



## March 2015

In March, VCU Massey Cancer Center was featured 83 times in various international scientific and medical publications and by several regional media outlets. Featured were physician-researcher Mary Helen Hackney, M.D., who was interviewed about counseling women about prophylactic mastectomy and oophorectomy; Patrick Coyne, M.S.N., A.P.R.N., clinical director of the Palliative Care Program, who provided expert commentary on death with dignity; and researcher Thomas Eissenberg, Ph.D., who was quoted about the advice he gave to the FDA to make tobacco regulations based on scientific evidence. In addition, Massey was mentioned in numerous broadcasts as a designated charity of the Ukrop's Monument Avenue 10k Presented by Martin's annual race.

Please continue reading for more March 2015 highlights.

### EXPERT COMMENTARY

[Richmond Times-Dispatch](#): "Young Henrico mom chose surgery to evade breast cancer," March 29, 2015

Massey physician-researcher **Mary Helen Hackney, M.D.**, was interviewed about counseling women with the BRCA 1 or BRCA 2 gene mutations regarding their option to undergo a prophylactic mastectomy and/or oophorectomy.

[Clinical Lab Products](#): "AMP to FDA: Focus on performance characteristics of NGS devices," March 27, 2015

**Andrea Ferreira-Gonzalez, Ph.D.**, who provides genomic sequencing at Massey, was interviewed as the chair of AMP's next-generation sequencing (NGS) working group about regulating NGS instruments, reagents and related software.

[MedPage Today](#): "Friday Feedback: Death with Dignity," March 27, 2015

**Patrick Coyne, M.S.N., A.P.R.N.**, clinical director of Massey's Palliative Care Program, provided expert commentary about end-of-life medical care.

[WFVA News Talk 1230AM](#): "Clinical Trials," March 4, 2015

Clinical research nurses at **Massey** were interviewed on Town Talk radio about clinical trials for cancer treatment.

[Newsworks WHHY PBS](#): "As FDA readies plan on e-cigarettes, experts and vapers debate best approach," March 1, 2015

Massey researcher **Thomas Eissenberg, Ph.D.**, was quoted about how the FDA should determine its regulations for tobacco products. Another article about his tobacco research was published by the [Augusta Free Press](#).

### CENTER NEWS

[WTVR CBS 6](#): “Dash for the Cash winner Tom Visotsky to donate prize to VCU Massey Cancer Center,” March 28, 2015

**Massey** was mentioned as the recipient of a donation from Ukrop’s Monument Ave 10k ‘Dash for the Cash’ contest winner Tom Visotsky. Two additional [segments](#) about the ‘Dash for the Cash’ contest the Massey Challenge and the Monument Ave 10k was published by [Running Journal](#).

[Richmond Times-Dispatch](#): “Associations for Monday, March 16, 2015,” March 16, 2015

**James Wasilewski**, Massey’s director for annual giving and development, was announced as a new board member for the Fan Free Clinic.

[Rappahannock Record](#): “Cancer center celebrates 25th year,” March 12, 2015

**Massey** was mentioned in an announcement about the 25th anniversary of a hospital in Rappahannock where Massey provided cancer care for many years through its Rural Cancer Outreach Program.

[WTVR CBS 6](#): “Here’s how to put cancer on the run at the Monument 10k,” March 6, 2015

A **Massey Challenge participant**, Monument Ave 10k training coach and cancer survivor was interviewed about her preparations for the race. A similar news segment aired on [WRIC ABC 8](#) and [additional](#) articles about the Massey Challenge and the Monument Ave 10k were published by [The Write Side of My Brain](#) and [RVA News](#).

[Southside Sentinel](#): “Registration continues for RE Strong 10K & 5K run,” March 4, 2015

**Massey** was mentioned as the designated charity of the RE Strong run in Urbanna, Va.

[WRIC ABC 8](#): “6-Year-Old Fighting Cancer Gets Special Birthday Present,” March 1, 2015

A **Massey** pediatric patient was featured in a local news broadcast about receiving free tickets to a VCU basketball game.

[Richmond Times-Dispatch](#): “Notable Gifts: \$150,000 supports portrait purchase,” March 1, 2015

**Massey** was mentioned as the recipient of a charitable donation from Columbia Gas of Virginia.