

# O-R TACTIC CUTS DRUG RISKS IN KIDS, ADMISSIONS BY 98%



Doctors use ultrasound to find & numb certain nerves, eliminate opioids for pain

**Suggested Date of Use:** Generic

Nationwide Children's Hospital

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<b>SUGGESTED TEASE</b>	AN APPROACH TO SURGERY THAT'S KEEPING KIDS OFF OF POWERFUL DRUGS AND OUT OF THE HOSPITAL. DETAILS COMING UP.
<b>ANCHOR LEAD</b>	THE IDEA OF YOUR CHILD GOING UNDER ANESTHESIA FOR SURGERY AND SPENDING DAYS IN THE HOSPITAL TO RECOVER CAN BE SCARY. BUT, AN INNOVATIVE APPROACH IS MAKING POST-OP MUCH MORE PLEASANT. CLARK POWELL TAKES US INSIDE THE O-R.
	(Nats - "Good morning.") :02
<b>CG: Courtesy: Nationwide Children's Hospital</b>  Dr. coming into room Dr. checking knee Shots of doctor talking to family / Madison smiling	FOR THE SECOND TIME IN LESS THAN A YEAR, MADISON LISTON IS ABOUT TO UNDERGO A-C-L SURGERY. AND IF SHE SEEMS SURPRISINGLY CALM, THERE'S A REASON. A TECHNIQUE HER DOCTORS USE IN THE O-R MEANS MADISON WILL GO HOME IN JUST A MATTER OF HOURS AND FEEL VERY LITTLE PAIN AS SHE RECOVERS. :15
<b>CG: Tarun Bhalla, MD</b> <b>Nationwide Children's Hospital</b> <b>:15 - :22</b>	"They're waking up and they're saying, 'I feel some soreness' but they don't realize they they've had major surgery. So, that mild soreness is pretty impressive." :07 /:22
Wide shot of surgery  Shot of Madison sitting down and reading magazine  Shots of surgery / ultrasound machine	AND IT'S POSSIBLE THANKS TO AN INNOVATIVE APPROACH THAT PUMPS PAIN MEDICINE DIRECTLY TO THE SITE OF THE SURGERY. IN THE PAST DOCTORS RELIED ON POWERFUL DRUGS LIKE OPIOIDS TO MANAGE PAIN. BUT THAT MEANT PATIENTS HAD TO SPEND DAYS IN THE HOSPITAL. NOW, INSTEAD OF USING DRUGS THAT AFFECT THE ENTIRE BODY, THEY'RE TARGETING A VERY SPECIFIC NERVE. :19
<b>Dr. Bhalla (CG'd earlier)</b>	"We are finding the nerve with the ultrasound machine. Once we have localized the nerve, we use a needle to inject local

	anesthetic around the nerve.” :09
Shots of surgery Close up of ultrasound machine Shots of Madison reading Close up of medicine pump	DOCTOR TARUN BHALLA ( <i>pronounced: tuh-ROON BALL-uh</i> ) OF NATIONWIDE CHILDREN’S HOSPITAL IS AMONG THE NATIONAL LEADERS USING THIS TECHNIQUE. HE SAYS WITHIN A FEW HOURS OF SURGERY CHILDREN ARE HOME, AND THE TUBE THAT PUMPS PAIN MEDICINE TO THEIR KNEE GOES WITH THEM. IT’S BEEN SO EFFECTIVE THAT HOSPITAL ADMISSIONS IN KNEE SURGERY CASES HERE HAVE DROPPED BY 98 PERCENT. :18
<b>Dr. Bhalla (CG’d earlier)</b>	“Now, almost everyone is sent home because they’re comfortable and there’s no need for hospital admission. So, we’ve really improved outcomes and safety from that aspect.” :09
Shots of both stretching leg Still photo of Patti in brace Shots of both exercising leg	THAT’S SOMETHING MADISON’S MOM APPRECIATES. SHE’S HAD 3 KNEE SURGERIES HERSELF - AND UNLIKE HER DAUGHTER, SPENT DAYS IN THE HOSPITAL ON MEDICATION AND WEEKS IN PAIN DURING REHAB. :09
<b>CG: Patti Liston Madison’s mom 1:27 - 1:36</b>	“She’s lucky enough that she didn’t have to take all that medication. Even off of that nerve block, she really doesn’t have to take much medication at all.” :09
Shots of Madison in chair reading	THIS IS CLARK POWELL REPORTING. :02
<b>ANCHOR TAG</b>	THE TUBE STAYS IN THE PATIENT’S LEG AND AFTER A FEW DAYS PARENTS CAN SIMPLY TAKE IT OUT THEMSELVES, WHICH IS PAINLESS. DOCTORS SAY ANOTHER ADVANTAGE IS THAT PATIENTS ARE ABLE TO START REHABILITATING THEIR KNEES SOONER AND FAMILIES DON’T HAVE TO WORRY ABOUT ANY LEFTOVER PAIN MEDICATION IN THE HOUSE.
 <b>Share it! Suggested tweet:</b>	Doctors <a href="#">@NationwideKids</a> numb only necessary nerves in OR, cut drug risks & admissions in kids. Details: <a href="http://bit.ly/1pf4TBH">bit.ly/1pf4TBH</a>
 <b>Suggested post:</b>	Any parent will tell you sending a kid off to surgery is nerve-racking, not only because of the pain that comes with surgery, but the drugs used to control it. But doctors at <a href="#">Nationwide Children’s Hospital</a> have an innovative solution. Using ultrasound they find the nerves affected by surgery and pump medicine only to them. That cuts the need for pain pills and has reduced hospital admissions in children dramatically. See how it works here: <a href="http://bit.ly/1pf4TBH">bit.ly/1pf4TBH</a>
	<b>Extra Bites</b>
<b>CG: Tarun Bhalla, MD</b>	<i>Dr. Bhalla talks about the the impact of fewer hospitalizations -</i>

<p><b>Nationwide Children’s Hospital</b></p>	<p>“They can go home within an hour, two hours after coming out of surgery. That reduction has really opened up hospital beds for other patients that may need them.” :09</p> <p><i>Dr. Bhalla talks about the advantages to this approach -</i>          “We’re really limiting the intravenous and oral opioids that are going through the system and we’re focussing our pain relief to where the surgery is being done.” :09</p> <p><i>Dr. Bhalla talks about the dramatic drop in hospital admissions -</i>          “Almost 98% reduction of hospital admissions. So, patients that were coming in for ACL surgeries prior to, before we started our regional program, were getting admitted to the hospital for mainly pain relief and they could be here for a day, up to three days.” :14</p>
<p><b>CG: Patti Liston Madison’s mom</b></p>	<p><i>Patti talks about what recovery was like after her surgeries -</i>          “I couldn’t go anywhere, had to have somebody help me, and they actually used a machine when I had mine done, right out of surgery, to start moving your leg. So, it’s a lot easier for her.” :11</p> <p><i>Patti talks about the difference this approach made in Madison -</i>          “Much better. She’s much more comfortable here and she just doesn’t get lonely in the hospital, friends are able to come over and help her out.” :08</p>
<p><b>CG: Ronald Liston Madison’s dad</b></p>	<p><i>Ronald talks about the day Madison got hurt -</i>          “She went up to grab a ball and her feet stayed planted, and she twisted awkwardly and then she hit the ground. Soon as she hit the ground, we knew.” :15</p> <p><i>Ronald talks about his concerns over Madison’s surgery -</i>          “It stressing. I mean, you’re talking about a child having surgery. No matter what the surgery is, it’s a stressor for you, for a parent.” :10</p>
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