

NBA center Jason Collins gets candid at the Keck School

By Sara Reeve

When NBA center Jason Collins came out as a gay man on the cover of Sports Illustrated magazine, he became a cultural icon — the first openly gay athlete playing a major American team sport.

“I am definitely not alone,” said Collins. “Statistically speaking, there are [gay athletes] in all sports.”

In a wide-ranging discussion with Keck School of Medicine of USC Dean Carmen A. Puliafito, MD, MBA, Collins discussed his coming out process, a phone call with President Barack Obama, on being a role model and his future in the NBA.

Much of the free-form discussion, as part of the 2013-2014 Dean’s Distinguished Lecturer series held on Sept. 12 in the Mayer Auditorium, circled around the idea of stereotypes — of athletes, of African-Americans and of homosexuality.

“As physicians, we know that stereotyping is a very dangerous thing that can interfere with taking care of patients and ensuring their quality of care,” said Puliafito.

According to Collins, the fact that he is a gay male made him play a more physical style of basketball to fight certain stereotypes associated with gay men.

“As an athlete, you’re taught what it means to be a ‘tough guy,’” he said. “Being gay is considered to be the other side of the spectrum. People associate the worst stereotypes with being gay. ... I always had a chip on my shoulder, and it was one of those things that just made me play harder.”



Steve Cohn

During the first of the Dean’s Distinguished Lecture series, Keck School of Medicine Dean Carmen A. Puliafito, MD, MBA, interviews NBA player Jason Collins on his coming out as an openly gay athlete.

Collins ended the talk by answering a question from the audience about his toughest competitors, and turned his answer into a message about competing in the “right” way, and about the value of positive behavior, both on and off the court.

“I’m all for being physical, and playing hard, but you should never cross the line as far as how you conduct yourself on the court, in terms of what you say and what you do — you should never try to injure a player,” he said. “One thing my grandmother taught me and my brother at a very early age: your reputation will go places you will never go.”

An archived webcast of the discussion can be viewed online at <http://keckmedia.usc.edu/Mediasite/Catalog/catalogs/ddls>.

The conversation with Collins was the first in the 2013-2014 Dean’s Distinguished Lecturer series. Future speakers include David Kessler, MD, former chief of the U.S. Food and Drug Administration, and freelance journalist Owen Bennett-Jones.

USC researchers to study national tobacco product regulations

By Leslie Ridgeway

Despite decades of efforts to control its use, tobacco continues to be the leading cause of preventable death and disease in the United States. USC is one of 14 academic institutions designated to receive significant funding to contribute to a new, first-of-its-kind regulatory science tobacco program intended to support tobacco product regulations.

The Keck School of Medicine of USC Department of Preventive Medicine will receive \$20 million over five years, establishing one of 14 Tobacco Centers of Regulatory Science (TCORS) in Los Angeles. Jonathan Samet, MD, MS, professor and chair of preventive medicine at the Keck School, and Mary Ann Pentz, PhD, professor of preventive medicine and director of the Institute for Prevention Research at the Keck School, are the principal investigators. The funding comes from the U.S. Food and Drug Administration (FDA) through the National Institutes of Health.

The purpose of the TCORS program is to give the FDA the scientific base it needs to regulate the manufacturing, marketing and distribution of tobacco products to the public in a rapidly changing tobacco control landscape, Samet said.

“Our center’s mission is to address smoking in

vulnerable populations, including those with high rates of smoking and those likely to be targeted by the tobacco industry, such as racial and ethnic minorities, those with less education and with lower incomes,” Samet said. “TCORS will have a broad program of research that will develop methods and produce evidence to help reduce the impact of tobacco on public health.”

Its location in the Los Angeles area puts the Keck School TCORS team in a unique position to study the effects of tobacco marketing and regulation.



Jonathan Samet, MD, MS

“The Los Angeles basin represents one of the largest, most diverse ‘laboratories’ for studying vulnerable populations,” Pentz said. “In addition to current smokers, there are those who may not have smoked yet but are being targeted through social media and other methods not as easily monitored as conventional

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5K ‘Stash Dash for prostate health

Runners raced out of the starting gate at the 4th Annual LA Prostate Cancer 5K, held on Sept. 15 on the University Park Campus. Dubbed the “Stash Dash,” the event was held to raise money to help turn the page on the fight against prostate cancer.

After a welcome by Inderbir Gill, MD, MCh, founding executive director of the USC Institute of Urology and a recognition of prostate cancer survivors, participants warmed up in a group stretch, and then started out on the 5K course, ending at an area specially set up with health exposition booths and information. Many of the participants wore false moustaches in honor of the day’s theme.

