



Date: August 16, 2005

Contact: Pete Senoff
818.205.2508

P R E S S R E L E A S E

Telemundo Emmy Award Nominated-Program Features Patient Referred by NexCare Collaborative

Sherman Oaks, CA— The Academy of Television Arts & Sciences, the governing body that is responsible for the world-acclaimed Emmy Awards, recently announced that KVEA (Channel 52) Telemundo Los Angeles, was nominated for a Los Angeles-area Emmy Award for their Noticiero Telemundo news story about a young child requiring major medical care and the subsequent high-level care that she received. That care was expedited through a referral by NexCare Collaborative's co-founders, Dr. Pejman Salimpour and Dr. Pedram Salimpour.

The young girl, four-year old America Hernandez, a recent immigrant to Los Angeles from Mexico, was suffering from a facial hemangioma (a disfiguring condition characterized by a non-cancerous vascular tumor and related facial discoloring) when her condition was brought to the attention of NexCare Collaborative. A prompt referral to key contacts at the UCLA David Geffen School of Medicine resulted in the child receiving a series of surgeries that greatly transformed her appearance and made for a "happy ending" news story.

"We were pleased that we were able to come to the assistance of America Hernandez...a delightful patient... and her family," commented Dr. Salimpour. "Lucia Navarro and Telemundo's coverage of America's story was, as usual, excellent and thorough."

KVEA covered America's condition and series of procedures in depth via a multi-episode news story entitled "El Rostro de America". The reporter for the story was Lucia Navarro, a KVEA news anchor. It was produced by Cynthia Gil and included camera work by Jorge Diaz, Jose Hernandez, Richard Huerta and Ali Santana.

According to Lucia Navarro, "Doctors Pejman and Pedram Salimpour agreed to be America's lead pediatricians and, thanks to them, America is now in the hands of the best medical doctors in the area of cranial-facial reconstruction: the team at UCLA."

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The Los Angeles-area Emmy Awards will be presented at a special ceremony on Saturday night, August 27th.

NexCare Collaborative is a 501 (c) (3) not-for-profit organization that serves the healthcare and social service needs of individuals and organizations through its comprehensive, professional Call Center, Web site and resource databases. Its Advisory Board is composed of numerous collaborators, including the National Institutes of Health, National Library of Medicine, the UCLA School of Public Health, Cedars-Sinai Medical Center, the Los Angeles County Department of Health Services, the Los Angeles County Medical Association, Shriners Hospital for Children-Los Angeles and the Los Angeles County Office of Education.