Selected Coverage July 2011

New York Times (July 21)
Study Examines High Drug Costs vs. Benefits for M.S. Patients
“These are very expensive and marginally effective,” said Katia Noyes, chief of the division of health policy and outcomes research at the University of Rochester School of Medicine. She is the lead author of the study. (Also Reported in: Reuters, MSNBC, Washington Post, Boston Globe, San Francisco Chronicle, and others)

Rochester Democrat and Chronicle (July 15)
Tom Golisano donates $20 million for new children’s hospital
The vision of modernizing the University of Rochester Medical Center that began several years ago moved 20 million steps closer to reality Thursday with a gift from businessman and philanthropist Tom Golisano for a new children’s hospital that will bear his name. (Also Reported in: 13WHAM-TV, 8WROC-TV, WXXI, YNN, Rochester Business Journal, Buffalo Business First, Syracuse Post-Standard)

Washington Post (July 14)
Admission dean pulls back curtain on merit aid (blog)
I was surprised to see the admission dean at University of Rochester pen an unusually candid list of 12 “steps that mattered” in merit awards at his school this year, and the approximate dollar value of each factor in shaping the merit award. Jonathan Burdick, dean of admission and financial aid at Rochester, analyzed merit award data at his school to discern “some rules of thumb about how the mythical ‘average’ student succeeded in earning a scholarship this year,” he writes in the June 11 post, titled “What kind of scholarship can I get?”

Washington Post (July 25)
Risky Business
“I was very discouraged,” recalled [Chris] Cove, assistant chief of the cardiac catheterization lab at the University of Rochester Medical Center in New York. “I wasn’t 100 percent convinced it would work, but I didn’t expect that.” Cove remembered what he had told his patient Jamie Arliss: “If it failed, we could try something else.’ Of course, I didn’t know what that was.”

Rochester Democrat and Chronicle (July 22)
Grant to help teens girls with depression
Sheree Toth, executive director of the University of Rochester’s Mt. Hope Family Center, received a $3.6 million grant from the National Institute of Mental Health to help disadvantaged teen girls who are struggling with the early signs of depression. (Also Reported in: Rochester Business Journal, Fairport Post)
Rochester Democrat and Chronicle (July 27)
Danny Wegman, Joel Seligman to lead economic development council
No less than the future economic growth of the Rochester/Finger Lakes region will be at stake over the next few months as a new council of business, academic, labor and government leaders comes up with a development plan. Leading the effort will be the heads of the region’s two largest employers, Joel Seligman of the University of Rochester and Danny Wegman of Wegmans Food Markets Inc. (Also Reported in: Capitol Confidential, Poughkeepsie Journal, Ithaca Journal, WXXI, YNN, 13WHAM-TV, Rochester Business Journal, and others)

ABC News (July 1)
Coming Out: Accepting Environment Affects Happiness (video)
A study shows great benefits when coming out in supportive environments.

Discovery Channel (July 5)
How Mouth Bacteria End Up in the Heart
A team of researchers from the University of Rochester discovered more clues to answer why certain strains of the bacteria species Streptococcus mutans are capable of surviving the transition from the mouth, through the bloodstream, to the heart.

The Economist (July 1)
Wrong number
A new paper by Robert Novy-Marx of the University of Rochester and Joshua Rauh of the Kellogg School of Management in Chicago calculates that, to fully fund state and local pensions within 30 years, contributions will have to more than double. That translates into a tax increase of $1,398 per household per year, with five states (New Jersey, New York, Oregon, Wyoming and Ohio) requiring an increase of more than $2,000 a year. Taxpayers may be happy to make this contribution to the welfare of their fellow citizens. But they should at least be told about the size of the bill.

NewScientist.com (July 1)
Friday Illusion: Moving pattern makes objects expand
Now Davis Glasser and his team from the University of Rochester and the Montreal Neurological Institute have gained insight by showing people supershort videos of a moving pattern. They found that the illusion occurs even after watching a scene for a fraction of a second, proving that it’s a subconscious response. The team also identified the neurons responsible for the effect, located in an area of the visual cortex involved in motion perception. (Also Reported in: Yahoo! News, MSNBC)

Rochester Democrat and Chronicle (July 27)
Kronos co-founder Mark Ain, wife give $3M to UR’s Simon School
Mark S. Ain and Carolyn C. Ain are donating $3 million toward entrepreneurship education and scholarships at the University of Rochester’s Simon Graduate School of Business Administration. (Also Reported in: Rochester Business Journal)

MedicineNet.com (July 27)
Gene Therapy May Help Muscular Dystrophy Patients
“There really is reason to be excited,” says Richard Moxley III, MD, a pediatric neurologist at the University of Rochester. Moxley treats patients with muscular dystrophy and helped pioneer the use of corticosteroids in the disease. He was not involved in the current research. He says there are other approaches to treatment in development. “Among the different things that are out there, for me, this is the most straightforward, the least plagued with toxic reactions, and the most immediately promising.”

