August 2016

Throughout August, VCU Massey Cancer Center was featured in more than 35 publications by assorted news outlets. Researcher-physician Amir Toor, M.D., authored an article about developing computer models to assist in donor selection for stem cell transplantation. Harry Bear, M.D., Ph.D., discussed the health benefits of strong communication between patients and physicians and Santosh Kale, M.D., was interviewed about microsurgical breast reconstruction. Additionally, Michael Hess, M.D., was interviewed about the growth of Massey’s Cardio-Oncology program; Massey received coverage for the debut of a two-minute brand video; a newspaper reported on a child treated for medulloblastoma at Massey; and Mark Malkin, M.D., was recognized for practicing neuro-oncology services at VCU Health Community Memorial Hospital.

Please continue reading for more August 2016 highlights.

CITED RESEARCH


Amir Toor, M.D., authored an article about his research on the development of models to improve donor selection and reduce the likelihood of graft-versus-host disease in patients following stem cell transplantation.

EXPERT COMMENTARY

Richmond Times-Dispatch: “Smart communications with your doctor can be good for your health,” August 13, 2016

Harry Bear, M.D., Ph.D., authored an expert editorial on the positive health implications of strong communication between a patient and physician.

WTVR CBS 6: “‘I’m whole,’ says breast cancer survivor after microsurgical reconstruction,” August 6, 2016

Santosh Kale, M.D., provided expert commentary on microsurgical breast reconstruction. The news segment aired on two separate broadcasts.
CENTER NEWS


An article mentioned Massey for coordinating an educational outreach program. Coverage also appeared in the Chatham Star-Tribune, Danville Register & Bee, eVince Magazine, South Boston News & Record and The Gazette-Virginian.


Massey received coverage for the debut of its new brand video and commercial. The Richmond Times-Dispatch provided additional coverage.

Danville Register & Bee: “Fall Prevention Awareness seminar planned Sept. 13,” August 28, 2016

An article showcased a cancer awareness and nutrition seminar coordinated by Massey's Cancer Research and Resource Center of Southern Virginia. The seminar was also featured by the Chatham Star-Tribune.


A newspaper recognized Massey in an article about a free program on the dangers of tobacco use.


An article highlighted a peer-to-peer support program presented by Massey's Cancer Research and Resource Center of Southern Virginia. The program was also featured in The Buzz.

WRIC ABC 8: “Massey clinic addresses growing medical issue,” August 17, 2016

Michael Hess, M.D., was interviewed about Massey’s Cardio-Oncology program.

WTVR CBS 6: “Baked ‘Lovin’ From The Oven’ Cinnamon Roll Sugar cookies,” August 17, 2016

A broadcast news station featured a Massey fundraiser.


Massey was featured in an article for the treatment of a child with medulloblastoma.


A newspaper mentioned Massey's participation in a community resource fair.
WDBJ CBS 7: “Danville seminar aims to help folks take control of their medical care,” August 9, 2016

A news segment featured a wellness program coordinated by Massey’s Cancer Research and Resource Center of Southern Virginia. Additional coverage was provided by eVince Magazine, WSET ABC 13 and on five separate occasions by a newspaper.

Brunswick Times-Gazette: “Community Connections @ 221,” August 8, 2016

A community calendar twice promoted a series of webinars offered by Massey’s Cancer Research and Resource Center of Southern Virginia.

Danville Register & Bee: “Smoke & Mirrors workshop scheduled for Aug. 27 in Martinsville,” August 7, 2016

Massey was mentioned in a news clip about a tobacco use workshop. Coverage was also provided by the Chatham Star-Tribune.

Brunswick Times-Gazette: “Understanding the difference between hospice and palliative care,” August 5, 2016

A newspaper reported on a free program hosted by Massey’s Cancer Research and Resource Center of Southern Virginia.

WRIC ABC 8: “8 News at 6PM,” August 5, 2016

Richmond’s ABC affiliate provided coverage of a Massey fundraiser.

Brunswick Times-Gazette: “Dr. Malkin joins VCU Health CMH Medical Staff,” August 2, 2016

An article reported that Mark Malkin, M.D., will provide neuro-oncology services at the VCU Health Community Memorial Hospital.