October 2012

In October, VCU Massey Cancer Center was featured in more than 30 news clips. Research by Drs. Elston Lafata, Poklepovic, Moran, Dent and others was covered by the Richmond Times-Dispatch, Richmond Magazine, the local ABC affiliate and a couple of national science and medical news publications. Drs. Grover and Cardenosa provided expert commentary on breast cancer for the Richmond Times-Dispatch. Massey was also highlighted for the opening of its Petersburg Healthy Living and Learning Center as well as multiple fundraising and breast cancer awareness events.

Please continue reading for more October 2012 highlights.

CITED RESEARCH

Clinical Oncology Week: “Studies from Virginia Commonwealth University Yield New Information about Lung Cancer,” October 22, 2012

An article featured research by Jennifer Elston Lafata, Ph.D., on the appropriateness of chemotherapy in patients with non-small cell lung cancer.

ABC WRIC-TV8: “Clinical trial investigates ‘chemo brain,’” October 16, 2012

The local ABC affiliate covered a study by Debra Lyon, Ph.D., investigating breast cancer patients and the relationship between inflammatory and genetic markers and side effects from chemotherapy.

Richmond Times-Dispatch: “VCU breast cancer work looks at new angles,” October 9, 2012

An article reported on a clinical trial led by Andrew Poklepovic, M.D., that is testing a new treatment for triple-negative breast cancer.

Richmond Times-Dispatch: “New treatments to combat breast cancer: VCU Massey Cancer Center leads the way,” October 6, 2012

An article featured new radiation and chemotherapeutic treatments and clinical trials for breast cancer offered at Massey and quoted Douglas Arthur, M.D., Andrew Poklepovic, M.D., Richard Moran, Ph.D., and Paul Dent, Ph.D., on their research related to these new treatments.


An article about clinical trials featured a trial led by Andrew Poklepovic, M.D., testing a new device for the detection of circulating prostate cancer cells and a trial led by Mary Helen Hackney, M.D., testing the effectiveness of magnesium in treating hot flashes in breast cancer patients.
**Richmond Magazine**: “Plan of Attack,” October 4, 2012

In an article about local volunteers backing a national effort to seek a breast cancer vaccine, Harry Bear, M.D., Ph.D., was quoted discussing several clinical trials conducted at Massey to advance detection and treatment of breast cancer.

**Science Daily**: “Immune System Harnessed to Improve Stem Cell Transplant Outcomes,” October 2, 2012

An article featured a phase II clinical trial led by Amir Toor, M.D., for multiple myeloma.

**EXPERT COMMENTARY**

**Richmond Times-Dispatch**: “Mammograms by the Numbers,” October 6, 2012

Amelia Grover, M.D., was quoted in an article about when women should get mammograms.

**Richmond Times-Dispatch**: “Mammograms 101: What you need to know about this life-saving exam,” October 6, 2012

Gilda Cardenosa, M.D., provided expert commentary on the difference between screening and diagnostic mammograms.

**CENTER NEWS**

**Petersburg Progress-Index**: “A new tool for a healthier life,” October 31, 2012

An article reported on the opening of the new Petersburg Healthy Living and Learning Center, which was co-developed by Massey. Additional coverage appeared on CBS WTVR-TV6 and in the Petersburg Progress-Index and Yahoo News.

**Independent Messenger**: “Fall Festival is on,” October 30, 2012

Massey’s participation in a fall festival in Greensville was mentioned.

**Community Memorial Healthcenter**: “CMH Awarded Tobacco Commission Grant,” October 30, 2012

Community Memorial Healthcenter’s (CMH) Web site announced a $500,000 grant awarded to CMH from the Tobacco Commission that will aid in the construction of the Massey-led Solari Radiation Therapy Center in South Hill.

**Independent Messenger**: “Early detection of cancer is topic,” October 26, 2012

Massey’s participation in the Emporia-Greensville Chamber of Commerce meeting on early detection of cancer was mentioned.

**Petersburg Progress-Index**: “Cameron Foundation dishes up $1 million in grants,” October 26, 2012

A grant co-awarded to Massey to support a health resource center project in Petersburg was cited.

**South Hill Enterprise**: “GROW Lunch set for Nov. 1,” October 25, 2012
A health education event co-hosted by Massey in South Hill was announced.


A fundraising event that benefited Massey was covered.


A Massey patient was featured in an “Act of Kindness” segment for holding a bone marrow drive for the National Marrow Donor Program.


An event that raised more than $40,000 for Massey was listed.

Richmond Times-Dispatch: “Survivor Stories,” October 19, 2012

A newspaper picture and caption featured a photo voice exhibit co-developed by Massey and displayed at Richmond City Hall that depicts the struggle of Latina breast cancer patients.

The Record Online: “Hospital to host breast cancer awareness series,” October 11, 2012

A breast cancer awareness event featuring a presentation by Mary Helen Hackney, M.D., was announced.

Progress Index: “VFW hosts forum on men’s health,” October 11, 2012

Community Health Education Coordinator Karen Gregory was quoted in an article about a Veterans of Foreign Wars (VFW) men’s health event in which Massey participated.

Richmond Times-Dispatch: “Total Breast Cancer Care Seminar,” October 9, 2012

A breast cancer seminar hosted by Massey was mentioned.


An integrative medicine seminar featuring a presentation by Diane B. Wilson, Ed.D., M.S., R.D., was announced.

Tribe Athletics: “W&M Cross Country and Track and Field to Host Massey Cancer Run on Nov. 2,” October 5, 2012

The College of William and Mary athletics department Web site posted a video and article about the Massey Run for the Cure 5K event to benefit Massey.


A fundraising event at BJ Wholesale Club to benefit Massey was announced.

Richmond Times-Dispatch: “Developer driven to succeed and help wipe out cancer,” October 1, 2012
An article featured Massey Advisory Board member George P. Emerson Jr.’s efforts to fundraise for Massey through the Highlands-Massey Classic golf tournament.


The Rocketts Landing Web site featured a story about hosting Massey on the River, a fundraising event for Massey.