



December 2010

In December, VCU Massey Cancer Center generated more than 170 media hits. Research studies by scientists Paul Fisher, Paul Dent and Charles Chalfant were featured in several science and medical news outlets. Doctors Mary Helen Hackney and Harry Bear commented on local CBS and NBC TV affiliates regarding the passing of Elizabeth Edwards to breast cancer. Dr. Hans Lee also provided expert commentary for a *Virginian-Pilot* story about one of his cancer patients. In addition, Massey received attention for several events, including a women's health seminar featuring Professor Diane Wilson, an event listing for a Massey support group and a gift drive benefitting pediatric patients at Massey.

Please continue reading for more December 2010 news highlights.

CITED RESEARCH

[Medical News Today](#): "Nanoscale Gene 'Ignition Switch' May Help Spot and Treat Cancer," December 16, 2010

Collaborative research by **Paul B. Fisher**, M.Ph., Ph.D., and Johns Hopkins University suggests that a genetic element known as PEG-Prom can be used to image metastases with more sensitivity and accuracy than current techniques. Additional coverage appeared in [ScienceDaily](#), [PhysOrg](#), [e! Science News](#), [Science Centric](#), [Science Technology Blog](#), [Medicalnewser](#), [RedOrbit](#), [Newswise](#), [ScienceBlog](#), [HealthCanal](#) and several other subscription-based medical and science publications.

[ScienceDaily](#): "Virus-Based Gene Therapy for Metastatic Kidney Cancer Developed," December 19, 2010

Paul B. Fisher, M.Ph., Ph.D., and **Paul Dent**, Ph.D., developed a novel therapy for metastatic kidney cancer that pairs a virus-based gene therapy with a chemotherapy agent commonly used to treat kidney cancer. Additional coverage appeared in [Medical News Today](#), [e! Science News](#), [Newswise](#), [Medical Daily](#), [The Medical News](#), [RedOrbit](#), [ScienceBlog](#), [HealthCanal](#), [PhysOrg](#), [Biology and Medicine](#), [PhysOrg](#) and several other subscription-based medical and science publications.

[Innovations Report](#): "VCU Massey discovery could lead to breakthrough for non-small cell lung cancer," December 10, 2010

Research led by **Charles E. Chalfant**, Ph.D., discovered a mechanism in non-small cell lung cancer cells that could lead to effective treatments against the disease. Additional coverage appeared in [Medical News Today](#), [RedOrbit](#), [Newswise](#), [ScienceBlog](#), [ScienceDaily](#), [PhysOrg](#), [TopNews](#), [NewKerala.com](#), [e! Science News](#) and several other subscription-based medical and science publications.

EXPERT COMMENTARY

[WWBT NBC 12](#): "Edwards affects Richmond cancer patients," December 8, 2010

Mary Helen Hackney, M.D., provided expert commentary about Elizabeth Edwards' specific form of breast cancer and the importance of regular screening and early detection of breast cancer. The story aired several times on December 8 and 9.

[WTVR CBS 6](#): "A revolutionary new test could help you avoid chemotherapy," December 6, 2010

Harry Bear, M.D., Ph.D., provided expert commentary on individualized breast cancer treatment plans and Oncotype DX, a test used to determine the likelihood of breast cancer recurrence. One of Dr. Bear's patients also participated in the interview, which aired twice. Dr. Bear also spoke about current breast cancer therapies in a separate [live interview](#) reporting on the passing of Elizabeth Edwards' to breast cancer.

[The Virginian-Pilot](#): "Woman's kidney donation leads to early cancer diagnosis," December 2, 2010

Hans Lee, M.D., explained the prognosis of one of his patients who was discovered to have lung cancer while being treated for an infection that resulted from the donation of one of her kidneys.

CENTER NEWS

[The Examiner](#): "Learn to reduce risk of breast cancer by making healthy lifestyle choices," December 31, 2010

An article promoted a women's health seminar at which **Diane Bear Wilson, Ed.D.**, was a guest speaker.

[The Washington Post](#): "McDonnell's proposals stir budget hawks," December 28, 2010

An article discussing Virginia Governor Bob McDonnell's proposed 2011 budget amendments mentioned \$5 million for **Massey**. Additional coverage appeared in [The News Leader](#).

[WGVA NBC 26](#) (Green Bay, WI): "Anthem Blue Cross and Blue Shield in Virginia and Its Foundation Commit \$1,059,692 in 2010," December 22, 2010

Massey was listed as one of many organizations that received support from Anthem Blue Cross and Blue Shield in 2010. Additional coverage appeared on more than 30 NBC affiliate stations in markets across the country as well as in nearly 40 regional business journals.

[Richmond Times-Dispatch](#): "McDonnell wants \$5 million more for Massey Cancer Center," December 10, 2010

An article reported on Virginia Governor Bob McDonnell's budget proposal to provide \$5 million in state funding for **Massey**.

[WWBT NBC 12](#): "Gifts for sick children," December 7, 2010

A TV segment featured a high school student who, happy with his treatment at VCU Medical Center, collected gifts for pediatric cancer patients at **Massey**.

[Richmond Times-Dispatch](#): "Health Notes for Dec. 4," December 4, 2010

An event listing for a **Massey** support group in Hanover was cited.

SOCIAL MEDIA BUZZ

[*Dimmi*](#): "My Invincible Dad," December 10, 2010

A blog posting by a daughter who lost her dad to leukemia mentions that the father was treated at **Massey** and links to Massey's website for donations.