

New FDA-approved MRI expands access to life-saving imaging

Lower magnetic field and larger opening allows patients with implanted devices, claustrophobia or obesity to receive MRI

The Ohio State University Wexner Medical Center

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NEWS PACKAGE

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| SUGGESTED TEASE | FOR MANY, JUST THE THOUGHT OF GETTING INTO AN M-R-I MACHINE IS ANXIETY-INDUCING. COMING UP, NEW TECHNOLOGY WILL MAKE IT EASIER FOR CLAUSTROPHOBIC PATIENTS TO RECEIVE THIS POTENTIALLY LIFE-SAVING IMAGING, AND ALSO EXPAND ACCESSIBILITY FOR MILLIONS OF OTHERS WHO CAN'T GET INTO TRADITIONAL M-R-I MACHINES. |
| ANCHOR LEAD | M-R-I IS A POWERFUL MEDICAL TOOL, PROVIDING DETAILED IMAGES OF EVERYTHING FROM BONES AND JOINTS TO THE BRAIN AND SPINAL CORD. BUT A LOT OF PATIENTS CAN'T BENEFIT FROM THIS TECHNOLOGY AND THE IMPROVED CARE IT PROVIDES... UNTIL NOW. BARB CONSIGLIO SHOWS US A NEW, REIMAGINED M-R-I... RECENTLY F-D-A APPROVED AND EXPANDING ACCESS FOR THOSE WHO COULD NEVER GET AN M-R-I BEFORE. |
| (PACKAGE START) ----- CG: Courtesy: The Ohio State University Wexner Medical Center :00 - :03 Shots of Simonetti working with MRI tech Shots of Simonetti sitting down with his wife | (Nats - Sound) :02 ORLANDO SIMONETTI (ore-LAHN-doe sim-moe-NET-ee) HAS WORKED FOR YEARS TO DEVELOP NEW M-R-I TECHNOLOGY. BUT HIS RESEARCH AT THE OHIO STATE UNIVERSITY COLLEGE OF MEDICINE HIT CLOSE TO HOME WHEN HIS WIFE, LYNN, WAS DIAGNOSED WITH HEART FAILURE. :08 |
| CG: Orlando Simonetti, PhD Ohio State Wexner Medical Center Shots of MRI Simonetti and tech setting up MRI machine | <i>"She does have a pacemaker now as a result of this heart failure, and yeah, this machine I'm sure will be the one she'll get her next MRI in."</i> :10 THE NEW M-R-I, DEVELOPED WITH SIMONETTI'S HELP, HAS A MUCH LOWER MAGNETIC FIELD, MAKING IT SAFE FOR PATIENTS LIKE LYNN WHO |

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| <p>Orlando Simonetti (CG'd earlier)</p> <p>Shots of patient getting on MRI machine</p> <p>Shots of MRI</p> | <p>HAVE IMPLANTED DEVICES. :06</p> <p><i>"I played a role in inventing those techniques that were used in her initial diagnosis. And now this takes it a step further, where it seems to be a machine designed specifically for her." :13</i></p> <p>THE M-R-I, BUILT BY SIEMENS, WAS RECENTLY APPROVED BY THE F-D-A. THE FIRST MACHINE FOR PATIENT CARE IS NOW INSTALLED AT THE OHIO STATE UNIVERSITY WEXNER MEDICAL CENTER, NOT ONLY EXPANDING ACCESS TO THOSE WITH IMPLANTED DEVICES, BUT ALSO PEOPLE WHO ARE OBESE OR CLAUTROPHOBIC. :12</p> |
| <p>Orlando Simonetti (CG'd earlier)</p> <p>Shots of patient in MRI</p> <p>Shots of Simonetti and tech reviewing images during MRI</p> | <p><i>"You can see the opening to the magnet is much larger." :03</i></p> <p>THE TECHNOLOGY OFFERS LOWER MAGNETISM WITHOUT COMPROMISING IMAGE QUALITY.</p> <p>IN FACT, IT EXPANDS THE CAPABILITIES OF M-R-I, ESPECIALLY TO THE HEART AND LUNGS, WHICH OTHERWISE REQUIRE METHODS THAT EXPOSE THE PATIENT AND CLINICIAN TO HARMFUL RADIATION FROM X-RAYS OR C-T SCANS. :14</p> |
| <p>Orlando Simonetti (CG'd earlier)</p> <p>Shots of patient in MRI</p> <p>Shot of Orlando and Lynn at home</p> | <p><i>"Because of the air in the lungs, it cancels out the signal at higher field strength. But at lower field, there's potential that we can see lung tissue more clearly with MRI." :10</i></p> <p>IT'S A BREAKTHROUGH THAT WILL CONTINUE TO IMPROVE DIAGNOSTICS AND TREATMENTS FOR PATIENTS AROUND THE WORLD, AND ONE RIGHT AT HOME. :06</p> |
| <p>CG: Lynn Simonetti Heart failure patient</p> <p>Shots of Orlando and Lynn talking (PACKAGE END) -----</p> <p>ANCHOR TAG</p> | <p><i>"I've always been very proud of what he's done, and I knew that he was helping cardiac patients, but to become one of those patients and to benefit from what he and other researchers have developed has been amazing." :13</i></p> <p>AT THE OHIO STATE WEXNER MEDICAL CENTER, THIS IS BARB CONSIGLIO REPORTING. :03</p> <hr/> <p>OHIO STATE HAS PARTNERED WITH NATIONWIDE CHILDREN'S HOSPITAL TO STUDY THE USE OF THIS NEW M-R-I TECHNOLOGY FOR KIDS WITH CONGENITAL HEART DISEASE, WHO MUST UNDERGO REPEATED HEART CATHETERIZATIONS THROUGHOUT THEIR LIVES.</p> |

