

The Weekly



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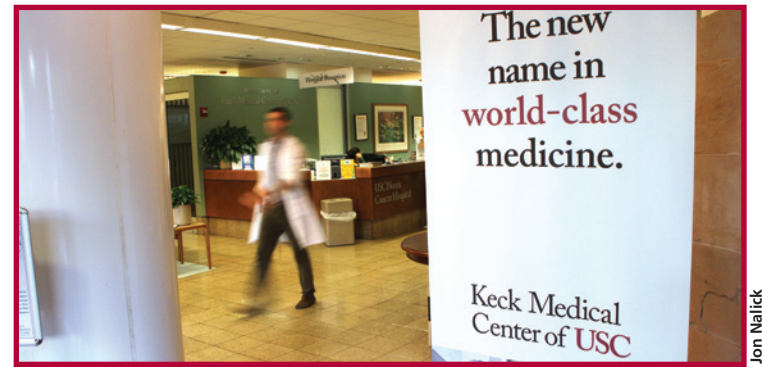
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Unveiling Keck Medical Center of USC

The USC Health Sciences Campus introduced the Keck Medical Center of USC on Nov. 1, ushering in a new era for medicine at USC. Employees and physicians of Keck Hospital of USC and USC Norris Cancer Hospital celebrated the medical center's new identity with a special event on Nov. 3. The event included a catered lunch and dinner for staff, a visit from the Trojan Marching Band and an opportunity for employees and physicians to sign the medical center's mission statement. The mission statement will be on display in the Keck Hospital of USC lobby in the coming weeks.

Below, hospital staff and physicians receive Keck Medical Center of USC lapel pins as they enter the Nov. 3 celebration in a tent behind Keck Hospital of USC. Top right, signage highlights the medical center's launch inside the lobby of USC Norris Cancer Hospital. Middle right, a new banner at Keck Hospital announces the medical center's new name. Bottom right, Ashley Wagman (right), director of ambulatory business operations, and colleagues sign the medical center's renewed mission statement.



Jon Nalick



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Leslie Ridgeway



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Rohrbach named director of Master of Public Health Program

By Amy E. Hamaker

Luanne Rohrbach, an associate professor at the Keck School of Medicine of USC Institute For Health Promotion and Disease Prevention Research, has been formally appointed director of the Master of Public Health Program at USC.

Rohrbach, who has taught in the M.P.H. Program since its inception, has served as the program's interim director for the past year. She has more than 30 years' experience working in public health. She succeeds Thomas Valente, who served as director for nine years. Rohrbach most recently served as the administrator of the Doctor of Philosophy program in Health Behavior Research in the Department of Preventive Medicine.



Luanne Rohrbach

"I'm very interested in health promotion and disease prevention, and I thought [the director position] would be an exciting challenge," said Rohrbach. "The program has many interesting elements, and I think we're at a point where there are a lot of possibilities for the future."

The Department of Preventive Medicine, in which the M.P.H. Program is housed, undertook a self-study process last year as part of an overall university academic review. As a result of this process, Rohrbach has chosen two immediate goals for the M.P.H. program.

"First, I'd like to take a look at the program in collaboration with the rest of the faculty and see where we can improve—where the gaps are, what the opportunities are," she explained.

Second, Rohrbach would like to see a more

diversified enrollment that represents all profiles of the professions in public health, including generalists, medicine, pharmacy, nursing, occupational health, occupational and physical therapy, dentistry, social work and law. She hopes to bring in more students from different regions of the country and the world.

"Dr. Rohrbach was the natural choice to lead our Master of Public Health Program," said Keck School of Medicine Dean Carmen A. Puliafito. "Her experience in the field of public health and her forward-thinking attitude give her a unique perspective on how to expand the program and make it even more relevant."

Upcoming initiatives for the program include the development of an online version of the USC Master of Public Health Program and an expansion of the tracks within the program. According to Rohrbach, the online

program is in the preliminary planning stages. When the program is launched, it will allow candidates to enroll and complete an M.P.H. degree entirely online.

The M.P.H. Program currently requires course work in five core areas of public health: epidemiology, biostatistics, health policy and management, environmental and occupational health, and the social and behavioral sciences.

Students choose to concentrate their remaining course work and practicum experience in one of six tracks: biostatistics/epidemiology, health education/promotion, global health, health communications, health policy or child and family health.

