



MEDICAL STAFF PULSE

a bi-weekly newsletter for CEDARS-SINAI MEDICAL STAFF

Did You Wash Your Hands?

MEC launches campaign

The Medical Executive Committee has approved a campaign to improve physician hand hygiene compliance at the medical center. Look for detailed information in future issues of Pulse as the campaign rolls out later this month.

Pharmacy Focus

Droperidol has been removed from the Cedars-Sinai formulary and can no longer be prescribed in the medical center. If you have questions or concerns, please contact Phillip Zakowski, M.D., chair of the Pharmacy and Therapeutics Committee, at phillip.zakowski@cshs.org.

Deadline Nears for Hollywood Bowl, Sand N' Snore Tickets

The deadlines for physicians to order tickets to the Hollywood Bowl Fireworks Spectacular and Sand N' Snore are fast approaching.

The fireworks and fun will be set off on Friday, July 2, when Vince Gill joins the Hollywood Orchestra in celebrating the United States' heritage. Tickets are \$120 per adult and \$60 for each child age 12 and younger. Parking passes are available. **Reserve your tickets by Monday, May 10**, by calling (310) 423-2681.

It's not too early to dig out the tent and camping gear for this year's Sand N' Snore. The dinner, sleep over and breakfast starts Friday, July 16, at the Jonathan Beach Club in Santa Monica. Those who don't want to spend the night are welcome to enjoy dinner and the evening with colleagues and their families.

There's a limit of one tent per physician. Tickets for those who sleep over are \$50 per adult and \$35 for each child 12 and younger. Tickets for Friday's dinner only are \$35 per adult and \$20 for each child 12 and younger. **Reserve your tickets by Friday, Thursday, July 1**, by calling (310) 423-2681.

YOM HA'SHOAH EVENT MARKS 26TH YEAR



(l-r) Mark S. Siegel, chair of Cedars-Sinai's Board of Directors, Stephen D. Smith, keynote speaker, and Dr. Joel Geiderman, co-chair of the event, talk before the program.

Shoah Foundation Institute executive director speaks at Cedars-Sinai Medical Center

One of the world's leading advocates of Holocaust education and genocide prevention was the keynote speaker at this year's Yom Ha'Shoah program at Cedars-Sinai.

More than 300 physicians, employees, volunteers, and community members attended the event to commemorate Holocaust Remembrance Day.

The 26th annual event marking Holocaust Remembrance Day was held in Harvey Morse Auditorium on Monday, April 12. The program included the lighting of six candles to represent the 6 million Jews killed in the Holocaust. Cedars-Sinai volunteer Saul Kroll read the El Moleh Rachamim memorial prayer. The Mourner's Kaddish was also recited.

Joel Geiderman, M.D., chair of Cedars-Sinai's Holocaust Remembrance Day

Program and co-chair of the Department of Emergency Medicine, helped organize the event, which is co-sponsored by the medical staff and the medical center. He is also vice chair of the United States Holocaust Memorial Museum.

The son of Holocaust survivors, Dr. Geiderman introduced Stephen D. Smith, executive director of the USC Shoah Foundation Institute of Visual History and Education.

Smith was founding director of the U.K. Holocaust Centre - Britain's first dedicated Holocaust memorial and education institution - and he chairs the Holocaust Memorial Day Trust, the body that runs national Holocaust commemoration in the U.K. He also founded the Aegis Trust, an agency that works globally to prevent genocide and crimes

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against humanity.

The Cedars-Sinai program was established in 1985 by the Feintech Family and with the medical center leadership of Leon Morgenstern, M.D., emeritus chair of the Department of Surgery.



At right: Dr. Morgenstern lights one of six candles that represented the 6 million Jews killed in the Holocaust.