USA Today (July 6)
Scientists say Pentagon misleads on dust study
[Mark] Utell, a professor at the University of Rochester School of Medicine who headed the National Research Council study, said it’s incorrect for the Pentagon to claim the council’s research found “no adverse health effects.” Instead, he said, the 2010 study found there could be negative health effects from the dust and that the 2008 research was so flawed “that they wouldn’t be able to determine that with their study.” (Also Reported in: UPI)

MyHealthNewsDaily.com (July 7)
Pacemaker Device Can Cure Bowel Control Problems
The first person in the United States to receive the device since its approval as a treatment for bowel incontinence has seen her symptoms improve, said the doctors treating her. The operation took place on June 14 at the University of Rochester Medical Center. (Also Reported in: Yahoo! News)

WXXI (July 28)
U of R Releases Report on Student Death
The University of Rochester has completed an internal study of the death of student Jeffrey Bordeaux. And it says there was no way the school could have prevented the incident. Another U of R student, junior Daren Venable, was acquitted after claiming he stabbed Bordeaux in self-defense following a fight at a fraternity house. (Also Reported in: Greece Post, 10WHEC-TV, Fairport Post, Rochester Democrat and Chronicle, WHAM AM 1180, 13WHAM-TV, 8WROC-TV, YNN)

ABC News (July 19)
Sizzling Days Grip Nation
Rochester, N.Y., dealt with about 100 heat-related emergencies related to a weekend air show – although the temperature was a more mild 85 to 92, according to Manish Shah, associate chair of the ED at the University of Rochester Medical Center: “definitely not as hot as what’s coming to get us,” he said. Shah noted a recent commentary in BMJ that made significant headlines last week when it called into question the need to drink eight glasses of water a day. “Whether that’s true or not in the case of normal temperatures, it doesn’t apply to extreme ones like this,” Shah said. “You may need 10 glasses. You can guzzle water, but you’re just going to be sweating it all out.”

Fox News (July 12)
Evolution May Explain Aggressive and Meek Toddlers
“Divergent reactions — both behaviorally and chemically — may be an evolutionary response to stress,” study researcher Patrick Davies, of the University of Rochester, said in a statement. “These biological reactions may have provided our human ancestors with adaptive survival advantages.” (Also Reported in: Yahoo! News, e! Science News, UPI, MSNBC, Times of India)

Slate (July 26)
Um, uh, ah: In praise of verbal stumbles
A University of Rochester lab published a paper this spring showing that kids over 2 were more likely to pay attention to an unfamiliar object if the speaker said “uh” before stating its name.

Yahoo! News (July 19)
Lifestyle Changes Might Prevent Millions of Cases of Alzheimer’s
“The idea here is to get a better bead on exactly how we can start untangling what the risk factors are, so that we cannot only treat and modify Alzheimer’s but also start talking about prevention of Alzheimer’s,” said Mark Mapstone, associate professor of neurology at the University of Rochester Medical Center. (Also Reported in: Newsday, U.S. News & World Report, MSN)

Scientific American (July 23)
Asymmetric Quarks Defy Standard Model of Physics, Suggests New Gluon
Regina Demina, a physicist at the University of Rochester in New York, and her colleagues sifted through eight years’ worth of particle-collision data recorded by one of the Tevatron’s two detectors, known as DZero. (Also Reported in: Nature)

Huffington Post (July 6)
Are Bugs Crawling In Your Eyes While You Sleep?
However, if a bug crawls in your ear, you should not try to get it out yourself, said Dr. Benjamin Crane, M.D., an assistant professor of otolaryngology at the University of Rochester Medical Center in New York. “You can put mineral oil or something in the ear canal to kill the bug, to make it more comfortable for you, but you should then go to an emergency room or to an otolaryngologist’s office to get it removed.”

WebMD (July 14)
Is the Internet Replacing Your Memory?
Neuropsychologist Mark Mapstone, PhD, University of Rochester Medical Center in Rochester, N.Y., isn’t sure the Google effect is such a good thing for our memories. “This is not as good for us from a brain perspective,” he says. “If you download your information to a device, you are not using your brain to make connections as you should be.” That said, “When you don’t burden your memory with rote remembering, it does free up activity for more complex thinking,” he says.
**Bloomberg News** (July 2)
Poll Frontrunner Romney Republican White House Rivals in Fundraising
“With such a weak set of candidates, Romney has become the default candidate for Republicans,” said David Primo, a political science professor at the University of Rochester in New York. “This explains his lead in the polls and in fundraising.” (Also Reported in: CNBC.)

