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Community gets look at future of health care

By Mary Dacuma

Members of the La Cañada Flintridge and Glendale communities gathered at USC Verdugo Hills Hospital recently to look into the future of the medical enterprise, at the Keck Medicine of USC San Gabriel Valley Regional Reception.

The March 22 event, one of five regional gatherings, was created to engage alumni, parents, grateful patients and friends, while introducing the new Keck Medicine leadership and highlighting the exciting

academic medical research, teaching and patient care taking place at Keck Medicine.

Keith Hobbs, CEO of USC-VHH, hosted the event, welcoming all the attendees, including Mary Hovagimian, district representative for Rep. Adam Schiff.

Tom Jackiewicz, MPH, senior vice president and CEO of Keck Medicine, provided a positive update on the medical enterprise.

He praised the success at USC-VHH, citing the installation of the da Vinci

robot, expanded specialized services with Keck School of Medicine of USC faculty and the upcoming neonatal intensive care unit as examples of the work being done at the hospital.

He also talked about the plans for the new hospital on the Health Sciences Campus, which will be designed around the future of health care, ensuring that Keck Medicine continues to provide exceptional standards of care for future generations.

See ${\bf COMMUNITY}$, page 3



From left, Rohit Varma, Tom Jackiewicz and Keith Hobbs are seen during the Keck Medicine of USC San Gabriel Valley Regional Reception, held March 22 at USC Verdugo Hills Hospital.

Patients, colleagues celebrate doctors

By Douglas Morino

The physicians of Keck Medicine of USC were celebrated and acknowledged for their commitment to exceptional patient care on National Doctors' Day, March 30. Physicians at Keck Hospital of USC and USC Norris Comprehensive Cancer Center were treated to breakfast and each received a Keck Medicine of USC golf umbrella. USC Verdugo Hills Hospital physicians were treated to a dinner reception with carnival games and a raffle.

Along with being recognized by their colleagues, physicians

also were honored by grateful patients. Several hundred patients wrote in notes of gratitude and made donations in honor of their physicians. The notes and carnations were handed to physicians as they signed in for their event.

National Doctors' Day is observed as a national holiday and was signed into law in 1990 by President George H.W. Bush to commemorate the important work of physicians. Doctors' Day marks the anniversary of the first use of general anesthesia in surgery by a Georgia physician in 1842.



Bob Allen, chief financial officer of Keck Medicine of USC, left, speaks to physicians during the annual Doctors' Day breakfast, held March 30.

Emery Global Health Linds January Linds Janu

From left, Julian Cernuda, Brantynn Washington, Ashley Millhouse, Cristina Gago, Hrant Gevorgian and Zaki Hasnain hold a novelty check after winning first place in the Emory Global Health Case Competition on March 25.

USC team wins global health case competition

By Larissa Purc

Three students from the Keck School of Medicine of USC were part of a cross-campus team that won the international Emory University Global Health Case Competition, joining the elite few to have clinched first place in the event's seven years.

With a \$6,000 check in hand, the students returned to Los Angeles after a surreal whirlwind week in Atlanta synthesizing ideas into their researchbacked, million-dollar proposal — and presenting it to global experts.

The team included Keck School Master of Public Health students Ashley Millhouse and Hrant Gevorgian; human biology and MPH progressive degree undergraduate Cristina Gago, from the Keck School and USC Dornsife College of Letters, Arts and Sciences; USC Price School of Public Policy Master of Public Administration students Brantynn Washington and Julian Cernuda; and USC Viterbi School of Engineering doctoral candidate Zaki Hasnain, MS.

A week before competition day, 24 student teams from Australia, Canada, Denmark and the United States were tasked to propose programs addressing children's mental health needs in Liberia. The West Africa nation is expanding its mental health services in the wake of civil war and Ebola.

Setting aside classes, assignments, jobs

See **COMPETITION**, page 3

Dang becomes California's first advanced practice pharmacist

By Michele Keller

Richard Dang, PharmD, assistant professor of clinical pharmacy at the USC School of Pharmacy, recently became the first pharmacist in California to receive an advanced practice pharmacist license. The State Board of Pharmacy established the licensure, made possible by Senate Bill 493, at the end of 2016.

Pharmacists are eligible to earn an advanced practice pharmacist license by

meeting two of the following three criteria: (1) finishing a residency training program; (2) providing at least 1,500 hours of direct patient care services; and (3) earning certification or completing an advanced practice pharmacist certificate training program.