Possible upcoming tracks include environmental health and public health management. "We're

See **ROHRBACH**, page 2



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LA PROSTATE CANCER 5K FUNDRAISER HITS ITS STRIDE—

Despite rain and cold, more than 900 runners and walkers gathered on the USC University Park Campus Nov. 6 for the second annual LA Prostate Cancer 5k. Hosted by the USC Institute of Urology and USC Norris Cancer Hospital, the event created awareness for prostate cancer and raised funds to support prostate cancer research. USC President C. L. Max Nikias; Inderbir Gill, executive director of the USC Institute of Urology; and George Gray, host of the television show "The Price is Right," welcomed the crowd and congratulated them for supporting the fight against prostate cancer. Two former USC patients, actors Stephen Macht and Stephen Collins, addressed the crowd and shared their gratitude to the USC urology team and those participating in the race.

From left at the Nov. 6 run are: Inderbir Gill; USC President C. L. Max Nikias; Gary Lieskovsky, professor and Donald G. Skinner Chair in Urology; and Eila Skinner, professor of clinical urology.

Physicians, students donate their time for L.A. CareNow clinic

‘It truly demonstrates our commitment to the communities that we serve. We made a difference in the lives of those who needed us most.’

—Glenn Ault, associate dean for clinical administration (Los Angeles County+USC Medical Center), Keck School of Medicine

By Amy E. Hamaker

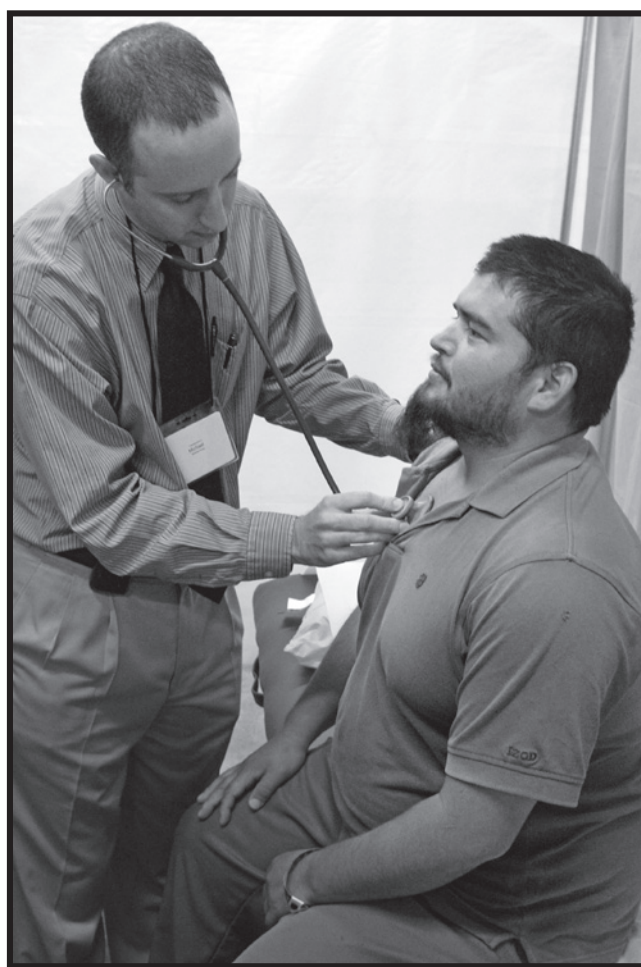
Rachel Kishton, a second-year Keck School of Medicine student with an interest in international medicine, had a busy morning at the Los Angeles CareNow free clinic, helping to triage patients into the correct specialty care and making sure that they were seen in a timely fashion.

Despite the heavy influx of patients and long hours on her feet, she said she would not trade the experience for anything.

“It’s an important part of my medical education to give back and do service work,” she said. “This is our patient population—this is who we’re going to see at County—and it’s nice to see them get care.”

Nearly 70 faculty physicians and students in specialties including primary care, ophthalmology, psychiatry, cardiology, dermatology, gynecology, urology, otolaryngology and public health volunteered their time at the L.A. CareNow clinic, held at the Los Angeles Memorial Sports Arena from Oct. 20 to Oct. 23. The clinic provided 6,684 services (3,222 medical, 1,078 vision, 2,384 dental) to more than 3,700 uninsured and underinsured patients over the four days. The Keck School was an official sponsor.

“It was incredible to see the participation of the Keck faculty, residents and students along with other USC



Michael Karp, assistant professor of clinical medicine, examines Luis D. Serrano at the L.A. CareNow clinic on Oct. 21. Serrano was one of more than 3,700 uninsured and underinsured patients who took advantage of the free event.

partners participating in an event such as this,” said Glenn Ault, associate dean for clinical administration (Los Angeles County+USC Medical Center), who spearheaded Keck School and School of Pharmacy participation. “It truly

demonstrates our commitment to the communities that we serve. We made a difference in the lives of those who needed us most.”

