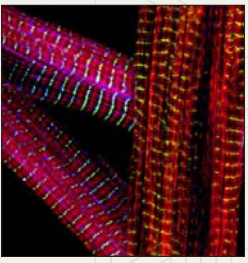
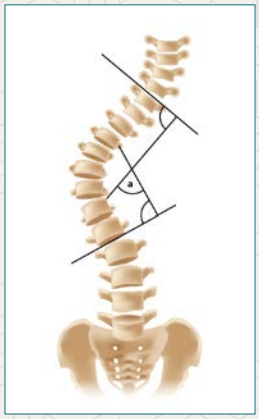
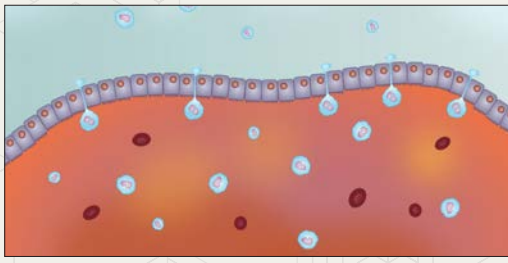
THE UNIVERSITY OF ARIZONA HEALTH SCIENCES

BioCommunications





*Your*

**OUTSTANDING**

# IN-HOUSE

***Creative Service &***

***Technical Support***

**RESOURCE**

# *Yes We Can*

**teleconference**

**design publications**

**create presentations**

**illustrate & animate**

**print posters**

**photography on location & in studio**

**develop websites**

**produce videos**

**print digitally**

**maintain classroom av equipment**

***and so much more!***

*biocom.arizona.edu*

THE UNIVERSITY OF ARIZONA HEALTH SCIENCES
BioCommunications

# Services

*The University of Arizona Health Sciences BioCommunications offers a comprehensive range of media planning, creation, production and support services to assist in the instructional, research and public service missions of the University of Arizona Colleges of Medicine, Nursing, Pharmacy and Mel and Enid Zuckerman College of Public Health.*

– **Rita Ellsworth**, *Director*
*ritae@email.arizona.edu*
520-626-7343

## Web Development & Graphic Services

Contact: ***Darla Keneston, 520-626-0136*** ***dkenesto@biocom.arizona.edu***

- 3D & 2D Animation
- Exhibits
- On-Screen Presentations
- Posters
- Graphic Design
- Medical & Scientific Illustration
- Publication Design & Production
- University ID & Branding
- Website Development

## Event & Medical Photography

Contact: BioCom Service Desk, 520-626-7343 ops@biocom.arizona.edu
***Kris Hanning, 520-626-0144*** ***khanning@biocom.arizona.edu***

- Event & Editorial Photography
- Portraiture – Formal & Passports
- General Illustrative Photography for Print & Digital Media
- Poster Printing & Inkjet Photographic-quality Printing for Publications
- Surgical/Patient Photography, including Total Body Photography

## Medical Television & Teleconferencing

Contact: Control Room/Videoconferencing, 520-626-0167
***Ricky Bergeron, 520-626-0129*** ***rb@biocom.arizona.edu***

- Webcasting & Podcasting
- Digital Video Format Conversion & Duplication Services
- Video Production
- Videoconferencing Support
- Video Systems Consultation

## Media Technical Services

Contact: MTS Service Desk, 520-626-0151 mts@medadmin.arizona.edu
***Barry Bernard, 520-626-2110*** ***bbernard@biocom.arizona.edu***

- Audiovisual Equipment Reservations & Distribution
- Classroom Audiovisual Systems Management
- Technical Planning & Operational Support for Events
- Audiovisual Equipment & Facilities Design Consultation

## Copy Technology Services

Contact: CTS Service Desk, 520-626-7070 cts@biocom.arizona.edu

- Class Notes
- PDF Creation
- Scanning
- Book & Journal Copying
- Complete Copy Services
- Full-color Digital Printing
- Finishing Services


## BioCommunications

1501 N. Campbell Avenue
College of Medicine Room 3404
Phone: 520-626-7343
Fax: 520-626-2145
Hours: Monday - Friday:
8:00 am - 5:00 pm

## Copy Technology Services

College of Medicine Room 3141
Phone: 520-626-7070
Fax: 520-626-5864
Hours: Monday - Friday:
8:00 am - 5:00 pm

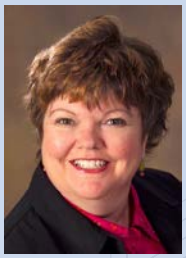
## For more information:

http://biocom.arizona.edu
Denise Moynihan
Business Manager, Sr.
neese@biocom.arizona.edu


REV.5.24.2018

# *BioCom Staff*

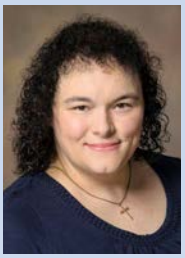
## ADMINISTRATION & OPERATIONS



**Rita Ellsworth**
Director, BioCommunications

**Denise Moynihan**
Business Manager, Senior

**Angelica Loreto**
Accounting Assistant



**Jennifer Von Berg**
Receptionist

## WEB DEVELOPMENT & GRAPHIC SERVICES

**Darla Keneston**
Graphic Design Supervisor

**Debra Bowles**
Graphic Designer, Senior

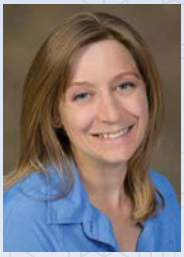
**Paul Fini**
Web Site Designer/ Developer, Senior

**Margrit McIntosh**
Applications Systems Analyst/Developer, Senior

**Steve Tkachyk**
Graphic Designer, Senior

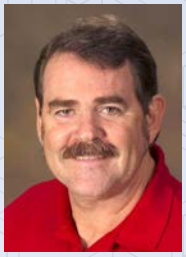
**Andy Ward**
Web Site Developer, Senior

## MEDICAL & EVENT PHOTOGRAPHY



**Kris Hanning**
Principal Photographer

**Rick Kopstein**
Photographer



**Mark Thaler**
Photographer, Senior

## MEDICAL TELEVISION & TELECONFERENCING

**Ricky Bergeron**
Television Production Manager

**Erica Coleman-Rankin**
Videographer/Producer

**Gilbert Rodriguez**
Broadcast Engineer, Senior

**Roy Wageman**
Media Specialist

**Viola Watson**
Television Producer/ Director, Senior

## MEDIA TECHNICAL SERVICES

**Barry Bernard**
Information Technology Manager

**Jeff Homoki**
Information Technology Support Center Specialist

**Denise Leahy**
Information Technology Support Center Specialist

## COPY TECHNOLOGY SERVICES

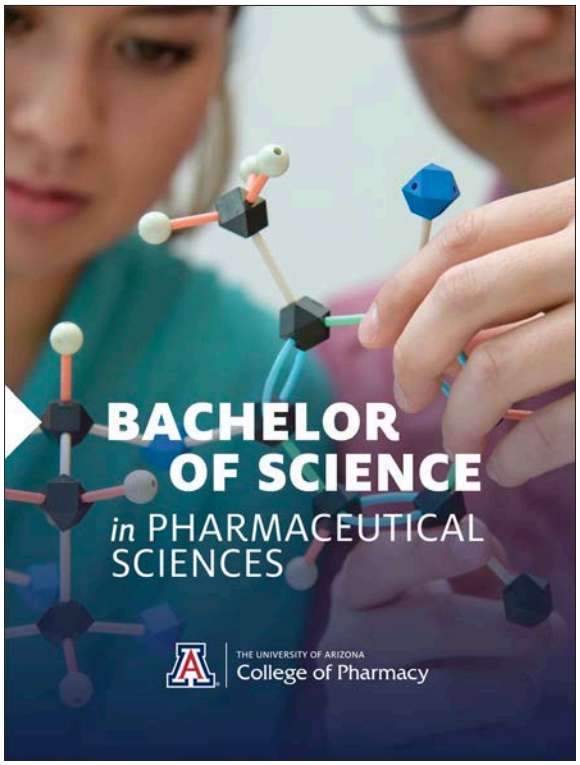
**Misty Blue**
Printing/Reproduction Services Clerk

