



February 2011

In February, VCU Massey Cancer Center generated nearly 80 media hits in a variety of leading news outlets. Research that found a promising treatment for multiple myeloma and a clinical trial that compares whole breast irradiation to partial breast irradiation were covered in local and international news. Dr. Thomas Smith provided expert commentary for *USA Today* in an article about palliative care and was quoted in several top news sources about the need for honesty and openness when discussing treatment plans with patients with advanced cancer. The Massey Challenge, Women in Wellness Forum Series and Capitol Square Basketball Classic and several other Massey events and fundraisers also received media attention.

Please continue reading for more February 2011 highlights.

CITED RESEARCH

[Medical News Today](#): "Combining Targeted Agents to Kill Multiple Myeloma Cells: A First from VCU Massey," February 14, 2011

An article cited a study by **Steven Grant**, M.D., and his team, which for the first time combined targeted agents to kill multiple myeloma cells in vitro and in vivo. Additional coverage appeared in [MediLexicon](#), [Science Codex](#), [PhysOrg](#), [MY Foundation](#), [Science Daily](#), [RedOrbit](#), [e! Science News](#) and [Biocompare](#).

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

A news segment featured a nationwide clinical trial co-developed by **Douglas W. Arthur**, M.D., which shortens radiation treatment time from five days a week for up to seven weeks to just twice daily for two to five days. Additional coverage appeared on *WSCV TV 51*, a Spanish-language news station in Miami, FL.

EXPERT COMMENTARY

[USA Today](#): "Palliative care focuses on life," February 23, 2011

Thomas J. Smith, M.D., cited palliative care as a form of symptom management and a way to reduce medical costs. Additional coverage appeared in the [Tucson Citizen](#).

[American Medical News](#): "Oncologists shouldn't delay frank talk with patients," February 14, 2011

Based on his research findings, **Thomas J. Smith**, M.D., suggested the need for frank discussions with patients suffering from advanced metastatic cancer. Additional coverage appeared in the [Richmond Times-Dispatch](#) and [Pharmacy Choice](#).

CENTER NEWS

[Virginia Business](#): "Top 25 in 25: Best in business," February 28, 2011

William H. Goodwin, Jr., was recognized as one of the magazine's top 25 Virginia business leaders in the last quarter century and was noted as a **Massey** donor.

[Richmond Times-Dispatch](#): "Legislature approves budget, adjourns," February 28, 2011

The General Assembly's approval of \$5 million in state funding for **Massey** was mentioned. Additional coverage appeared on Roanoke's NBC affiliate [WSLS 10](#) and in [The News & Advance](#), [The Daily Progress](#) and [GoDanRiver](#).

[WWBT NBC 12](#): "Capitol Square Basketball Classic," February 23, 2011

The Capitol Basketball Classic, a basketball game that pits delegates against senators to raise money for **Massey**, was reported. Additional coverage appeared in the [Richmond Times-Dispatch](#) and [The Commonwealth Times](#).

[WTVR CBS 6](#): "Late Justice Leroy Hassell, Sr. Laid To Rest Saturday," February 12, 2011

Coverage of the death of former Virginia Chief Justice Leroy Hassell, Sr. mentioned that his family requested that donations be made to **Massey** in lieu of flowers.

[Richmond Times-Dispatch](#): "Author and cancer survivor Kelly Corrigan lifts spirits," February 9, 2011

Massey's **Women and Wellness Forum Series**, which featured author and cancer survivor Kelly Corrigan as its keynote speaker, was featured. Additional coverage appeared on [WTVR CBS 6](#), and the event's Jewels for a Cure auction was reported in [Richmond Magazine](#) and in jewelry trade publications [JCK](#) and [National Jeweler](#).

[WTVR CBS 6](#): "Brother and Sister Running 10k for Massey Cancer Center," February 2, 2011

Cancer survivor Kevin Pannel and his sister Denise Bird were interviewed about their participation in the **Massey Challenge**. Additional coverage of the fundraiser appeared on WTVR's [Virginia This Morning](#), [Richmond Times-Dispatch](#) and [dailypress.com](#).

[Vivanista](#): "Families Who Support Breast Cancer Survivors," February 1, 2011

An article about an organization called Families Who Support Breast Cancer Survivors mentions that **Massey** received more than 80 wigs from one of their fundraisers.