Many Keck School students used the opportunity to view practical applications of the topics they learn in class. “This kind of event is a really good break from studying to implement what we’re learning and interact with patients who really need it,” said second-year student Tamara Timmons, who spent her time at CareNow shadowing cardiologists. “I think it’s an indication of what’s going on with the health care system right now, that so many people can’t get care.”

Fellow second-year student Caleb Sunde, who also shadowed cardiologists during his volunteer time, agreed. “I’ve been learning a lot about clinical skills and seeing them done in practice—sometimes for the first time.”

Michael Karp, section head, general internal medicine, and assistant professor of clinical medicine and a volunteer at CareNow, noted that the most common complaints he fielded were related to blood pressure and diabetes management, back pain and general physical exams. “Sometimes patients have symptoms but don’t know the cause,” he said. “People who wanted a physical haven’t had access to a doctor in a very long time. They just want to get checked out.”

“This is my first time doing CareNow, and it’s a great way to give a little back to the community,” Karp continued. “I’m going to make sure that many more faculty are here next year from our group.”

ROHRBACH: ‘I’ve always been interested in community work and community health problems’

Continued from page 1

looking at what the needs of the workforce will be once public health reform is put into full practice,” said Rohrbach. “That’s going to change the look of health care in communities quite dramatically.”

Jonathan Samet, professor and the Flora L. Thornton Chair at the Keck School’s Department of Preventive Medicine, said, “Dr.

Rohrbach’s lifelong interest in public health promotion and prevention and her long record of excellence in education will allow her to effectively lead the development of new initiatives within the Master of Public Health Program.”

Rohrbach earned her bachelor’s degree in psychology/sociology from Indiana University, her M.P.H. in health education/behavior

from the University of California, Los Angeles, and her Ph.D. in health behavior research from USC.

Rohrbach’s primary research interest is studying risky health behaviors among adolescents.

This research has led her to perform studies looking at the etiology of health behaviors, and to design and test interventions for those behaviors in a variety of

community settings.

“I’ve always been interested in community work and community health problems,” she said. “What really sparked me to get a public health degree was working with the Department of Pediatrics at UCSD many years ago. I was

involved in the treatment of birth defects, and I helped the program move into the area of prevention, educating families about the adverse effects of substance use during pregnancy. Public health was a nice way to combine my interests.”

The Weekly ETCETERA

White Memorial Medical Center recently honored **L. Julian Haywood**, Keck School professor of medicine, for his 10 years of leadership of the NIH-supported ACCORD trial.

The trial documented that intensive blood glucose control for type 2 diabetics led to worse cardiovascular event outcomes than standard control, that lowering blood pressure among hypertensive diabetics beyond 140/systolic had no benefit beyond lowering stroke incidence, and that adding Zetia to simvastatin among diabetics with elevated cholesterol had no significant effect on cardiovascular outcomes.

These outcomes, in concert with confirmatory results from two other trial outcomes, have influenced clinical practice as endorsed by the American Diabetes Association, the American Heart Association and the American College of Cardiology.

The Society for Vascular Surgery (SVS) elected **Vincent L. Rowe**, associate professor of surgery at the Keck School of Medicine, as a distinguished fellow during its annual meeting held in Chicago. The designation of distinguished fellow is bestowed upon an active, international or senior member of SVS who has made substantial, sustained contributions in research, service or education.

Rowe is the chief of vascular surgery services at Los Angeles County + USC Medical Center and is on staff at Children’s Hospital Los Angeles and several other area hospitals.

The Weekly

Next Issue: Nov. 18

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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Visions and Voices lecturer discusses benefits, pitfalls of medical humanitarianism

By Amy E. Hamaker
The biggest challenge facing medical personnel today is addressing global health disparities, according to Paul Farmer, medical anthropologist, physician and founding director of nonprofit health care service provider Partners In Health.

Farmer told an audience of Keck School of Medicine students and faculty about his experiences in and beliefs about medical humanitarianism at a recent lecture on the Health Sciences Campus.

Farmer, the Presley Professor of Social Medicine and chair of the Department of Global Health and Social Medicine at Harvard Medical School, presented “Medical Humanitarianism: Possibilities and Pitfalls” on Oct. 18 as part of the Visions and Voices lecture series. The event was done in an interview-style conversation with Henri Ford, vice dean of medical education at the Keck School.

During the interview, Farmer explained how he became interested in health disparities while in medical

school, and how he managed to travel back and forth to Haiti during that time. He encouraged both clinical and research students in the crowd to take on short-term medical missions if possible.

