



# ORGAN DONOR SHORTAGE PROMPTS CREATIVE SEARCHES

*Patients turn to social media, unconventional means to find donors on their own*

*The Ohio State University Wexner Medical Center*

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<b>SUGGESTED TEASE</b>	STILL TO COME, THE LENGTHS SOME PEOPLE ARE GOING TO IN ORDER TO FIND AN ORGAN DONOR. THEIR INSPIRING EFFORTS AND A SURPRISING SUCCESS STORY, NEXT IN HEALTH NEWS.
<b>ANCHOR LEAD</b>	<p>EVERY 12 MINUTES ANOTHER NAME GOES ON THE LIST OF PEOPLE WHO NEED AN ORGAN TRANSPLANT IN THIS COUNTRY.<sup>1</sup></p> <p>RIGHT NOW, THAT LIST IS MORE THAN 123-THOUSAND NAMES LONG.<sup>1</sup></p> <p>BUT SOME PATIENTS AREN'T CONTENT TO JUST WAIT FOR A DONOR - THEY'RE COMING UP WITH CREATIVE WAYS TO FIND THEM ON THEIR OWN.</p> <p>THAT COULD HAVE A RIPPLE EFFECT AND END UP HELPING ALL PATIENTS. CLARK POWELL EXPLAINS.</p>
	(Nats - Starting engine) :02
<b>CG: Courtesy: The Ohio State University Wexner Medical Center</b>  Shots of Lori driving / GoPro of sign	AFTER LANDING ON A WAITING LIST FOR A DONOR KIDNEY, LORI COULTER DECIDED TO JOIN THE SEARCH HERSELF. SHE PUT A PLEA FOR HELP ON HER CAR AND TOOK TO THE STREETS. :08
<b>CG: Lori Coulter</b> <b>Using her car to find a kidney</b>	"I don't want to wait for a kidney. I'm a type O, type O's are everywhere, and they're much harder to come by. // So, I don't want to wait, so I just took it into my own hands." :10
Shot of Lori's car on the road  Shots of Jason on computer / shot of Facebook post	IT MAY SEEM LIKE A FAR-FETCHED IDEA, BUT NOT FAR AWAY A SIMILAR APPROACH WORKED FOR JASON RUBINSTEIN ( <i>pronounced: ROO-bin-stine</i> ), AFTER A POST ON FACEBOOK. :07
<b>CG: Jason Rubinstein</b> <b>Found a kidney donor online</b>	"Social media is real time engagement with people. And so, if I post something on Facebook, somebody's going to see it within, you know, less than a minute." :09
Photo of Jason in hospital  Graphic of computer/photos	AND IN LESS THAN A WEEK, JASON HAD A DONOR. NOW, A GROWING NUMBER ARE TURNING TO SOCIAL MEDIA FOR HELP.  DOCTORS SAY IN SOME CASES IT CAN PAY OFF FOR

