

Latest version of online tool is first to assess risk for cancer and heart disease using family health history

Algorithms calculate risk factors to help people take action early, prevent development of life-threatening conditions

The Ohio State University Wexner Medical Center

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NEWS PACKAGE

SUGGESTED TEASE	DO YOU KNOW THE TYPES OF CANCER THAT HAVE OCCURED IN YOUR FAMILY OR WHEN A RELATIVE HAD A HEART ATTACK? COMING UP, HOW THIS INFORMATION AND A SIMPLE ONLINE TOOL CAN HELP YOU UNDERSTAND YOUR OWN HEALTH RISKS AND TAKE ACTION.
ANCHOR LEAD	MAYBE YOU'RE THE HEALTHY EATER OR THE MARATHON RUNNER IN YOUR FAMILY. BUT EVEN IF YOU'RE DOING EVERYTHING RIGHT, THERE MAY BE THREATS OF SERIOUS DISEASES HIDDEN IN YOUR D-N-A. BARB CONSIGLIO SHOWS HOW THE LATEST VERSION OF AN EASY ONLINE TOOL EMPLOYS TECHNOLOGY TO ASSESS YOUR GENETIC PAST, IDENTIFY YOUR FUTURE RISKS AND ALLOW YOU TO TAKE CONTROL OF YOUR HEALTH.
(PACKAGE START) ----- CG: Courtesy: The Ohio State University Wexner Medical Center	(Nats - Sound) :02
Shots of Jerred working out	AFTER SEEING SEVERAL FAMILY MEMBERS SUFFER FROM HEART DISEASE AT AN EARLY AGE, JERRED ZIEGLER DOES WHAT HE CAN TO STAY HEALTHY. :06
CG: Jerred Ziegler Has family history of heart disease	<i>"I didn't overly think about it until my dad started having the same heart problems that my grandpa had as well. So when you start to see that trend, and especially the men in our family, you start to think about how that could impact you down the road too."</i> :12
Shots of Jerred eating healthy foods	WHILE MANY KNOW THAT FAMILY HISTORY IS A RISK FACTOR, GENETICS MAY PLAY A BIGGER ROLE THAN YOU THINK IN THE DEVELOPMENT OF LIFE-THREATENING DISEASES, SOMETHING THAT'S BECOMING CLEARER AS GENETIC MEDICINE ADVANCES. :10
	<i>"By understanding how your family and family history</i>

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<p>CG: Elizabeth Jordan Ohio State Wexner Medical Center</p> <p>Shots of genetic counseling</p> <p>Shots of experts discussing Family Health Risk Calculator</p> <p>Shots of Jerred taking assessment</p>	<p><i>and personal history may impact genetic risk, gives you the power to make a decision about your future.” :10</i></p> <p>THAT MAY INCLUDE GENETIC TESTING OR ADDITIONAL SCREENINGS, BUT THE FIRST STEP IS IDENTIFYING YOUR RISK.</p> <p>THE FAMILY HEALTH RISK CALCULATOR WAS DEVELOPED BY MEDICAL EXPERTS AND DATA SCIENTISTS AT THE OHIO STATE UNIVERSITY WEXNER MEDICAL CENTER AND ITS COMPREHENSIVE CANCER CENTER. IT IS THE ONLY TOOL OF ITS KIND TO SCREEN FOR BOTH CANCER AND CARDIAC RISK USING AN INDIVIDUAL'S PERSONAL AND FAMILY HEALTH DATA.</p> <p>THE TOOL USES ADVANCED ALGORITHMS TO ACCURATELY DETERMINE IF YOU ARE AT ELEVATED RISK OF DEVELOPING SPECIFIC TYPES OF CANCERS AND HEART CONDITIONS KNOWN TO HAVE GENETIC TIES. :23</p>
<p>CG: Kevin Sweet Ohio State Wexner Medical Center</p> <p>Shots of Jerred filling out Family Health Risk Calculator</p> <p>Kevin Sweet (CG'd earlier)</p>	<p><i>“By knowing what types of cancer, for example, are in your family, age of diagnosis and then using the tool, the tool itself looks for certain red flags.” :09</i></p> <p>AND THE MORE DETAIL YOU HAVE, THE BETTER, WHICH IS WHY EXPERTS HAVE CONTINUED TO IMPROVE THE TOOL FOR MORE THAN TWENTY YEARS, WITH THE LATEST VERSION ALLOWING YOU TO UPDATE YOUR ASSESSMENT AS YOU GATHER MORE INFORMATION. :07</p> <p><i>“Say two years down the road, other family members have developed cancer or heart disease, you can go back in, add that additional information and update your assessment.” :07</i></p>
<p>Shots of Jerred discussing results with doctor in exam</p> <p>Jerred Ziegler (CG'd earlier)</p> <p>Shots of Jerred eating healthy foods (PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p>THE RESULTS CAN BE SHARED WITH FAMILY MEMBERS AS WELL AS WITH YOUR DOCTOR, SOMETHING JERRED SAYS EMPOWERS HIM TO STAY AHEAD OF ANY DEVELOPING ISSUES. :07</p> <p><i>“I think it's super easy to maybe avoid those hard questions about your health that you don't want to face yourself, but eventually it's going to catch up to you. So I think it's super important to be proactive about it so you don't have those issues down the road.” :13</i></p> <p>AT THE OHIO STATE WEXNER MEDICAL CENTER, THIS IS BARB CONSIGLIO REPORTING. :02</p> <hr/> <p>IN THE NEXT FEW YEARS, EXPERTS HOPE TO EXPAND THE FAMILY HEALTH RISK CALCULATOR TO INCLUDE RISKS OF MORE DISEASES KNOWN TO</p>