"Pharmacists in California have been providing advanced clinical services for decades in licensed health care facilities,"

See **PHARMACIST**, page 2

Hospital lauded for patient financial communications team

By Douglas Morino

Keck Hospital of USC has been nationally recognized for consistently providing high-quality customer service and financial communications to patients.

The award — the National Recognition for Excellence in Financial Interactions with Patients — is given by the Healthcare Financial Management Association (HFMA) and recognizes best practices to strengthen

communications with patients about often-complex financial matters.

"For most of our patients, the last thing they want to deal with is the financial aspect of their care," said Randy Ray, associate administrator of revenue cycle services, Keck Medicine of USC. "But our priority is helping patients understand what their options are."

To make sure that communications with patients

See ${\bf COMMUNICATIONS}$, page 3

APRIL 7 • 2017

Joanna Smeeton tapped for Broad Fellow

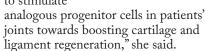
By Cristy Lytal

USC Stem Cell scientist Joanna Smeeton, PhD, knows what arthritis can do to people; she's witnessed the annual exodus out of her native country of Canada during the winter months. As this year's Broad Fellow, she is exploring stem cell-based approaches to studying and eventually treating this common cause of cold aversion, disability and pain.

Her Broad Fellowship project leverages an important discovery that she and her colleagues recently published in the journal *eLife*. They found that certain joints in zebrafish jaws and fins have features similar to the type of mammalian joint susceptible to arthritis.

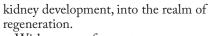
By damaging a ligament that stabilizes the adult zebrafish jaw, she can reliably induce cartilage damage and arthritis. Just as reliably, the zebrafish can repair the damage. The Keck School of Medicine of USC postdoctoral scholar-research associate aims to understand which progenitor cells are regenerating the ligament and cartilage in the zebrafish jaws, and why similar repair fails to occur in humans.

"In the future, these findings may help in devising strategies to stimulate



Joanna Smeeton

Smeeton first decided to become a scientist thanks to a very different anatomical structure: the human kidney. As a high school student in the city of St. Catharines near Niagara Falls in Ontario, she developed a fascination with this complex organ. During her postdoctoral studies, she expanded her focus beyond



With support from a two-year postdoctoral fellowship from the California Institute for Regenerative Medicine (CIRM), she joined the USC Stem Cell laboratory of Gage Crump, PhD, in 2014. Since then, she not only has discovered that zebrafish can develop arthritis, but also lent her talents as a soprano to the USC University Chorus and, with her husband Jeremy, parents twins Edie and Isaac. Theirs is a true Trojan family: Jeremy Morris graduated in 2012 with an MFA from the Peter Stark Producing Program at the USC School of Cinematic Arts.

"The twins have made me even more focused in my lab work," Smeeton said, "because I know that any second that I'm not home with them, I should be giving my 100 percent and really drilling down on the important questions we want to ask."



Richard Dang recently became the first pharmacist in California to receive an advanced practice pharmacist license.

PHARMACIST: SB 493 authored by state Sen. Ed Hernandez

Continued from page 1

said Associate Dean for Clinical Affairs Steve Chen, PharmD, who also is the William A. and Josephine A. Heeres Chair in Community Pharmacy. "The difference now is that licensed advanced practice pharmacists can provide these services in pharmacies and settings outside of traditional health care facilities, making these services more widely available to patients who need them. This is a breakthrough."

Upon earning licensure, Dang and his fellow practitioners may perform patient assessments; order and interpret drug-therapy-related tests needed to maximize treatment; participate in the evaluation and management of diseases and health conditions in collaboration with other health care providers; and initiate, adjust or discontinue drug therapy for patients after notifying the diagnosing prescriber within or outside of licensed pharmacies.

"I authored SB 493 so that the health care system can make better use of highly trained providers to improve the quality and delivery of health care for California patients," said state Sen. Ed Hernandez, OD, who shepherded the bill through the legislature with key support from the school's faculty. "With the new advanced practice licensure, pharmacists will bring greater education and access to services for patients," he added.

California's advanced practice pharmacist certification allows pharmacists to provide crucial services in community-based settings that have traditionally been limited to hospitals and clinics.

"There's a lot of potential to make a difference and help others see pharmacists in a different light," said Dang, who helped develop the Advanced Practice Pharmacist Certificate Training Program with the California Pharmacists Association and the National Association of Chain Drug Stores.

