

# ADVICE JOLIE'S PLASTIC SURGEON HAS FOR ALL WOMEN



Doctor: Jolie put needed focus on a woman's right to a "team approach"

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American Society of Plastic Surgeons  
 \*\*Tie in to BRA Day, USA - October 2013 \*\*

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<b>SUGGESTED TEASE</b>	STILL TO COME, WE HEAR FOR THE FIRST TIME FROM THE PLASTIC SURGEON WHO DID ANGELINA JOLIE'S BRESAT RECONSTRUCTION. THE ADVICE HE WANTS TO SHARE WITH <i>EVERY WOMAN</i> - IS UP NEXT.
<b>ANCHOR LEAD</b>	IT WAS A STORY THAT CAPTIVATED BOTH HOLLYWOOD AND THE MEDICAL COMMUNITY. RATHER THAN LIVE WITH A HIGH RISK OF DEVELOPING BREAST CANCER, ANGELINA JOLIE RECENTLY DECIDED TO BE PROACTIVE - AND HAVE BOTH BREASTS REMOVED. NOW, FOR THE FIRST TIME, THE PLASTIC SURGEON WHO PERFORMED HER RECONSTRUCTIVE SURGERIES IS SPEAKING OUT. WITH MORE ON THE ADVICE HE'S OFFERING TO <i>ALL WOMEN</i> , HERE'S CLARK POWELL.
	(Nats - Walking into exam room for patient consult) :02
<b>CG: Courtesy: American Society of Plastic Surgeons</b>  Shots of Dr. Orringer going into exam for a patient consult  Shots of woman reading about Jolie on pad  Shots of Orringer consulting with patient	AS A TOP PLASTIC SURGEON IN BEVERLY HILLS, DOCTOR JAY ORRINGER ( <i>hard "g"</i> ) HAS HAD MANY STARS PUT THEIR HEALTH IN HIS HANDS - NONE BRIGHTER THAN ANGELINA JOLIE. ORRINGER SAYS THE FACT THAT JOLIE SHARED HER STORY WITH THE WORLD WAS EXTRAORDINARY - BUT THE WAY SHE WAS CARED FOR SHOULDN'T BE. JOLIE CHOSE A TEAM OF EXPERTS WHO OUTLINED HER EVERY OPTION. AND NOW HE'S URGING <i>ALL WOMEN</i> TO DO THE SAME. :21
<b>CG: Jay Orringer, MD Jolie's reconstructive surgeon :24-:32</b>	"The team approach is extremely essential for the entire process of healing and moving on with a good quality life." :08
Shots of team meeting  Shots of Orringer in consult  Shots of Lisa in exam  Shots of surgery	A TEAM THAT INCLUDES NOT ONLY DOCTORS AND SPECIALISTS TO TREAT THE DISEASE, BUT PLASTIC SURGEONS TO FOCUS ON LIFE AFTER CANCER. TO GET THAT MESSAGE OUT, ORRINGER IS TEAMING UP WITH THE AMERICAN SOCIETY OF PLASTIC SURGEONS - HOPING TO REACH MORE PATIENTS LIKE LISA MILENKOVIC. ( <i>pronounced: mill-en-KO-vich</i> ). WHO HAD HER BREASTS REMOVED BEFORE TALKING TO A RECONSTRUCTIVE SURGEON. :18

