April 2017

In April, VCU Massey Cancer Center was featured in at least 40 media clips from a variety of news outlets. Anthony Faber, Ph.D., and Madhu Gowda, M.D., authored an article about new treatments for neuroblastoma; Douglas Arthur, M.D., discussed the importance of communication in breast cancer care; Brian Cassel, Ph.D., provided expert commentary on palliative care programs; and Alex Krist, M.P.H., M.D., remarked on updated prostate cancer screening guidelines. Also this month, Massey physicians were recognized for being named as the best doctors in the Richmond region and several fundraising and community education events were featured.

Please continue reading for further April 2017 highlights.

CITED RESEARCH

OncLive: “BCL-2 Inhibitors May Provide Avenue of Attack Against High-Risk Neuroblastoma,” April 17, 2017

Anthony Faber, Ph.D., and Madhu Gowda, M.D., co-authored an article about new treatment options for neuroblastoma.

EXPERT COMMENTARY

NPR: “For Some, Pre-Hospice Care Can Be A Good Alternative To Hospitals,” April 28, 2017

Brian Cassel, Ph.D., was interviewed about the health care costs of palliative care programs.


Alex Krist, M.P.H., M.D., offered expert commentary on revised US Preventive Services Task Force prostate cancer screening recommendations. ABC News, CNBC, MedPage Today and STAT provided additional coverage.


Douglas Arthur, M.D., was interviewed about team-oriented breast cancer care at Massey.
**Center News**

**Richmond Athletics:** “Spiders Wrap-Up Series with George Mason Sunday,” April 30, 2017

The University of Richmond mentioned *Massey* on seven occasions.

**WTVR CBS 6:** “Lombardy St. retail strip swaps Asian eateries,” April 28, 2017

A *Massey researcher* was recognized for opening a restaurant in Richmond. *Richmond BizSense* also provided coverage.

**Richmond Times-Dispatch:** “Farmers Markets in Richmond area – 2017 lineup,” April 25, 2017

A newspaper featured *Massey’s farm stand*.

**Richmond Magazine:** “Top Docs 2017,” April 24, 2017

A magazine highlighted **34 Massey physicians** for being voted among the best in their field.

**Richmond Magazine:** “Going Green,” April 24, 2017

*Massey* was mentioned for practicing eco-friendly initiatives.

**WRIC ABC 8:** “Heroes Art Ball celebrates young cancer patients,” April 18, 2017

Richmond’s ABC affiliate showcased *Seth Corey*, M.D., for his pediatric cancer research.

**WTVR CBS 6:** “Stop & Smell The Flowers while You Pedal through Petals,” April 17, 2017

A news segment highlighted a *Massey fundraiser*.

**Henrico Citizen:** “Weekend Top 10,” April 13, 2017

A community calendar promoted a *Massey fundraiser*.

**Chatham Star-Tribune:** “News Briefs,” April 12, 2017

A newspaper promoted workshops offered by *Massey’s Cancer Research and Resource Center of Southern Virginia*. The *Danville Register & Bee* also covered the programs on five separate occasions.

**Richmond Magazine:** “A Learning Experience,” April 10, 2017

*Andrew Poklepovic*, M.D., was interviewed in an article about a student researcher at *Massey*.

**WTVR CBS 6:** “Refuge For Men offering Richmond more than haircuts,” April 7, 2017

*Massey* was recognized in a segment about a local barber shop.
**WTVC CBS 6:** “Run The River,” April 4, 2017

A news segment promoted a race to benefit Massey. *Southside Sentinel* also covered the event.

**WTVC CBS 6:** “Chesterfield student raises $5,000 to honor sister who died from cancer,” April 4, 2017

An article featured a middle school student who donated funds to Massey.

**Brunswick Times-Gazette:** “Cooking with sweet potatoes’ program planned for April 7,” April 4, 2017

A newspaper provided coverage of a wellness workshop presented by *Massey’s Cancer Research and Resource Center of Southern Virginia*.

**The Gazette-Virginian:** “Putting Focus On Colorectal Cancer,” April 5, 2017

Massey was mentioned in an article about colorectal cancer.

**The Gazette-Virginian:** “Put Your Best Fork Forward,” April 5, 2017

A newspaper promoted healthy eating information offered by *Massey’s Cancer Research and Resource Center of Southern Virginia* in two separate issues.

**Richmond Times-Dispatch:** “PHOTOS: The Ukrop’s Monument Ave. 10K 2017,” April 1, 2017

A newspaper published a photo gallery of the Ukrop’s Monument Avenue 10k that featured many *Massey Challenge* participants including Richmond Mayor Levar Stoney.

**eVince Magazine** (p. 12): “Calendar Clips,” April 2017

A community calendar included a pain management seminar presented by *Massey’s Cancer Research and Resource Center of Southern Virginia*. 