Web/VS Tip of the Week Using the Discharge Medication List

Printing of an inpatient detailed Discharge Medication List is currently available in Web/VS. To view or print the medication list, simply take the following steps:

1. Log into Web/VS and select the patient that is currently an inpatient;
2. Select "Medications" from the Reports menu OR display the "All Reports" by clicking the GO button to the right of the Reports menu, and then click "Medication Lists" under Other Reports;
3. Click the most recent "Inpatient Ward – Medication List" link;
4. Click the "Discharge Med List" button located at the bottom of the screen

When a physician logs into Web/VS and prints the Discharge Medication List, their information (name, address, ID, etc.) will populate the form at the bottom. The Discharge Medication List can also serve as a prescription to be given to patients at the time of discharge.

For questions, comments or suggestions, please contact the Web/VS Support Team at (310) 423-2828 or via e-mail at mdsupport@cshs.org. You can also click on the "Contact Us" button in Web/VS (located in the blue shaded area on the bottom left side of the screen).

Research Corner Cedars-Sinai-led team IDs ulcerative colitis genes

A study of the human genome led by Cedars-Sinai researchers has identified genes linked to ulcerative colitis, offering clues as to what causes the condition and potential avenues for new therapies to treat the disease.

The study, published in *Nature Genetics*, examined genes of nearly 13,000 patients to determine which parts of the genome are linked to the condition. The study demonstrated more than 30 regions of the genome are connected to the risk of developing ulcerative colitis.

"This gives us a number of insights into the disease," said Dermot P.B. McGovern, M.D., Ph.D., director of Translational Medicine for the Inflammatory Bowel and Immunobiology Research Institute at Cedars-Sinai Medical Center and primary author of the paper. "An increased understanding of the genetics gives us some insight into what causes ulcerative colitis and will potentially help us identify new therapies for ulcerative colitis."

Understanding the genetics of the disease may also explain why the condition varies so much from patient to patient in severity, symptoms and response to therapies. In turn, this can lead to a more personalized approach to treating ulcerative colitis patients, Dr. McGovern said. For example, in addition to more effectively matching currently available medications to patients, the study may help identify entirely new avenues for research, enabling doctors to develop new treatments.

Ulcerative colitis, one of the most common types of Inflammatory Bowel Disease, is a chronic digestive disorder. An estimated 1.4 million Americans have IBD, and about 30,000 new cases are diagnosed each year.

Ulcerative colitis is characterized by inflammation in the lining of the large intestine. The most common symptoms include abdominal pain, bloody diarrhea and bleeding from the rectum. Patients may also experience fatigue, weight loss and loss of appetite. Ulcerative colitis is a chronic relapsing condition with periods of remission interspersed with flares of disease, although about 10 percent of ulcerative colitis patients have symptoms chronically. Patients with ulcerative colitis can be at increased risk of developing colorectal cancer.

The study was a collaborative effort between the Inflammatory Bowel and Immunobiology Research Institute and The Medical Genetics Institute at Cedars-Sinai Medical Center, the National Institute of Diabetes and Digestive and Kidney Diseases IBD Genetics Consortium, the Genome Institute of Singapore, the Karolinska Institutet in Sweden, the Swedish National Program for IBD genetics, The Swedish Organisation for Study of Inflammatory Bowel Diseases and Harvard Medical School.

Gilda Radner Cancer Program Goals Expanded

The Women's Cancer Research Institute's Gilda Radner Hereditary Cancer Detection Program is expanding. It now offers a variety of programs under its umbrella.

"As our knowledge about the biology and behavior of BRCA-associated hereditary cancers has evolved, the Gilda Radner Program's goals have transitioned to focus on identifying molecular modifiers and predictors of disease penetrance, allelic heterogeneity, improved screening strategies and targeted therapies," said Beth Y. Karlan, M.D., director of the program.