“With the money raised through the LA Prostate Cancer 5K, we will be able to create new therapies, develop better screening tools and ultimately eradicate deaths from the disease,” said Gill.

According to the American Cancer Society, it’s estimated that in 2013, about 238,590 new cases of prostate cancer will be diagnosed, and nearly 29,720 men will die of prostate cancer. Another 2 million will live with the disease.



Steve Cohn

CHLA doctors make 7,500-mile house call to treat children with deformities

‘Having a facial deformity can be devastating for kids who simply want to fit in. That’s our job: to help them have a normal childhood.’

—Mark Urata, division of plastic and reconstructive surgery, Keck School of Medicine of USC

By Josh Grossberg

There were too many young patients, too far away. So instead of bringing them to the doctors who could help them, the doctors decided to make a house call.

That house call meant a team of plastic surgeons from Children’s Hospital Los Angeles (CHLA) traveled 7,500 miles to Jordan, where they operated on dozens of children with physical deformities too complicated to be treated by doctors at the King Hussein Medical Center in Amman. And the team paid for all of it out of their own pockets.

More than 80 complex cases were reviewed the first clinic day. In all, the team of surgeons operated on 44 kids in four days, including a 10-hour facial bipartition procedure. Diagnoses included hemangiomas, vascular malformations, hand reconstruction, cranio-facial reconstruction and numerous cases of ambiguous genitalia, among other abnormalities. The team stayed an extra few days for postop checkups.

Joining organizer Jeffrey Hammoudeh, director of the Jaw Deformities Center at CHLA were Mark Urata, MD, DDS, Audrey Skirball-Kenis Chair and chief of the division of plastic and reconstructive surgery at the Keck School of Medicine of

USC; Andre Panossian, MD, member of the division of plastic and reconstructive surgery at the Keck School and director of the Facial Paralysis Center at CHLA; Andy Chang, MD, assistant professor of urology; Khaled Mutabagani, MD, a urologist from Saudi Arabia; plastic surgeon Andrew Ordon, MD, oculoplastic & reconstructive surgeon Kami Parsa, MD.

The trip was planned in conjunction with the Children of War Foundation, a nonprofit organization founded by Hammoudeh and his wife, Amel Najjar.

Helping people across the globe is something Hammoudeh’s colleagues embraced. “They left their families, their work, their operating schedules,” he said. “There’s no financial compensation. They even have to pay their own hotel or plane ticket.”

The foundation’s focus isn’t just on the Middle East, but on children anywhere whom they can help. “In our world, ‘cosmetic surgery’ has a special meaning,” explained Urata. “Having a facial deformity can be emotionally and socially devastating for kids who simply want to fit in. That’s our job: to help them have a



Janet Dotson

Jeffrey Hammoudeh, director of the Jaw Deformities Center at CHLA, reviews the X-ray of young Syrian girl during a recent trip to Jordan.

normal childhood.”

Although doctors in Jordan are now treating the children, Los Angeles physicians will keep tabs on them. And while they recover, Hammoudeh is already planning his next trip. “We’re looking to visit Armenia in 2014,” he said. “There are so many places we can go. There are so many children, so many cases.”

William Gorenstein appointed new chief financial officer of Keck Medicine of USC

By Tania Chatila

William M. Gorenstein, CPA, has been appointed chief financial officer for Keck Medicine of USC, leading financial operations for the entire medical enterprise, and playing a key role in managing the system’s financial accountabilities, sustainability and long-term fiscal goals.

“This is a new role for our Keck Medicine senior team and one that is crucial to our journey forward, especially as we expand our system’s reach through ongoing

investments and strategic partnerships,” said Tom Jackiewicz, MPH, senior vice president and CEO for USC Health, to whom Gorenstein reports.

As CFO, Gorenstein will be responsible for financial integration across the enterprise, funds flow management, financial evaluation of new business initiatives and long-range fiscal planning. Serving as a business partner to senior executives in the clinical, academic and research entities, Gorenstein will

provide broad financial leadership and counsel to support improvements, growth and expansion. He also will maintain close relationships with USC leaders to position the clinical enterprise as a financial engine for the University’s growth.

“I’m extremely pleased to be taking on this new role at such a pivotal time for Keck Medicine,” said Gorenstein. “I have enjoyed participating with our exceptional faculty, nurses and staff to realize

unprecedented growth for the organization. I am confident that growth will accelerate as we carry out the critical expansion efforts outlined in our strategic plan. Now is the time to further integrate the operations that span our clinical enterprise, and drive development of a self-sustaining, cohesive, fiscally sound health-care system.”