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| | UNTIL NOW, THE PROCEDURE REQUIRED X-RAY IMAGING, BUT THE NEW M-R-I MACHINE DOES NOT INTERACT WITH THE SMALL WIRES DURING THE PROCEDURE, ALLOWING IT TO BE PERFORMED MORE SAFELY WITHOUT RADIATION. |
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SOCIAL MEDIA

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| <p> Share it! Suggested tweet:</p> <p> Suggested post:</p> | <p>A new FDA-approved MRI machine at @OSUWexMed is allowing those who can not get into a traditional MRI to benefit from this powerful and potentially life-saving imaging technology. https://bit.ly/3ds71FV</p> <hr/> <p>MRI is a powerful tool for diagnosing and treating a wide range of conditions. But for many, getting into an MRI machine is not a viable option. Now, a new FDA-approved MRI machine at The Ohio State University Wexner Medical Center is breaking those barriers for patients with implanted medical devices like pacemakers, as well as those who are claustrophobic or obese. https://bit.ly/3ds71FV</p> |
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EXTRA BITES

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| <p>CG: Orlando Simonetti, PhD Ohio State Wexner Medical Center</p> | <p>Simonetti says the new MRI can be used for catheterizations: <i>“So we may be able to do MRI-guided catheterization right in the MRI scanner, instead of in a cath lab where, again, they're using x-ray radiation, which can be harmful not only to the patient but also to the interventional cardiologists who have to do those procedures every day.” :20</i></p> <p>Simonetti says the new MRI can be used to image the heart and lungs of COVID patients: <i>“We've done a lot of work here at Ohio State in imaging the heart following a COVID 19-infection, but obviously the lungs are involved as well in that disease. And we can do this combination of both, potentially, with this low field system.” :14</i></p> <p>Simonetti says MRI helped diagnose his wife and is used in her ongoing treatment: <i>“It played really a key role in her initial diagnosis. And then since then the treatment she's undergone here has really been fabulous and she's really recovered well. And the MRI is then used periodically to monitor her recovery and help guide her treatment.” :21</i></p> |
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| <p>CG: Orlando Simonetti, PhD Ohio State Wexner Medical Center</p> | <p>Simonetti says having different field strengths helps offer the right machine for each patient: <i>"What's really unique here now at Ohio State is to have these three different field strengths with a dedication to cardiovascular imaging and heart disease patients, where we'll be able to really pick the right patient for the right machine."</i> :16</p> |
| <p>CG: Lynn Simonetti Heart failure patient</p> | <p>Lynn explains the progress she's made through treatment: <i>"There was quite a bit of progress shown. The size of my heart had almost gone back to normal, the thickness was more normal, and also we were able to see that some of the scarring of the heart itself had resolved, which was really exciting. And I think the only way to pick that up is on the MRI."</i> :18</p> <p>Lynn says her claustrophobia has made getting MRIs difficult: <i>"I have claustrophobia and when I originally was put into the MRI that they usually use for cardiac images, I screamed, 'Get me out of here! Get me out of here! Get me out of here! I can't do this!'"</i> :13</p> <p>Lynn says she might not be alive today without these new advancements: <i>"I am not sure that I would be alive right now if it weren't for all the advances that have been made in imaging and medicine and the pacemaker and everything that goes along with it."</i> :11</p> |

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