**Scott Jackson**
Computer Operator

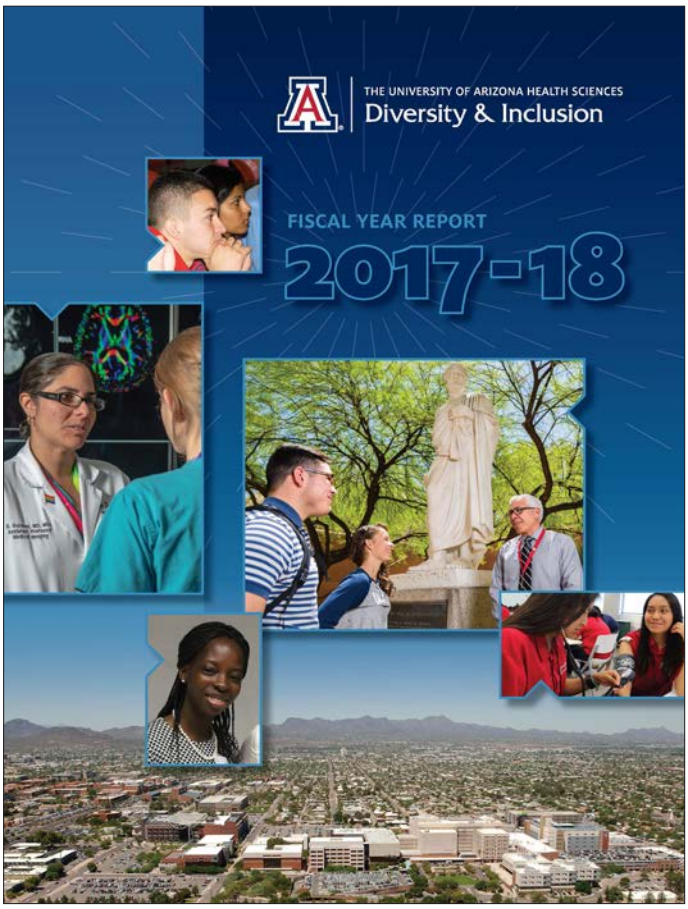
**Mandy Stoffle**
Computer Operator

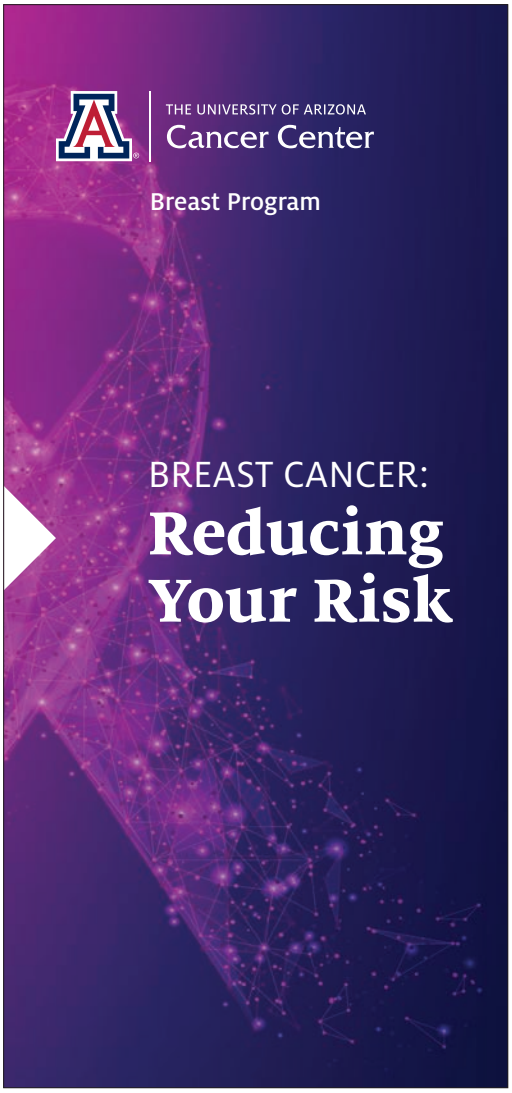
# Graphic Design


*Annual reports, brochures, invites, newsletters, photo composites, postcards, posters, powerpoint presentations and more*

# Graphic Design


# BETTER...

better treatments, better cures...
IN THIS LIFETIME.

A PROPOSAL TO
**GUNS N' ROSES**
PRESENTED BY
DR. KAREN L. HERBST, MD, PHD
and
The University of Arizona Health Sciences

## THE BACKBEAT

You know you need more than musicians to put on a gig. It takes people without whom the house lights would never dim or to make sure the intro music plays before every show.

***It's a lot like that for us, too.*** We know that it takes more than brilliant researchers and scientists to find answers to these rare and common fat disorders. It takes significant philanthropic support from generous donors to make sure that our research finds its way to patients. It takes patients who are willing to share their personal stories of pain and suffering. **It takes *people like Brian Sirk*.**

Brian's life in the entertainment business took a drastic turn after he was diagnosed with Dercum's disease. A college-level athlete, Brian was a successful casino entrepreneur and musician who was financially secure. After his diagnosis, Brian has endured chronic pain and fatigue, frequent doctor visits and multiple surgeries that have left him nearly bankrupt as he has continued to search for answers to his disease.

Brian, like thousands of other people with Adipose Tissue Disorders (ATDs), has been disabled by a disease that has resulted in extreme pain, inflammation, and lumpy fibrotic fat that cannot be lost through diet and exercise and deeply affects his quality of life, affects nerves and organs and can lead to other serious conditions.

## THE CHALLENGE

Few doctors today know that Dercum's Disease or Lipedema exist nor do they know how to help their patients deal with these diseases. Lack of knowledge about fat and its diseases leaves many people without answers and seeking treatment from those who are ill-informed or unaware of these fat disorders and how to treat them.

Patients like Brian deserve better answers and a pathway to treatment.

***We can change that with your support.***

**LIPEDEMA AFFECTS**
**17 MILLION**
**WOMEN IN THE U.S.**

**50% OF DERCUM'S DISEASE**
**GROWTHS GROW BACK AFTER THEY ARE REMOVED**

**16% OF DERCUM'S DISEASE**
**PATIENTS ALSO HAVE TYPE 2 DIABETES**

---

— nPEP: —

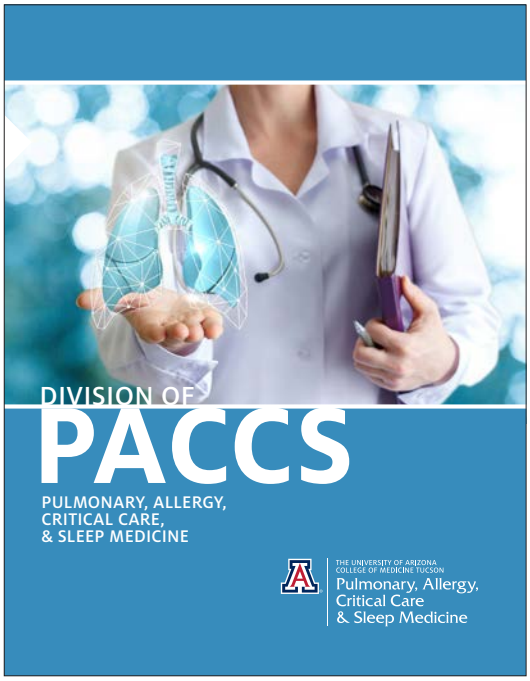
# A BRIEF GUIDE to HIV Non-Occupational Post-Exposure Prophylaxis


THE UNIVERSITY OF ARIZONA
COLLEGE OF MEDICINE TUCSON
AIDS Education & Training Center

