Mentions in the media almost always have unforeseen consequences. Although we never really know how they will work, we work to get positive mentions in the media to help attract patients and gain attention to our clinical outcomes, our advanced facilities and, not least, the enormous benefits to a patient that academic medicine can bring.

Interested in the hospital’s media relations efforts? Have an idea you think the media may like? Want to see the stories behind the stories?

Contact Dan Weaver
• Email him at dan.weaver@ucdenver.edu
• Call him at 720-848-7852

UCH in the News

Notable mentions of the hospital, its people and its community.

Ahead of the brain surgery field.
9News, 7/8

Fear of AIDS on the decline.
Denver Post, 7/8
The recent approval of an at-home test kit and a spate of new treatments has vastly reduced the fear of a disease once viewed as a death sentence. But the “normalization” of the disease also means people might be less likely to change the behaviors that resulted in infection in the first place, warns Michelle Barron, MD. Story: http://www.denverpost.com/news/ci_21029332/hiv-experts-say-improved-treatments-have-reduced-fear.

Seeking honorable discharges.
Hospitals and Health Networks, 7/10
The growing emphasis on improving transitions of care for patients has put pressure on hospitals to pour more resources into discharge planning. Eric Coleman, MD, offers seven strategies for effective transitional care. Story: http://www.hhnmag.com/hhnmag_app/jsp/articledisplay.jsp?dcrpath=HHNMAG/Article/data/07JUL2012/0712HHN_FEA_continuum&domain=HHNMAG.

Soccer star rolls out doping defense.
CW2 Denver, 7/10
Olympic athlete and soccer leading light Hope Solo got a warning after testing positive for a banned substance in a prescribed medication. The star immediately apologized, saying she wasn’t aware the substance contained a diuretic disallowed by the U.S. Anti-Doping Agency, Sourav Poddar, MD, quoted. He says athletes need more education about what is in the medications they take. Story: http://kwgn.com/2012/07/10/olympic-athlete-hope-solo-warned-after-positive-test-for-banned-substance/.
Deepening donation pool, saving lives.
KDVR 31 Denver, 7/10
An Arvada woman received a lifesaving kidney transplant at UCH as part of a paired donation program. Her kidney came from a donor in the Caribbean; her husband donated one of his kidneys to a recipient in Greece. The approach greatly increases the number of potential matches for people who need a transplant, said Alexander Wiseman, MD. Story: http://kdvr.com/2012/07/10/special-program-allows-man-to-help-get-organ-transplant-for-his-wife/.

Lung cancer screening guidelines issued.
Daily Rx, 7/11
Long-term and former smokers and people who have been treated for lung cancer should be screened annually for the disease with low-dose computed tomography, according to recommendations issued by a task force of the American Association for Thoracic Surgery. Fred Hirsch, MD, PhD, says the high levels of false screenings are a concern, as they add a psychological burden to individuals and increase medical costs. Story: http://www.dailyrx.com/news-article/lung-cancer-screening-recommended-smokers-and-others-19888.html.

Stroke patient returns, with thanks.
9news, 7/12
A man who suffered a stroke while in flight from St. Louis to Salt Lake City returned to UCH to thank the providers who saved his life. Rick Hamilton was rushed to the hospital after an emergency landing at DIA. He received lifesaving treatment about 18 minutes after he arrived. Video of Robert Neumann, MD, and other UCH providers. Story: http://www.9news.com/news/local/article/277345/188/Stroke-victim-returns-to-Denver-to-thank-doctors. For more on the story, see the Nov. 30, 2011 and current issues of the Insider.

A diabetes disaster?
Rocky Mountain PBS, 7/13
A growing number of children in Colorado are being diagnosed with type 2 diabetes—a disease that used to emerge only with the onset of adulthood. But rising childhood obesity rates have changed that. It’s an emerging problem, although it’s difficult to predict the consequences since “we’ve never had a generation that grew up obese,” says Michael McDermott, MD. Philip Zeitler, MD, also interviewed. Story: http://www.rmpbs.org/panorama/index.cfm/entry/1185/I_News-Report:-Diabetes-Disaster-.

Perfect pitch.
9news, 7/15
Ben Meyerhoff, a UCH employee badly injured in a bike accident Nov. 7, 2011, threw out the first pitch before the Rockies’ July 15 game against the Philadelphia Phillies. Meyerhoff, paralyzed from the chest down after the accident, used a “chucker” to help him deliver the pitch as hospital employees and his family looked on. University of Colorado Health CEO Bruce Schroffel was originally scheduled to make the pitch but asked Meyerhoff to do it instead. Story: http://www.9news.com/news/local/article/277901/346/Wheelchair-bound-man-throws-first-pitch-at-Rockies-game. For more on Meyerhoff’s story, see the March 14 issue of the Insider.