

SMALL IMPLANT MAY HAVE ENORMOUS IMPACT ON TEEN

Doctors are among the first to implant stimulator to help with rare digestive issues

Suggested Date of Use: Generic



Nationwide Children's Hospital

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SUGGESTED TEASE	AN EXTRAORDINARY PROCEDURE MIGHT HELP THIS GIRL LIVE A MORE NORMAL LIFE. HOW DOCTORS HALFWAY ACROSS THE COUNTRY ARE HELPING WITH A RARE DIGESTIVE CONDITION, NEXT.
ANCHOR LEAD	<p>MOST OF US SIT DOWN TO EAT A MEAL WITHOUT THINKING MUCH ABOUT IT. BUT FOR SOME, THE VERY ACT OF EATING, LEADS TO EXCRUCIATING PAIN.</p> <p>IT IS A NIGHTMARE CONDITION THAT'S ALL TOO REAL FOR 16-YEAR OLD HEATHER RAYSER OF CALIFORNIA.</p> <p>HEATHER'S COLON DOESN'T WORK PROPERLY. BUT THANKS TO AN INNOVATIVE SURGERY HALFWAY ACROSS THE COUNTRY THERE'S NEW HOPE FOR A NORMAL LIFE. HERE'S CLARK POWELL.</p>
CG: Heather Rayser Has digestive challenges :00 - :10	"I can't really go a lot of places because I have to do my treatment. I'm always nauseated so I always have to sit at home and I have to miss out on a lot of stuff." :10
CG: Courtesy: Nationwide Children's Hospital Shots of Heather studying	16-YEAR OLD HEATHER RAYSER HAS NEVER BEEN TO HIGH SCHOOL. SHE'S BEEN ON HOME HOSPITAL CARE FOR THE PAST 9 YEARS. :07
CG: Steven Teich, MD Nationwide Children's Hospital :17 - :24	"Her colon does not work normally, she does not have normal motility, she really cannot sense when she has to go." :07
Stills of home care products	HER DAYS ARE FILLED WITH PAINFUL TREATMENTS... INVOLVING LARGE AMOUNTS OF SALINE AND A MIXTURE OF MEDICINES TO HELP FLUSH OUT HER SYSTEM. :07

CG: Rich Rayser Heather's father :31 - :43	"It's a huge amount and yet it still seems to have just minimal results with her at this time. So, we just want to get her off the flush outs." :12
Dr. Teich (CG'd earlier)	"Basically, you can't go anywhere. You're trapped by this because you have to do this every single night." :04
Rich Rayser (CG'd earlier)	"We can't really even go out to dinner at this point." :03
Shots of surgery / graphic Close up of stimulator	BUT, DOCTOR'S AT NATIONWIDE CHILDREN'S HOSPITAL HAVE A SOLUTION. IT'S CALLED A SACRAL NERVE STIMULATOR. :06
Dr. Teich (CG'd earlier)	"What it does is it stimulates the nerve that controls the motility of your colon." :06
Animation of stimulator - provided by medical device company	THE SMALL DEVICE... IMPLANTED NEAR HEATHER'S TAILBONE.... DELIVERS AN ELECTRICAL STIMULATION... LETTING HER KNOW WHEN SHE HAS TO GO TO THE BATHROOM. :07
CG: Kelly Rayser Heather's mother 1:09 - 1:11	"I'm determined that this is going to help her." :02
Dr. Teich (CG'd earlier)	"The first thing that we see that happens is that these wash out go from being 24 hours for her, to being like an hour." :06
Heather Rayser (CG'd earlier)	"I'll probably get about 16-18 hours back a week." :04
Shots of surgery	DR. TEICH IS ONE OF FEW IN THE COUNTRY TO PERFORM THIS PROCEDURE IN PEDIATRICS. :05
Dr. Teich (CG'd earlier)	"Our success rate so far has been about 90% to be totally better. To be where they can function as a normal person without worrying about washouts or catheters, etcetera." :10
Shots of Heather walking with her parents outside	IT'S TOO EARLY FOR HEATHER TO SEE PERMANENT RESULTS... :03
Dr. Teich (CG'd earlier)	"In her case, she had such severe problems with her colon that it's literally going to take 6 months to a year for it to get better." :06
Shots of family sitting outside	BUT SHE'S MADE PROGRESS. :02
Rich Rayser (CG'd earlier)	"We've gone to a hockey game already which is, you know, something I don't think we could have even done before." :07
Stills of Heather	AND THAT SEEMINGLY SMALL FEAT... IS PROVIDING HOPE. :03

<p>Kelly Rayser (CG'd earlier)</p>	<p>“What I hope to get out of this is she will be able to go back to school, she'll be able to decorate that locker, she will be able to drive and I want her to get into trouble!” :09</p>
<p>Shot of Heather in the park</p>	<p>AT NATIONWIDE CHILDREN'S HOSPITAL, THIS IS CLARK POWELL REPORTING. :03</p>
<p>ANCHOR TAG</p>	<p>THE STIMULATOR WAS ONLY RECENTLY APPROVED FOR USE IN PEDIATRIC PATIENTS - AND HEATHER IS AMONG THE FIRST TO GET THE IMPLANT TO HELP WITH COLON ISSUES.</p>
<p> Share it! Suggested tweet:</p>	<p>See how an extraordinary surgery @NationwideKids may help one girl lead a more ordinary life. bit.ly/1kObm57</p>
<p> Suggested post:</p>	<p>Imagine undergoing hours of treatment every time you eat just to help your body process food. That's a painful reality for some children, but an innovative new procedure by doctors at Nationwide Children's Hospital may help. Meet a teenager who traveled halfway across the country to become among the first to get a stimulator implanted in the hope of getting her life back to normal. Details: bit.ly/1kObm57</p>
	<p style="text-align: center;">Extra Bites</p>
<p>CG: Steven Teich, MD Nationwide Children's Hospital</p>	<p>“This moves the bar, that there's another option for them. That when they're told that there's nothing else that can be done, that these kids have to do this for the rest of their life, that's not true. They don't have to do the washouts, that this is a good option, that this will probably work.” :14</p> <p>“For the first time that they can remember, they don't have a tub in their intestine. They don't have to do all this, so they can be like everybody else. And that's what really makes a difference.” :10</p>
<p>CG: Heather Rayser Has digestive challenges</p>	<p>“The doctors sound pretty confident, so that makes me really confident as well.” :04</p> <p>“I was so excited and I'm just really hopeful about it. I just really hope it works.” :04</p>
<p>CG: Kellie Rayser Heather's mother</p>	<p>“It's been such a long haul. And I don't expect a miracle overnight. So, we'll just take it day by day and hopefully, in time we'll be able to cut back on all her treatments.” :16</p> <p>“They really thought Heather would benefit from this surgery. So there's no hesitation with me. I'm willing to do whatever I need to do for Heather. And if they think it would possibly help here, why would you not?” :15</p>

	“We would love to help another family and child not to have to endure what my child’s had to go through to get these answers.” :08
CG: Rich Rayser Heather’s father	“It seems like such a no-brainer now. I did have hesitations at first, but now it just seems like it can’t hurt and if it makes things better, then that’s what we’re looking for.” :14
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