



# OVARIAN CANCER PATIENTS DO BEST WITH DUAL CHEMO

Study shows women live longer with traditional IV chemo - plus doses in the abdomen

The Ohio State University Comprehensive Cancer Center –  
James Cancer Hospital & Solove Research Institute

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<b>SUGGESTED TEASE</b>	STILL TO COME, A DOUBLE-DOSE OF CHEMO IS PROVING TO BE A LIFE SAVER FOR MANY WOMEN WITH OVARIAN CANCER - SO WHY AREN'T MORE WOMEN GETTING IT? DETAILS OF A NEW STUDY, UP NEXT IN HEALTH NEWS.
<b>ANCHOR LEAD</b>	<p>BY THE END OF THE DAY NEARLY 60 MORE WOMEN WILL BE DIAGNOSED WITH OVARIAN CANCER IN THE U.S.<sup>1</sup></p> <p>BECAUSE MOST CASES AREN'T CAUGHT UNTIL THE LATER STAGES,<sup>2</sup> TREATMENT CAN BE A CHALLENGE.</p> <p>BUT A NEW STUDY IS OUT THAT SHOWS, WHEN IT COMES TO ADVANCED OVARIAN CANCER, THE ANSWER MIGHT BE GIVING WOMEN A DOUBLE DOSE OF CHEMO.</p> <p>THE QUESTION IS, WHY AREN'T MORE WOMEN GETTING IT? CLARK POWELL TAKES A LOOK.</p>
	(Nats - Terry walking out back door) :02
<p><b>CG: Courtesy: Ohio State's James Cancer Hospital &amp; Solove Research Institute</b></p> <p>Shots of Terry watering her flowers</p>	<p>WHILE BATTLING OVARIAN CANCER, TERRY WIENCEK'S (<i>pronounced: WIN-seck</i>) BACKYARD WAS HER SANCTUARY.</p> <p>DIAGNOSED AT STAGE THREE, SHE TOOK COMFORT HERE AS SHE BRACED FOR A LONG BATTLE WITH CANCER.</p> <p>BUT JUST A FEW MONTHS AFTER TREATMENT BEGAN, HER DOCTOR HAD GOOD NEWS. :12</p>
<b>CG: Terry Wiencek Ovarian cancer patient</b>	"At that point he said, you know, it looks like everything's good, I mean officially in remission, as much as you can say that, and just continue to check up on things." :08
<p>Wide shot of chemo</p> <p>Close up of arm and abdomen</p> <p>(Graphic)</p> <p>Dual Chemotherapy Approach 3-year survival rate 81% A 10 point jump At 6 academic medical centers Only 41% of women got it</p>	<p>WHAT HELPED MAKE THE DIFFERENCE FOR TERRY WAS A DOUBLE DOSE APPROACH TO CHEMOTHERAPY.</p> <p>NOT ONLY DO PATIENTS GET A DOSE THROUGH AN IV, BUT A FOLLOW UP DOSE DIRECTLY IN THE ABDOMEN.</p> <p>A NEW STUDY SHOWS THIS DUAL APPROACH PUSHED THE 3-YEAR SURVIVAL RATE TO 81-PERCENT IN ADVANCED CASES - A 10 POINT JUMP.</p> <p>THE BAD NEWS? IT ALSO FOUND THAT AT 6 OF THE LARGEST ACADEMIC MEDICAL CENTERS, ONLY 41-PERCENT OF WOMEN GOT IT. LEAVING DOCTORS PUZZLED. :26</p>

