

NEW LAWS, TV ADS TO EXPOSE “WHITE COAT DECEPTION”

National campaign calls out unqualified medical providers, calls for changes

- NOTE: EMBARGOED UNTIL 12:00 A.M., MONDAY SEPT. 26, 2011 -

*American Society of Plastic Surgeons
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SUGGESTED TEASE	STILL TO COME - A NEW MOVE TO GET MEDICAL PROVIDERS TO BE MORE TRANSPARENT ABOUT THEIR TRAINING. DISTURBING STORIES ABOUT DISHONEST DOCTORS, NEXT IN HEALTH NEWS.
ANCHOR LEAD	<p>THEY MAY BE THE EXCEPTIONS RATHER THAN THE RULE, BUT THE HEADLINES ARE HORRIFYING.</p> <p>A WOMAN DIES IN PHILADELPHIA WHILE UNDERGOING A COSMETIC PROCEDURE - IN A HOTEL ROOM* - A SIMILAR SITUATION IN LAS VEGAS CLAIMS THE LIFE OF A WOMAN IN A WAREHOUSE** - AND IN ATLANTA, ANOTHER WOMAN NEARLY BLEEDS TO DEATH WHILE GETTING BREAST IMPLANTS.... FROM AN EYE DOCTOR.***</p> <p>THEY ARE TRAGIC CASES OF COSMETIC PROCEDURES GONE WRONG, BUT SOME SAY THEY ARE BECOMING FAR TOO COMMON. NOW THERE IS A MOVE TO PUT A STOP TO IT - ONE DOCTOR AT A TIME. WITH DETAILS, HERE'S CLARK POWELL.</p>
	(Nats - Dinora cooking with her daughter) :02
<p>CG: Courtesy: American Society of Plastic Surgeons</p> <p>Shots of Dinora cooking with her daughter</p> <p>Stills of Dinora's faulty implants</p> <p>Generic shots of O-R</p> <p>Shots of Dinora using eye drops</p>	<p>DESPITE ALL SHE'S BEEN THROUGH, DINORA RODRIGUEZ FEELS LUCKY. SHE UNDERWENT SURGERY TO HAVE HER BREAST IMPLANTS REPLACED - BUT WOKE UP TO MUCH MORE THAN SHE EVER BARGAINED FOR.</p> <p>THE SURGEON BOTCHED HER IMPLANTS CAUSING THEM TO MERGE TOGETHER. AND TO MAKE MATTERS WORSE, DURING THE SAME SURGERY, DECIDED TO OPERATE ON DINORA'S EYES - WITHOUT HER PERMISSION. NOW SHE CAN NO LONGER CLOSE HER EYES COMPLETELY - AND MUST CARE FOR THEM CONSTANTLY. :24</p>
<p>CG: Dinora Rodriguez Survived botched surgeries :26 - :32</p>	<p>"I have to deal with these doctors for the rest of my life, and having to put in some medication at night, and it's very uncomfortable for me." :11</p>
	(Nats - Dr. Teitelbaum talking to Dinora) :02

