME evaluates and accredits medical residency programs in the United States. It establishes national standards for graduate medical education by which it approves and assesses the educational programs under its aegis. Accreditation of general and specialty education programs is accomplished through a peer-review process utilizing 27 residency review committees and an institu-

tional review committee. The residency review committee sets accreditation standards

and provides a peer evaluation of residency programs and subspecialty programs.

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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.