



## August 2015

Over the course of August, VCU Massey Cancer Center was featured in news coverage more than 43 times. Circulated on an international scale was coverage of research by Thomas Eissenberg, Ph.D., in which he developed a model to measure nicotine levels of electronic cigarettes. Additionally, Andrew Poklepovic, M.D., was interviewed about Massey's participation in the NCI-MATCH clinical trial.

Please read further for more August 2015 press coverage.

### CITED RESEARCH

[Yahoo! News](#): "Model can predict nicotine emitted from e-cigarettes," Aug. 1, 2015

An international media outlet reported on research led by **Thomas Eissenberg**, Ph.D., in which he developed a new model that can predict with up to 90 percent accuracy the amount of nicotine emitted by an electronic cigarette. Additional coverage of this research was highlighted by a number of outlets including [Richmond Magazine](#), [Dallas Sun](#), [Health Canal](#), [New Delhi Television Limited](#) and 20 others.

### CENTER NEWS

[Richmond Times-Dispatch](#): "Health Notes for Aug. 31," Aug. 31, 2015

A **Massey support group** was featured in a community events calendar.

[Richmond Times-Dispatch](#): "New VCU Health CEO says hospital wants a new pediatric inpatient facility," Aug. 30, 2015

**Massey** was mentioned in an article that detailed the possibility of a new VCU Health pediatric inpatient facility.

[Mecklenburg Sun](#): August 27, 2015

Representatives for the **Cancer Research and Resource Center of Southern Virginia** were shown in a photo of a ribbon-cutting ceremony for the Halifax County Cancer Association's new location. The photo was also printed in the *South Boston News & Record*.

[Richmond Times-Dispatch](#): "Health Notes for Aug. 24," Aug. 24, 2015

A seminar featuring **Khalid Matin**, M.D., was included in a community events calendar.

*Danville Register & Bee*: "Throw Paint at Cancer gears up for next session," August 23, 2015

The **Cancer Research and Resource Center of Southern Virginia** was featured in an article highlighting the Throw Paint at Cancer program. The Center was also covered in three other publications.

*Brunswick Times-Gazette*: "Evans serves as Intern at Cancer Research and Resource Center," August 19, 2015

An intern at Massey's **Cancer Research and Resource Center of Southern Virginia** was featured in an article.

*Brunswick Times-Gazette*: "National Night Out a success," August 12, 2015

A letter to the editor written by **Cancer Research and Resource Center of Southern Virginia** staff members was published, along with a photo.

[WTVR CBS 6](#): "New cancer research at Massey will focus on treating mutations," Aug. 6, 2015

**Andrew Poklepovic**, M.D., spoke with the local CBS affiliate about Massey's involvement in the NCI-MATCH trial, the largest precision oncology trial ever conducted.

*Brunswick Times-Gazette*: "Community Connection @ 221," August 5, 2015

**Massey** was represented in a community calendar for webinar sessions hosted at the **Cancer Research and Resource Center of Southern Virginia**. The sessions continued to get promotion in three subsequent calendars.

*Danville Register & Bee*: "Panel to talk about cancer causing toxins," August 2, 2015

**Massey** was mentioned in an article promoting a panel presentation about cancer-causing toxins. The event was also covered in *Showcase Magazine*.

*Evince Magazine*: "Calendar Clips," August 2015

A community calendar mentioned the **Cancer Research and Resource Center of Southern Virginia** for its involvement in the Step by Step through Life Club events.