

INSIDE THE NATION'S MOST ADVANCED CANCER HOSPITAL



Next-generation hospital opens as cancer is set to become leading cause of death¹

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*The Ohio State University Comprehensive Cancer Center - James Cancer Hospital & Solove Research Institute
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SUGGESTED TEASE	STILL TO COME, A GLIMPSE INTO THE FUTURE OF CANCER CARE. WE'LL TAKE YOU INSIDE THE NATION'S NEWEST AND THIRD LARGEST CANCER HOSPITAL, NEXT IN HEALTH NEWS.
ANCHOR LEAD	<p>BY 2030, CANCER IS EXPECTED TO OVERTAKE HEART DISEASE AS THE NUMBER ONE CAUSE OF DEATH IN THE U-S.¹</p> <p>THE GOOD NEWS IS - NEW, STATE-OF-THE-ART FACILITIES ARE BEING BUILT NOW TO HELP BATTLE THIS GROWING TREND. OHIO STATE UNIVERSITY IS ABOUT TO OPEN ITS NEWEST INNOVATION.</p> <p>CLARK POWELL SHOWS US WHY THIS IS NO ROUTINE CANCER HOSPITAL AND WHY IT'S NOT JUST <u>WHAT'S</u> INSIDE - BUT <u>WHO'S</u> INSIDE THAT MAKES IT SO UNIQUE.</p>
	(Nats - Exterior of hospital) :02
<p>CG: Courtesy: James Cancer Hospital & Solove Research Institute</p> <p>Shots of hospital exterior</p> <p>Shots of floors / patient beds</p>	<p>AT MORE THAN A MILLION SQUARE FEET, THE NEW JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE AT OHIO STATE IS THE THIRD LARGEST CANCER HOSPITAL IN THE U-S.</p> <p>AND IT'S AMONG THE FIRST TO DEDICATE ENTIRE UNITS TO BATTLING SPECIFIC FORMS OF CANCER. :14</p>
<p>CG: Dr. Michael Caligiuri James Cancer Hospital & Solove Research Institute :14 - :23</p>	<p>"Each floor is unique. Because, of the 21 floors, each one's going to have a particular type of cancer and will have physicians there that treat just that type of cancer." :09</p>
<p>Shots of floor</p> <p>Shots of radiation suite</p> <p>Shots of lobby with windows</p>	<p>THE SECOND FLOOR, IN FACT, IS AN ARCHITECTURAL FEAT. IT IS HOME TO ONE OF TWO RADIATION ONCOLOGY CENTERS IN THE U.S. THAT ARE TWO STORIES UP.</p> <p>MOST ARE BUILT UNDERGROUND, BUT HERE ON THE SECOND FLOOR, PATIENTS, FAMILIES AND STAFF HAVE OUTDOOR VIEWS OVERLOOKING A PARK. SUNLIGHT HAS BEEN SHOWN TO HAVE A POSITIVE IMPACT ON RECOVERY. IT'S A THEME, IN FACT, FOR THE ENTIRE BUILDING, WHICH</p>

