



November 2011

In November, VCU Massey Cancer Center generated approximately 39 media hits in a variety of news outlets. New research by Drs. Steven Grant and Paul Fisher was reported in science and medical newswires. On WTVR CBS 6, Dr. Andrew Poklepovic provided expert commentary about bone loss related to breast cancer treatments. Additionally, Massey received coverage for several fundraising efforts, expertise in palliative care, an educational seminar and its Health Information & Advocacy @ Your Library program.

Please continue reading for more November 2011 highlights.

CITED RESEARCH

[*Health Canal*](#): "VCU Massey Scientists Defeat Hurdle to Eradicating Inactive Multiple Myeloma Cells," November 11, 2011

Research from the lab of **Steven Grant**, M.D., that developed a novel treatment strategy effective against inactive multiple myeloma cells was reported. Additional coverage appeared on [Multiple Myeloma News](#), [Medical Xpress](#), [Keegy](#), [High Beam Research](#) and [e! Science News](#).

[*Science Daily*](#): "Mechanism in Brain Cancer Responsible for Neuron Death Discovered," November 3, 2011

An article covered research by **Paul B. Fisher**, M.Ph., Ph.D., that discovered a mechanism responsible for neuron death in brain cancer. Additional coverage appeared on [Doctor Tipster](#), [Digg](#), [Life Science log](#), [Organized Wisdom](#), [BioPortfolio](#), [daylife](#), [ThatsToday](#), [Roadrunner](#), [newspond](#), [University of Windsor](#), [College of Psychiatric & Neurologic Pharmacists](#), [Niuzer](#), [One News Page](#), [Brain Tumour Foundation of Canada](#), [e! Science News](#), [Current](#), [Science Newslines](#), [SciTechReport](#), [Feed My Science](#) and [Know Your Cure](#).

EXPERT COMMENTARY

[WTVR CBS 6](#): "Buddy Check 6," November 6, 2011

Andrew Poklepovic, M.D., was interviewed about bone loss associated with breast cancer treatments.

CENTER NEWS

[*Synapse*](#): "Palliative Care Inpatient Service at Saints," November 28, 2011

A blog article on Saints Medical Center's Web site describes how the staff's training at **Massey** helped in the development of the Saints' own palliative care program.

[Richmond Times-Dispatch](#): "Philanthropy Day winners give back to Richmond community,"
November 16, 2011

An article about this year's Philanthropy Day winners announced that Linsey Kornblau received the Spirit of Giving Award for flying cross-country at age 17 to raise \$125,000 for **Massey**.

[Gazette Virginian](#): "Halifax County Cancer Association moves to expanded space," November 16, 2011

An article about the Halifax County Cancer Association moving locations mentions that **Massey Health Information Specialist Ratia Kirby** will be available to assist with Internet searches about health-related topics.

[Henrico Citizen](#): "Insurance seminar for cancer patients and families at Memorial Regional Hospital," November 14, 2011

An event listing for a free seminar about insurance options for cancer patients hosted by LINC and **Massey** was published.

[The Daily Press](#): "Leukemia & Lymphoma Society reports incredible progress in combating blood cancers; 'Do Something' looking for potential bone marrow donors," November 14, 2011

An article about bone marrow registry drives mentions that **Steven Grant**, M.D., receives funding from the Leukemia & Lymphoma society for his research.

[Richmond Times-Dispatch](#): "50 reasons to celebrate the Richmond Region," November 13, 2011

Massey was listed as one of 50 reasons to celebrate the Richmond region.

[Examiner](#): "Join VCU Massey Cancer Center at the Bizarre Bazaar," November 5, 2011

An article promoted the **VCU Massey Cancer Center Preferred Shopping Party at the Bizarre Bazaar**, which raised funds for cancer research. Additional coverage appeared on Topix.com.