The state board awarded seven licenses in early February and is still reviewing more than 40 applications. The USC School of Pharmacy also played an important part in administering the training. Its live seminar portion — which consists of five modules reviewing patient assessment, ordering and interpreting drug-therapyrelated tests, patient referral, drug therapy management and documentation — was delivered at the school to one of the initial groups of applicants.

University researchers close to identifying crucial gene for human cleft lip and palate

By Zen Vuong

A group of researchers has found that three siblings each born with cleft lip and palate share a common gene mutation associated with the birth defect.

The gene — intraflagellar transport 88 (*IFT88*) — ensures transportation antennae (cilia) on embryonic cells travel to the right place, enabling the development of cartilage, bone and smooth muscle in the face and skull.

"Finding this birth defect in every single child in a family is like catching lightning in a bottle because it allowed us to pinpoint the gene mutation that is probably responsible," said Yang Chai, DDS, PhD, senior author of the study

and director of the Center for Craniofacial Molecular Biology at the Herman Ostrow School of Dentistry of USC. "Our finding that the gene *IFT88* is involved in cleft lip and palate is unlikely to be mere coincidence."

However, because this study involved only three children, Chai said more investigation is needed to find a causal relationship.

The study — a collaborative effort between the Ostrow School, the Keck School of Medicine of USC, Children's Hospital Los Angeles and the nonprofit Operation Smile — was published in the journal *Human Molecular Genetics* in January. Operation Smile, an international nonprofit that



A group of researchers has found that three siblings born with cleft lip and palate share a common gene mutation associated with the birth defect.

provides free facial surgeries in developing countries, found and provided support to three siblings — two boys and a girl — in Mexico who were born with cleft lip and palate. Their mother did not have the congenital disorder, but their father did. Surgeons at CHLA repaired the orofacial abnormality.

In America, cleft lip and palate is the most common birth defect, according to data from the Centers for Disease Control and Prevention.

"Although most people are not familiar with cleft lip and palate, it is a common congenital anomaly that impacts survival, feeding, speech and has long-term implications if not repaired early and correctly," said Pedro Sanchez, MD, a co-author of the study and assistant professor of clinical pathology and pediatrics at the Keck School.

Calendar of Events

Friday, April 7

8:30 a.m. Hastings Center for Pulmonary Research Seminar. "Modeling Human Lung Development with Induced Pluripotent Stem Cells," Finn Hawkins, MB, BCh, Boston University. IRD 734. Info: Elva Rubio, (323) 409-7184, elvarubi@usc.edu

11 a.m. Jane Anne Nohl Division of Hematology and Center for the Study of Blood Diseases Grand Rounds. "Vitamin B12 Deficiency from the Perspective of a Practicing Hematologist: A New Look at an Old Disease," Ralph Green, MD, PhD, University of California, Davis. LAC+USC Medical Center Inpatient Tower Conference Room A. Info: Carolyn Castellanos, (323) 865-3913, castellanos_c@med.usc.edu

Saturday, April 8

7:30 a.m. USC Spine Center Continuing Medical Education. "2017 USC Spine Symposium." Ritz Carlton, Marina del Rey. Info: Chelsea Michel, (323) 442-2555, usccme@usc.edu **8 a.m.-Noon.** Department of Ophthalmology. "Ophthalmology Specialty Conferences: Glaucoma." Healthcare Center 4 Conference Room, Third Floor.

Monday, April 10

1:30 p.m. Keck School of Medicine of USC Dean's Distinguished Lecturer Series. "Dynamic Mapping and Interfacing with the Brain: From EEG to BCI," Bin He, PhD, University of Minnesota. Herklotz Seminar Room, ZNI 112. Info: (323) 442-1900, ksomdean@med.usc.edu. RSVP: usc.edu/esvp, code: binhe.

Tuesday, April 11

5 p.m.-8 p.m. AACN Chapter at Keck Medical Center Lecture. "Moral Distress/Moral Disengagement — Impact on Patient Safety and Employees," Josh Hyatt, DHSc, MHL. Hoffman Cafe. Info: Brandee Georgevitch, (323) 442-9862, keckaacn@gmail.com.
RSVP: http://bit.ly/2oFWPPF. 1 CEU/1 CERP (B) offered; discussion to follow lecture.

