October 2013

In October, VCU Massey Cancer Center was featured in more than 28 news clips. Local publications featured research and clinical advances made by Andrew Poklepovic, M.D., Andrew Barnes, Ph.D., Jatinder Palta, Ph.D., Thomas Eissenberg, Ph.D., Robert Balster, Ph.D., and Huan Vu, M.D. Charles Geyer, Jr., M.D., F.A.C.P., provided expert commentary on HER2 testing. Local media outlets also highlighted a variety of Massey initiatives and fundraising events.

Please continue reading for more October 2013 highlights.

CITED RESEARCH

**Reuters**: “Medicare choices tricky even for med students, doctors,” October 15, 2013

Research by Andrew Barnes, Ph.D., that studied the impact of increased Medicare options on a person’s ability to choose the most appropriate plan was featured.


Andrew Poklepovic, M.D., was interviewed about his clinical trial studying whether Viagra can counteract the heart-damaging effects of doxorubicin.


Jatinder Palta, Ph.D., was interviewed about the benefits of Massey’s new TrueBeam linear accelerator.

**Our Health Richmond**: “VCU Receives $18.1 Million Grant to Study Novel Tobacco Products,” October 2, 2013

Tobacco research by Thomas Eissenberg, Ph.D., and Robert Balster, Ph.D., was featured. It was also featured in Progress-Index.

**Richmond Times-Dispatch**: “Breast Cancer Awareness,” October 1, 2013

Massey was featured in the Richmond Times-Dispatch’s special breast cancer awareness insert, which included an article that highlighted Massey’s new TrueBeam linear accelerator, a new approach to sentinel node biopsies by Huan Vu, M.D., research on the mda-7/IL-24 gene by Paul Fisher, M.Ph., Ph.D., a clinical trial led by Andrew Poklepovic, M.D., testing a combination of the drugs Viagra and doxorubicin and the addition of Charles Geyer, M.D., F.A.C.P. as associate director for clinical research.

EXPERT COMMENTARY

**Reuters Health**: “HER2 test recommendations updated,” October 25, 2013

Charles Geyer, Jr., M.D., F.A.C.P., provided expert commentary on the American Society of Clinical Oncology and the College of American Pathologists’ updated HER2 testing recommendations.
John Quillin, Ph.D., C.G.C., explained hereditary breast and ovarian cancer syndrome in a question and answer section.

**CENTER NEWS**


Raymon Bessix, a triple negative breast cancer survivor and Massey breast health research champion, shared her story. Additional coverage appeared on TMC.net.


An article announced that Massey’s Patrick Coyne was named a visionary in palliative care.


Massey was recognized for receiving a Partnership Award from Be the Match.


The Cancer Resource Center of Southern Virginia was featured in an article about cancer resources in Danville.


A “No Shave November” event that benefited Massey and was sponsored by Parkside Barbershop and Grooming Lounge was announced.

*Go Dan River*: “Volunteers working to get community healthy,” October 20, 2013

Susan Mathena, health educator at Massey, was mentioned in an article about the Danville Community Health Fair.

*Richmond Times-Dispatch*: “Federal parks and other sites in Virginia returning to normal,” October 19, 2013

The postponement of Massey’s VCU Presidential Symposium was briefly mentioned in an article about state and federal organizations that were affected by the government shutdown.


The story of Massey patient Melody Dillard was featured.


The VCU Men’s Soccer Blue Out, a partnership between Massey and VCU Athletics to raise prostate cancer awareness, was highlighted.

*ABC WSET-TV13*: “Good Morning Virginia,” October 9, 2013
A study on the impact of lifestyle on cancer diagnoses led by Massey and the Danville Cancer Association was featured.

*Richmond Times-Dispatch:* “College impact from shutdown minimal thus far,” October 3, 2013

Massey was mentioned in an article about the government shutdown’s effect on Virginia Universities. Additional coverage appeared in Pilot Online and The Daily Progress.

*Progress-Index:* “Petersburg Healthy Living and Learning Center hosting event,” October 3, 2013

An article featured an open house at the Petersburg Healthy Living and Learning Center.

*Our Health Richmond:* “Three Women’s Stories of Strength,” October 2, 2013

Michelle Tapscott, a Massey breast cancer survivor and volunteer, was featured in a series of articles about local breast cancer survivors.


Marieka Helou, M.D., was introduced as a new hematology-oncology physician at Children’s Hospital of Richmond at VCU and Massey.


An event listing announced the VCU Presidential Symposium, presented by Massey. Additional coverage appeared in Powhatan Today and Style Weekly.