The updated Gilda Radner Program includes:

- **The Gilda Radner Signature Program:** The purpose of this program is to learn more about cancer penetrance and to investigate epidemiologic, demographic and psychosocial factors associated with being at higher risk for cancer due to BRCA 1 and BRCA 2 alterations. All women and men with a documented BRCA mutation can enroll. Participation includes completing a questionnaire annually and providing a blood specimen, if possible.
- **The Novel Markers Trial:** This NCI-funded randomized controlled trial is designed to assess the effectiveness of a novel tumor marker, HE4, in combination with CA125 and ultrasound to detect early ovarian cancer in high-risk patients. Women with a documented BRCA mutation who are over the age of 25 and have at least one ovary are encouraged to enroll.
- **CIMBA (Consortium of Investigators of Modifiers of BRCA1/2):** The Gilda Radner Program is a major contributor to

an international collaboration working on genetic modifiers of cancer risk in BRCA1 and BRCA2 mutation carriers. The aim of CIMBA is to provide sufficient sample sizes to allow large-scale studies that will reliably evaluate the interactions between these dominant mutations and other candidate genes, polymorphisms and SNPs.

- **Quality of Life:** This study is working to identify stressors associated with living with an inherited risk of cancer and finding ways for participants to better cope with their daily life events.
- **Clinical Trials:** Several trials focus on BRCA 1 and BRCA 2 mutation carriers. For example, Cedars-Sinai has been enrolling patients with BRCA mutations onto clinical trials using PARP (Poly ADP-Ribose Polymerase) inhibitors. In cells deficient in BRCA function, inhibition of the PARP pathway leads to death of the cell. This therapy has shown a 59 percent response rate in BRCA mutation carriers with recurrent ovarian cancer compared to an average response rate of less than 20 percent for other therapies used in this heavily treated population. New PARP trials will be opening soon that will include all carriers with recurrent cancers – including men with prostate or pancreatic cancer.

"We invite all physicians to contact us regarding enrollment of their patients – both men and women – who have BRCA alterations," Dr. Karlan said.

For more information, call the Gilda Radner Hereditary Cancer Detection Program at (310) 423-9966.

Melmed Honored with Transatlantic Medal

The Society for Endocrinology presented its 2010 Transatlantic Medal to Shlomo Melmed, M.D., senior vice president of



academic affairs, dean of the medical faculty, for his achievements in the field of pituitary research.

Dr. Melmed accepted the award from the Society for Endocrinology during its annual meeting in

Manchester, England, last month. He also gave the Plenary Award Lecture on his research on pituitary tumors.

The Transatlantic Medal has been awarded to a North American researcher annually

since 1979. Members of the Society for Endocrinology submit nominations to an awards committee to determine the medalists each year.

Dr. Melmed is best known for discovering and pioneering the application of novel treatments for endocrine tumors. His laboratory has been consistently funded by the National Institutes of Health since 1980. Dr. Melmed, who holds the Helene A. and Philip E. Hixon Chair in Investigative Medicine, has trained more than 60 physicians, scientists and graduate students who occupy leading positions in academic endocrinology worldwide. His research is devoted to molecular pathogenesis and treatment of tumors and growth factor regulation of anterior pituitary function.

ED Doc Launches iPhone App

David "Brady" Pregerson, M.D., wants people to download his new iPhone app – just not when they're driving or crossing the street.

The "Think Twice" app, which is based on his pocket book of the same name, launched April 7 and can be found in the medical section of the iTunes store.

"I wanted to teach people how to avoid preventable emergencies," said Dr. Pregerson when asked why he created the book. "It's more for lay people than physicians, but there are things about the emergency room that might interest other doctors."

The app addresses washing wine glasses, cutting frozen bread, crossing a boulevard without making sure the center lanes stop, and "anything that follows, 'Hey, watch this,'" he said.

In addition to "Think Twice," Dr. Pregerson has written several other medical pocket books.

Meetings and Events

Clinical Applications of Hypnosis - April 19

The Cedars-Sinai Alumni Association will host this lecture and film about clinical hypnosis and the work of William S. Kroger, M.D., who served as a teaching consultant at Cedars-Sinai. Clinical psychologist and author Michael D. Yapko, Ph.D., will present. Registration and socializing starts at 5 p.m. and the presentation follows at 6 p.m. on Monday, April 19, in Thaliens Auditorium. Make your reservation by calling (310) 423-8047. Admission is \$5 for paid alumni members and those in training. The cost is \$15 for Cedars-Sinai employees and the general public.

