

Targeted Treatments Give New Hope to Patients with Brain Tumors

New study links biomarker with increased rate of survival

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

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NEWS PACKAGE

SUGGESTED TEASE

ANCHOR LEAD

(PACKAGE START) -----

CG: Courtesy: The Ohio State
University Comprehensive Cancer Center
– Arthur G. James Cancer Hospital and
Richard J. Solove Research Institute

:00 - :03

Shots of Lori at her birthday
party

CG: Lori Mines
Has brain cancer

Shots of Lori at her birthday
party

THE PROGNOSIS FOR MALIGNANT BRAIN
TUMORS IS USUALLY BLEAK - BUT ONE EXPERT IS
NOW CALLING THE FINDINGS OF A NEW STUDY 'THE
TIP OF THE ICEBERG', NEXT IN HEALTH NEWS.

SENATOR JOHN MCCAIN BROUGHT THE
DISCUSSION ABOUT BRAIN CANCER TO THE
FOREFRONT WHEN HE REVEALED HIS DIAGNOSIS IN
2017.

WHILE HE MIGHT BE THE MOST WELL-KNOWN
PATIENT, THE AMERICAN CANCER SOCIETY
PREDICTS 80-THOUSAND PEOPLE³ WILL BE
DIAGNOSED WITH A BRAIN TUMOR THIS YEAR.

BUT THERE IS A NEW STUDY THAT IS GIVING
THESE PATIENTS HOPE. BARB CONSIGLIO HAS THE
DETAILS.

(Nats - Singing "Happy birthday to you. And many more.")
:02

WHEN LORI MINES WAS DIAGNOSED WITH BRAIN
CANCER, SHE WASN'T INTERESTED IN HEARING
HER ODDS :05

*"I didn't even want to know anything about it. I just
basically wanted to be focused on trying to get better."* :10

TWO YEARS LATER, LORI IS CONTINUING TO
FIGHT. THOUGH THE PROGNOSIS IS TYPICALLY
BLEAK, EXPERTS ARE GIVING THOSE WITH
MALIGNANT BRAIN TUMORS NEW HOPE FOR A
LONGER LIFE THROUGH RESEARCH TO HELP
PREDICT TUMOR AGGRESSIVENESS AND SURVIVAL
BASED ON INDIVIDUAL TUMOR CHARACTERISTICS.
:12

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CG: Arnab Chakravarti, MD
The Ohio State University Comprehensive
Cancer Center – Arthur G. James Cancer
Hospital and Richard J. Solove Research
Institute

Shots of Dr. Chakravarti looking
at scans

Shots of genetic testing

Arnab Chakravarti, MD
(CG'd earlier)

Shots of Lori at her birthday
party

Kim Asbury
Lori's Sister

Shots of Lori at her birthday
party

Lori Mines (CG'd earlier)

Shots of Lori at her birthday
party with her family
(PACKAGE END) -----

ANCHOR TAG

"It's been a black box historically. It's really been up to the preference of the physician and the patient without any solid data. :07

IN A NEW STUDY, DOCTOR ARNAB CHAKRAVARTI (**ARE-neb CHALK-ra-VAR-tee**) AND HIS TEAM AT THE OHIO STATE UNIVERSITY COMPREHENSIVE CANCER CENTER – JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE TESTED THE GENETIC MAKEUP OF PATIENT'S BRAIN TUMORS.

THIS NEW RESEARCH LOOKED SPECIFICALLY AT GLIOMAS, A TYPE OF BRAIN TUMOR THAT CAN BE CANCEROUS OR BENIGN.

THEY FOUND THAT SURVIVAL AMONG PATIENTS WHO HAD A PARTICULAR BIOMARKER CALLED M-G-M-T PROMOTER METHYLATION MORE THAN DOUBLED WHEN TREATED WITH SPECIFIC CHEMOTHERAPY AND RADIATION. :21

"It's very important to personalize care for the individual patient and that's why biomarkers, prognostic and predictive biomarkers are so important." :10

NOT ONLY IS THE SUCCESS OF THESE INDIVIDUALIZED TREATMENTS GIVING SOME PATIENTS NEW HOPE, IT'S GIVING THEM WHAT THEY REALLY WANT - MORE TIME TO SPEND WITH THEIR LOVED ONES. :09

"My family and I we've put aside everything regardless of what it is to make her days better and to have no regrets." :09



WHICH IS WHERE LORI DRAWS HER STRENGTH TO CARRY ON. :03

"I have persisted because there's no other option" :03

AT THE OHIO STATE UNIVERSITY COMPREHENSIVE CANCER CENTER – JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE, THIS IS BARB CONSIGLIO REPORTING. :05

EXPERTS SAY TESTING GENETIC MARKERS WILL BECOME THE STANDARD FOR PATIENTS WITH MALIGNANT BRAIN TUMORS. THEY ARE ALSO LOOKING AT TARGETED DRUG THERAPIES AS PART OF INDIVIDUALIZED TREATMENT - ALL WITH THE HOPE OF INCREASING THE RATE OF SURVIVAL.

SOCIAL MEDIA

 Share it! Suggested tweet:	<p>Nearly 25,000 Americans will be diagnosed with a malignant brain tumor in 2018. How the findings from a new study at @OSUCCC_James is giving some patients hope for a longer life. http://bit.ly/2li4n3B</p>
 Suggested post:	<p>One expert called the findings the ‘tip of the iceberg’. How a new study at The Ohio State Comprehensive Cancer Center – James Cancer Hospital & Solove Research Institute is giving patients with malignant brain tumors hope for a longer life by predicting which treatment options will work best for them. http://bit.ly/2li4n3B</p>

EXTRA BITES

CG: Arnab Chakravarti, MD The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Richard J. Solove Research Institute	<p>Chakravarti talks about the next step in this research: <i>“We’re examining novel clinical trials, targeted therapies, immunotherapies, some of which look very promising right now. There’s a lot of hope for this patient population.”</i></p>
CG: Lori Mines Has brain cancer	<p>Lori talks about her outlook on fighting cancer: <i>“I’m hoping that I’m here for longer, but I have, but it’s like, I’m realistic, too. It’s glioblastoma. But, I just keep fighting.”</i></p>
CG: Kim Asbury Lori’s sister	<p>Kim talks about how their family has supported Lori: <i>“We thought, she’s the one who’s been diagnosed. She’s been given this sentence and if she can handle it and do it then we can too. So we really tried to show this united force and we’re here and we’re doing everything possible. We’re not gonna give up because she’s not giving up.”</i></p>
	<p>Kim talks about how Lori is helping other patients: <i>“I would never want anyone to have to live through what she’s lived through, I feel like what she’s doing is going to help many other people and that’s such an awesome peaceful thought at the end of the day.”</i></p>

References

<p>¹<i>Promising Brain Tumor Treatment Hijacks ‘Monorail’ that Lets Cancer Spread</i>, CBS News, February 28, 2014. Online: https://www.cbsnews.com/news/promising-brain-tumor-treatment-hijacks-monorail-that-lets-cancer-spread/</p>
<p>²<i>MGMT promoter methylation status independently predicts survival outcomes in NRG Oncology/RTOG 0424: a phase II trial of temozolomide-based chemoradiotherapy for high-risk low-grade gliomas</i>, JAMA Oncology, June 28, 2018. Online:</p>

³*Brain tumors: Who gets them and what is the survival rate?* **Everyday Health. March 5, 2018.**
Online: <https://www.everydayhealth.com/brain-tumor/brain-tumor-statistics.aspx>

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