Gorenstein previously supported the organization as CFO of Keck Hospital of USC and USC Norris Cancer Hospital, leading

initiatives to improve the hospitals’ financial performance. A search for a new CFO for those entities has commenced.

Before joining USC, Gorenstein served as vice president of financial operations at City of Hope. Prior to that, he served in various financial leadership positions at the University of Pennsylvania for more than 20 years. He holds a bachelor’s degree in accounting from Temple University and is a certified public accountant.

The Weekly

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40 USC Norris Comprehensive Cancer Center
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Did you know?

In 1997, Henrietta C. Lee made a lead gift of \$5 million to establish the Harold E. and Henrietta C. Lee Breast Center, a 5,000-square-foot, state-of-the-art research and treatment facility located on the first floor of USC Norris Cancer Hospital. She also provided funding for four endowed chairs: the Harold E. Lee Chair in Cancer Research, the Henrietta C. Lee Chair in Breast Cancer Research, the Patricia Jones Chair in Ovarian Cancer and the Dr. Arthur and Priscilla Ulene Chair in Women’s Cancer.

In 2002, Lee made a gift to establish the Lee Women’s Health Center at USC Norris to create and advance the understanding and care of female-specific cancers and the ability to diagnose and treat by integrating patient care, research, prevention and education. Lee, who died of natural causes in 2008 at age 94, also made a bequest of \$20 million to support research and programs at USC Norris, bringing her total gift to \$45 million.

USC teams with CIRM to celebrate Stem Cell Awareness Day

By Cristy Lytal

For the millions of people around the world who suffer from incurable diseases and injuries, Stem Cell Awareness Day is a time for hope.

In honor of the occasion, USC Stem Cell is joining institutions and educators from around the world in hosting a series of public events to raise awareness and celebrate this promising field of medicine in partnership with the California Institute for Regenerative Medicine (CIRM).

Seminars. Throughout the month, USC Stem Cell is hosting a series of informative noon seminars on the first floor of the Eli and Edythe Broad CIRM Center for Regenerative Medicine and Stem Cell Research. The lineup of distinguished speakers includes:

- Oct. 1: Philipp Kaldis, PhD, from the Institute of Molecular and Cell Biology in Singapore
- Oct. 15: Andrew Brack, PhD, from Massachusetts General Hospital-Harvard University
- Oct. 22: Su Guo, PhD, from the University of California, San Francisco
- Oct. 29: Richard Harland, PhD, from the University of California, Berkeley

Coffee and cookies will be served at each semi-

nar. For more information, contact Marcia Walters at mcwalter@usc.edu.

High School Outreach. On Oct. 2, Victoria Fox, PhD, USC Stem Cell Core manager, and colleagues will appeal to a younger set when they give presentations about stem cell research at several local high schools, including Ánimo Leadership Charter, Ánimo Inglewood Charter, YouthBuild Boyle Heights and La Serna.

Nanotechnology Event. USC is also joining forces with UCLA, Caltech, City of Hope and Cedars-Sinai Medical Center to present “Nanotechnology Innovations in Cancer, Infectious Diseases and Regenerative Medicine.”

Held on Oct. 17 and 18 in the UCLA California NanoSystems Institute Auditorium, the meeting will feature keynote presentations, short talks and a Thursday afternoon poster session. Topics include nanomaterials and devices, nanoparticles and therapy, imaging and sensing, nanosystems biology and tissue engineering. For more information or to RSVP, email nanoscience2013@em.ucla.edu.

Stem Cell Social. To end the month on a festive note,



Chris Shinn

USC will celebrate Stem Cell Awareness Day with a series of public events.

all are invited to attend the first monthly USC Stem Cell Social, where guests can view research posters, and mix and mingle with researchers and affiliated faculty. The event will be held on Oct. 25 from 3:30 – 5 p.m. on the first floor lobby of the Eli and Edythe Broad CIRM Center for Regenerative Medicine and Stem Cell Research. For more information, contact Marcia Walters at mcwalter@usc.edu.

TOBACCO: TCORS initiative will produce scientific evidence

Continued from Page 1

advertising. Besides current and prospective tobacco users, another of our vulnerable populations is the small retail vendor, especially in Latino, African-American, Korean and tribal areas. They are subject to FDA regulations, but may not yet be knowledgeable about how exactly to comply with them.”

