

Study: After Watching Disturbing Video, CPAP Usage Soars
Patients who see video of themselves struggling to breathe, use CPAP more

National Jewish Health

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Package Length: 1:41	Content provided by: National Jewish Health

NEWS PACKAGE

SUGGESTED TEASE	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.
ANCHOR LEAD	IT'S ESTIMATED MORE THAN 20-MILLION AMERICANS HAVE SLEEP APNEA ¹ AND IF YOU'RE ONE OF THEM, YOU MAY HAVE BEEN GIVEN A MASK TO WEAR OVERNIGHT TO HELP YOU BREATHE. THEY ARE CALLED 'C-PAP' MASKS, AND EVEN THOUGH THEY CAN BE EXTREMELY EFFECTIVE, MORE THAN HALF OF ALL PATIENTS WHO HAVE THEM, DON'T USE THEM. ² BUT DOCTORS HAVE FOUND A WAY TO CHANGE THAT. CLARK POWELL HAS MORE ON A NEW STUDY THAT GETS PATIENTS TO USE THEIR MASK BY SHOWING THEM WHAT SLEEP IS LIKE WITHOUT IT.
(PACKAGE START) -----	
CG: Courtesy: National Jewish Health :00 - :03	(Nats - John walking into bedroom) :02
Shots of John going to bed, putting on mask	LIKE MANY PATIENTS WITH SLEEP APNEA, JOHN BRUGGER (BROO -ger) SAYS HE DIDN'T LIKE HIS 'C-PAP' MASK, AT FIRST. IT WAS TOO CUMBERSOME AND TOO TIGHT TO GET A GOOD NIGHT'S SLEEP.
Shots of John lying down / zoom in to his eyes	SO, LIKE ROUGHLY HALF OF ALL PATIENTS ² , MOST NIGHTS HE WOULDN'T WEAR IT. UNTIL HE WATCHED 60 SECONDS OF VIDEO THAT CHANGED EVERYTHING. :16
CG: John Brugger Has sleep apnea	<i>"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."</i> :11
Shots of John's video	WHAT JOHN SAW WAS VIDEO OF HIMSELF SLEEPING AND TRYING DESPERATELY TO BREATHE WITHOUT HIS MASK.
Shots of other people from sleep	

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<p>study</p> <p>CG: Mark Aloia, PhD National Jewish Health</p> <p>Shots of Dr. Aloia in sleep lab</p> <p>Shots of techs looking at monitors</p> <p>Close up of monitors</p> <p>Shots of camera on patient sleeping</p> <p>Dr. Aloia (CG'd earlier)</p> <p>Shots of John in bed (Graphic) --- CPAP Study --- -Used CPAP mask almost twice as long as those who didn't watch a video -Nearly 2.5 hours more than patients who watched video of someone else</p> <p>Shots of John walking with family</p> <p>John Brugger (CG'd earlier)</p> <p>Shots of John walking with family</p> <p>(PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p>IMAGES THAT WERE BOTH INCREDIBLY DISTURBING FOR THE PATIENT.. AND HIGHLY EFFECTIVE. :10</p> <p><i>“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</i></p> <p>SO, IN ORDER TO MAKE PATIENTS MORE AWARE, DOCTOR MARK ALOIA (pronounced: uh-LOY-uh) CONDUCTED A STUDY.</p> <p>AT NATIONAL JEWISH HEALTH IN DENVER RESEARCHERS MONITORED PATIENTS OVERNIGHT IN A SLEEP LAB, KEEPING TRACK OF THINGS LIKE HEART RATE AND OXYGEN LEVELS.</p> <p>THEY ALSO TURNED ON A CAMERA, WHICH GOT THROUGH TO PATIENTS LIKE NEVER BEFORE. :16</p> <p><i>“We really create a sort of a personal sense of urgency in this patient in order to change their behavior.” :07</i></p> <p>AND THAT CHANGE WAS PROFOUND. THE STUDY³ FOUND THAT, ON AVERAGE, PATIENTS WHO WATCHED VIDEO OF THEMSELVES STRUGGLING WITH SLEEP APNEA, USED A C-PAP MASK ALMOST TWICE AS LONG AS THOSE WHO DIDN'T WATCH A VIDEO AT ALL.</p> <p>AND NEARLY 2 AND A HALF HOURS MORE THAN PATIENTS WHO WATCHED A VIDEO OF SOMEONE ELSE WITH SLEEP APNEA.</p> <p>AND SOME, LIKE JOHN, VOW TO NEVER STOP USING IT AGAIN. :19</p> <p><i>“To see myself basically drowning in my bed. And um... made me very determined to fix that.” :06</i></p> <p>AT NATIONAL JEWISH HEALTH IN DENVER, THIS IS CLARK POWELL REPORTING. :03</p> <hr/> <p>WHEN LEFT UNTREATED, SLEEP APNEA HAS BEEN LINKED TO EVERYTHING FROM DEPRESSION TO HEART DISEASE, CANCER, AND DEATH.</p>
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SOCIAL MEDIA

<p> Share it! Suggested tweet:</p>	<p>Experts @NJHealth prove seeing is believing. Chilling self videos prompt patients to use CPAP at night. http://bit.ly/2uy4na1</p>
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**Suggested post:**

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 [National Jewish Health](http://www.nationaljewish.org) changed their minds. See the video for yourself! <http://bit.ly/2uy4na1>

EXTRA BITES

CG: Mark Aloia, PhD
National Jewish Health

Dr. Aloia talks about the evolution of the study -
"We started by showing patients videos of other 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."

Dr. Aloia talks about patient reaction to their own videos -
"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."

Dr. Aloia talks about the results of the study -
"We went for 3 months and we saw an improvement of over 2 hours a night on adherence to CPAP."

Dr. Aloia talks about the success of the study -
"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."

John talks about what prompted him to get a CPAP mask -
"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."

CG: John Brugger
Has sleep apnea

John talks about what he saw in himself in the video -
"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."

John admits that CPAPs can be hard to get used to -
"It is difficult to get used to, but it's well worth it."

John talks about the long-term effects the study had on him -
"It's an easy process. It'll change the rest of your life. I wish I did it 20 years ago."

References

¹ American Sleep Apnea Association, July 2014. Online:
<http://www.sleepapnea.org/i-am-a-health-care-professional.html>

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² *Adherence to Continuous Positive Airway Pressure Therapy, The Challenge of Effective Treatment, Proceedings of the American Thoracic Society, Volume 5, Number 2*, February 2008. Online: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2645251/>

³ *Use of a Personalized Video to Enhance PAP Adherence: Preliminary Report from a Randomized Clinical Trial, SLEEP, Volume 40*, April 2017. Online: https://academic.oup.com/sleep/article-abstract/40/suppl_1/A190/3781808/0510-USE-OF-A-PERSONALIZED-VIDEO-TO-ENHANCE-PAP?redirectedFrom=fulltext

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