Wednesday, April 12

Noon. 1 p.m. The Saban Research Institute Seminar. "What's Good for the Goose Would Have Been Good for the Gander: Sex Differences in Brain Tumor Biology," Josh Rubin, MD, PhD, Washington University School of Medicine. Saban Research Building Auditorium, 4661 Sunset Blvd. Info: Sandy Wang, (323) 361-7489, tecpad@chla.usc.edu, http://chla.org/tecpad

Thursday, April 13

11:30 a.m.-8 p.m. Master of Science in Global Medicine. "Spring 2017 Open House." McKibben Lecture Hall. Info: (323) 442-3141, msgm@med.usc.edu. RSVP: http://bit.ly/2n1FnER

Monday, April 17

11 a.m. USC Stem Cell Special Seminar. "Recreating Human Kidney Tissue from Stem Cells: How Far to Medical Application?" Melissa Little, PhD, Murdoch Childrens Research Institute. Herklotz Seminar Room, ZNI 112. Info: http://stemcell.usc.edu/events

Wednesday, April 19

Noon. Zilkha Neurogenetic Institute Seminar Series. "Parental Stress and Epigenetic Programming of the Developing Brain," Tracy L. Bale, PhD, Perelman School of Medicine. Herklotz Seminar Room, ZNI 112. Info: Emily Chu, (323) 442-3219

6 p.m. Department of Anesthesiology. "Seventh Annual Vladimir Zelman, PhD, MD, Distinguished and Endowed Lectureship," David Hume Kennerly. Aresty Auditorium. Info and RSVP: Deborah Caldwell, djcaldwe@usc.edu. Reception begins at 4:30 p.m.

7:10 p.m. Los Angeles Dodgers and USC. "USC Night." Dodger Stadium. Info: Sammy Park, (323) 224-4287, sammyp@ladodgers.com. RSVP: http://m.mlb.com/dodgers/tickets/special-events/usc. Attendees who purchase tickets through the link will receive a co-branded USC Dodgers cap.

Notice: Calendar items are due at least 10 days before publication date. Timely submission does not guarantee publication in print. See more calendar entries at *hscnews.usc.edu/calendar-of-events*. Submit items at *tinyurl.com/calendar-hsc*. Include day, date, time, title of talk, first and last name of speaker, affiliation of speaker, location and a phone number/email address.

COMPETITION: Teams proposed programs addressing children's mental health in Liberia

Continued from page 1

and other commitments, the students had already put their lives on hold for February's intramural USC competition and did so again in Atlanta.

"A lot of times in classes and lectures, we're really focused on learning material, but we don't necessarily have the ability to apply it in a very realworld sense and this allows us to do that," Gago said.

To develop their proposal, they drew inspiration from USC researchers' storytelling and narrative public health projects. These included Es Tiempo, a cervical cancer prevention campaign spearheaded by Lourdes Baezconde-Garbanati, PhD, MPH, professor of preventive medicine at the Keck School; Tamale Lesson, a narrative communication intervention to promote cervical cancer screenings led by Baezconde-Garbanati and Sheila Murphy, PhD, professor of communication at the USC Annenberg School for Communication and Journalism; and Global Health Response, an immersive digital game developed by Heather Wipfli, PhD, associate professor of preventive medicine at the Keck School, to train global health students. They also used examples from other successful "edutain-



Twenty-four student teams participated in the international Emory Global Health Case Competition. The team from USC, seen here with the rest of the competitors, took first place.

ment" and storytelling projects like Burka Avenger, a Pakistani TV series promoting women's empowerment, and Coaniquem's Healing Cloud Project, a Chilean burn prevention campaign.

With guidance from professors and faculty mentors, the team developed its proposal for a "data-driven, gamified mental health platform" called Reaching Resilience. Through transmedia messaging, role-playing, advocacy and mentorship, the program would aim to build

resilience among children struggling with depression, anxiety and autism.

"This transmedia storytelling approach, including the digital game aspect, reflects the unique multidisciplinary approach USC researchers bring to global health," said Wipfli, associate director of the Institute for Global Health and one of the team's mentors. "Their concept is representative of the research and education they have been directly

exposed to by faculty engaged in global health across the university.'

The competition in Atlanta was intense, the students said.

"All of our group members are either working full-time, part-time or heavily engaged in various academic organizations," said Millhouse, who is working on her MPH degree while employed as a hospital systems account manager at the American Cancer Society. "This meant that we didn't have an entire week to put our phones on silent and devote to creating a team design."