<p><b>CG: Dr. David O'Malley</b> Ohio State's James Cancer Hospital &amp; Solove Research Institute</p>	<p>"Why are there such wide variations at large academic, national comprehensive cancer network hospitals, in what is probably the best therapy for patients?" :11</p>
<p>Shots of Dr. O'Malley walking in with nurse / looking at images</p> <p>Close up of image on screen</p>	<p>DOCTOR DAVID O'MALLEY HELPED CONDUCT THE STUDY AT OHIO STATE'S JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE ALONGSIDE FIVE OTHER LEADING CANCER CENTERS.</p> <p>HE SAYS THE TECHNIQUE WAS FIRST STUDIED A DECADE AGO AND TODAY, HALF OF ALL PATIENTS WHO GET IT ARE STILL ALIVE 10 YEARS AFTER DIAGNOSIS. :14</p>
<p><b>Dr. O'Malley (CG'd earlier)</b></p>	<p>"Not that long ago less than one half of women who were diagnosed with advanced ovarian cancer were alive only 2-3 years. <i>That's why it's so important.</i>" :10</p>
<p>Shots of doctor with nurse</p> <p>Shots of Terry with her daughter</p>	<p>O'MALLEY SAYS ONE OF THE REASONS THE APPROACH MAY BE UNDERUTILIZED IS BECAUSE SOME PATIENTS MAY ASSUME MORE CHEMO MEANS MORE SIDE EFFECTS, WHICH ISN'T NECESSARILY TRUE.</p> <p>IT'S AN APPROACH TERRY CALLS A NO BRAINER. :11</p>
<p><b>Terry (CG's earlier)</b></p>	<p>"It makes sense. I mean, to think, they put the chemo right into where the cancer was. I think that's just brilliant." :07</p>
<p>Wide shot - both on patio drinking tea</p>	<p>AT OHIO STATE'S JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE, THIS IS CLARK POWELL REPORTING. :05</p>
<p><b>ANCHOR TAG</b></p>	<p>THE DUAL CHEMO APPROACH IS USED AFTER SURGERY IN ADVANCED OVARIAN CANCER CASES WHERE THERE'S A GREATER RISK THAT THE DISEASE HAS SPREAD.</p> <p>BECAUSE DOCTORS ARE DOUBLING THE DOSE OF CHEMO, SIDE EFFECTS CAN BE WORSE IN SOME WOMEN, BUT NOT IN ALL CASES.</p> <p>THE STUDY APPEARS ONLINE AT THE <i>JOURNAL OF CLINICAL ONCOLOGY</i>.</p>
<p> <b>Share it! Suggested tweet:</b></p>	<p>Doctors <a href="#">@OSUCCC_James</a> say advanced ovarian cancer patients do well with dual chemo. Why don't more get it? <a href="http://bit.ly/1gmoH6H">bit.ly/1gmoH6H</a></p>
<p> <b>Suggested post:</b></p>	<p>A new study shows a double dose of chemo is extremely effective in women with advanced ovarian cancer. So why aren't more women getting it? Doctors at <a href="#">Ohio State's James Cancer Hospital and Solove Research Institute</a> participated in the study, which found only 41% of patients treated at six large academic medical centers got dual chemo. See how this treatment helps patients and why doctors want more women to get it: <a href="http://bit.ly/1leIA5v">bit.ly/1leIA5v</a>.</p>
<p><b>References -</b></p>	<p><sup>1</sup><i>SEER Stat Fact Sheets: Ovary Cancer, National Cancer Institute</i>, July 2015. Online: <a href="http://seer.cancer.gov/statfacts/html/ovary.html">http://seer.cancer.gov/statfacts/html/ovary.html</a></p> <p><sup>2</sup><i>Ovarian Cancer Screening and Early Detection in the General</i></p>

	<p><i>Population, Reviews in Obstetrics and Gynecology, Volume 4, Number 1, 2011. Online:</i>  <a href="http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3100094/">http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3100094/</a></p>
	<b>Extra Bites</b>
<p><b>CG: Dr. David O'Malley</b>  <b>Ohio State's James Cancer Hospital &amp; Solove Research Institute</b></p>	<p><i>O'Malley talks about the effectiveness of the dual chemo approach -</i>          "If we're able to remove all the disease at the time of surgery that we can see or feel, and then we use intraperitoneal chemotherapy, one half of the women are alive at 10 years." :13</p> <p><i>O'Malley talks about putting chemo directly into the abdomen -</i>          "There's a direct effect. There may be an inflammatory effect. If you put in there, the body reacts. We don't completely understand why it works so well." :10</p> <p><i>O'Malley talks about getting the message out about dual chemo -</i>          "This message is not only for physicians, but it's for patients. Patients need to understand what their options are. They need to have shared decision making with their physician." :14</p>
<p><b>CG: Terry Wiencek</b>  <b>Ovarian cancer patient</b></p>	<p><i>Wiencek talks about her diagnosis -</i>          "It was stage 3, but when they did the surgery, usually at that point they find cancer everywhere, and they found hardly anything." :09</p> <p><i>Wiencek talks about the dual chemo approach -</i>          "They'd give me the IV and that took like half the day. Took a little break, have lunch, and then they put a port into my abdomen so, the second chemo went straight into the abdominal cavity." :13</p>
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