---

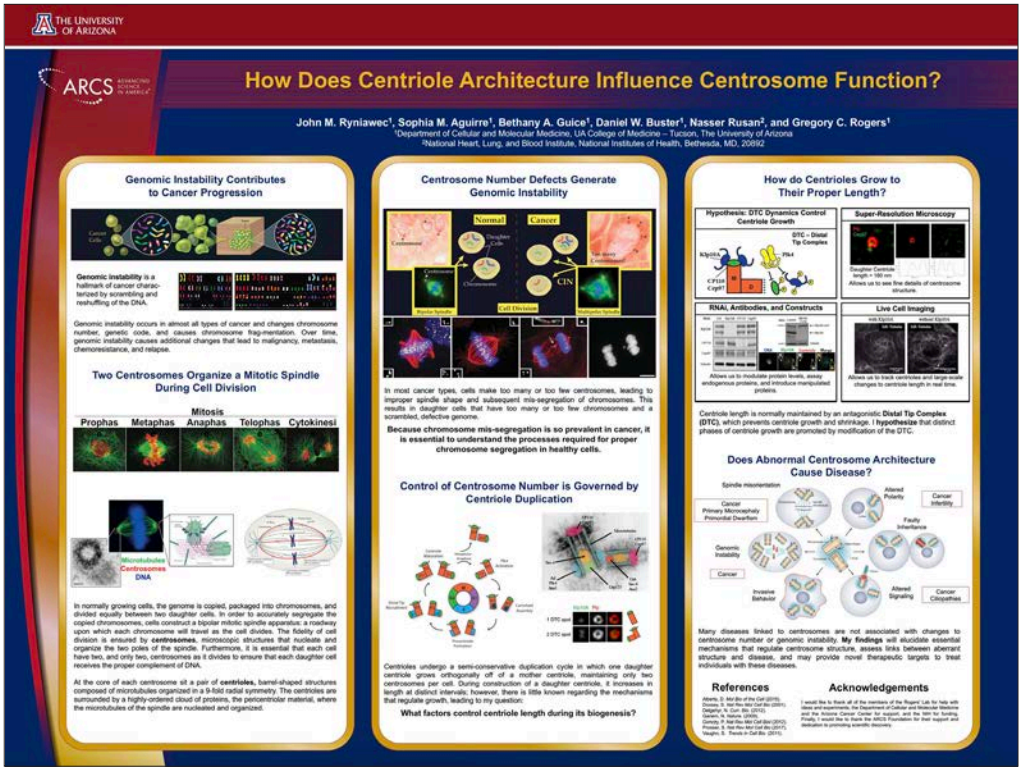
# Graphic Design

**Exterior building banners**

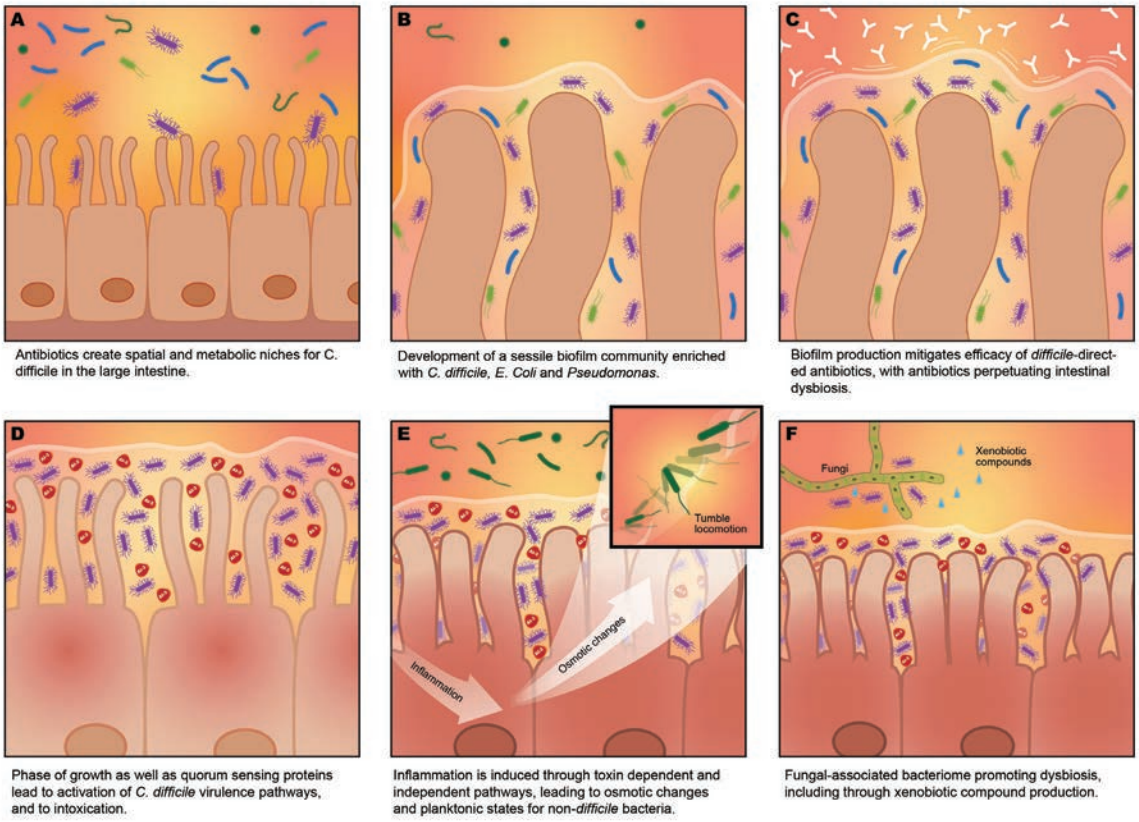


**Retractable banners**






**ENT in the Desert continuing medical education conference collateral: program, totebag, microfiber cloth and pen**




Antibiotics create spatial and metabolic niches for C. difficile in the large intestine.

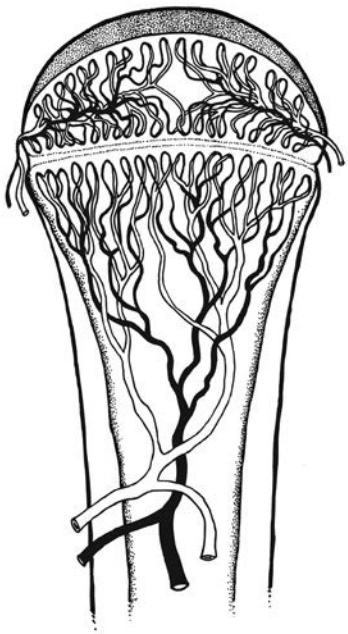
Development of a sessile biofilm community enriched with *C. difficile*, *E. Coli* and *Pseudomonas*.

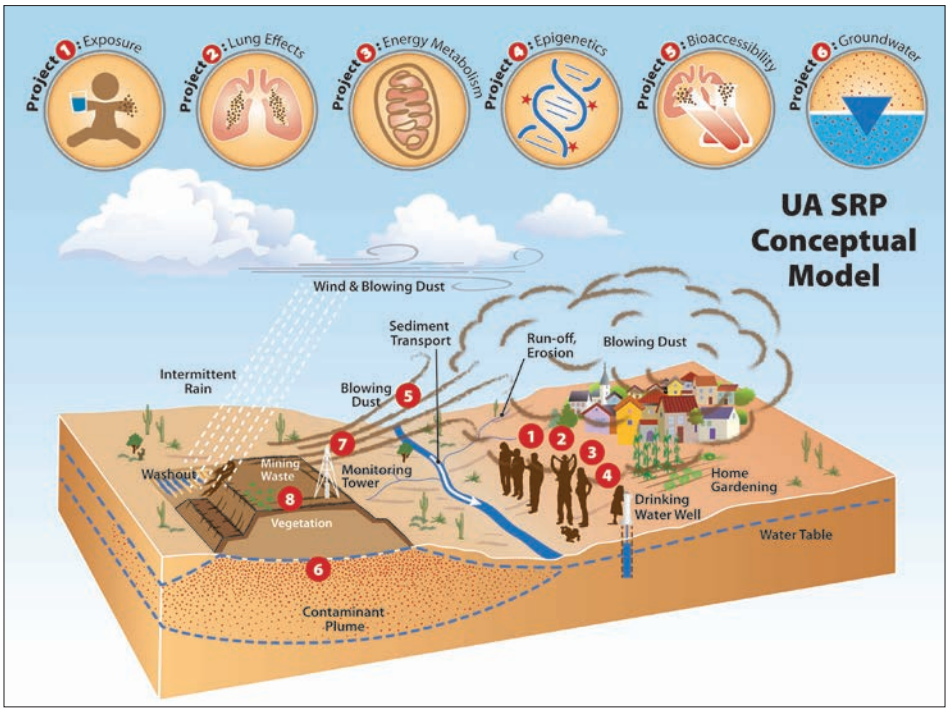
Biofilm production mitigates efficacy of *difficile*-directed antibiotics, with antibiotics perpetuating intestinal dysbiosis.

Phase of growth as well as quorum sensing proteins lead to activation of *C. difficile* virulence pathways, and to intoxication.

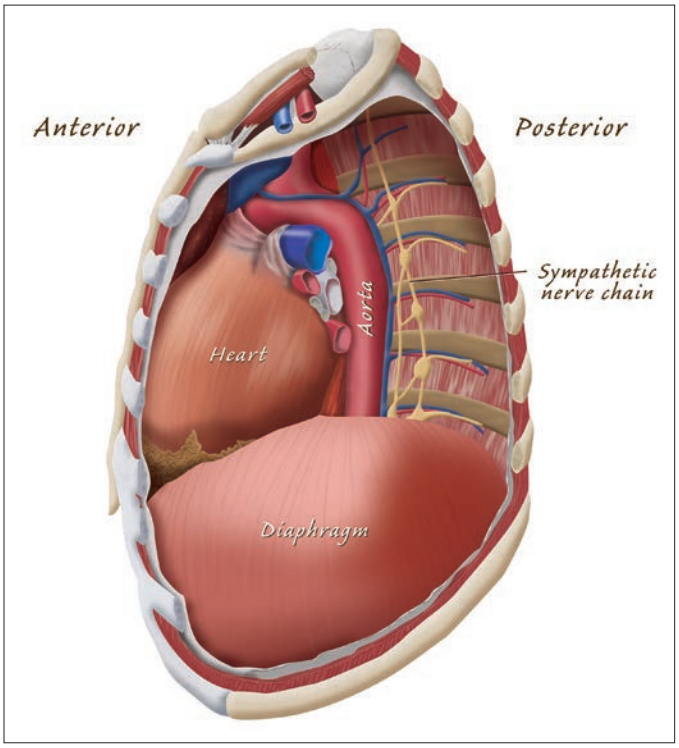
Inflammation is induced through toxin dependent and independent pathways, leading to osmotic changes and planktonic states for non-*difficile* bacteria.

Fungal-associated bacteriome promoting dysbiosis, including through xenobiotic compound production.