**Seattle Times** (June 30)
‘Preachin’ the Blues’: the life and times of enigmatic bluesman Son House
It is this meeting that begins Daniel Beaumont’s powerful biography of House, “Preachin’ the Blues; The Life & Times of Son House”. Beaumont is a Seattle native and a graduate of the University of Washington who teaches at the University of Rochester. Many histories written by professors sag under the weight of sociological details, but this narrative is gripping. At times it resembles a detective novel, as the author seeks details on the shadowy House. (Also Reported in: Rochester Democrat and Chronicle)

**U.S. News & World Report** (July 19)
Study Hints at How Stress of Domestic Violence Might Be Passed to Unborn Child
In recent years, scientists have tried to understand how stress during pregnancy affects the fetus, possibly by altering genes. Research has suggested that anxious and stressed mothers are more likely to have children who develop attention and behavior problems and other issues, said Thomas G. O’Connor, director of the Wynne Center for Family Research at the University of Rochester Medical Center in New York. (Also Reported in: MSNBC, Newsday, Yahoo! News)

**U.S. News & World Report** (July 23)
Smartphones May Be Taxing Your Eyes
But there’s a simple way for smartphone addicts to minimize eye strain: Increase the font size on your device, advised Dr. Scott MacRae, a professor of ophthalmology and of visual science at the University of Rochester Medical Center and an eye surgeon. (Also Reported in: Yahoo! News, MSNBC, Newsday, Cincinnati Enquirer)

**Rochester Business Journal** (July 1)
UR builds up networks for capital campaign
In advance of the upcoming announcement of the largest capital campaign in its history, the University of Rochester has built up regional networks of alumni and friends and sharpened its fundraising efforts.

**Reuters** (July 1)
5 more beachfront resort areas with hot real estate deals (blog)
Dolores Conway, a professor of real estate economics and statistics at the University of Rochester, says current market conditions have yielded many foreclosures in beach communities that are otherwise stable. That would make your first stop en route to beach bliss realtytrac.com. “It’s a wonderful site for tracking foreclosures,” Conway says, adding that it also shows otherwise reluctant buyers how to purchase a foreclosed property.

**MSNBC** (July 21)
Diabetes drug at 8 could shield girls from infertility
“It is clear from all of the data on PCOS that this is a lifelong condition,” said Kathleen Hoeger, an endocrinologist and PCOS expert at the University of Rochester Medical Center. “It just doesn’t become recognizable – because it’s reproductively defined – until the adolescent period.”

**Bloomberg BusinessWeek** (July 14)
B-School Apps Target Applicants, Alumni
The University of Rochester’s Simon Graduate School of Business has been using its app for over a year. The app lets students browse course listings, find out when and where the next guest speaker will be, and obtain basic information; the weather in Rochester, for example, that they look for on a daily basis.

**ABC News** (July 15)
L.A. Public Schools Ban Flavored Milk
University of Rochester Medical Center’s Dr. Stephen Cook explains.
**U.S. News & World Report (July 26)**

**How to Maximize a Doctor Visit**

“I once had a patient tell me that something had started all the way back in 1926. And I said, “This could take a long time. Are you sure you want to spend our visit telling a story?” says Howard Beckman, a clinical professor with the University of Rochester Medical Center in New York. “And he wanted to. I told him I was happy to listen, but that he would have to come back a second time for the rest of the visit.” Telling stories or spouting questions will eat up your visit; setting realistic goals and expectations beforehand will help you leave satisfied.

**MSN.com (July 7)**

**2011 MSN Real Estate Most Livable Bargain Markets**

Small to midsize technology firms are locating here in part because of the universities, including the Rochester Institute of Technology and the University of Rochester, which provide a highly educated work force.

**YNN (July 19)**

**Four URMC Specialties Ranked Among America’s Best**

The U.S. News and World Report listed four specialties at the University of Rochester Medical Center in its rankings of 2011-12 best hospitals in America. URMC’s gynecology was rated 32nd best, urology came in at number 39, nephrology on the list at 43, and neurology and neurosurgery came in at 48. URMC and Roswell Park Cancer Institute were the only upstate New York hospitals scoring in the top 50. (Also Reported in: Rochester Democrat and Chronicle, Rochester Business Journal, 10WHEC-TV)