But their varied skill sets, perspectives and team-player attitudes carried them through, even when they had to rework their slides the night before the presentation, Millhouse said. When they made it to the final round, they were given 45 minutes to adjust their presentation to incorporate a "twist" in the case: accommodating an American philanthropist's interests into their proposal.

Judges included mental health and public health experts from the Emory University School of Medicine, The Center for Victims of Torture in Atlanta, The Carter Center, Duke University, Centers for Disease Control and Doctors Without Borders.

COMMUNITY

Continued from page 1

Rohit Varma, MD, MPH, dean of the Keck School and director of the USC Gayle and Edward Roski Eye Institute, followed with remarks on his vision for the medical school, which includes two important initiatives: digital health and precision health care.

He touched on the school's strategy to take full advantage of collaborations with schools across the university, such as with the university's cinema and engineering schools, to produce better, more comprehensive health care solutions.

Varma also announced recent notable accomplishments, including hiring new chairs of anesthesiology and psychiatry and behavioral sciences.

COMMUNICATIONS: New customer service division launched in 2016

Continued from page 1

around financial matters were both appropriate and accurate, the hospital launched a new customer service division for financial services in August 2016, bringing crucial services to Keck Medical Center of USC that were once performed 3,000 miles away in a call center in New Jersey.

The goal of the Keck Medicine Financial Services Division is to simplify the financial collection process and make it more understandable for patients through concise, friendly communications, Ray said.

"Our team partners with each patient to help them understand the financial aspects of their care and how to meet their obligations through a number of options, including payment plans, financial assistance and discounts," he explained.

A total of 12 Keck Medicine customer service representatives and management employees demonstrated



Members of the Keck Medicine of USC Financial Services Division are seen with Randy Ray, at right.

close to 100 best practices for financial interactions that take place in a variety of care settings, according to HFMA president and CEO Joseph J. Fifer.

"When people are dealing with health issues, they should be focusing on their health, not trying to decipher

confusing financial information," Fifer said. "Keck Hospital of USC has demonstrated its commitment to ensuring that patients have a good experience when it comes to the financial aspects of their care."

Los Angeles Times VALOF BOOKS APRIL 22-23, 2017 UNIVERSITY OF SOUTHERN CALIFORNIA

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HSC Newsmakers

A roundup of news items related to Keck Medicine of USC, which may include philanthropic donations, research grants, publication in academic journals and mentions in the news media:



More than 220 volunteers from the Keck School of Medicine of USC helped provide aid and medical care during the marathon.

Hundreds of volunteers care for runners on marathon day

More than 220 volunteer physicians, nurses, physical therapists, occupational therapists and medical students from across Keck Medicine of USC and Los Angeles County + USC Medical Center were on hand to offer their services at the 2017 Skechers Performance Los Angeles Marathon, held March 19 and sponsored by the Keck School of Medicine of USC. Volunteers were stationed at medical tents along the course, with the largest concentration of volunteers waiting at the finish line. To see more photos from the race and learn about participants' experiences, please visit hscnews.usc.edu.

— Marv Dacuma



Alan S. Wayne, left, and Stephen Gruber are seen before the most recent USC Norris Friends and Family Luncheon, held March 23.

USC Norris celebrates friends and family at luncheon

STEPHEN B. GRUBER, MD, PHD, MPH, director of the USC Norris Comprehensive Cancer Center, and Alan S. Wayne, MD, professor of pediatrics (clinical scholar) at the Keck School of Medicine of USC, addressed guests at the USC Norris Friends and Family Luncheon on March 23. Wayne, who is associate director for pediatric oncology at USC Norris, director of the Children's Center for Cancer and Blood Diseases at Children's Hospital Los Angeles, the head of the division of hematology, oncology and blood and marrow transplantation in the Department of Pediatrics, and director of the Pediatric Hematology-Oncology Fellowship Training Program, spoke to gathered donors, volunteers and friends of USC Norris about his leukemia research.



Ahmet Baydur performs Sonata No. 84 by Padre Antonio Soler and Recuerdos de la Alhambra by Francisco Tárrega during the second

Annual recital returns with student, faculty musicians

STUDENTS, FACULTY AND STAFF WERE treated to a lunchtime recital hosted by the Keck Music Society recently. The March 20 event at Mayer Auditorium featured medical students and faculty members performing a variety of musical pieces for the audience.