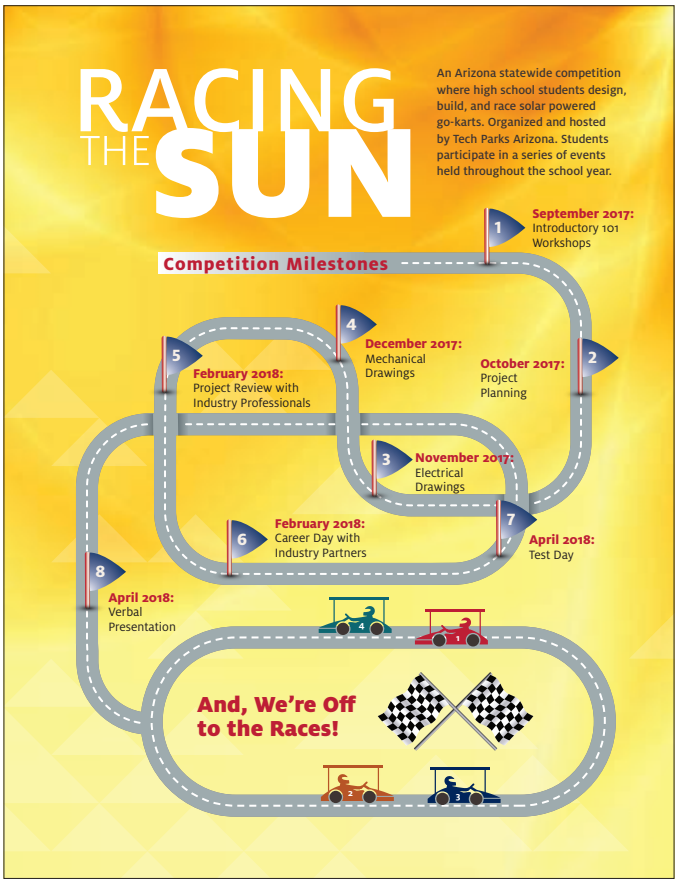


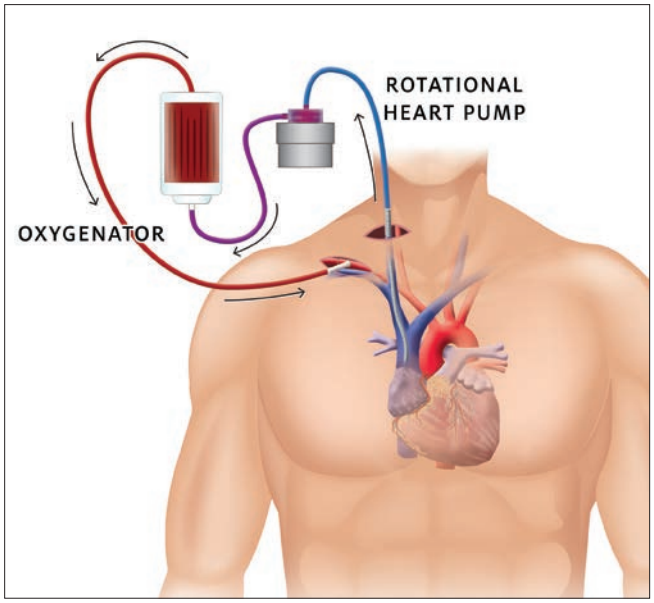


# Illustration

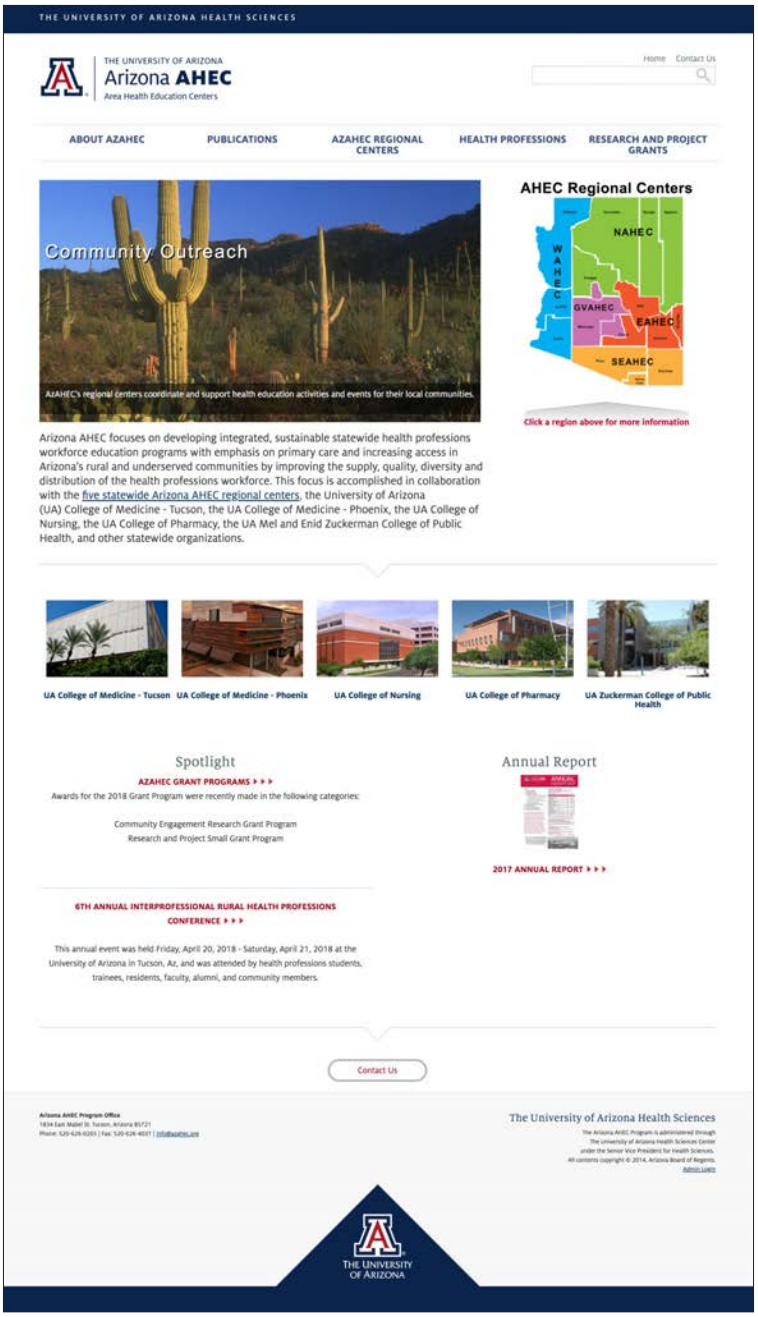


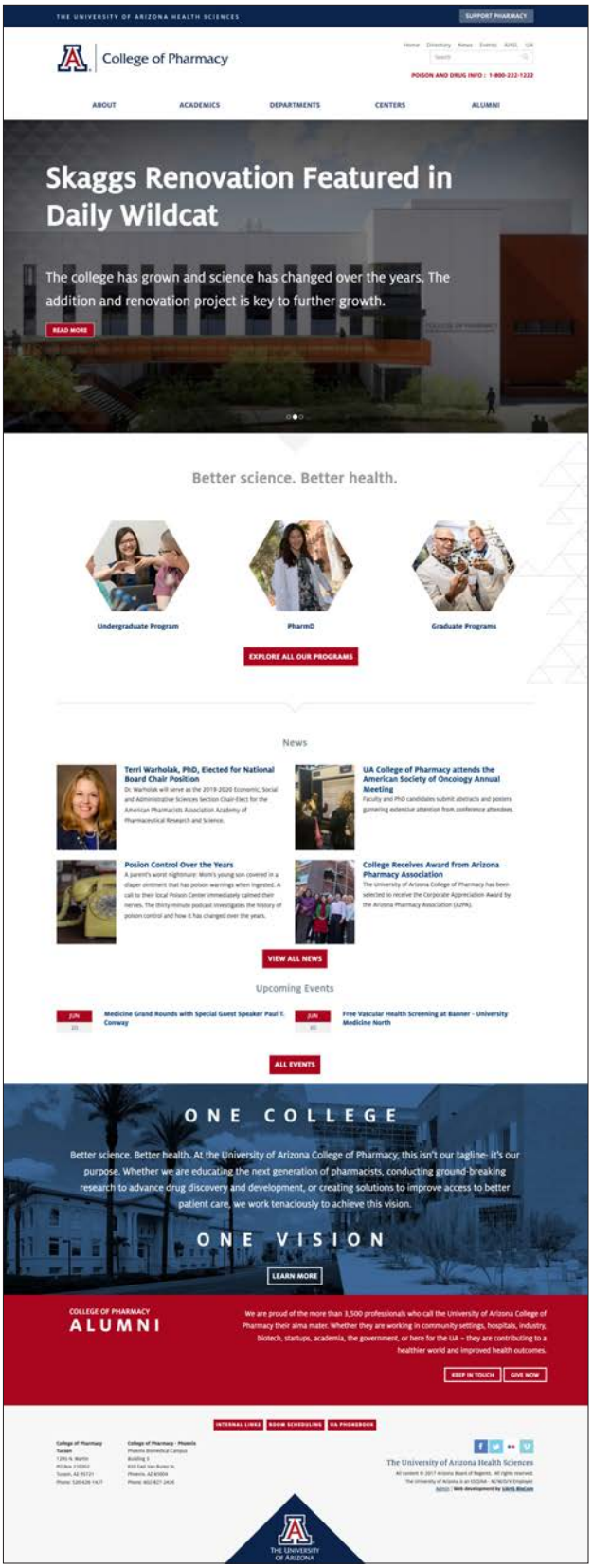


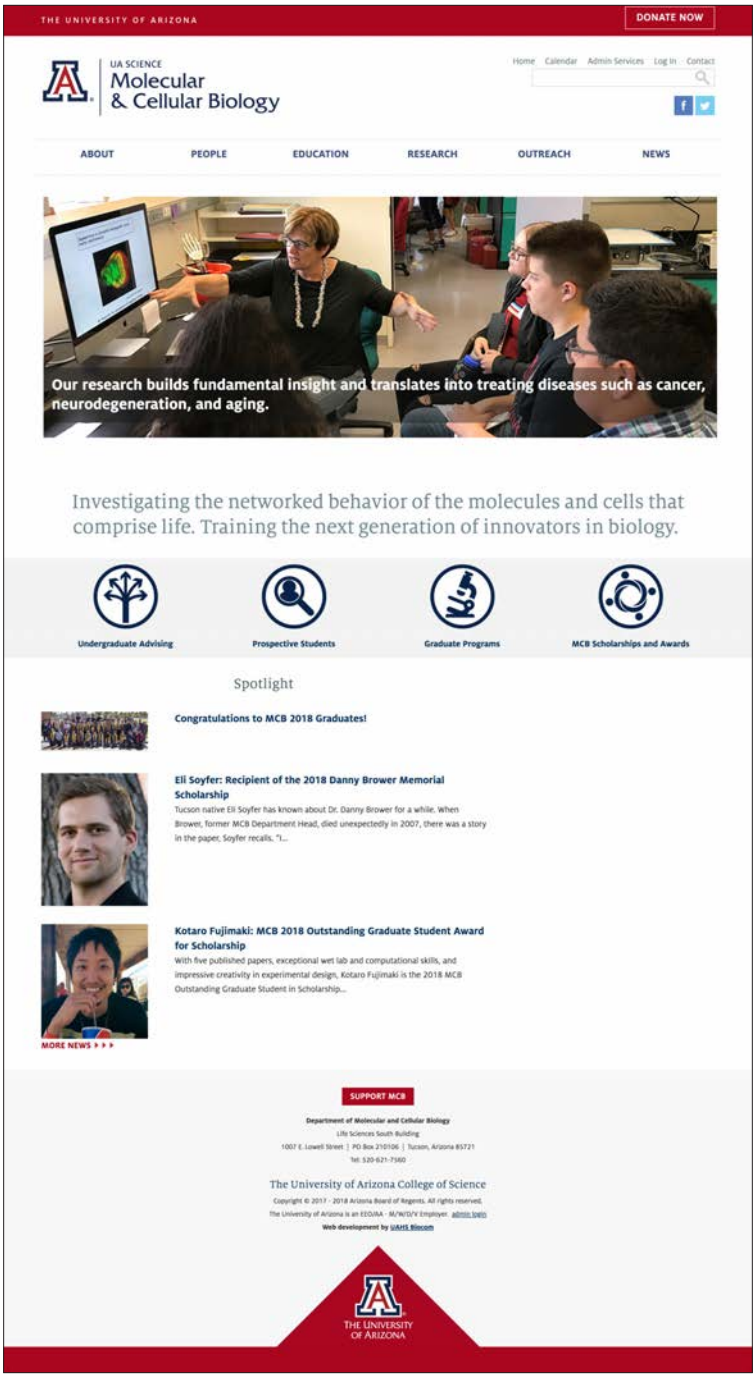


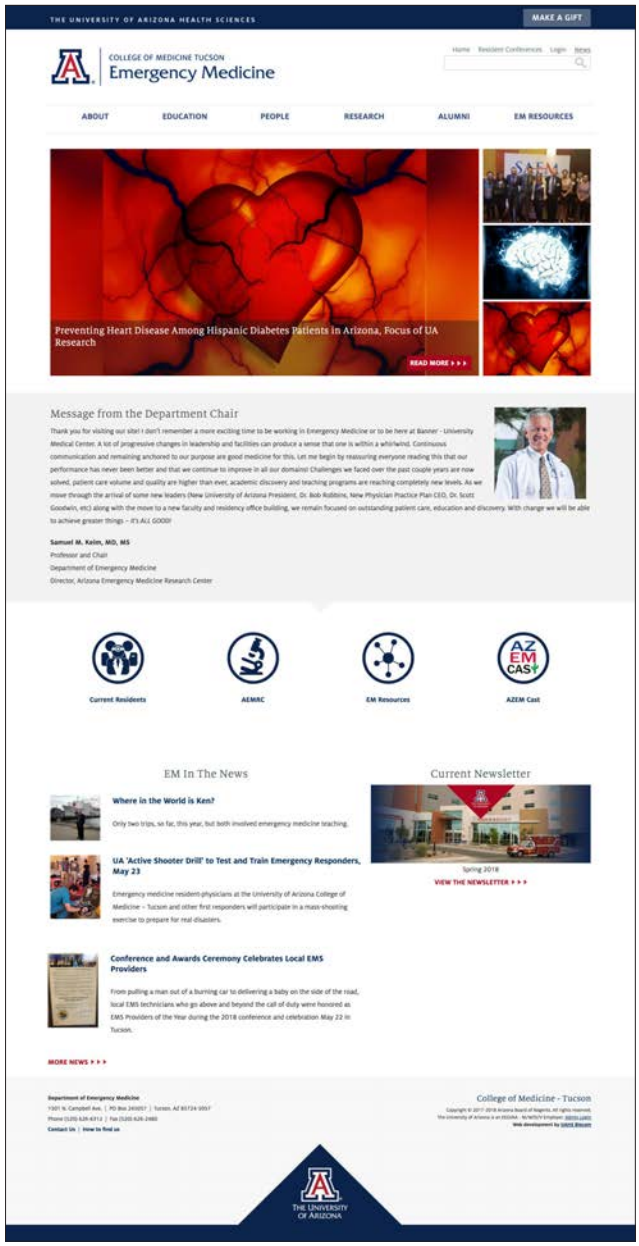



# Website Design & Development




THE UNIVERSITY OF ARIZONA
DONATE NOW
UA SCIENCE
Molecular
& Cellular Biology
Home Calendar Admin Services Log In Contact
ABOUT PEOPLE EDUCATION RESEARCH OUTREACH NEWS
Our research builds fundamental insight and translates into treating diseases such as cancer, neurodegeneration, and aging.
Investigating the networked behavior of the molecules and cells that comprise life. Training the next generation of innovators in biology.
Undergraduate Advising
Prospective Students
Graduate Programs
MCB Scholarships and Awards
Spotlight
Congratulations to MCB 2018 Graduates!
Eli Soyfer: Recipient of the 2018 Danny Brower Memorial Scholarship
Tucson native Eli Soyfer has known about Dr. Danny Brower for a while. When Brower, former MCB Department Head, died unexpectedly in 2007, there was a story in the paper. Soyfer recalls, "I...
Kotaro Fujimaki: MCB 2018 Outstanding Graduate Student Award for Scholarship
With five published papers, exceptional wet lab and computational skills, and impressive creativity in experimental design, Kotaro Fujimaki is the 2018 MCB Outstanding Graduate Student in Scholarship...
MORE NEWS
SUPPORT MCB
Department of Molecular and Cellular Biology
Life Sciences South Building
1007 E. Lowell Street | PO Box 210106 | Tucson, Arizona 85721
Tel: 520-621-7560
The University of Arizona College of Science
Copyright © 2017 - 2018 Arizona Board of Regents. All rights reserved.
The University of Arizona is an EEO/AA - M/W/D/V Employer. admin login
Web development by UAHS Blocom
THE UNIVERSITY OF ARIZONA


