



# SMALL IMPLANT MAKES BIG DIFFERENCE IN SLEEP APNEA

*Study: pacemaker-like device significantly improves sleep, quality of life*

*The Ohio State University Wexner Medical Center*

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<p><b>SUGGESTED TEASE</b></p>	<p>STILL TO COME, A NEW APPROACH TO TREAT THE MOST DANGEROUS FORM OF SLEEP APNEA. THE DIFFERENCE A SMALL IMPLANTED DEVICE HAVING ON SOME PATIENTS, NEXT IN HEALTH NEWS.</p>
<p><b>ANCHOR LEAD</b></p>	<p>IF YOU'RE ONE OF THE 12-MILLION AMERICANS WHO SUFFERS FROM SLEEP APNEA,<sup>1</sup> YOU KNOW HOW HARD IT CAN BE TO GET A GOOD NIGHT'S SLEEP.</p> <p>PATIENTS OFTEN USE EVERYTHING FROM BREATHING STRIPS TO OVERNIGHT MASKS.</p> <p>BUT A NEW STUDY IS OUT TOUTING THE BENEFITS OF A NEW APPROACH.</p> <p>FOR THOSE WITH CENTRAL SLEEP APNEA - THE MOST SERIOUS FORM - DOCTORS ARE NOW TESTING A PACEMAKER-LIKE IMPLANT WITH IMPRESSIVE RESULTS.</p> <p>WITH DETAILS, HERE'S CLARK POWELL.</p>
	<p>(Nats - Leslie getting ready for bed) :02</p>
<p><b>CG: Courtesy: The Ohio State University Wexner Medical Center</b></p> <p>Shots of Leslie going to bed</p>	<p>THERE WAS A TIME WHEN LESLIE MC-GUIRE WOULD DREAD GOING TO BED. BECAUSE OF HIS SLEEP APNEA, LESLIE FELT EXHAUSTED MOST OF THE DAY, AND AT NIGHT, IT DIDN'T GET MUCH BETTER. :09</p>
<p><b>CG: Leslie McGuire Has implant for sleep apnea :16-:24</b></p>	<p>"Before I was diagnosed, I would wake up probably 5 or 6 times a night, sitting on the side of the bed, gasping for air." :08</p>
<p>Shots of patient with mask</p> <p>Shots of Leslie sleeping</p> <p>Shot of clock on Leslie's wall</p>	<p>FOR MANY, WEARING A BREATHING MASK AT NIGHT CAN HELP, ESPECIALLY FOR THOSE WITH OBSTRUCTIVE SLEEP APNEA - IN WHICH THE AIRWAYS TEND TO CLOSE.</p> <p>BUT THE MASK DIDN'T WORK FOR LESLIE. HE HAS CENTRAL SLEEP APNEA, AND WHEN IT CAME TO FINDING A TREATMENT FOR HIM TIME WAS OF THE ESSENCE. :14</p>
<p><b>CG: William Abraham, MD Ohio State's Wexner Medical Center :39-:47</b></p>	<p>"This form of sleep apnea is particularly dangerous because it's associated with patients just stopping breathing periodically." :08</p>
<p>Shots of Dr. Abraham walking into exam</p> <p>Shots of heart exam</p> <p>Shot of Leslie showing pacemaker</p> <p>Close up of scar</p> <p>Graphic / animation?</p>	<p>DOCTOR WILLIAM ABRAHAM IS A CARDIOLOGIST AT THE OHIO STATE UNIVERSITY WEXNER MEDICAL CENTER.</p> <p>HE SAYS WHILE WE'RE SLEEPING, THE BRAIN CONTINUES TO TELL THE BODY TO BREATHE. BUT IN CENTRAL SLEEP APNEA, THAT SIGNAL IS FAULTY.</p> <p>SO, TO HELP THOSE PATIENTS, DOCTORS AT OHIO STATE ARE IMPLANTING A PACEMAKER-LIKE DEVICE JUST UNDER THE COLLAR BONE, AND RUNNING A WIRE TO THE PATIENT'S DIAPHRAGM.</p> <p>AT NIGHT THAT WIRE SIGNALS THE DIAPHRAGM, PROMPTING PATIENTS TO BREATHE. :26</p>