<p>Shots of windows / exterior</p> <p>Shots of lobby</p> <p>Shots of doctor walking out of patient room into lab</p>	<p>SITS AT A PERFECT ANGLE TO PROVIDE SUNLIGHT IN EVERY PATIENT ROOM, BUT NOT ON THE PATIENT.</p> <p>THE MOST UNIQUE FEATURE ISN'T ABOUT THE BUILDING – BUT WHO'S IN IT.</p> <p>EACH FLOOR INCLUDES PATIENT ROOMS, EDUCATION CENTERS AND RESEARCH SPACE SIDE BY SIDE. THE IDEA IS TO PROVIDE INTERACTIONS THAT INSPIRE. :39</p>
<p>Dr. Caligiuri (CG'd earlier)</p>	<p>“I think this kind of integration, of research with the patient care right on the floor, is really the future, where all hospitals will want to be, because it's becoming much, much easier to take that work on the laboratory bench and bring it to the patient. It's a lot quicker, a lot faster.” :17</p>
<p>Close up shots of lab work</p>	<p>THE HOSPITAL'S FOCUS IS ON PRECISION CANCER CARE - MEANING DOCTORS WILL USE GENETIC TESTING TO DEVELOP INDIVIDUALIZED THERAPIES FOR EACH AND EVERY PATIENT. :09</p>
<p>CG: Dr. Sameek Roychowdhury James Cancer Hospital & Solove Research Institute 1:28 - 1:38</p>	<p>“We're always thinking about the patients that we're trying to help. When you're doing translational research that's connected to someone, you're going to work that much harder and be that much more dedicated.” :10</p>
<p>Exterior of hospital</p> <p>Lab work</p> <p>Exterior of hospital</p>	<p>IT MAY BE ONE OF THE BIGGEST CANCER HOSPITALS IN THE COUNTRY, BUT DOCTORS HERE SAY ATTENTION TO THE SMALLEST DETAILS IS WHAT REALLY SETS IT APART.</p> <p>AT OHIO STATE'S JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE, THIS IS CLARK POWELL REPORTING. :13</p>
<p>ANCHOR TAG</p>	<p>THE NEW HOSPITAL ALSO HAS AN EMERGENCY DEPARTMENT SPECIFICALLY FOR CANCER PATIENTS - AND WITH 14 ORs, IT IS HOME TO ONE OF THE LARGEST CANCER SURGERY CENTERS IN THE NATION.</p> <p>THE NEW JAMES OPENS IN MID DECEMBER.</p>
<p> Share it! Suggested tweet:</p>	<p>See why The New James at Ohio State is no routine cancer hospital. @OSUCCC_James: bit.ly/1ySSkm9</p>
<p> Suggested post:</p>	<p>Ohio State's new James Cancer Hospital and Solove Research Institute is no routine cancer hospital. Even though it is more than a million square feet, doctors say it's the little details that make it unique. To see the future of cancer care and take a peek inside the New James click here: bit.ly/1ySSkm9</p>
<p>References -</p>	<p>¹<i>The State of Cancer Care in America, 2014: A Report by the American Society of Clinical Oncology, Journal of Oncology Practice, American Society of Clinical Oncology, 2014.</i> Online: http://jop.ascopubs.org/content/early/2014/03/10/JOP.2014.001386.full.pdf</p>
	<p style="text-align: center;">Extra Bites</p>

<p>CG: Dr. Michael Caligiuri James Cancer Hospital & Solove Research Institute</p>	<p><i>Dr. Caligiuri talks about the precision approach to cancer care -</i> “The future of medicine, which is here now, is to really use the patient’s tumor DNA to really figure out what the best treatment is. So putting the researchers there who can do the work with the tumor, right next to the physicians, who are designing the unique treatment, is really where we want to be.” :16</p> <p><i>Dr. Caligiuri on putting patients, doctors and researchers on the same floor -</i> “Our hope is that it will inspire them, that we are right on the cutting edge, looking every day for the best and unique treatment for that specific cancer.” :08</p>
<p>CG: Dr. Sameek Roychowdhury James Cancer Hospital & Solove Research Institute</p>	<p><i>Dr. Roychowdhury talks about precision cancer care -</i> “What precision cancer is, is about looking at the molecular or genetic features of that person’s cancer, and tailoring the therapy.” :08</p> <p><i>Dr. Roychowdhury talks about advances in genetic testing -</i> “To give you a perspective, what we do today, 15 years ago would’ve cost us, one-billion dollars to do for one person’s tumor. Today, it’s a million times faster and cheaper.” :11</p> <p><i>Dr. Roychowdhury talks about personalizing cancer therapies -</i> “Today, we’re making discoveries in patients, where we learn the genetic driver of their cancer, and we’re treating those patients 1 year later, with novel, targeted therapies or so-called smart drugs.” :13</p>
<p>Producers & Reporters:</p>	<p>To download scripts, video and photos go to: http://www.multimedianeewsroom.tv</p>

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