“Renoir in the 20th Century” Private Viewing - April 21

Enjoy a private viewing of Renoir in the 20th Century at the Los Angeles County Museum of Art on Wednesday, April 21. This exhibition is the first monographic study dedicated to Renoir since the comprehensive retrospective of 1985 at the Galeries nationales du Grand Palais in Paris, and the first one ever mounted by LACMA. Limit two tickets per physician. Cost is \$40 per person and includes a light buffet dinner. For tickets, call the office of Marjorie Santore-Besson at (310) 423-2681.

Great Debates in Clinical Medicine - April 29

The Seventh Annual Dr. Leon Morgenstern Great Debates in Clinical Medicine Resident Competition will be held Thursday, April 29, at 8 a.m. in ECC A-C. The topic will be “Deal or No Deal - The Sale of Human Organs to Address the Organ Shortage in America.”

What’s New in Anatomic Pathology and Laboratory Medicine - May 1

Recently, there has been an increasing interest in the field to develop classification schemes or other guidelines to aid in the identification of specific conditions. These classification schemes or guidelines have been developed by committees of experts and most pathologists are not familiar with the specific recommendations, making it difficult to apply to practice. This conference is intended to address the identified learning gaps and provide pathologists the tools necessary to comply with the current standards of practice. It will be held from 7 a.m. to 5 p.m. on Friday, April 30, and Saturday, May 1, in Harvey Morse Auditorium.

Annual Medical Staff Basketball Game - May 2

The Attending Staff Gomers will take on The Housestaff Blues at this free basketball game sponsored by the Cedars-Sinai Alumni Association and Community Health and Education on Sunday, May 2, at the Beverly Hills High School “Swim Gym,” 241 Moreno Drive. Please e-mail greg.orshansky@cshs.org if you are interested in playing for the Attending Staff Team this year.

4th Annual Women and Ischemic Heart Disease Symposium - May 12

This educational symposium will explore gender-specific issues in primary and secondary prevention of cardiovascular disease, diagnosis of microvascular coronary dysfunction, and optimal medical management strategies, including anti-atherosclerotic management, angina management and revascularization. The conference will be held from 12:30 p.m. to 7:30 p.m. on Wednesday, May 12, in Harvey Morse Auditorium.

Registration includes a buffet dinner.

Office Orthopaedics: The Essentials of Non-Operative Musculoskeletal Care – May 15

The goal of this program is to provide primary care physicians with an overview of some of the most common disorders of the musculoskeletal system they frequently encounter in their practice, and to offer them an opportunity to sharpen their skills in recommending surgical techniques or non-surgical treatment plans that will restore function and range of motion to their patients. The conference will be held from 7:30 a.m. to 5:30 p.m. on Saturday, May 15, in Harvey Morse Auditorium.

Regenerative Medicine Scientific Symposium – June 14

Some of the world’s leading scientists will discuss their latest findings on how to regenerate the heart and brain at the first ever Cedars-Sinai Regenerative Medicine and Scientific Symposium. The conference will be held on Monday, June 14, in Harvey Morse Auditorium. Registration begins at 8 a.m. and the program starts at 9 a.m. Clive Svendsen, Ph.D., director of the Cedars-Sinai Regenerative Medicine Institute, and Eduardo Marbán, M.D., Ph.D., director of the Cedars-Sinai Heart Institute, will be the host faculty. For information and registration, call (310) 248-8072.

Grand Rounds

For information on scheduling of Grand Rounds, go online to access the Continuing Medical Education Web site.

Go online for PDFs of event brochures and access to the complete list of Continuing Medical Education offerings at www.csmc.edu/826.html .