<p><b>CG: Lisa Milenkovic</b>  <b>Breast cancer survivor</b>  <b>:51-:58</b></p>	<p>“I think I was still so overwhelmed with the diagnosis, so I don’t know if maybe emotionally I was even ready to deal with that.” :07</p>
<p>Shots of exam   Pan from images to team meeting   Shots of plastic surgeons</p>	<p>BUT EXPERTS SAY FROM THE MOMENT OF DIAGNOSIS, THE TEAM APPROACH IS CRUCIAL - AND IT’S NOT JUST FOR CELEBRITIES.  INCREASINGLY, AT PLACES LIKE MEMORIAL HOSPITAL IN HOLLYWOOD, FLORIDA, TEAMS MEET ABOUT EVERY CASE - AND PLASTIC SURGEONS OFFER ADVICE FROM THE BEGINNING. :14</p>
<p><b>CG: Jonathan Weiser, MD</b>  <b>Plastic surgeon</b>  <b>1:13-1:22</b></p>	<p>“The result may have been better if they had started the process at the time of the initial diagnosis, and the time of the mastectomy. And they may have been able to undergo fewer procedures.” :09</p>
<p>Tilt from iPad to patient’s face</p>	<p>IT’S SOMETHING ANGELINA JOLIE UNDERSTOOD - AND HER DOCTOR WANTS TO MAKE SURE OTHERS DO, TOO. :05</p>
<p>(Cover with video)  1:27-1:30  1:30-1:31</p>	<p>“Ms. Jolie in getting the word out there has.. empowered every woman.. :04</p>
<p><b>Dr. Orringer (CG’d earlier)</b>  <b>1:32-1:36</b></p>	<p>“to believe that she can have a restoration of her beauty and her wholeness.” :04</p>
<p>Shots of exam</p>	<p>IN BEVERLY HILLS, THIS IS CLARK POWELL REPORTING. :02</p>
<p><b>ANCHOR TAG</b></p>	<p>TO HELP SPREAD THE IDEA OF THE TEAM APPROACH TO BREAST CANCER, DOCTOR ORRINGER WILL HEADLINE THE SECOND ANNUAL BREAST RECONSTRUCTION AWARENESS DAY - OR BRA DAY, USA - OCTOBER 16TH IN MIAMI.  BRA DAY USA IS AN AWARENESS EFFORT OF THE PLASTIC SURGERY FOUNDATION. TO LEARN MORE ABOUT BRA DAY OR TO SEE HOW YOU CAN TAKE PART IN YOUR HOMETOWN, LOG ONTO THEIR WEBSITE AT BraDayUSA.ORG</p>
<p> <b>Share it! Suggested tweet:</b></p>	<p>Angelina Jolie’s reconstructive surgeon has advice for every woman. @ASPS_News has details: <a href="http://bit.ly/1blyPRT">bit.ly/1blyPRT</a></p>
<p> <b>Suggested post:</b></p>	<p>The plastic surgeon who did Angelina Jolies reconstructive surgeries is speaking out for the first time, and he’s got some advice for all women. See what he has to say here: <a href="http://bit.ly/1blyPRT">bit.ly/1blyPRT</a></p>
	<p style="text-align: center;"><b>Extra Bites</b></p>
<p><b>CG: Jay Orringer, MD</b>  <b>Jolie’s reconstructive surgeon</b></p>	<p><i>Dr. Orringer talks about Jolie’s decision to share her situation publicly -</i>  “I think it has made a tremendous difference in the lives of women.” :02</p> <p><i>Dr. Orringer talks about the impact of Jolie’s announcement -</i>  “It then makes all of us think, well if it can happen to them, it can happen to me. And they you’re more inclined to be checked, for example.” :10</p>

<p><b>CG: Jay Orringer, MD</b>  <b>Jolie's reconstructive surgeon</b></p>	<p><i>Dr. Orringer talks about pre-emptive mastectomies -</i>          "The reality is that proactive decisions of this nature, in high-risk situations, will save lives." :10</p> <p><i>Dr. Orringer talks about the team approach in cancer care -</i>          "The team approach is really the key. The patient is the captain of that team. We all work for the captain to help her achieve the best result possible, as quickly as possible." :19</p> <p><i>Dr. Orringer talks about those with high genetic risks for breast cancer -</i>          "In a situation where we know that there is a very high risk, it is almost a pre-cancerous situation. And so, some courageous individuals, such as Ms. Jolie, make the bold decision to proactively act, prior to the development of cancer." :17</p>
<p><b>CG: Jonathan Weiser, MD</b>  <b>Plastic surgeon</b></p>	<p><i>Dr. Weiser talks about patients who are not fully informed of their options -</i>          "It's still a surprise to us when women come and say, "I've had breast cancer. I've had a mastectomy. But no one talked to me about the reconstructive options, or what I can do afterward." :11</p> <p><i>Dr. Weiser talks about the advantages of consulting with a patient early -</i>          "If a patient is going to have reconstructive surgery, it's important that we participate in the planning of the care for the patient, as well as the overall management of that patient." :10</p> <p><i>Dr. Weiser talks about the difference early consultation can make -</i>          "Very often, the result may have been better if they had started the process at the time of the initial diagnosis, and the time of the mastectomy. And they may have been able to undergo fewer procedures, and had a faster recovery." :12</p>
<p><b>CG: Craig Uecker, MD</b>  <b>Plastic surgeon</b></p>	<p><i>Dr. Uecker talks about treating women with life after cancer in mind-</i>          "It's something that they can get on with their life very quickly now, and undergo immediate reconstruction if they're interested. And that life after mastectomy is not over for them." :09</p> <p><i>Dr. Uecker talks about the team approach -</i>          "The team approach definitely makes sure that there's people looking over your shoulder, that everybody's on the same page and that patients get adequate care." :07</p>
<p><b>CG: Phyllis Neimark, MD</b>  <b>Surgical oncologist</b></p>	<p><i>Dr. Neimark talks about the team approach to cancer care -</i>          "Because we all work so closely together, each and every one of us looks at the treatment of the patient's breast cancer from everybody's perspective. We're able to be more creative. We're able to offer better options." :10</p>
<p><b>CG: Phyllis Neimark, MD</b>  <b>Surgical oncologist</b></p>	<p><i>Dr. Neimark talks about a patient's reaction to a diagnosis -</i>          "If I'm able to tell her that she's a candidate for immediate reconstruction with a plastic surgeon who's going to be able to rebuild the breast the same day that I remove it, there's a look of relief. And now, she's able to listen to what I have to tell her, because she knows there's hope for her." :16</p>
<p><b>Producers &amp; Reporters:</b></p>	<p><b>To download scripts, video and photos go to:</b>  <a href="http://www.multimedianewsroom.tv">http://www.multimedianewsroom.tv</a></p>

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