

NURSES TEXT, SEND IMAGES FROM O-R WITH NEW APP



Hospital develops secure app to give worried parents updates on kids during surgery

Suggested Date of Use: Generic

*Arnold Palmer Hospital for Children
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SUGGESTED TEASE	STILL TO COME, EASING THE MINDS OF WORRIED PARENTS... BY SENDING TEXT UPDATES FROM THE O-R. WE'LL SHOW YOU A NEW APP NURSES ARE USING TO KEEP PARENTS UP TO DATE DURING THEIR CHILD'S SURGERY. THAT'S NEXT IN HEALTH NEWS.
ANCHOR LEAD	SENDING A CHILD OFF TO SURGERY CAN BE ONE OF THE MOST HEART WRENCHING THINGS A PARENT CAN DO. SOME SURGERIES CAN LAST FOR SEVERAL HOURS - AND FOR YEARS, MOST PARENTS WERE LEFT TO SIMPLY WAIT AND WORRY ABOUT THE OUTCOME. BUT NOT ANYMORE. AS CLARK POWELL SHOWS US A NEW APP HAS BEEN DEVELOPED THAT ALLOWS NURSES TO GIVE WORRIED FAMILIES BEDSIDE UPDATES EVERY STEP OF THE WAY - FROM <i>INSIDE</i> THE O-R.
	(Nats - With family in pre-op area) :02
CG: Courtesy: Arnold Palmer Hospital for Children, Orlando Health Shots of Emily with her son pre-op / waiting during surgery	EMILY BARR SAYS SHE DOESN'T KNOW WHICH WAS HARDER TO HANDLE - THE FACT THAT HER 8-YEAR OLD SON WAS UNDERGOING SURGERY TO STRAIGHTEN HIS SPINE OR THE HOURS SHE WOULD HAVE TO SPEND ANXIOUSLY AWAITING THE OUTCOME. :10
	(Nats - camera click) :01
Shot of nurse taking photo Shots of nurse texting in the OR Shots of Emily and husband looking at images while waiting	BUT THANKS TO A NEW APP USED BY NURSES IN THE O-R, EMILY DIDN'T HAVE TO WAIT FOR UPDATES AT ALL. SEVERAL TIMES DURING SURGERY, NURSES SENT PHOTOS AND TEXT MESSAGES AND EVEN SHORT VIDEOS, LETTING EMILY AND HER HUSBAND KNOW EXACTLY WHAT WAS HAPPENING. :14
CG: Emily Barr Used app during son's surgery :25 - :31	"I was excited about it, I looked forward to it. You know, my thing was send me the information as soon as you can." :06
Shots of both looking at images	IN DOING SO, EMILY SAYS DOCTORS AND NURSES PUT

<p>Shots of nurse with phone in surgery</p> <p>Shots of both doctors at computer</p> <p>Close up of images on computer</p>	<p>HER MIND AT EASE.</p> <p>IN FACT, IT'S CALLED THE "EASE" APP - WHICH STANDS FOR ELECTRONIC ACCESS TO SURGICAL EVENTS. IT WAS DEVELOPED BY A PAIR OF DOCTORS AT ARNOLD PALMER HOSPITAL FOR CHILDREN, WHO SAY FOR ANXIOUS PARENTS, KNOWLEDGE IS POWER. :16</p>
<p>CG: Kevin de la Roza, MD Arnold Palmer Hospital for Children :47 - :56</p>	<p>"Pictures speak a thousand words, you know, videos can speak a million, and they just love being involved in it because it's very educational.</p> <p>It's the fear of the unknown that we are answering." : 09</p>
<p>Shots of surgery</p> <p>Shots of doctors at computer</p> <p>Shots of family looking at images</p> <p>Shot of nurse taking photos and texting</p>	<p>AS FOR THE FEAR OF PRIVACY, DOCTORS SAY THE APP IS HIPAA COMPLIANT AND HAS THE SAME SECURITY SOFTWARE USED BY BANKS.</p> <p>AND LIKE SNAPCHAT, AFTER A FEW SECONDS, ALL INFORMATION IS DELETED.</p> <p>INSIDE THE O-R, A CIRCULATING NURSE IS ASSIGNED TO KEEP TABS ON THE OPERATION AND KEEP THE FAMILY INFORMED. :17</p>
<p>CG: Hamish Munro, MD Arnold Palmer Hospital for Children 1:13 - 1:22</p>	<p>"We want it almost unnoticeable in the operating room. The circulating nurse is already responsible for updating the family, this is just a different way to do it." :09</p>
<p>Shots of surgeon working in the OR</p> <p>Shots of images of patient</p>	<p>SO FAR SURGEONS SAY THE RESPONSE IS OVERWHELMING. PARENTS CAN'T BE IN THE O-R WITH THEIR KIDS, OF COURSE, BUT THIS MAY BE THE NEXT BEST THING. :08</p>
<p>CG: Jonathan Phillips, MD Arnold Palmer Hospital for Children 1:30 - 1:35</p>	<p>"I think the families really appreciate having the extra information. It's just less scary this way." :05</p>
<p>Shots of family looking at phone</p>	<p>AT ARNOLD PALMER HOSPITAL FOR CHILDREN IN ORLANDO, THIS IS CLARK POWELL REPORTING. :04</p>
<p>ANCHOR TAG</p>	<p>DOCTORS SAY THEY TALK TO THE FAMILIES BEFORE SURGERY AND TAILOR THEIR UPDATES ACCORDINGLY. SOME FAMILIES ONLY WANT TEXT MESSAGES, OTHERS PREFER TO SEE PHOTOS AND VIDEOS AS WELL.</p> <p>ANOTHER BENEFIT IS THAT EVEN FRIENDS AND FAMILY MEMBERS WHO ARE MILES AWAY CAN DOWNLOAD THE APP AND GET REGULAR UPDATES DURING SURGERY.</p>
<p> Share it! Suggested tweet:</p>	<p>New app @APHospital sends texts, photos & videos during kid's surgery to ease worried parents. See it: bit.ly/1x820XI</p>
<p> Suggested post:</p>	<p>Sending a child off to surgery can be heart wrenching for any parent, especially if they have to wait and worry for hours before getting results. But a new app developed by doctors at Arnold Palmer Hospital for Children is changing that. During surgery nurses send texts, photos, even videos from the OR to inform parents and ease their minds. See how it works: bit.ly/1x820XI</p>