<p>Doctor talking with patient</p> <p>Shots of doctor talking to Dinora</p> <p>Close up of Dinora</p>	<p>IT'S A STORY DOCTOR STEVE TEITELBAUM (<i>pronounced: TYE-tuhl-bahm</i>) IS HEARING MORE OFTEN.</p> <p>AS A MEMBER OF THE AMERICAN SOCIETY OF PLASTIC SURGEONS, HE WAS ABLE TO FIX DINORA'S IMPLANTS. BUT SAYS WHAT'S EVEN MORE DISTURBING THAN STORIES LIKE HERS - IS A MEDICAL SYSTEM THAT ALLOWS IT TO HAPPEN. :13</p>
<p>CG: Steven Teitelbaum, MD ASPS Member Surgeon :51 -:57</p>	<p>"It's actually legal - it's <i>legal</i> in this country, as advanced as it is, for a non-board certified plastic surgeon to perform plastic surgery." :09</p>
<p>Shots of doctor Teitelbaum in surgery</p> <p><i>Graphic - Map of US</i> "Truth-In-Advertising Measures" (Highlight from left to right: CA, TX, LA, FL)</p>	<p>PART OF THE PROBLEM, SAYS DR. TEITELBAUM, IS THAT ONCE DOCTORS GET THEIR MEDICAL LICENSE, THEY CAN PRACTICE IN ANY FIELD THEY CHOOSE.</p> <p>ONLY FOUR STATES HAVE TOUGH TRUTH-IN-ADVERTISING MEASURES ON THE BOOKS, REQUIRING PROVIDERS TO BE MORE TRANSPARENT ABOUT THEIR TRAINING. BUT THERE'S NOTHING ON A NATIONAL LEVEL. :17</p>
	<p>(Nats - behind the scenes at commercial shoot) :01</p>
<p>Shots from behind the scenes of commercial shoot</p> <p>TV - PSA playing in graphic</p>	<p>SO, THE AMERICAN SOCIETY OF PLASTIC SURGEONS IS TAKING ACTION. A NEW CAMPAIGN IS WARNING PATIENTS THAT, JUST BECAUSE SOMEONE OFFERS A PROCEDURE, DOESN'T MEAN THEY'RE QUALIFIED TO PERFORM IT. :11</p>
<p>Dr. Teitelbaum (CG'd Earlier)</p>	<p>"What should happen is that state medical boards should say, 'You were trained in pediatrics, you were trained in orthopedic surgery. So, you get to do pediatrics, you get to do orthopedic surgery. That's it. It's that simple.'" :12</p>
<p>Shots of Dinora getting medicine</p> <p>Putting drops in her eyes</p>	<p>UNTIL THAT HAPPENS, IT'S UP TO PATIENTS LIKE DINORA TO LEARN EXACTLY WHAT THEIR DOCTORS ARE QUALIFIED TO DO, BEFORE DOING ANYTHING AT ALL. IN LOS ANGELES, THIS IS CLARK POWELL REPORTING. :10</p>
<p>ANCHOR TAG</p>	<p>EXPERTS SAY THAT BEFORE YOU CHOOSE TO HAVE ANY PROCEDURE, RESEARCH YOUR MEDICAL PROVIDER THOROUGHLY - AND ASK YOUR PLASTIC SURGEON IF HE OR SHE IS A MEMBER OF THE AMERICAN SOCIETY OF PLASTIC SURGEONS AND LOOK FOR THE A-S-P-S LOGO.</p>
<p>VIEWER INFORMATION</p>	<p>TO LEARN MORE, GO TO THE AMERICAN SOCIETY OF PLASTIC SURGEONS WEBSITE AT www.plasticsurgery.org</p>
<p>References -</p>	<p>* http://www.foxnews.com/health/2011/02/08/woman-dies-butt-injection-hotel/</p> <p>**http://www.lasvegassun.com/news/2011/apr/13/judge-sets-preliminary-hearing/</p> <p>*** http://www.cbsatlanta.com/story/14768602/eye-doctor-doing-breast-surgery-sanctioned-10-14-2010</p>
	<p>Extra Bites</p>

<p>CG: Steven Teitelbaum, MD American Society of Plastic Surgeons</p>	<p>“Patients go to a doctor and they assume he or she is board certified. It wouldn’t cross most peoples’ minds that they may be seeing a doctor who has not been trained and who has not taken an exam, tested and been qualified in that field.” :13</p> <p>“The American Society of Plastic Surgeons means two things: it means that you are certified by the American Board of Plastic Surgery, and it means that you are complying with the code of ethics and the standards of the American Society of Plastic Surgeons.” :14</p>
<p>CG: Dinora Rodriguez Survived botched surgeries</p>	<p>“What I didn’t do is, you know, check with different surgeons and see what their opinions were.” :07</p> <p>1.35.17 “I was afraid, you know, to have both surgeries at the same time, so I said no. But when I woke up, my surprise was that she had done them also.” :11</p> <p>“Check the doctor’s background. To make sure it’s a safe place, a safe doctor. There’s a lot of doctors who can take you, and then when you wake up, you end up looking totally different.” :18</p>
<p>Producers:</p>	<p>Extra b-roll is included. To download scripts, video and support material visit us at: http://www.msmediacenter.tv</p>

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