THE UNIVERSITY OF ARIZONA HEALTH SCIENCES
MAKE A GIFT
COLLEGE OF MEDICINE TUCSON
Emergency Medicine
Home Resident Conferences Login News
ABOUT EDUCATION PEOPLE RESEARCH ALUMNI EM RESOURCES
Preventing Heart Disease Among Hispanic Diabetes Patients in Arizona, Focus of UA Research
READ MORE
Message from the Department Chair
Thank you for visiting our site! I don't remember a more exciting time to be working in Emergency Medicine or to be here at Banner - University Medical Center. A lot of progressive changes in leadership and facilities can produce a sense that one is within a whirlwind. Continuous communication and remaining anchored to our purpose are good medicine for this. Let me begin by reassuring everyone reading this that our performance has never been better and that we continue to improve in all our domains! Challenges we faced over the past couple years are now solved, patient care volume and quality are higher than ever, academic discovery and teaching programs are reaching completely new levels. As we move through the arrival of some new leaders (New University of Arizona President, Dr. Bob Robbins, New Physician Practice Plan CEO, Dr. Scott Goodwin, etc) along with the move to a new faculty and residency office building, we remain focused on outstanding patient care, education and discovery. With change we will be able to achieve greater things – it's ALL GOOD!
Samuel M. Keim, MD, MS
Professor and Chair
Department of Emergency Medicine
Director, Arizona Emergency Medicine Research Center
Current Residents
AEMRC
EM Resources
AZEM Cast
EM In The News
Where in the World is Ken?
Only two trips, so far, this year, but both involved emergency medicine teaching.
UA 'Active Shooter Drill' to Test and Train Emergency Responders, May 23
Emergency medicine resident-physicians at the University of Arizona College of Medicine – Tucson and other first responders will participate in a mass-shooting exercise to prepare for real disasters.
Conference and Awards Ceremony Celebrates Local EMS Providers
From pulling a man out of a burning car to delivering a baby on the side of the road, local EMS technicians who go above and beyond the call of duty were honored as EMS Providers of the Year during the 2018 conference and celebration May 22 in Tucson.
MORE NEWS
Current Newsletter
Spring 2018
VIEW THE NEWSLETTER
Department of Emergency Medicine
1501 N. Campbell Ave. | PO Box 245057 | Tucson, AZ 85724-5057
Phone (520) 626-6312 | Fax (520) 626-2460
Contact Us | How to find us
College of Medicine - Tucson
THE UNIVERSITY OF ARIZONA

# UAHS Anniversary Awareness Campaign

*UAHS BioCommunications collaborated with the Office of Development, colleges and research centers at the University of Arizona Health Sciences celebrating milestone anniversaries in 2017. A branding campaign featuring anniversary icons was created to honor these institutions that – individually and collectively – are building a healthier Arizona. Every day. For everyone.*



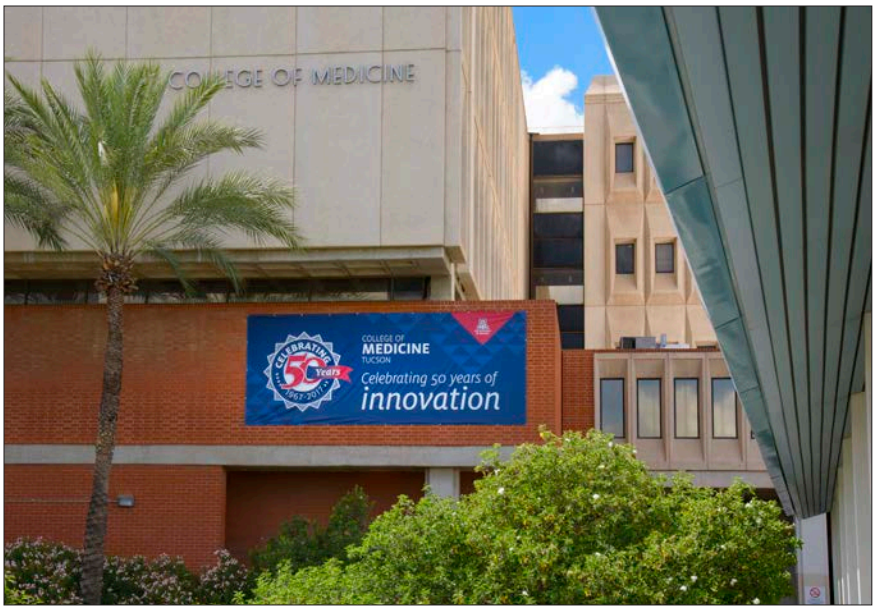
**The University of Arizona Health Sciences**
*Anniversary website developed with a calendar of events, a timeline featuring milestones from the health sciences colleges and research centers, a solicitation to share a memory and an appeal to give.*

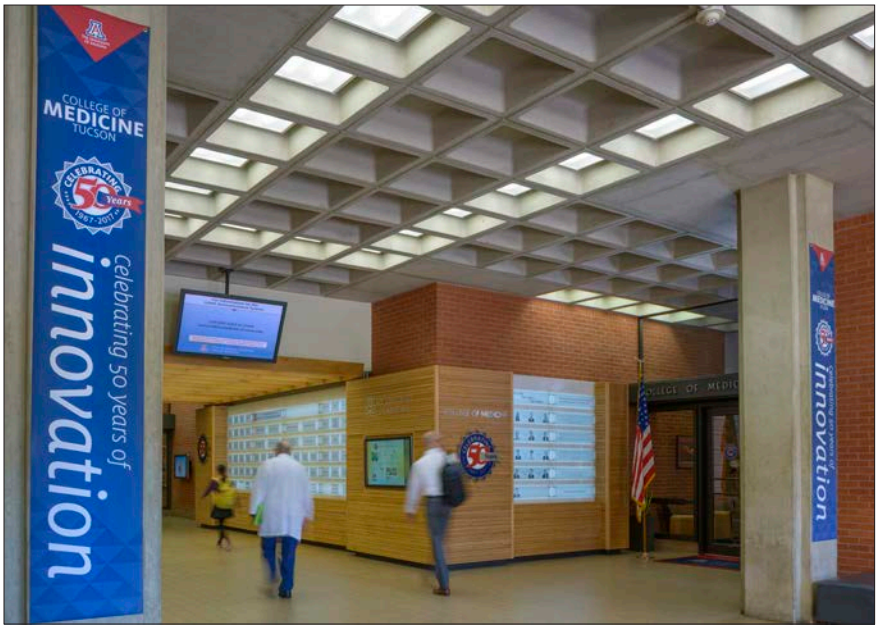
CELEBRATING 2017 UAHS ANNIVERSARIES
University of Arizona Health Sciences

CELEBRATING 10 Years 2007-2017
College of Medicine – Phoenix

CELEBRATING 17 Years 2000-2017
Mel & Enid Zuckerman College of Public Health

CELEBRATING 50 Years 1967-2017
College of Medicine – Tucson






**College of Medicine – Tucson celebrating 50 years**
*Creation of graphics for exterior and interior building banners, 3-D signage, powerpoint presentation, podium sign, lapel pin, touchscreen graphics and window decals.*

CELEBRATING 60 Years 1957-2017
College of Nursing

CELEBRATING 70 Years 1947-2017
College of Pharmacy

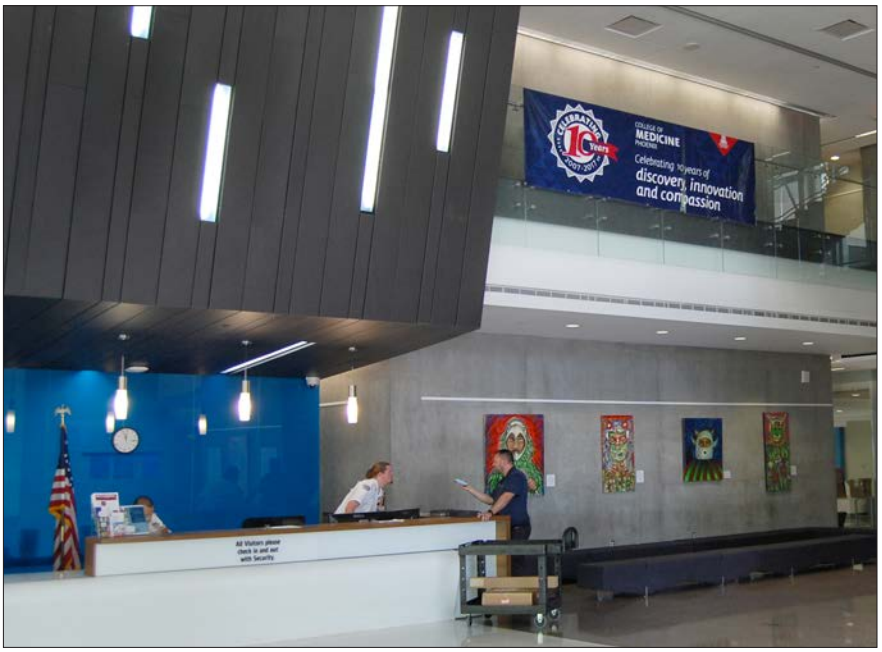
CELEBRATING 25 Years 1992-2017
Steele Children's Research Center