<b>Dr. Abraham(CG'd earlier)</b> <b>1:14-1:28</b>	<p>“What we saw were remarkable results. More than a 50% reduction in the number of events occurring per hour and more than a 90% reduction specifically in those events related to central sleep apnea.” :14</p>
Shots of Leslie walking with his wife	<p>IT WORKED FOR LESLIE, WHO SAYS HE NOW SLEEPS THROUGH THE NIGHT... AND HAS MORE ENERGY TO SPEND HIS DAYS WITH HIS WIFE. :06</p>
<b>Leslie (CG'd earlier)</b> <b>1:34-1:36</b>	<p>“Besides her, this is the best thing that’s ever happened to me.” :02</p>
Cover with shot of the two walking toward house by flag	<p>1.47.45 “Everything has changed. Everything is so much better.” :04</p>
Shot of couple walking to house	<p>AT OHIO STATE’S WEXNER MEDICAL CENTER, THIS IS CLARK POWELL REPORTING. :03</p>
<b>ANCHOR TAG</b>	<p>DOCTORS SAY THE DEVICE IS ALSO EFFECTIVE BECAUSE IT DOESN’T REQUIRE ANY COMPLIANCE FROM THE PATIENTS.          FROM TIME TO TIME DOCTORS WILL CHECK THE DEVICE, BUT ONCE IT’S IMPLANTED AND TURNED ON, IT WORKS AUTOMATICALLY.          DOCTORS HOPE TO USE IT TO TREAT PATIENTS NATIONALLY IN THE COMING MONTHS.</p>
 <b>Share it! Suggested tweet:</b>	<p>Patients with serious form of sleep apnea are resting easier thanks to a new implanted device <a href="https://twitter.com/OSUWexMed">@OSUWexMed</a>. <a href="https://bit.ly/18coJqZ">bit.ly/18coJqZ</a></p>
 <b>Suggested post:</b>	<p>Doctors at <a href="http://www.osu.edu/wexner">The Ohio State University Wexner Medical Center</a> are using a special pacemaker-like device to treat people with severe forms of sleep apnea. As many as 12 million people have the sleep disorder, and this could prove to be a simple solution to those with the most serious case. Details here: <a href="https://bit.ly/18coJqZ">bit.ly/18coJqZ</a></p>
<b>References -</b>	<p><sup>1</sup><i>Sleep Apnea</i>, <b>American Lung Association</b>, July 2013. Online: <a href="http://www.lung.org/lung-disease/sleep-apnea/">http://www.lung.org/lung-disease/sleep-apnea/</a></p>
	<p style="text-align: center;"><b>Extra Bites</b></p>
<b>CG: William Abraham, MD</b> <b>Ohio State’s Wexner Medical Center</b>	<p><i>Dr. Abraham talks about the effects of central sleep apnea -</i>          “Central sleep apnea is a condition in which the patients don’t breathe, or don’t breathe normally, during sleep, and this has many adverse consequences on the heart.” :17</p>

<p><b>CG: William Abraham, MD</b> Ohio State's Wexner Medical Center</p>	<p><i>Dr. Abraham talks about the results of the pacemaker study -</i> "Breathing was more normalized, patients had less episodes of not breathing or breathing inadequately at night, and in association with that, we saw improvements in patients' quality of life and less sleepiness the next day." :14</p> <p><i>Dr. Abraham talks about symptoms of central sleep apnea -</i> "The symptoms of central sleep apnea of often subtle. Generally sleepiness and fatigue and of course those symptoms overlap with the symptoms of the associated disorders such as heart failure." :11</p> <p><i>Dr. Abraham talks about the benefits of the pacemaker -</i> "The beauty of the remedy device is that it requires no patient adherence. It's implanted, it's turned on, it's automatic." :07</p>
<p><b>CG: Leslie McGuire</b> Has implant for sleep apnea</p>	<p><i>Leslie talks about the difference the pacemaker made for him -</i> "Before, when I would get up in the morning, I would be tired just like before I went to bed. I wake up now, I've got the energy to get up. I get up and move around it's just a hundred percent different." :14</p> <p><i>Leslie talks about how it feels to wake up gasping for air -</i> "It scares you when you wake up and you can't breathe. You know, you go, 'Oh, my God, what's happening?'" :05</p> <p><i>Leslie talks about the results of his sleep study -</i> "I think it was over a hundred times during the night that I would wake up, before the implant. Now, when I go through the sleep study, I don't wake up during the night. I sleep right through it." :11</p>
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