



## October 2015

In October, VCU Massey Cancer Center generated at least 35 media hits throughout many different printed and online publications. Featured was clinical research by Beata Holkova, M.D., testing an MEK inhibitor for the treatment of leukemia, and research by Gordon Ginder, M.D., which identified a protein target that could increase the effectiveness of leukemia treatments. Massey researcher Christina Wiedl, D.O., was interviewed about the complexities of bone marrow transplants, and radiologist Gilda Cardenosa, M.D., provided commentary about breast and ovarian cancer risk. Additionally, Massey was mentioned as a top facility for mesothelioma treatments and cancer survivorship programs.

Please continue reading for more October 2015 highlights.

### CITED RESEARCH

[MedPage Today](#): "MEK Inhibitor Falls Flat in Pretreated Multiple Myeloma," October 28, 2015

Presented was research by **Beata Holkova**, M.D., which studied the impacts of a MEK inhibitor on patients with multiple myeloma.

[Science Newsline](#): "Preclinical Study Shows Potential to Increase the Effectiveness of Leukemia Treatments," October 13, 2015

A science news outlet featured research by **Gordon Ginder**, M.D., which discovered a protein target that could potentially increase the effectiveness of acute myeloid leukemia treatments. More coverage appeared on [Medical Xpress](#), [News-Medical](#) and two other outlets.

### EXPERT COMMENTARY

[CBS 6 WTVR](#): "Mother moved to tears when community said 'Hale No' to cancer," October 6, 2015

**Gilda Cardenosa**, M.D., was interviewed about breast and ovarian cancer risks in a local broadcast news piece about a Richmond mother who beat stage 2 breast cancer. The segment appeared on [AOL](#).

[ABC 8 WRIC](#): "Stranger gives Henrico teen a second chance at life," October 5, 2015

**Christina Wiedl**, D.O, provided expert commentary related to bone marrow transplants in a local broadcast news segment about an 18-year-old **Massey** patient with aplastic anemia. [NBC 3 WSAV](#) and [WJHL](#) also covered the story.

## **CENTER NEWS**

[CBS 13 WOWK](#): “Virginia Mesothelioma Victims Center Now Urges A Power Plant or Trades Worker with this Rare Cancer in Virginia to take Advantage of Their Free Service Focused on the Best Possible Compensation,” October 30, 2015

**Massey** was endorsed as a top mesothelioma treatment center in Virginia. Similar coverage was reported by [NBC 38 WLTZ](#).

*Brunswick Times-Gazette*: “Citizens invited to Grand Opening of Cancer Center,” October 28, 2015

Staff members of the **Cancer Research and Resource Center of Southern Virginia** penned a letter to the editor inviting citizens to their upcoming grand opening.

[GoDanRiver](#): “Danville Cancer Association: Help since 1959,” October 25, 2015

**Massey** was mentioned in an article about a Danville non-profit organization that provides support for cancer patients.

CBS 6 WTVR: Virginia This Morning, October 14, 2015

A Richmond news station highlighted **Massey** in a segment about a cancer survivor who was participating in a fundraiser run. The segment aired on four separate occasions.

*Brunswick Times-Gazette*: “Men’s Healthy Hearts Initiative launched,” October 7, 2015

A community newspaper identified **Massey** in an article about a men’s health and wellness program launched in part by the **Cancer Research and Resource Center of Southern Virginia**.

*Brunswick Times-Gazette*: “Community Connection @ 221,” October 7, 2015

**Massey** was mentioned in a community calendar promoting the upcoming programs and services offered at the **Cancer Research and Resource Center of Southern Virginia**.

[Chicago Tribune](#): “Why life after beating cancer can be the hardest stage of the disease,” October 4, 2015

A daily news source referenced **Massey** for its cancer survivor health services in an article about life after defeating cancer. The article was additionally published by [Detroit Free Press](#), [The Baltimore Sun](#), [The Ledger](#) and nine other media outlets.

[Health Canal](#): "Complex gut microbiota analysis is unnecessary in diagnosis of cirrhosis, Nature journal study finds," October 3, 2015

**Massey** was mentioned in a press release about published research from the VCU School of Medicine.