CELEBRATING 30 Years 1986-2016
Sarver Heart Center

CELEBRATING 40 Years 1976-2016
UA Cancer Center

# UAHS Anniversary Awareness Campaign

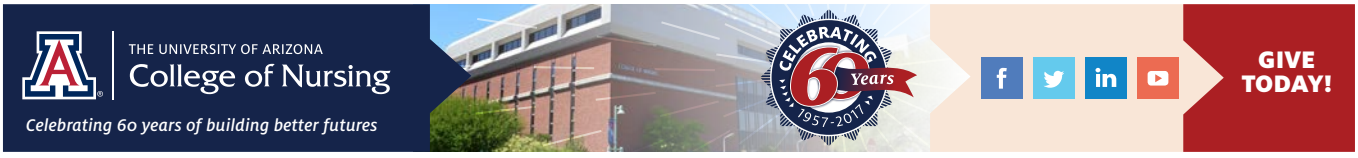
**College of Medicine – Phoenix – celebrating 10 years**
*Lobby banner*





**Mel and Enid Zuckerman College of Public Health – celebrating 17 years**
*Anniversary icon elevator decal*


**College of Pharmacy – celebrating 70 years**
*Exterior building banner*

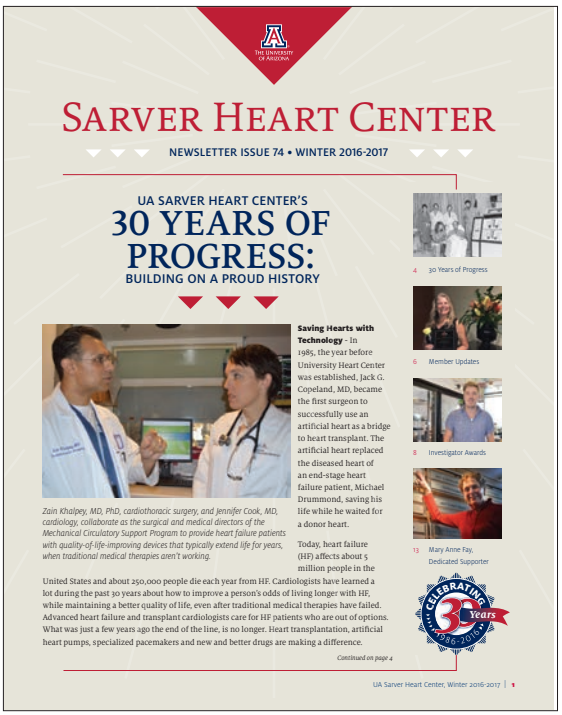



**College of Nursing – celebrating 60 years**
*Email footers created with responsive social media and giving links for all units celebrating milestone anniversaries.*

**Steele Children's Research Center – celebrating 25 years**
*Administrative suite entry graphics*



**UA Cancer Center – celebrating 40 years**
*Banner displayed at University sporting event*


SARVER HEART CENTER

NEWSLETTER ISSUE 74 • WINTER 2016-2017

UA SARVER HEART CENTER'S
30 YEARS OF PROGRESS:
BUILDING ON A PROUD HISTORY

4 30 Years of Progress
6 Member Updates
8 Investigator Awards
13 Mary Anne Fay, Dedicated Supporter

**Saving Hearts with Technology** - In 1985, the year before University Heart Center was established, Jack G. Copeland, MD, became the first surgeon to successfully use an artificial heart as a bridge to heart transplant. The artificial heart replaced the diseased heart of an end-stage heart failure patient, Michael Drummond, saving his life while he waited for a donor heart.

*Zain Khalpey, MD, PhD, cardiothoracic surgery, and Jennifer Cook, MD, cardiology, collaborate as the surgical and medical directors of the Mechanical Circulatory Support Program to provide heart failure patients with quality-of-life-improving devices that typically extend life for years, when traditional medical therapies aren't working.*

Today, heart failure (HF) affects about 5 million people in the United States and about 250,000 people die each year from HF. Cardiologists have learned a lot during the past 30 years about how to improve a person's odds of living longer with HF, while maintaining a better quality of life, even after traditional medical therapies have failed. Advanced heart failure and transplant cardiologists care for HF patients who are out of options. What was just a few years ago the end of the line, is no longer. Heart transplantation, artificial heart pumps, specialized pacemakers and new and better drugs are making a difference.

*Continued on page 4*

CELEBRATING 30 Years 1986-2016

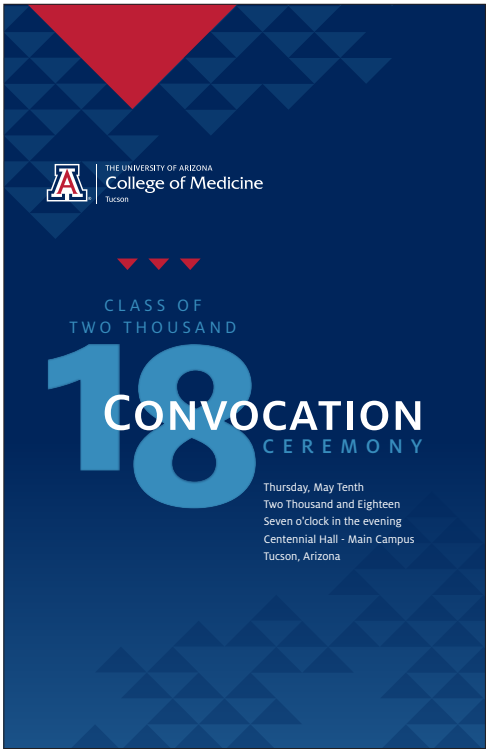


**UA Sarver Heart Center – celebrating 30 years**
*Marketing and print collateral incorporating the anniversary icon.*

# College of Medicine – Tucson
# Class of 2018 Convocation Ceremony


*Group Shots*

*Event Photography and Candids*




*Graphic design of ceremony program*


*Powerpoint Presentation*


*Live video streaming to* **Faceook LIVE** *and archived on BioCom streaming server*
*https://www.facebook.com/UACOM.Tucson/videos/vb.395362050539775/1708032082606092/?type=2&theater*

# *All of Us* Research Program


*Wayfinding*

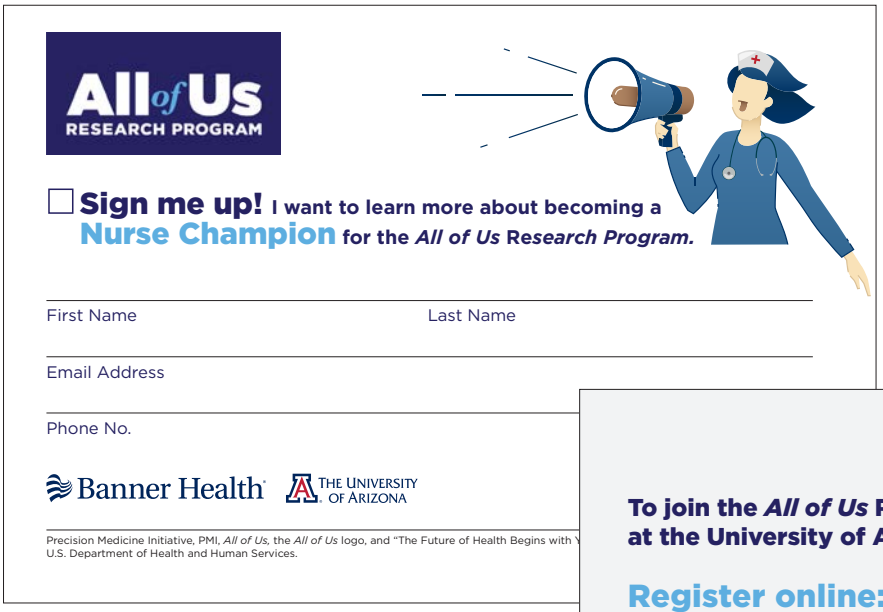

*Selfie frames*


*Table cover*


*Floor decals*


*Vehicle graphics*

*The UA and Banner Heath were awarded part of a $60 million grant from NIH. BioCom is working with the  All of Us marketing and communications team, UAHS Research Office and Wondros, a national ad agency to develop and co-brand print materials, specialty items, website and wayfinding as part of the campaign to enroll one million Americans to participate in this research program to improve the prevention and treatment of disease based on individual differences in lifestyle, environment and genetics.*