	Extra Bites
<p>CG: Jonathan Phillips, MD Arnold Palmer Hospital for Children</p>	<p><i>Dr. Phillips talks about tailoring information to each family -</i> “Once you get to know the families a little bit and you talk to them, preoperatively, then you get a feeling as for how much information they want to hear from you.” :08</p> <p><i>Dr. Phillips talks about how this takes the mystery out of surgery -</i> “For that family, the depth of understanding they get out of this is fabulous. And so we were doing various, you know, texts and pictures so that they understood what we were up to during that 2 hour period.” :11</p> <p><i>Dr. Phillips talks about the educational benefits to the EASE app -</i> “It can be taken for granted by doctors that the explanation you’ve given is adequate. Almost always it is not. And being able to give them extra information during the process makes my job easier after the event, in the postoperative period.” :14</p>
<p>CG: Emily Barr Used app during son’s surgery</p>	<p><i>Emily talks about the photos she received and how they helped -</i> “Some of the pictures we actually got were the doctors actually were there and, you know, we could see what was going on, and the status of ‘Hey, we’re getting ready to put the rods and and this is what’s happening.’ That’s been very reassuring to us.” :12</p> <p><i>Emily talks about sharing the app and info with family outside the hospital -</i> “I have a six month old at home with my mom and using the app, you know just getting the information, I’ve been able to get that information over to them on a regular - ‘Hey mom, this is what’s going on, it’s OK’. So, you know, being able to keep them up to date, it’s great.” :14</p>
<p>CG: Hamish Munro, MD Arnold Palmer Hospital for Children</p>	<p><i>Dr. Munro talks about the benefits of the EASE app -</i> “It allows the parents into the operating room, so we’re being transparent, and I think is very important. But not only that it also educates them. It tells us what we’re doing, where we are in the process. And so they can get an understanding of the surgical procedure.” :15</p> <p><i>Dr. Munro talks about the security measures of the EASE app -</i> “We use 256 bit encryption for all messages in transit and at rest. We have controlled user access, so that means that the hospital only can authorize people to use it. We have special training in how to use the app and how to keep in compliance with HIPAA.” :19</p>
<p>CG: Kevin de la Roza, MD Arnold Palmer Hospital for Children</p>	<p><i>Dr. de la Roza talks about the natural evolution of OR communications -</i> “It’s how we communicate nowadays. I mean, if you want to communicate with your kids, with your parents, everybody texts now.” :05</p> <p><i>Dr. de la Roza talks about the advantages of the EASE app -</i> “You can be anywhere, you don’t have to be in the waiting room, you can be eating lunch, you can be outside the hospital. And</p>

	<p>other family members in other states can even receive these updates, so everyone can be part of their network of family members that are supporting that loved one in the operating room.” :14</p>
<p>CG: Kevin de la Roza, MD Arnold Palmer Hospital for Children</p>	<p style="text-align: center;">-----Spanish Bites -----</p> <p>“Todo mundo tiene un teléfono, y todo mundo esta usando los mensajes de TEXT para comunicar con nosotros y ahora podemos haser eso en una manera muy seguro en el APP de nosotros que se llama EASE. Y podemos mandar mensajes de TEXT y mensajes con fotos y videos para que la gente, la familia entiende excatamente lo que esta pasando durante la cirugia.” :24</p> <p>“Una famillia nos dejo que esto es una manera de comunicar de la sala de operación que deberíamos de tener en todas las cirugias de los estados unidos para toda las gentes y eso es un sueño de nosotros que podemos comunicar con todo la familia sobre el APP de nosotros que se llama EASE.” :23</p>
<p>Producers & Reporters:</p>	<p>To download scripts, video and photos go to: http://www.multimedianewsroom.tv</p>

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