Farmer reminded attendees disparities could be addressed in the Los Angeles area as well. “It’s not so much about the place as it is about the disparity,” he explained. “It’s important for all people in medical training to acknowledge that there’s a big cost in selling medicine as a commodity, and to ask themselves, ‘How can we make sure this doesn’t serve as a barrier to medical care?’”

Several attendees asked about pitfalls of working abroad, particularly in a disaster zone. “Problems there are acute and chronic,” answered Farmer. “Surgeons aren’t trained to deal with problems that are out of their control, like so many people being sent into one city.”

Overcrowding, Farmer added, is exacerbated by the problem of absorptive capacity, or the ability for a



Paul Farmer (left), medical anthropologist, physician and founding director of nonprofit health care service provider Partners In Health, fields questions from the audience at the Oct. 18 Visions and Voices lecture. Henri Ford (right), vice dean of medical education at the Keck School, moderated the event, which covered topics including the difficulties of providing health care in the wake of a major disaster and the risks to society of treating medicine as a commodity.

local government to handle the resources that pour in after a disaster. “In Haiti, the capital is the city, and that’s where the earthquake had its epicenter and biggest impact,” said Farmer. “Coordination

was really hard, and the Haitian government is aware how difficult this is—Haiti’s two men in charge of working with NGOs [nongovernmental organizations] were killed [during the 2010 earthquake].

But if we ignore or go around the Haitian government, we’ll always have this weak absorptive capacity. We must reinforce the public sector in health and education.”

Farmer noted that although medical humanitarianism is fulfilling, it can also be emotionally draining. “Haiti was a very difficult scene in which to work,” he said. “There was conflict among the caregivers, between the NGOs—it was a very sobering time. It was like ADD central; you can’t pay attention for more than 10 minutes in disaster medical care. There were days when I thought I couldn’t wait to hide away. Our Haitian co-workers must have been made out of steel.”

Farmer advised the audience that working closely with others is a good way to avoid burnout. “We need to spell each other,” he explained. “You can’t keep up an 80-hour workweek indefinitely and never be relieved.”

Second annual Pain Management Symposium attracts Southern California clinicians

The second annual Pain Management Symposium, held at Aresty Auditorium in September, attracted more than 140 clinicians from USC and area hospitals to hear the latest advancements in pain medicine and regional anesthesia/analgesia.

Chris Pasero, a pain management author, educator and clinical consultant with extensive experience in the field, spoke at the event as did several hospital employees and USC faculty representing the division of pain medicine, anesthesiology, orthopedic surgery and pharmacy.

Hospitals Chief Nursing Officer Ellen Whalen said that the number of participants jumped more than 40 percent this year, “which I think is a true testament to the valuable information we are offering in the area of pain management,” she said. “This year we focused on the importance of multidisciplinary collaboration to elevate the care provided to our patients. Having the perspectives of nurses with so many varied focuses—adult to pediatric, acute surgical to hospice—created a rich learning environment. I think this year’s symposium was truly a success.”

Left, Ann Borbon, who works at Kaiser Anaheim, looks at an ON-Q pain relief pump during one of the sessions.



The Weekly NEWSMAKERS

A Nov. 8 story in *The Wall Street Journal* quoted **Jiu-Chiuan Chen**, associate professor of preventive medicine at the Keck School, and **Heather Volk**, assistant professor of preventive medicine at the Keck School, about their research on the health effects of traffic-related air pollution. “There are more and more scientists trying to find whether and why exposure to traffic exhaust can damage the human brain,” said Chen. “We may be starting to realize the effects are broader than we realized,” Volk added.

A Nov. 4 story in the *Los Angeles Times* featured research by the Keck School’s **Roksana Karim**, assistant professor of research, pediatrics and preventive medicine; **Wendy Mack**, associate professor of preventive medicine; and **Howard Hodis**, professor of medicine and preventive medicine, with colleagues from Kaiser Permanente Southern California,

finding that women who cease hormone replacement therapy run increased risk of bone fracture. The study looked at more than 80,000 women and found that those who stopped hormone replacement therapy were at 55 percent greater risk of hip fracture than those who continued with the therapy.

A Nov. 4 story in the *Los Angeles Times* quoted **Wilbert Mason**, professor of clinical pediatrics at the Keck School, about parents who sought to avoid giving their kids the chickenpox vaccine, instead arranging on Facebook for strangers to mail licked lollipops or saliva from children who had chickenpox.

A Nov. 3 broadcast on KTLA interviewed eye surgeon **Mark Humayun**, professor of biomedical engineering and cell and neurobiology at the Keck School and associate director of research at the USC-

affiliated Doheny Retina Institute, about the Argus II, an ocular implant that helps people with retinitis pigmentosa see. Humayun’s research formed the basis for the device, which is built by Second Sight in Sylmar, Calif. The prosthesis has been approved for patients in Europe, the story noted.

