

# AFTER WATCHING DISTURBING VIDEO, CPAP USAGE SOARS



Study: Patients who see video of themselves struggling to breathe, use CPAP more

**Suggested Date of Use:** Generic

National Jewish Health

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<b>SUGGESTED TEASE</b>	STILL TO COME, THEY NEVER THOUGHT THEIR SLEEP APNEA WAS <i>THAT</i> BAD - UNTIL THEY SAW <i>THIS</i> . THE DISTURBING VIDEO THAT'S CHANGING PATIENTS' LIVES, NEXT IN HEALTH NEWS.
<b>ANCHOR LEAD</b>	IT'S ESTIMATED MORE THAN 20-MILLION AMERICANS HAVE SLEEP APNEA <sup>1</sup> AND IF YOU'RE ONE OF THEM, YOU MAY HAVE BEEN GIVEN A MASK TO WEAR OVERNIGHT TO HELP YOU BREATHE. THEY ARE CALLED 'CPAP' MASKS, AND EVEN THOUGH THEY CAN BE EXTREMELY EFFECTIVE, MORE THAN HALF OF ALL PATIENTS WHO HAVE THEM, DON'T USE THEM. <sup>2</sup> BUT DOCTORS HAVE FOUND A WAY TO CHANGE THAT. CLARK POWELL SHOWS US THE DISTURBING VIDEOS THAT HAVE MANY 'CPAP' PATIENTS REACHING FOR THEIR MASKS ONCE AGAIN.
	(Nats - John walking into bedroom) :02
<b>CG: Courtesy: National Jewish Health</b> Shots of John going to bed, putting on mask  Shots of John lying down / zoom in to his eyes	LIKE MANY PATIENTS WITH SLEEP APNEA, JOHN BRUGGER ( <i>pronounced: BROO-ger</i> ) SAYS HE DIDN'T LIKE HIS 'CPAP' MASK, AT FIRST. IT WAS TOO CUMBERSOME AND TOO TIGHT TO GET A GOOD NIGHT'S SLEEP. SO, LIKE ROUGHLY HALF OF ALL PATIENTS <sup>2</sup> , MOST NIGHTS HE WOULDN'T WEAR IT. UNTIL HE WATCHED 60 SECONDS OF VIDEO THAT CHANGED EVERYTHING. :16
<b>CG: John Brugger Has sleep apnea :16-:27</b>	"A powerful moment in my life. Made me cry watching it. Still vivid in my mind seeing what my body was going through at night, you just don't realize it." :11
Shots of John's video  Shots of other people from sleep study	WHAT JOHN SAW WAS VIDEO OF HIMSELF SLEEPING AND TRYING DESPERATELY TO BREATHE WITHOUT HIS MASK. IMAGES THAT WERE BOTH INCREDIBLY DISTURBING TO PATIENTS.. AND HIGHLY EFFECTIVE. :10

