

Patients Can Breathe Easy: New Procedure Helps Improve Nasal Airflow

Non-invasive procedure has surgery-like results to improve sinus symptoms

The Ohio State University Wexner Medical Center

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Package Length: 1:46	Content provided by: The Ohio State University Wexner Medical Center

NEWS PACKAGE

SUGGESTED TEASE	TENS OF MILLIONS OF AMERICANS SUFFER FROM SINUS PAIN AND INFLAMMATION. BUT THERE'S AN ALTERNATIVE TO SURGERY THAT'S LETTING THEM BREATHE A LITTLE EASIER - DETAILS NEXT IN HEALTH NEWS.
ANCHOR LEAD	DRY MOUTH, CONGESTION AND TROUBLE SLEEPING. THOSE WHO SUFFER FROM SINUS PROBLEMS KNOW THESE SYMPTOMS WELL. UNTIL NOW, TRADITIONAL TREATMENTS HAVE BEEN LIMITED TO MEDICATIONS AND BREATHING STRIPS, OR PAINFUL SURGERIES THAT REQUIRE LONG RECOVERY TIMES. DORIAN CRAFT HAS MORE ON A CLINICAL TRIAL OF A NEW APPROACH TO SINUS PROCEDURES THAT'S ALLOWING THOSE WITH CHRONIC NASAL ISSUES TO BREATHE A SIGH OF RELIEF.
(PACKAGE START) ----- CG: Courtesy: The Ohio State University Wexner Medical Center :00 - :03 Shots of Linda and husband walking in park CG: Linda Wells Suffered with sinus problems	(Nats - Linda talking) :02 LINDA WELLS TRIED EVERYTHING TO TREAT HER CHRONIC SINUS SYMPTOMS. :04 <i>"Nasal sprays, antibiotics off and on, allergy pills. I even at one point went through allergy shots"</i> :09
Shots of Linda and husband walking Shots of Dr. Otto walking into exam room Shot of procedure CG: Dr. Brad Otto Ohio State Wexner Medical Center	BUT IT WASN'T ALLERGIES. THE PROBLEM WAS THE SHAPE OF HER NASAL CAVITY. SHE'S NOT ALONE - TENS OF MILLIONS OF AMERICANS SUFFER SINUS PAIN AND INFLAMMATION DUE TO NASAL OBSTRUCTIONS - A CONDITION THAT TRADITIONALLY TAKES SURGERY TO FIX. BUT EXPERTS ARE STUDYING HOW A NEW NON-INVASIVE PROCEDURE CAN IMPACT AIRFLOW AND IMPROVE SYMPTOMS LIKE CHRONIC CONGESTION, FATIGUE AND DIFFICULTY BREATHING. :20

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<p>Shots of Dr. Otto performing procedure</p>	<p><i>“This is a great procedure for people who have a narrow nasal valve or nasal valve collapse.” :04</i> <i>“Also, people who don’t have significant septal deviation or other issues that’s causing the nasal obstruction. ” :04</i></p>
<p>Shot of Vivaer machine</p>	<p>DR. BRAD OTTO AT THE OHIO STATE UNIVERSITY WEXNER MEDICAL CENTER IS LEADING THE CLINICAL TRIAL. :05</p>
<p>Graphic showing how the procedure opens the nasal cavity</p>	<p>(Nat - machine beep :02)</p> <p>INSTEAD OF PAINFUL SURGERY TO REMOVE BONE OR TISSUE IN THE NASAL CAVITY, THE OBSTRUCTIONS ARE GENTLY REDUCED THROUGH A WAND THAT TARGETS ENERGY TOWARDS THE AFFECTED TISSUE.</p>
<p>Dr. Otto (CG’d earlier)</p>	<p>NO GENERAL ANESTHESIA AND NO LONG RECOVERY. :12</p>
<p>Shots of Dr. Otto looking at nasal flow scans</p>	<p><i>“The procedure’s done in the office. It only takes a few minutes to perform, and patients can actually leave the office and go back to work or get on with their daily activities for that day.” :09</i></p> <p>BY USING A COMPUTER SIMULATION OF AIRFLOW THROUGH THE NASAL PASSAGE, DR. OTTO CAN MEASURE HOW A LITTLE CHANGE IN THE PHYSICAL STRUCTURE CAN MAKE A BIG DIFFERENCE IN THE WAY A PATIENT FEELS ABOUT THEIR BREATHING. :11</p>
<p>Shots of Linda smelling flowers on tree</p>	<p><i>“So far most people seem to be impressed with the type of change it’s causing in the nasal valve region, and the results they’re experiencing.” :06</i></p>
<p>Linda Wells (CG’d earlier)</p>	<p>RESULTS THAT HAVE ALLOWED LINDA TO FINALLY GET OUTSIDE AND ENJOY DAYS LIKE THIS. :06</p>
<p>Shots of Linda smelling flowers</p> <p>(PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p><i>“I kind of feel excited about summer, this year, really excited, because I feel like I’ll be able to do things.” :07</i></p>
	<p>AT OHIO STATE WEXNER MEDICAL CENTER, DORIAN CRAFT REPORTING. :04</p> <hr/> <p>UNLIKE TRADITIONAL TREATMENT OPTIONS SUCH AS MEDICATIONS OR BREATHING STRIPS, THE RESULTS ARE PERMANENT.</p> <p>WHILE THE OHIO STATE UNIVERSITY WEXNER MEDICAL CENTER IS THE ONLY SITE CONDUCTING</p>