An Oct. 26 story in the *Visalia Times-Delta* reported that an agreement between the USC Institute of Urology and the Tulare Regional Medical Center will allow USC surgeons to perform operations at the hospital using a da Vinci surgical robot. Additional stories ran Nov. 2 and 4 noting that **Inderbir Gill**, chairman and professor of the Catherine and Joseph Aresty Department of Urology at the Keck School, performed the first robotic surgery at Tulare Regional on Nov. 4, a successful prostatectomy.

Calendar of Events

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

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

8:30 a.m. Surgical Grand Rounds. “The Contemporary Management of Differentiated Thyroid Cancer,” Christopher McHenry, MetroHealth Medical Center. DOH 100. Info: (323) 442-2848

11 a.m. Hematology Grand Rounds. “Essential Therapeutic Precepts Across the Acute Myelogenous Leukemia Spectrum,” Gary Schiller, USC. IPT C2J103. Info: (323) 865-3950

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

Monday, Nov. 21

9 a.m. – 1 p.m. ZNI Mini-Symposium: “Advancing Biomedical Technologies,” Various speakers. ZNI 112. Info: (323) 442-2144

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 (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

Friday, Dec. 2

8:30 a.m. Center for Lung Biology Research Seminar. “New Perspective on the Distribution of Pulmonary Blood Flow and Ventilation,” Robb Glenny, University of Washington. IRD 732-734. Info: (323) 226-7923

Monday, Dec. 5

11:40 a.m. Keck Research Advancement: Faculty Town Hall Meeting. Various speakers. NRT Aresty Auditorium. Info: (323) 442-7874

Tuesday, Dec. 6

Noon. Psychiatry Grand Rounds. “The LORS Enabled Dialogue: A Collaborative Intervention to Promote Insight & Recovery in Psychotic Disorders,” Sharon Sousa, University of Massachusetts, Dartmouth. ZNI 112. Info: (323) 442-4065

Wednesday, Dec. 7

2 – 4 p.m. Center for Excellence in Research Workshop. “Developing NIH Grant Applications,” Steve Moldin, USC. NML West Conference Room. Info: (213) 740-6709

Friday, Dec. 9

8:30 a.m. Center for Lung Biology Seminar. “Getting the Most from Pleural Fluid Analysis,” Steven Sahn, Medical University of South Carolina. IRD 732-734. Info: (323) 226-7923

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. 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.



Tania Chatila

KECK HOSPITAL OF USC UNVEILS NEW CATHETERIZATION LABS—(From left to right, back row) Sharon Bosler, Neil Carlson, Laurel Kemp, Daniel Preciado, Arturo Morales, (from left to right, front row) Viviana Radulescu, Amy Surnock, Martha Mojica, Janice Ramlogan and Mary Schoenbaum gather in front of the GE Innova 2100, a new, state-of-the-art imaging machine designed for cardiovascular and interventional procedures. The device, which includes a 60-inch monitor that can project up to four images at one time, is housed in one of two catheterization lab rooms at Keck Hospital of USC. The room recently underwent a five-month modernization project that included extensive renovations, technological upgrades and the purchase of new equipment, like the Innova, which can perform a wide variety of procedures such as heart catheterizations, angiograms and electrophysiology studies.

ONLINE EXTRAS

Read more HSC news online:

• **USC and UC Davis researchers link genetic variant in pregnant women to autism**
<http://tinyurl.com/7xmhzc>

• **Keck School of Medicine Surgeon Co-Authors Landmark Study for Predicting Survival in Patients with Biliary Atresia**
<http://tinyurl.com/74te8p9>

• **Keck professor presents findings that link childhood traits to adult disease**
<http://tinyurl.com/76drdux>

• **USC hip replacement patient throws first pitch at Dodgers game**
<http://tinyurl.com/84v2ht5>

• **USC scientists identify key protein linked to acute liver failure**
<http://tinyurl.com/78ow75d>

• **USC Lung Cancer Program is top team at fundraising event**
<http://tinyurl.com/84qsv6p>

• **Salerni Collegium hosts**

kickoff dinner
<http://tinyurl.com/cqlz2d4>

• **Five distinguished scholars join faculty at Division of Occupational Science and Occupational Therapy**
<http://tinyurl.com/8xnjmk4>

• **Soul of Medicine lecture keeps family practice in the family**
<http://tinyurl.com/7t7jwke>

• **Walking to fight against strokes: Four-time stroke survivor treks from San Diego to Seattle**
<http://tinyurl.com/7aorwn5>

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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.