

BREAKTHROUGH LEUKEMIA PILL SHOWS LIFESAVING PROMISE



New drug offers hope for chronic lymphocytic leukemia or CLL

The Ohio State University Comprehensive Cancer Center

June 2013

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| SUGGESTED TEASE | STILL TO COME, A BREAKTHROUGH DRUG THAT COULD CHANGE THE WAY DOCTORS TREAT THE MOST COMMON KIND OF LEUKEMIA. DETAILS, NEXT IN HEALTH NEWS. |
| ANCHOR LEAD | BY THE END OF THE DAY 43-MORE PEOPLE WILL LEARN THEY HAVE CHRONIC LYMPHOCYTIC LEUKEMIA - OR C-L-L. ¹ IT IS THE MOST COMMON FORM OF LEUKEMIA, DIAGNOSED ABOUT EVERY 30-MINUTES IN THE U-S. ¹ UNTIL NOW, TREATMENTS HAVE BEEN ONLY MODERATELY SUCCESSFUL. BUT AS CLARK POWELL SHOWS US, A NEW, SMALL GREY PILL COULD CHANGE THAT FOREVER. |
| | (Nats - Dennis taking medicine) :02 |
| CG: Courtesy: James Cancer Hospital & Solove Research Institute Shots of Dennis taking pill | AS CANCER BREAK-THROUGHS GO, THIS ONE IS AS SUBTLE AS IT IS EFFECTIVE. IT'S A SIMPLE, UNASSUMING GREY PILL THAT, IN FOUR YEARS OF TESTING, HAS SHOWN REMARKABLE RESULTS. ² :10 |
| CG: John Byrd, MD James Cancer Hospital & Solove Research Institute :10 - :18 | "Approximately 75% of people of all types of relapsed CLL will be disease free at 2 years." :08 |
| Shots of Dr. Byrd in lab with tech Close up still of pills <i>Graphic showing Burton's tyrosine kinase enzyme</i> | DOCTOR JOHN BYRD IS A LEUKEMIA SPECIALIST AT OHIO STATE'S COMPREHENSIVE CANCER CENTER. IN A NEW STUDY HE TOUTS THE EFFECTIVENESS OF THE PILL - KNOWN AS IBRUTINIB (<i>pronounced: ih-BROO-tih-nib</i>) IT WORKS BY TARGETING A PARTICULAR ENZYME WITHIN THE CANCER CELLS THAT FEEDS THEIR GROWTH. :13 |
| Dr. Byrd (CG'd earlier) | "CLL cells and lymphoma cells require it to live and when you shut it off, it's like shutting off the light. The cancer cell goes off." :07 |
| Shots of Dennis going to patio Shots of Dennis reading paper Shots of chemotherapy | BUT FOR ALL THIS MEDICINE DOES, IT'S WHAT IT DOESN'T DO THAT MEANS SO MUCH TO DENNIS HICKEY. DIAGNOSED WITH LEUKEMIA 13 YEARS AGO, HICKEY ENDURED COUNTLESS ROUNDS OF CHEMOTHERAPY AND THE SIDE EFFECTS THAT CAME WITH THEM. :10 |

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| CG: Dennis Hickey CLL Survivor 1:01 - 1:10 | <p>“It would work for about 6 months, it would shrink the tumors. My neck was like this, underneath my arms, my lymph nodes - to make a long story short, I was a mess.” :09</p> |
| Shots of Dennis filling glass Shots of Dennis taking pill Shot of Dennis reading the paper | <p>BUT NOT ANYMORE. WITH THIS THERAPY HICKEY SIMPLY TAKES A PILL THREE TIMES A DAY. HE HAS NO SIDE EFFECTS AND NO MORE SIGNS OF LEUKEMIA.</p> <p>REMARKABLE, CONSIDERING AT ONE POINT, HICKEY WAS ONLY GIVEN SIX MONTHS TO LIVE. :12</p> |
| Dennis (CG'd earlier) | <p>“Ten years later I sit here before you, truly blessed.” :03</p> |
| Still photo of Dennis with family | <p>“I’m so fortunate in many ways. I have 11 grandchildren, of that period of time I saw the birth of 5 more.” :07</p> |
| Shot of pills Shot of Dennis reading paper | <p>THANKS TO A NEW THERAPY THAT IS AS EASY ON PATIENTS AS IT IS HARD ON C-L-L. AT OHIO STATE’S COMPREHENSIVE CANCER CENTER, THIS IS CLARK POWELL REPORTING. :08</p> |
| ANCHOR TAG | <p>THE STUDY IS PUBLISHED IN THE LATEST EDITION OF THE NEW ENGLAND JOURNAL OF MEDICINE.² DOCTOR BYRD SAYS BECAUSE IT’S BEEN SO EFFECTIVE, THIS DRUG COULD BREAK A RECORD FOR GETTING APPROVED.</p> <p>MOST DRUGS TAKE 7-10 YEARS TO BE TESTED AND APPROVED. THIS DRUG COULD ON THE MARKET IN AS LITTLE AS FOUR YEARS.</p> |
|  Share it! Suggested tweet: | <p>Killing leukemia as easy as swallowing a pill? @TheJamesOSU has details of a remarkable new therapy: bit.ly/185Oeak</p> |
|  Suggested post: | <p>New study details remarkable cancer breakthrough. Doctors at the Ohio State University’s James Cancer Hospital and Solove Research Institute publish a new study about a simple pill to treat the most common kind of leukemia. Details here: bit.ly/185Oeak</p> |
| References - | <p>¹<i>Leukemia - Chronic Lymphocytic</i>, American Cancer Society. Online: http://www.cancer.org/cancer/leukemia-chroniclymphocyticcll/detailedguide/leukemia-chronic-lymphocytic-key-statistics</p> <p>² New England Journal of Medicine Online First, June 19, 2013, at NEJM.org.</p> |
| | <p style="text-align: center;">Extra Bites</p> |
| CG: John Byrd, MD James Cancer Hospital & Solove Research Institute | <p><i>Dr. Byrd talks about how quickly the drug has moved through trials -</i></p> <p>“It’s a drug that came forward, really at great pace in 2009, and has marched through clinical trials over the past 4 years, really showing dramatic activity.” :11</p> |

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| <p>CG: John Byrd, MD James Cancer Hospital & Solove Research Institute</p> | <p>Dr. Byrd talks about side affects of traditional chemotherapies - “A lot of the medicines make the patients as sick, or sicker, than the actual cancer does.” :05</p> <p>Dr. Byrd talks about the effectiveness of the drug - “This is really an amazing drug, in that most people go on it who are ill, start taking a pill once a day, and then feel that their life has been restored on it.” :10</p> |
| <p>CG: Dennis Hickey CLL Survivor</p> | <p><i>Dennis talks about the day he was diagnosed -</i> “The doctor came in after running several tests over the evening and said ‘Dennis, I have to tell you, you have terminal cancer.’” :07</p> <p><i>Dennis talks about his clean bill of health -</i> “There’s no sign, that I’m aware of, I go in every 6 months now for a check up, of any cancer being present.” :07</p> <p><i>Dennis talks about interacting with fellow patients during the trial -</i> “When I was taking treatment as part of the study I was talking to a few of the patients around me and I said ‘Oh, by the way, where are you from? Paris, France.’ It’s known worldwide, they’re coming from all over because it is so effective. It’s a miracle drug.” :14</p> |
| <p>Producers & Reporters:</p> | <p>To download scripts, video and photos go to: http://www.multimedianewsroom.tv</p> |

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