

New Technology Will Improve Accuracy, Speed of Cancer Diagnosis

Digital pathology offers a diagnosis in hours, not days, allows therapy to begin sooner

The Ohio State University Comprehensive Cancer Center –
Arthur G. James Cancer Hospital & Richard J. Solove Research Institute

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NEWS PACKAGE

SUGGESTED TEASE	NEW TECHNOLOGY ALLOWS DOCTORS TO GO BEYOND WHAT CAN BE SEEN THROUGH A MICROSCOPE, AND IT COULD REVOLUTIONIZE HOW CANCER IS DIAGNOSED.
ANCHOR LEAD	THAT STORY COMING UP NEXT IN HEALTH NEWS.
	FROM OUR PHONES TO OUR CAMERAS - EVEN OUR WATCHES - DIGITAL TECHNOLOGY IS EVERYWHERE.
	NOW, BOTH DOCTORS AND THEIR PATIENTS ARE BENEFITING FROM DIGITAL ADVANCES IN WAYS NEVER IMAGINED JUST A FEW SHORT YEARS AGO.
	CLARK POWELL EXPLAINS
(PACKAGE START) -----	
CG: Courtesy: The Ohio State University Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute	(Nats - Sound/Mike opening car hood) :02
:00 - :03	
Shot: Mike in garage	WHEN MIKE MINSHALL WAS TOLD HE HAD JUST TWO MONTHS TO LIVE, IT WAS DEVASTATING - FOR HIM AND HIS CLOSE, LOVING FAMILY. :06
CG: Mike Minshall	<i>“The tears well up in your eyes and I was standing there with my wife and my son and you know almost break down completely.” :14 / :20</i>
Benefited from second opinion	
Shot: file exterior cancer center	BUT, THANKS TO A CRITICAL SECOND OPINION FROM THE OHIO STATE UNIVERSITY COMPREHENSIVE CANCER CENTER - JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE, MIKE IS ALREADY BACK PURSUING HIS PASSION FOR ANTIQUE CARS.
Shot: Mike back with his cars	

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<p>Shot: digital pathology</p> <p>CG: Dr. Anil Parwani The Ohio State University Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute</p>	<p>MORE THAN A YEAR LATER, MIKE’S PROGNOSIS IS MUCH BRIGHTER. BY USING NEW TECHNOLOGY CALLED DIGITAL PATHOLOGY, DIAGNOSES FROM NOW ON ARE NOT ONLY LIKELY TO BE FASTER, BUT MUCH MORE ACCURATE THE FIRST TIME. :22 / :42</p> <p><i>“It has revolutionized cancer diagnostics. And this technology gives me the tools to answer the question which I couldn’t do that 5 years ago.” :08 / :50</i></p>
<p>Shot: Old glass slides/microscope</p>	<p>FOR DECADES, TUMOR CELLS WERE PLACED ON GLASS SLIDES FOR EXAMINATION UNDER A MICROSCOPE. GETTING THEM PROCESSED AND MAILED FOR REVIEW BY SPECIALISTS COULD TAKE DAYS, EVEN WEEKS. :10 / 1:00</p>
<p>Dr. Parwani (CG’d earlier)</p>	<p><i>“With digital pathology, you take those same glass slides and you digitize them and create millions of pixels, converting them into a large image.” :11 / 1:11</i></p>
<p>Shot: Digital pathology/Dr. Looking at digital pathology</p>	<p>THE DIGITAL IMAGES ARE FAR EASIER TO STORE, SHARE AND ACCESS. AND A DIAGNOSIS CAN BE DONE IN HOURS, NOT WEEKS. THEY ALSO ALLOW DOCTORS TO MORE ACCURATELY STAGE AND GRADE SPECIFIC TYPES OF CANCER - SOMETHING MIKE CAN APPRECIATE - NOW THAT HE’S GOTTEN AN ACCURATE DIAGNOSIS - HE IS CANCER-FREE. :15 / 1:25</p>
<p>Mike Minshall (CG’d earlier)</p>	<p><i>“Thank God my son and daughter-in-law were pushing me and my wife, to go and get this other opinion.” :10</i></p> <p>AT OHIO STATE COMPREHENSIVE CANCER CENTER, THIS IS CLARK POWELL REPORTING. :03 / 1:38</p>
<p>PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<hr/> <p>IN ONE OF THE LARGEST PROJECTS OF ITS KIND IN THE U.S., EXPERTS AT THE OHIO STATE UNIVERSITY COMPREHENSIVE CANCER CENTER ARE STARTING AN AMBITIOUS NEW PROJECT THAT INVOLVES DIGITIZING THOUSANDS OF SLIDES GOING BACK FIVE YEARS.</p>

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SOCIAL MEDIA

<p> Share it! Suggested tweet:</p> <p> Suggested post:</p>	<p>Researchers are using new technology @OSUCCC_James that will revolutionize how cancer is diagnosed. http://bit.ly/2ptFBb9</p> <hr/> <p>Doctors are using new technology that lets them go beyond what their eyes and a microscope can show when diagnosing cancer. See how this new approach works and meet a man whose life was changed because of a second diagnosis using this technique. http://bit.ly/2ptFBb9</p>
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EXTRA BITES

<p>CG: Dr. Anil Parwani The Ohio State University Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute</p> <p>CG: Mike Minshall Benefited from second opinion</p>	<p>Dr. Arwani on diagnostic advancement through digital pathology <i>“We’re talking about leaps in cancer diagnostics.”</i></p> <p>Dr. Arwani on improved review through digital pathology <i>“With this technology, we actually can take the slides and digitize them and review and get them internally reviewed by a second pathologist.”</i></p> <hr/> <p>Minshall talks about his first diagnosis: <i>“You always hear people say their life flashes before them, my life flashed before me.”</i></p> <p>Minshall talks about the follow up call after treatment: <i>“Called a month or so later and said there was no cancer so I was happy and smiling’. That was the diagnosis that I wanted to hear.”</i></p>
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References

¹FDA OKS Marketing of Whole Slide Imaging for Digital Pathology, **Medscape, Swift, Diana April 13, 2017:** <http://www.medscape.com/viewarticle/878556>

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