	(Nats - man gasping) :02
<b>CG: Mark Aloia, PhD</b> <b>National Jewish Health</b> <b>:39-:47</b>	“Sleep apnea is one of those disorders you never really notice in yourself. I mean, you’re asleep, you’re consciously not aware of what’s happening to you.” :08
Shots of Dr. Aloia in sleep lab  Shots of techs looking at monitors  Close up of monitors  Shots of camera on patient sleeping	SO, IN ORDER TO <i>MAKE PATIENTS MORE AWARE</i> , DOCTOR MARK ALOIA ( <i>pronounced: uh-LOY-uh</i> ) CAME UP WITH AN IDEA. AT NATIONAL JEWISH HEALTH IN DENVER RESEARCHERS MONITORED PATIENTS OVERNIGHT IN A SLEEP LAB, KEEPING TRACK OF THINGS LIKE HEART RATE AND OXYGEN LEVELS. THEY ALSO TURNED ON A CAMERA, WHICH GOT THROUGH TO PATIENTS LIKE NEVER BEFORE. :16
<b>Dr. Aloia (CG’d earlier)</b>	“We really create a sort of a personal sense of urgency in this patient in order to change their behavior.” :07
Shots of John in bed <i>(Graphic)</i> --- <b>CPAP Study</b> --- -Used CPAP an additional 2 hours a night -Still using it 3 months later  Shots of John walking with family	AND THAT CHANGE WAS PROFOUND. THE STUDY SHOWED A VAST MAJORITY OF PATIENTS USED ‘CPAP’ AN ADDITIONAL 2 HOURS A NIGHT, AND WERE STILL USING IT THREE MONTHS LATER. AND SOME, LIKE JOHN, VOW TO NEVER STOP USING IT AGAIN. :13
<b>John Brugger (CG’d earlier)</b>	“To see myself basically drowning in my bed. And um... made me very determined to fix that.” :11
Shots of John walking with family	AT NATIONAL JEWISH HEALTH IN DENVER, THIS IS CLARK POWELL REPORTING. :03
<b>ANCHOR TAG</b>	WHEN LEFT UNTREATED, SLEEP APNEA HAS BEEN LINKED TO EVERYTHING FROM DEPRESSION TO HEART DISEASE AND CANCER. EXPERTS AT NATIONAL JEWISH HEALTH JUST RECEIVED A FEDERAL GRANT TO EXPAND THEIR STUDY. SOON THEY WILL START TRACKING C-PAP USE IN 300 PATIENTS AND WILL FOLLOW THEIR PROGRESS FOR AN ENTIRE YEAR.
 <b>Share it! Suggested tweet:</b>	Experts <a href="#">@NJHealth</a> prove seeing is believing. Chilling self videos prompt patients to use CPAP at night. <a href="https://bit.ly/U4jfsQ">bit.ly/U4jfsQ</a>
 <b>Suggested post:</b>	Watch the dramatic video that has patients with sleep disorders reaching for their CPAP masks. More than half of those with sleep apnea don’t wear CPAP regularly but a study by experts at <a href="#">National Jewish Health</a> changed their minds. See the video for yourself! <a href="https://bit.ly/U4jfsQ">bit.ly/U4jfsQ</a>

<p><b>References -</b></p>	<p><sup>1</sup> <i>American Sleep Apnea Association</i>, July 2014. Online: <a href="http://www.sleepapnea.org/i-am-a-health-care-professional.html">http://www.sleepapnea.org/i-am-a-health-care-professional.html</a></p> <p><sup>2</sup> <i>Adherence to Continuous Positive Airway Pressure Therapy, The Challenge of Effective Treatment, Proceedings of the American Thoracic Society, Volume 5, Number 2</i>, February 2008. Online: <a href="http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2645251/">http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2645251/</a></p>
	<p style="text-align: center;"><b>Extra Bites</b></p>
<p><b>CG: Mark Aloia, PhD</b> <b>National Jewish Health</b></p>	<p><i>Dr. Aloia talks about the evolution of the study -</i> “We started by showing patients videos of <i>other</i> people with sleep apnea. And the response was pretty emotional, but not kind of what we were going for. It didn’t really change behavior.” :11</p> <p><i>Dr. Aloia talks about patient reaction to their own videos -</i> “The shocking part was that patients actually got very emotional. Sometimes we’d have men, who had never really thought of themselves having a problem, being tearful.” :11</p> <p><i>Dr. Aloia talks about the results of the study -</i> “We went for 3 months and we saw an improvement of over 2 hours a night on adherence to CPAP.” :05</p> <p><i>Dr. Aloia talks about the success of the study -</i> “Very little has improved adherence for more than an hour to an hour and a half. So, we had boosted that, we had more than doubled what most people would find.” :09</p>
<p><b>CG: John Brugger</b> <b>Has sleep apnea</b></p>	<p><i>John talks about what prompted him to get a CPAP mask -</i> “One morning I almost hit a bicyclist just going across the street. I wasn’t paying attention, I was in the zone, not looking, but driving half asleep.” :10</p> <p><i>John talks about what he saw in himself in the video -</i> “I was laying on the bed struggling, my stomach was convulsing trying to get air. Then I would get air and it would just start all over again.” :10</p> <p><i>John admits that CPAPs can be hard to get used to -</i> “It is difficult to get used to, but it’s well worth it.” :03</p> <p><i>John talks about the long-term effects the study had on him -</i> “It’s an easy process. It’ll change the rest of your life. I wish I did it 20 years ago.” :06</p>
<p><b>Producers &amp; Reporters:</b></p>	<p style="text-align: center;"><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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