The research supported by the TCORS initiative will provide scientific evidence within the following seven FDA tobacco-related research interest areas: diversity of tobacco products, reducing addiction, reducing toxicity and carcinogenicity, adverse health consequences, communications, tobacco product marketing, and economics and policies.

The TCORS program brings together investigators from across the country to aid in generating research to inform the development and evaluation of tobacco product regulations. Each TCORS site identified a targeted research goal. Taken together, the TCORS sites will increase knowledge across basic and applied research on tobacco and addiction. The program also provides young investigators with training to ensure the next generation of tobacco regulatory scientists.

“That we were able to compete successfully for this grant reflects the depth of tobacco-related experience at USC,” Samet said. “We’re working with colleagues throughout the university, including the USC Annenberg School for Communication and Journalism, and the state, including health departments and community groups.”



Courtesy Mary Ann Pentz

Mary Ann Pentz, PhD

Stephanie Hall appointed CMO of Keck Hospital of USC and USC Norris Cancer Hospital

By Tania Chatila

The two hospitals of Keck Medicine of USC will welcome its new chief medical officer on Oct. 1, with the appointment of veteran physician leader Stephanie Hall. Hall currently serves as chief medical officer of LAC+USC Medical Center, a position she has held since 2006.

As CMO for Keck Hospital and USC Norris Cancer Hospital, Hall will report to hospitals’ CEO Scott Evans. She will provide critical oversight of clinical initiatives, and will play an active role in ensuring the delivery of safe, quality, efficient care to patients, while also representing the interests of faculty physicians. “The role of the CMO is extremely important to any hospital. Stephanie will act as a liaison between our executive leaders and the expert physicians who practice at the Keck Medical Center and our satellites,” said Evans. “Stephanie’s knowledge of our organization, her history with us and her experience as a CMO make her a perfect candidate to represent our hospitals’ needs, our medical staff and, above all, our patients.”

Working closely with practicing physicians and medical center leadership, Hall will drive initiatives in clinical quality, safety, management of care, and medical staff affairs. She



Courtesy Stephanie Hall

Stephanie Hall

will lead medical management decisions, and will play a key role in ensuring successful survey outcomes and compliance.

In this role, Hall will maintain her associate professorship of clinical emergency medicine in the USC Department of Emergency Medicine, and will also be appointed associate dean for clinical affairs for the Keck Medical Center.

“Stephanie has held appointments with the Keck School, has been mentoring our students,

and has been actively involved in USC’s clinical achievements for nearly 20 years,” said Carmen A. Puliafito, MD, MBA, dean of the Keck School of Medicine of USC. “She has accomplished great feats at our LAC+USC affiliate. We are happy she will now join us on the Health Sciences Campus, where she will no doubt achieve even greater things for our academic medical center.”

A 1990 Keck School graduate, Hall completed her emergency medicine residency training at Keck and was named Resident of the Year in 1994. She assumed a Keck faculty position and took several roles at LAC+USC, including associate medical director. She then spent a year at Hollywood Presbyterian Medical Center, where she managed departmental medical affairs and administration.

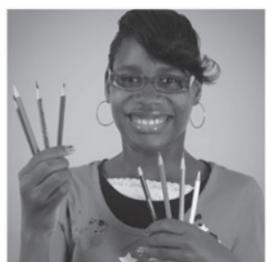
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Calendar of Events

Saturday, Sept. 28

8 a.m. – 3:30 p.m. 2013 Annual Cerebrovascular Disease Symposium. “Emergency Management of Cerebrovascular Disease,” various speakers. NRT Aresty Auditorium. Info: (323) 442-2555

9 a.m. – 1 p.m. Wellness Celebration Community Event. USC Verdugo Hills Hospital, 1812 Verdugo Blvd., Glendale. Info: USCVMH.org/celebration

Monday, Sept. 30

11:30 a.m. – 1 p.m. Research Seminar Series. “The NLR Family: Broad Impact on Infection, Inflammation and Beyond,” Jenny PY Ting, University of North Carolina, Chapel Hill. Aresty Auditorium. Info: (323) 442-7732

Tuesday, Oct. 1

Noon. Psychiatry Grand Rounds. “Implementation Research to Improve Care for Schizophrenia,” Alexander Young, UCLA. ZNI 112. Info: (323) 442-4065

Noon. Eli and Edythe Broad Center for Regenerative Medicine and Stem Cell Research at USC. “Cyclin-dependent Kinases Regulate the Balance Between Symmetric and Asymmetric Divisions in Neural Stem Cells,” Philipp Kaldis, Institute of Molecular and Cell Biology. Broad CIRM Center Seminar Room. Info: (323) 442-8084