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	THE STUDY, THE F-D-A RECENTLY APPROVED THE NEW NON-INVASIVE PROCEDURE, MAKING IT AVAILABLE TO PATIENTS EVERYWHERE.
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SOCIAL MEDIA

<p> Share it! Suggested tweet:</p> <p> Suggested post:</p>	<p>Sinus pain and inflammation affects tens of millions of Americans every year. Experts at @OSUWexMed are testing a new non-invasive approach to sinus procedures that could help patients with chronic nasal symptoms. http://bit.ly/2HJGNNB</p> <hr/> <p>Tens of millions of Americans every year suffer from sinus pain and inflammation. Traditional treatment options have been limited to medications, breathing strips or painful surgeries with lengthy recovery times. But experts at The Ohio State University Wexner Medical Center are testing a new non-invasive approach to sinus procedures that has surgery-like results in improving chronic nasal symptoms. http://bit.ly/2HJGNNB</p>
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EXTRA BITES

<p>CG: Dr. Brad Otto Ohio State Wexner Medical Center</p>	<p>Otto talks about how common nasal problems are: <i>“Nasal airflow is one of the main symptoms for which people seek care from an otolaryngologist, an ear, nose, and throat physician, and contributes significantly to decreased quality of life.”</i></p> <p>Otto talks about how the procedure reshapes the nasal cavity: <i>“What this technology does is reshape the internal nasal valve region, which is a region where cartilage on the side of your nose meets your septum. Basically what it causes the cartilage to do is barely denature and change its shape just a little bit in order to open up that valve and improve airflow to that region.”</i></p> <p>Otto talks about the technique used in the study: <i>“We use a technique here called computational fluid dynamics, which is a sort of study that we can base on CT scans that are done to show how the air flow through the nose travels. Part of the goal of this study is to understand better how this technology changes the air flow through the nose to make people feel more happy with their nasal breathing.”</i></p> <p>Otto talks about the impact sinus problems can have: <i>“Studies have shown that inflammatory sinonasal problems have a quality of life index that's very similar to patients with chronic heart disease, so it can be a significant impact on patient's quality of life.”</i></p>
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<p>CG: Linda Wells Suffered with sinus problems</p>	<p>Linda talks about recovery after her procedure: <i>“There was really no recovery for me, at all, other than, you know, just like rinsing it with saline or something, and a little bit of that. But there was no pain or anything, after.”</i></p> <p>Linda says the procedure was easy and made a big difference: <i>“I never felt anything. I could just feel the pressure of him pushing from the outside. And he said, ‘You should feel better like in a week or so.’ And, of course, it had to scab over a little bit and stuff, but the difference was night and day for me.”</i></p>
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References

<p>¹Nasal Obstruction Treatment, Aerin Medical. Online: https://aerinmedical.com/nasal-obstruction-treatment/.</p> <p>²Treatment Outcome Using Vivaer Stylus To Treat Nasal Airway Obstruction, National Institute of Health, U.S. National Library of Medicine. Online: https://clinicaltrials.gov/ct2/show/NCT03156270.</p>

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