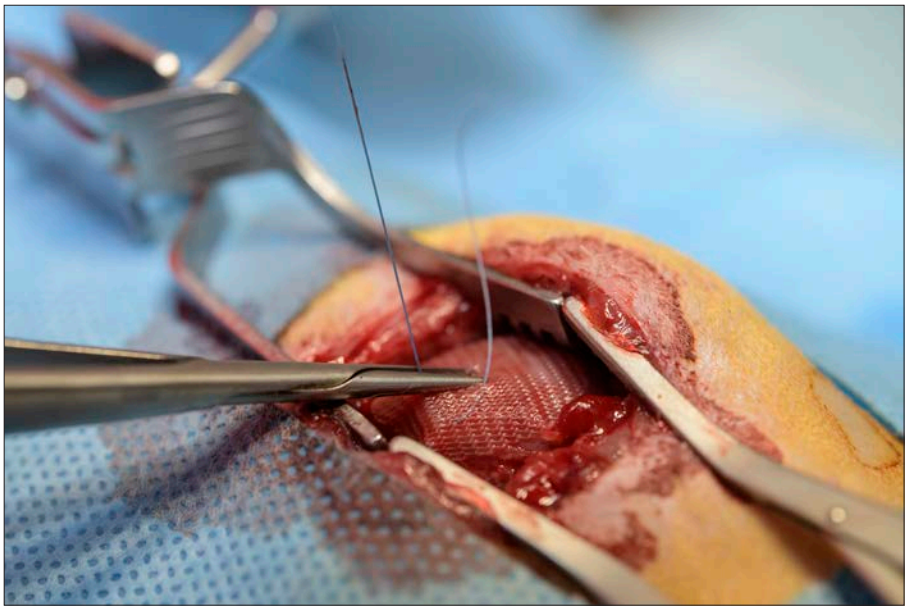


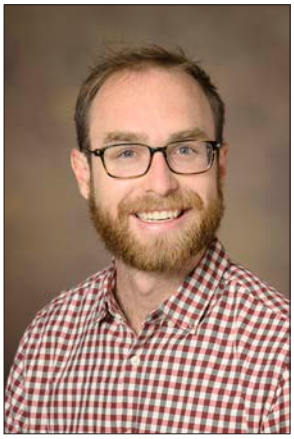
*Print collateral*

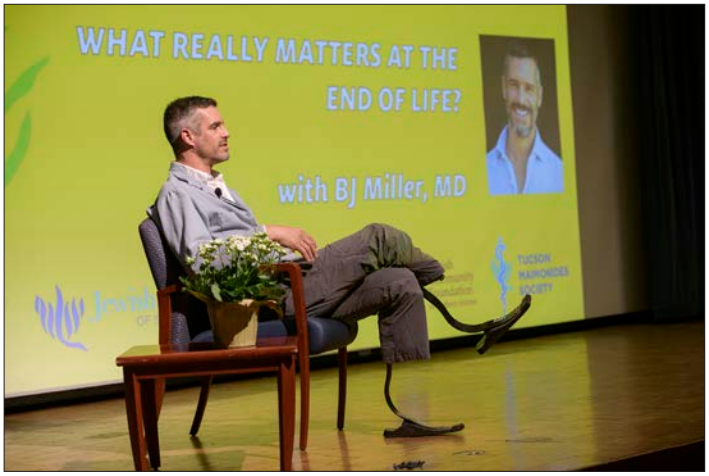

*Co-branded brochure and rack*

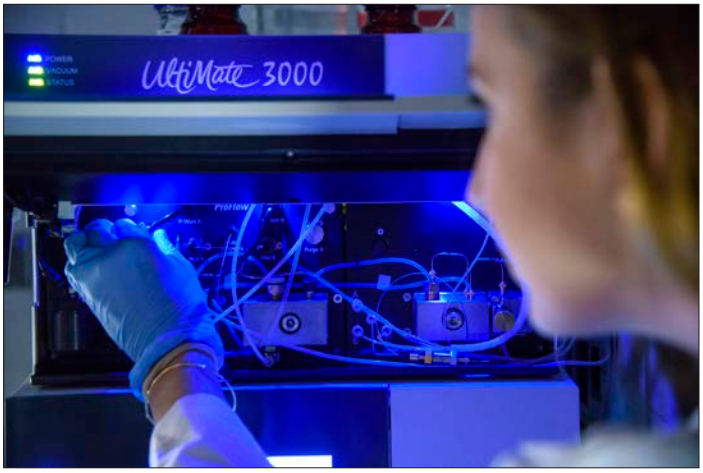

*Tent cards in English and Spanish*

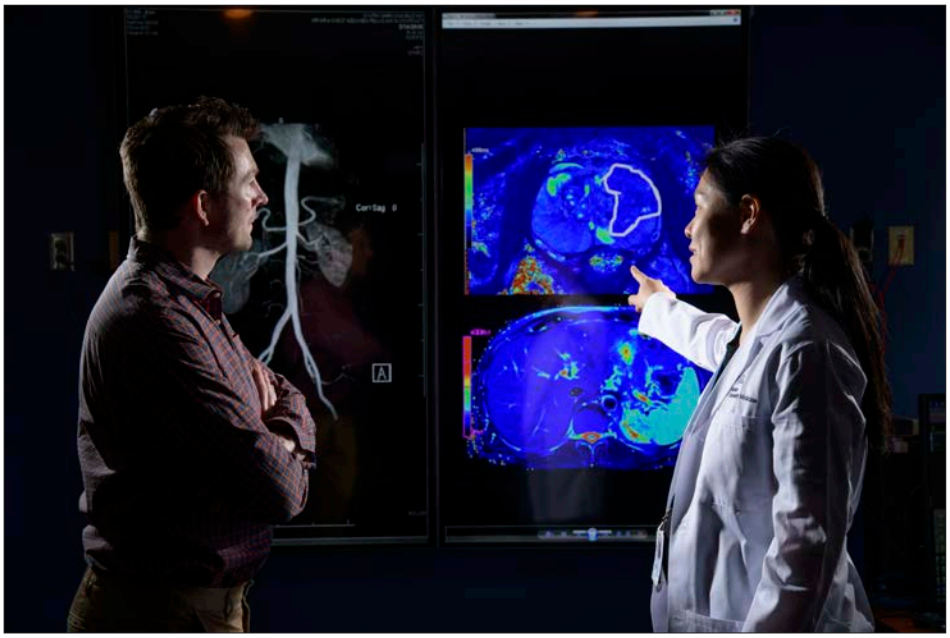
# Photography





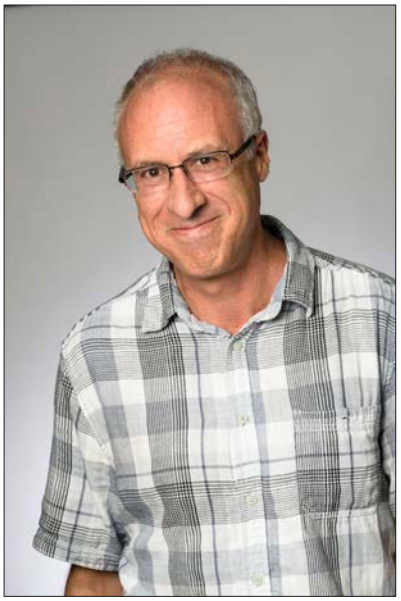

WHAT REALLY MATTERS AT THE
END OF LIFE?
with BJ Miller, MD

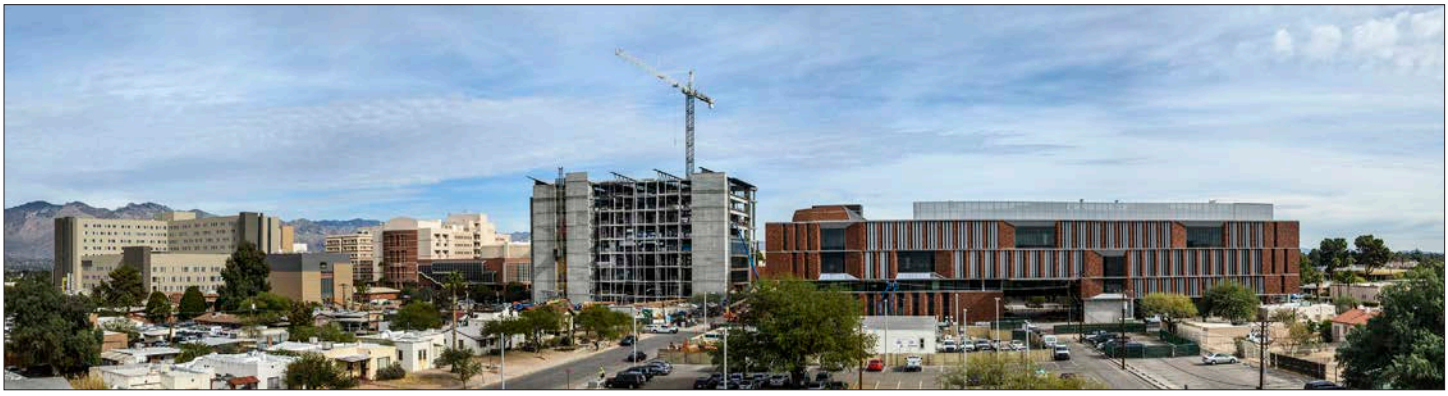

UltiMate 3000



# Photography

*The **All of Us** Research Program at UA-Banner Health also requested specific portraiture for cohesion with the national campaign. All individuals were photographed in a three-quarters pose on a consistent background with similar lightening.*





# Selected Video Productions


*Nephrology Department promotional*
*https://vimeo.com/229049596*

*Children's Postinfectious Autoimmune Encephalopathy (CPAE) Center of Excellence at the University of Arizona Steele Children's Research Center clinic overview*
*https://vimeo.com/256489723*


*REACT CPR (Spanish)*
*https://vimeo.com/269057608*


*UAHS– Together*
*https://vimeo.com/240722699*