Shots of Jason on computer Close up of Jason	PATIENTS, BUT THEY HOPE IT HELPS <i>ALL</i> OF THEM BY DRAWING ATTENTION TO THE STAGGERING SHORTAGE OF DONORS. :13
<b>CG: Dr. Todd Pesavento</b> <b>Ohio State's Wexner Medical Center</b>	"Our waiting times are relatively short, but we're still talking 3 to 5, 6 years. On the east coast, west coast, the waiting times routinely can be ten years." :09
Shots of surgery / freeze for graphic  <i>Graphic</i> Organ Donor Transplants 2005 (14,497) - 2014 (14,415) -0.005% 2005 (6,904) - 2014 (5,819) -15.7% Shots of Jason and wife with babies Shots of surgery	DOCTOR TODD PESAVENTO IS DIRECTOR OF THE OHIO STATE UNIVERSITY WEXNER MEDICAL CENTER'S COMPREHENSIVE TRANSPLANT CENTER. HE SAYS NATIONWIDE ORGAN DONOR TRANSPLANTS HAVEN'T GROWN IN 10 YEARS <sup>2</sup> - AND LIVING DONORS HAVE DROPPED NEARLY 16 PERCENT. <sup>2</sup> THE GOOD NEWS IS, DONORS NO LONGER HAVE TO BE FAMILY. MEDICAL ADVANCES ALLOW EVEN STRANGERS TO DONATE, IF ONLY MORE PEOPLE KNEW. :19
<b>Dr. Pesavento (CG'd earlier)</b>	"I always ask our donors, you know, what makes you want to donate, they said I saw something on TV, I read something, there was a story about someone who needed a kidney and I didn't know that I could help out until now." :09
Shots of Lori driving	IT'S A MESSAGE LORI HOPES TO SHARE FOR EVERYONE WHO'S WAITING. :03
<b>Lori Coulter (CG'd earlier)</b>	"There are so many others that might benefit from this." :03
Shot of car driving away	"As long as the word's getting out that's all I care about." :03
Low angle as car drives away	AT OHIO STATE'S WEXNER MEDICAL CENTER, THIS IS CLARK POWELL REPORTING. :04
<b>ANCHOR TAG</b>	MILLIONS OF PEOPLE HAVE SIGNED UP TO DONATE ORGANS AFTER THEY PASS AWAY, BUT MANY AREN'T AWARE THAT YOU CAN BE A <i>LIVING</i> DONOR, AS WELL. SIGNING UP IS EASY - JUST GO TO <a href="http://organdonor.gov">organdonor.gov</a> FOR DETAILS.
 <b>Share it! Suggested tweet:</b>	Patients get creative to find donor organs. Doctors <a href="https://twitter.com/OSUWexMed">@OSUWexMed</a> show how you can help, too: <a href="http://bit.ly/1JgTco1">bit.ly/1JgTco1</a>
 <b>Suggested post:</b>	A growing number of patients who need an organ transplant aren't content to just wait - they're coming up with creative ways to help find a donor on their own. In some cases it pays off for the patient, but doctors at <a href="http://The Ohio State University Wexner Medical Center">The Ohio State University Wexner Medical Center</a> hope it pays off for everyone who needs an organ donation. Details on how you can help here: <a href="http://bit.ly/1JgTco1">bit.ly/1JgTco1</a>
<b>References -</b>	<sup>1</sup> <i>Facts and Myths</i> , <b>American Transplant Foundation</b> , August 2015. Online: <a href="http://www.americantransplantfoundation.org/about-transplant/facts-">http://www.americantransplantfoundation.org/about-transplant/facts-</a>

	<a href="#">and-myths/</a>  <sup>2</sup> <i>Organ procurement and Transplantation Data, Health Resources and Services Administration, US Dept. of Health &amp; Human Services, August, 2015. Online: <a href="http://optn.transplant.hrsa.gov/converge/latestData/rptData.asp">http://optn.transplant.hrsa.gov/converge/latestData/rptData.asp</a></i>
	<b>Extra Bites</b>
<b>CG: Dr. Todd Pesavento</b> <b>Ohio State's Wexner Medical Center</b>	<p><i>Dr. Pesavento talks about the need for kidney donors -</i>  "Kidney transplant is the largest number of transplants that are required in the United States. There's approximately 75,000 people who are awaiting a transplant." :10</p> <p><i>Dr. Pesavento talks about advances in transplants -</i>  "Transplant has progressed a lot so you don't have to have a close match, genetic relative. You can have spouses, which is a big important donor pool. So that's very important, you can talk to your spouse, your friends, distant relatives, aunts, uncles, grandparents can donate too, grandchildren. :19</p> <p><i>Dr. Pesavento talks about efforts to sign up living donors -</i>  "It is a sacrifice, but it's a small sacrifice in terms of time, but the benefits are enormous. I think when people realize that they can help somebody, I think a lot of people want to help someone they just don't know how that they could do it." :13</p>
<b>CG: Lori Coulter</b> <b>Using her car to find a kidney</b>	<p><i>Lori talks about the reaction to the sign on her car -</i>  "I've had several people honking and stopping me, emailing me and Facebooking me and telling me they've seen me on the street." :06</p> <p><i>Lori talks about the networking she's done on behalf of other patients -</i>  "I have friends from Facebook and I say well, so and so from Kentucky needs one or you know, if you want to go there it doesn't matter, as long as the word's getting out that's all I care about." :11</p>
<b>CG: Jason Rubinstein</b> <b>Found a kidney donor online</b>	<p><i>Jason talks about his initial efforts to find a donor -</i>  "We were trying to get a living donor, but unfortunately, the first couple of donors we had lined up didn't work out." :08</p> <p><i>Jason talks about turning to social media to find a donor -</i>  "My wife and I had posted on Facebook that I was, you know, having end-stage renal disease, and that I needed a transplant." :09</p> <p><i>Jason talks about the importance of donors -</i>  "People like me are living proof that organ and tissue donation saves lives." :08</p>
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