

MEDIA **TIPS** SHEET

Stories and Events for **January 2014**

- **Barrow Opens Groundbreaking ALS Center**

Barrow has opened a new center that's expected to become a national leader and pave the way in ALS research and patient care. ALS, commonly known as Lou Gehrig's disease, is one of the world's most devastating and debilitating diseases and there is no cure. The new center will integrate researchers and clinicians so that they work side by side with patients and together develop new treatments for ALS and other neuromuscular disorders. The integrative approach will allow the center to develop and test new treatments quickly, bringing new drugs to the forefront – some of which will be tested for the first time ever on patients at Barrow. In addition to ALS, the center will treat additional neuromuscular disorders including muscular dystrophy and multiple sclerosis. The 32,000-square-foot facility is located inside the Lonnie and Muhammad Ali Pavilion at Barrow. Please call 602-406-3319 to schedule interviews.

- **Experts Available to Speak About New Lung Cancer Screening Guidelines**

St. Joseph's lung cancer experts are available for interviews about the recently released guidelines for lung cancer screenings by the U.S. Preventative Services Task Force. The group has recommended that individuals who are at especially high risk for contracting lung cancer should undergo low-dose CT scans every year to screen for the deadly disease. The new recommendations are largely based on a study by the National Cancer Institute that suggests lung cancer screening could save more than 70,000 lives in the U.S. each year. Currently only 15 percent of lung cancer cases are diagnosed at an early stage, making it the leading cause of cancer deaths in the nation—more than breast, prostate, and colon cancers combined. Please call 602-406-3312 to schedule interviews with a lung cancer screening expert.

- **January is Cervical Cancer Awareness Month: Experts Available**

January is Cervical Cancer Awareness Month and gynecologic oncology experts at the University of Arizona Cancer Center at St. Joseph's want women to know that cervical cancer is highly curable when detected and treated early. According to the Centers for Disease Control and Prevention, approximately 12,000 women in the U.S. get cervical cancer each year. Cervical cancer can often be found before symptoms develop and sometimes prevented entirely by having regular exams. All women are at risk for cervical cancer, though it occurs most often in women over the age of 30. To schedule an interview with a St. Joseph's cervical cancer expert, call 602-406-3312.

- **NFL Concussions: Brain Injury Expert Available for Interviews**

As the Super Bowl nears, concussions sustained in football continue to be a large concern. Members of the media looking to interview a concussion expert for sidebar stories to coincide with the NFL playoffs, should call 602-406-3319 to schedule interviews with a Barrow concussion expert.

For more information or to schedule a story, call Carmelle Malkovich at 602-406-3319.



**St. Joseph's Hospital
and Medical Center.**

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