Institute to lead in critical care

By Hope Hamashige

ritical care is a medical subspecialty that is growing in importance. When it is done well, critical care can improve patient outcomes, decrease length of stay and reduce overall costs

So to promote excellence in the delivery of critical care services, the Keck Medical Center of USC recently created the Critical Care Institute in collaboration with the Keck School of Medicine of USC, with an aim toward both providing excellent critical care and furthering translational and interdisciplinary research into best practices and innovation in the field.

"The overarching goal of the Critical Care Institute is to bring together physicians from different specialties who provide critical care services," explained Rod Hanners, chief operating officer of Keck Medicine of USC, CEO of Keck Medical Center and one of the institute's founding board members. "Working together across disciplines to align policies and practices is one way the team at Keck Medical Center is ensuring the delivery of excellent care in our various intensive care units."

In addition, the Critical Care Institute is ideally positioned to promote innovative protocols and practices that will enhance the level of critical care both at Keck Medicine and at other medical facilities.

"While there are best-practice protocols in critical care that help achieve optimal results for patients, these protocols are not widely adhered to at a national level," said J. Perren Cobb, MD, professor of clinical surgery and director of surgical critical care. "As one of the country's leading medical centers, we can serve as model for excellence to other centers, both here in California and around the country."

"Keck Medical's Critical Care Institute will help ensure delivery of excellent care to our sickest patients," said Zea Borok, MD, professor of medicine and director of medical critical care. "Metrics and protocols with which to measure and improve quality of care will be important aspects of our processes moving forward."

To this end, the Critical Care Institute is taking part in the ICU Liberation Campaign, a national effort to promote ICU best practice sponsored by the Society of Critical Care Medicine, which, along with the American Thoracic Society and the American College of Chest Physicians, is dedicated to advancing excellence in critical care delivery and research.

Grant funds lung cancer screenings for low-income communities

By Leigh Bailey

Tt's one of those unfortunate **⊥**ironies in health care: Often, those at greatest risk for serious illness are also least likely to have access to treatment or diagnosis options.

That's especially true when it comes to lung cancer, which disproportionately affects lowincome communities.

But thanks to the efforts of a team of Keck Medicine of USC doctors, researchers and radiology clinical research personnel in partnership with community partnerships led by the USC Civic Engagement office, more than 400 lowincome residents from traditionally high-risk populations have had a chance to catch a potentially deadly disease early while helping further lung cancer research in the bargain.

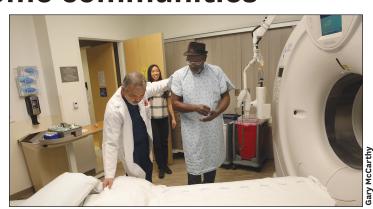
In March 2015, Keck Medicine's Department of Radiology was awarded a grant of more than \$500,000 from the California Community Foundation to fund two years of free lung cancer screenings via low-dose CT scans for residents of some of the poorest communities in Los Angeles County.

Traditionally, the standard of care has been an X-ray of the lungs, but according to Christopher Lee, MD, associate professor of clinical radiology at the Keck School of Medicine of USC and the program's principal investigator, "X-rays can really only catch advanced cancer, for which the five-year survival rates are fairly low.'

With low-dose CT screening, the prognosis is much better.

"If doctors can catch it at an early stage, patients can have surgery, resection and chemotherapy, and that results in what is essentially a cure, with five-year survival rates of 80 or even 90 percent," he said.

Working in partnership with the Watts Health Foundation, the team concentrated on populations in the Centinela Valley, which



Kirkland Haynes, right, is led to a CT machine, as he prepares to receive a low-dose CT screening during a recent appointment

includes Inglewood, parts of Hawthorne, Lennox, Los Angeles, Watts, Compton and Lawndale.

In addition to the CT screening, many participants are providing blood samples

to be used to help develop novel biomarker panels for early detection of lung cancer, according to Bhushan Desai, MBBS, MS, assistant professor of research radiology at the Keck School.

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Editor: Melissa Masatani

Director, Internal Communications: Virginia Baca

Director, Content Strategy and Management: Sara Reeve

Contributors: Meg Aldrich, Leigh Bailey, Amanda Busick, Ricardo Carrasco III, Nathan Cowen, Mary Dacuma, Hope Hamashige, Michele Keller, Cristy Lytal, Douglas Morino, Larissa Puro, Erica Rheinschild, Cynthia Smith, Zen Vuong and L. Alexis Young

Phone: (323) 442-2830 Fax: (323) 442-2832 Email: hscnews@usc.edu Web: hscnews.usc.edu | kecknet.usc.edu

Next Issue: April 21