



January 2011

In January, VCU Massey Cancer Center generated more than 75 media hits in regional, national and international news outlets. A study by Dr. Resa M. Jones examining multiple screening options as a barrier to colorectal cancer screening adherence as well as several of Massey's clinical trials were covered in science and medical news outlets. Dr. Thomas Smith provided expert commentary for *ABC World News* about the rising cost of cancer care, and Dr. Diane B. Wilson provided expert commentary for Richmond's CBS affiliate, which also aired in several other markets, about the link between exercise and a lower risk of developing breast cancer. Additionally, Massey received attention for its introduction of new VMAT radiation technology, the Health Information & Advocacy @ Your Library program, the Women & Wellness Forum Series, the Massey Challenge and several other topics.

Please continue reading for more January 2011 highlights.

CITED RESEARCH

[Health Canal](#): "VCU Massey's Clinical Trials Discover Tomorrow's Cancer Treatments Today," January 19, 2011

Health Canal reported on **Massey's** clinical trials, explaining the purpose of clinical trials and highlighting several trials available at Massey.

[Health Canal](#): "Prostate Cancer Trials Explore Treatments with Reduced Side Effects," January 19, 2011

Two prostate cancer clinical trials led by **Mitchell S. Anscher**, M.D., that aim to reduce the side effects associated with radiation therapy were reported.

[Health Canal](#): "Breast Cancer Clinical Trials Assess Cutting-Edge Treatments," January 19, 2011

Two Phase III breast cancer clinical trials – NSABP B-39, designed by **Douglas W. Arthur**, M.D., and NSABP B-41, led by **Harry D. Bear**, M.D., Ph.D. – were covered.

[Health Canal](#): "Clinical Trial Examines Existing Drugs for New Uses in Fighting Brain Cancer," January 19, 2011

A clinical trial led by **Michael G. Chang**, M.D., that adds the Valproic acid to chemotherapy and radiation therapy to treat brain cancer was featured.

[Health Canal](#): "Clinical Trial Explores Therapy to Reduce the Recurrence of Pancreatic Cancer," January 19, 2011

A Phase II clinical trial led by **Brian J. Kaplan**, M.D., that aims to reduce the recurrence of pancreatic cancer by using a combination of chemotherapy agents before and after surgery was covered.

[PhysOrg](#): “Too many cancer screening options confuse patients, lead them to avoid screenings altogether,” January 4, 2011

Research by **Resa M. Jones**, M.P.H., Ph.D., that suggests the high number of cancer screening options increase confusion in patients and cause them to avoid screenings altogether was reported. Additional coverage appeared in [Health Canal](#), [BioPortfolio](#) and [The Oncology Nurse](#).

EXPERT COMMENTARY

[ABC World News](#): “Cancer Costs Predicted to Skyrocket to \$158 Billion by 2020,” January 13, 2011

Thomas J. Smith, M.D., was quoted in an article explaining that terminally ill cancer patients often receive curative treatments despite the fact that they are unlikely to improve outcomes.

[The Baltimore Sun](#): “One more reason to lose weight and exercise in 2011,” January 5, 2011

The Baltimore Sun and [dailypress.com](#) picked up a [segment](#) aired on Richmond’s local CBS affiliate, WTVR 6, featuring **Diane B. Wilson**, Ed.D., discussing the link between exercise and a lower risk of developing breast cancer.

CENTER NEWS

[Richmond Times-Dispatch](#): “Alpha Natural reaches \$7.1 billion deal for Massey Energy Co.,” January 30, 2011

An article about the sale of Richmond-based Massey Energy Company mentions **VCU Massey Cancer Center** as one of the charities in which the Massey family is still involved. Additional coverage appeared in [istockanalyst.com](#) and [TradingMarkets](#).

[The Examiner](#): “A Sample of Running Clubs in Richmond,” January 27, 2011

Massey was mentioned as the official charity of the Ukrop’s Monument Avenue 10k in an article on running clubs in Richmond.

[Image](#): “VCU Massey Cancer Center Introduces Effective Form of Radiation Therapy,” January 24, 2011

Massey’s new VMAT radiation technology was highlighted in an article in *Image*, a leading source of news for radiology professionals. Additional coverage appeared in [Pharmacy Choice](#), [Stafford County Sun](#), [Doctor’s Outlook](#), [EMaxHealth](#), [AllVoices](#), [BenZinga](#), [Health Canal](#) and [The Medical News](#).

[WTVR CBS 6](#): “Women and Wellness Forum,” January 24, 2011

Liz Hart, Massey Advisory Board member and chair of Massey’s **2011 Women & Wellness Forum Series**, appeared on Richmond’s CBS affiliate station to promote the event.

[Richmond Times-Dispatch](#): “Health Notes,” January 17, 2011

A health seminar featuring **Diane B. Wilson**, Ed.D., was featured in a weekly wellness events section.

[Midlothian Exchange](#): "One Slip Knot at a Time for From the Heart," January 17, 2011

An article about From the Heart, a knitting group in Midlothian, mentioned that one of the group's members volunteered her time teaching caregivers and patients at **Massey** how to knit.

[Petersburg Progress-Index](#): "Hopewell Opti-Mrs Club preparing for spaghetti dinner fundraiser," January 16, 2011

An article covering a fundraising event held by a Petersburg charity mentioned **Massey** as one of the group's past fundraising recipients.

[Richmond Times-Dispatch](#): "YWCA of Richmond names its 2011 Outstanding Women," January 6, 2011

Massey Advisory Board member **Alice T. Goodwin** was named one of the YWCA's "Outstanding Women."

[WWBT NBC 12](#): "Cancer survivor among early entrants to Monument 10K," January 6, 2011

Richmond's local NBC affiliate aired a story about cancer survivor Kevin Pannell and his effort to raise money for the **Massey Challenge** through his Ukrop's Monument Avenue 10k participation. Additional coverage appeared on [WTVR CBS 6](#), WRLH FOX35 and [Richmond.com](#).

[The News Record](#): "Resolve to make those resolutions stick," January 3, 2011

A newspaper in South Boston, Va., published an article about new years' resolutions that mentioned the Health Information & Advocacy Program @ Your Library program as a local resource for individuals seeking health information.

SOCIAL MEDIA BUZZ

[The Health Care Blog](#): "Why We Avoid Telling Patients the Truth," January 22, 2011

A blog written by a retired oncologist mentioned a study by **Thomas J. Smith**, M.D., that showed patients with advanced, incurable cancer maintained hope even when their doctors gave them honest prognoses.