Friday, Oct. 4

11:30 a.m. – 1 p.m. Southern California Environmental Health Sciences Center. “Assessing Children’s Risk from Environmental Chemical Exposures — a Regulatory Agency Perspective,” Melanie Marty, Office of Environmental Health Hazard Assessment. 2001 N. Soto St., Los Angeles. Info: (323) 442-1096

Tuesday, Oct. 8

Noon. Psychiatry Grand Rounds. “Mental Health of Child Soldiers in Nepal: Research and Intervention with Traumatized Youth in Low Resource Setting,” Brandon Kohrt, George Washington University. ZNI 112. Info: (323) 442-4065

2 – 3 p.m. Zilkha Neurogenetic Institute Special Seminar. “Developmental Patterning of the Inner Ear,” Takahiro Ohyama, ZNI. Herklotz Seminar Room (ZNI 112). Info: (323) 442-2144

Thursday, Oct. 10

1 – 2:30 p.m. Massry Prize Lecture. “Defining Molecular Mechanisms of ‘Intracellular Motility,’” Michael Sheetz, Columbia University, James A. Spudich, Stanford University, Ronald D. Vale, University of California, San Francisco. Aresty Auditorium. Reservations: www.keckapps.usc.edu/esvp (Code: Massry2013), live webcast: www.keckmedia.usc.edu/mediasite/Catalog/catalogs/massry.aspx

Friday, Oct. 11

6:30 – 10 p.m. USC Norris Comprehensive Cancer Center 40th Anniversary Gala. The Westin Bonaventure Hotel and Suites, 404 S. Figueroa St., Los Angeles. Info: jacqueline.andrejich@med.usc.edu

Sunday, Oct. 13

4 – 7 p.m. Keck Hospital of USC Guild Benefit. “Celebrate an Afternoon Among the ‘Super Stars,’” former USC football players Shane Foley and Anthony Davis. Sports Museum of L.A., 1900 Main St., Los Angeles. \$75 per person. Info: Janie Fan, (626) 755-0955, Janie@jfantinteriors.com.

Friday, Oct. 18

10:17 a.m. The Great California ShakeOut. Participate by dropping, covering and holding on. Info: www.capsnet.usc.edu/shakeout

Friday, Oct. 18

8 a.m. – 5:30 p.m. USC Norris Comprehensive Cancer Center. “Genomic Medicine: The Power and the Promise,” various speakers. Aresty Auditorium. Register by Oct. 7: www.keckapps.usc.edu/esvp (code: Genomic). Info: www.uscnorriscancer.usc.edu/40thsymposium

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 hscwkly@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.

Excellent results from Keck Medicine laboratories



Courtesy Ita Laird-Offringa

Laboratory members often go far beyond promoting discovery. They promote a stronger Keck Medicine community by raising funds and sharing award-winning images.

(Above) SUPPORTING RISE FOR A CURE

Rise for a Cure is a walk/run/ride that directly supports the research on lung cancer in patients 40 years and younger being conducted by Barbara J. Gitlitz, MD, associate professor of clinical medicine at the Keck School of Medicine of USC. It was established to honor the memory of lung cancer patient Gary Schmidt who passed away on Nov. 9, 2012. With the event approaching on Oct. 13, members of the lab of Ita Laird-Offringa, PhD, associate professor of biochemistry & molecular biology, and surgery at the Keck School, took their cause to the Harry and Celesta Pappas Quad on Sept. 18. To support their Rise for a Cure team, they sold doughnuts, as well as oranges donated by friendly neighbors in Shadow Hills, Pasadena and South Pasadena. Pictured here are (left to right) Evelyn Tran, Diane Lee, Eric Chung, Alfredo Ok, Ita Laird-Offringa, Mario Pulido, Ying Zhang, Crystal Marconett and Ryan Stueve.



Sandeep Paul, Seth Ruffins

(Right) PROMOTING SCIENTIFIC IMAGERY

The August winner of the Eli and Edythe Broad Center for Regenerative Medicine’s Stem Cell Image of the Month contest was a striking image comparing a normal zebrafish skull (top) with a mutant skull (bottom) that shows extreme bone overgrowth caused by a heterozygous Jag1b gene. Sandeep Paul, a postdoc in the lab of Gage Crump, associate professor in the department of stem cell biology and regenerative medicine, collected the data, and Seth Ruffins, laboratory coordinator of the microscopy core, created the volume-rendered image of the microcomputed tomography-scanned skulls.

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