March 2016

Over the course of March, VCU Massey Cancer Center was represented in at least 53 news clips from different media outlets. Featured was Massey’s participation in the testing of new diagnostic lymphedema technology; Amir Toor, M.D., received coverage for his research on using computer models to simulate stem cell transplant recovery; Elisabeth Weiss, M.D., and Geoffrey Hugo, Ph.D., were featured for precision imaging for lung cancer; and Anthony Faber, Ph.D., was recognized for his research into a new treatment for neuroblastoma. In addition, Resa Jones, Ph.D., M.P.H., provided expert commentary on different types of colorectal cancer screening tests. Also in March, the media focused on Massey for its partnership in the highly attended Ukrop’s Monument Avenue 10k, and also for its involvement in a unique art project that will pay tribute to those affected by cancer.

Please continue reading for more March 2016 highlights.

CITED RESEARCH


An article cited Massey for its involvement in the testing of new lymphedema assessment technology.


Featured was the research of Amir Toor, M.D., who developed computer models to simulate immune system recovery in stem cell transplant patients. The research was also featured by BioPortfolio.

OncLive: “Diffusion-Weighted MRI Studies Explored at VCU Massey Cancer Center,” March 14, 2016

An article highlighted clinical studies conducted by Elisabeth Weiss, M.D., and Geoffrey Hugo, Ph.D., designed to examine the potential benefits of MRI scans for personalized lung tumor treatment.
**Science Newsline:** “VCU Scientists Work to Bring About a New Treatment for Rare Childhood Cancer,” March 7, 2016

*Anthony Faber*, Ph.D., was featured for studying the effectiveness of a combination drug therapy for neuroblastoma. The research was also featured by *Medical Xpress* and three other news outlets.

**EXPERT COMMENTARY**

*Richmond Times-Dispatch:* “Cancer Action Coalition of Virginia works to get colorectal cancer screening rates up,” March 17, 2016

*Resa Jones*, Ph.D., M.P.H., provided expert commentary on colorectal cancer screenings.

**CENTER NEWS**

*WTVR CBS 6:* “Deadline for Ukrop’s Monument Avenue 10K registration is almost here,” March 30, 2016

A news station mentioned *Massey* in a story about fundraising opportunities through the Monument Avenue 10K. Similar coverage appeared on nine additional broadcasts.

*Chatham Star-Tribune:* “Danville oncologist to speak about effects of tobacco use,” March 30, 2016

*Massey* was mentioned in an article about a public discussion on the effects of tobacco use.

*Daily Herald:* “Virginia Mesothelioma Victims Center is now offering a Diagnosed Person in Virginia’s Tips on How to Ensure They Hire the Nation’s Top Mesothelioma Lawyers,” March 25, 2016

An article highlighted *Massey* for its mesothelioma treatment options.

*Style Weekly:* “Art on Wheels Joins Massey Cancer For World Record Attempt,” March 24, 2016

*Massey* was featured in an article about its partnership in a local art project. The story was also reported by *Richmond Magazine* and *RVANews*.

*Brunswick Times-Gazette:* “VA Helping area Veterans and active duty military personnel;” March 22, 2016

A newspaper publicized a veterans support group held at *Massey’s Cancer Research and Resource Center of Southern Virginia* in three separate issues.

*Richmond Times-Dispatch:* “VCU study: Third of cancer survivors say it led to financial woes,” March 20, 2016

*Massey* was mentioned in an article detailing the financial burdens of many cancer patients. *Health Canal* also provided coverage.

An article promoted a Massey fundraiser.


A newspaper mentioned a cancer survival and prevention presentation hosted by Massey’s Cancer Research and Resource Center of Southern Virginia on four occasions.

Richmond Times-Dispatch: “State budget deal: 3% raise for state employees, faculty; 2% for teachers,” March 9, 2016

An article underlined Massey as a benefactor of increased funding in a state budget proposal. It was also published in Culpeper Star-Exponent.

Brunswick Times-Gazette: “Sorority, Cancer Center hold “Pink Go Red” event,” March 8, 2016

Massey’s Cancer Research and Resource Center of Southern Virginia was featured in an article for hosting a sorority breast cancer awareness event.

Southside Sentinel: “Signups open for annual RE Strong Run,” March 2, 2016

A newspaper promoted a benefit race for Massey.


Massey was mentioned in a news story about a mastectomy tattoo artist. Two other news stations also featured the story.

Brunswick Times-Gazette: “Community Connection @ 221,” March 2, 2016

A community calendar promoted free webinar sessions hosted by Massey’s Cancer Research and Resource Center of Southern Virginia on two occasions.

eVince Magazine: “Calendar Clips,” March 2016

A community calendar promoted a ‘Quitting Tobacco Use’ program sponsored by Massey’s Cancer Research and Resource Center of Southern Virginia. The program was also advertised eight other times by various media outlets.