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	HAVE STRONG HEREDITARY COMPONENTS SUCH AS BRAIN AND EYE CONDITIONS. YOU CAN ACCESS THE TOOL TO BETTER UNDERSTAND YOUR INDIVIDUAL RISKS AT FAMILY HEALTH RISK CALCULATOR DOT O-S-U-M-C DOT E-D-U. (https://familyhealthriskcalculator.osumc.edu/)

SOCIAL MEDIA

 Share it! Suggested tweet:	A first-of-its-kind online tool developed at @OSUWexMed uses personal and family health information to identify those with elevated risks of specific types of cancer and heart conditions known to have genetic ties, allowing them to take preventative action. https://bit.ly/3BCIbzl
 Suggested post:	Maybe you're the healthy eater or the marathon runner in your family, but even if you're doing everything right, there may be threats of serious diseases hidden in your DNA. A first-of-its-kind online tool developed by genetic experts and data scientists at The Ohio State University Wexner Medical Center uses personal and family health information to identify those with elevated risks of specific types of cancer and heart conditions known to have genetic ties, empowering them to take preventative action. https://bit.ly/3BCIbzl

EXTRA BITES

CG: Elizabeth Jordan Ohio State Wexner Medical Center	<p>Jordan explains how the assessment can be shared with your doctor or family members: <i>"You're either at average risk or you're at elevated risk for heart disease. And that comes in a final assessment and it includes a summary of all the information that was used to make that assessment, and that's in a printable PDF document that you can either email to someone that you want to share it with, say a family member, or take it to your primary care doctor to further evaluate."</i> :19</p> <p>Jordan says the updated tool assesses for more types of heart disease: <i>"This is the first version in this revamped tool that expands not only to coronary heart disease, but also in hereditary cardiomyopathy risk, hereditary aortic disease risk or other arrhythmia syndromes that can cause sudden cardiac arrest and death."</i> :15</p>
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CG: Elizabeth Jordan
Ohio State Wexner Medical Center

Jordan explains possible next steps if the tool finds that you have an elevated risk:
"It might lead to genetic testing, it might lead to genetic counseling. And all of those resources are provided in that PDF document that has a list of information about how to contact the Ross Heart Hospital for the Cardiovascular Genetics and Genomics Medicine Clinic, and then also our Cancer Genetics Program, if that's applicable." :17

CG: Kevin Sweet
Ohio State Wexner Medical Center

Sweet explains how far genetics have come since the first version of the risk calculator:
"We knew a little bit about the genetics of some of these hereditary diseases like cancer and now today, flip, flash forward 23 years, we know a lot, lot more. So the testing itself has become more commonplace, we can do more with information, it's become more cost effective, there's more actions individuals can take to lower their risk." :15

Sweet explains how the tool asks for family health details:
"It kind of queries, so as you are using the tool, it's like, 'Okay, your aunt had a diagnosis of breast cancer. At what age? Do you know what particular subtype it was?' So it asks a little bit more detail. And also behind the scenes then with the algorithms that are programmed within, it's looking for certain red flags." :16

Sweet says the tool allows people to update their family history as they gather more information:
"A lot of folks might not know all the details about their family history of either cancer or heart disease. So what's nice about the tool, allowing individuals to go back in, establish an account, go back in and update their information, or if they find out additional new information about family members and their cancer or heart disease risk." :17

CG: Jerred Ziegler
Has family history of heart disease

Jerred describes his family health history:
"All the people who have had major complications or have unfortunately passed away in my family have passed away from one of those issues, either cancer or heart disease or some sort of neurological disease as well. So I think it's just something that all of us kind of need to keep an eye on and understand how that could impact us later." :19

Jerred describes the process of taking the Family Health Risk Calculator:
"It prompted me to put in, starting with my parents, how many siblings I have, how many aunts and uncles I have on each side, grandparents. And then you just simply go into each one and update, 'Do they have heart disease? Have they had cancer? And if so, what type?' And it's all laid out there for you." :15

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CG: Jerred Ziegler
Has family history of heart disease

Jerred says he will continue to talk to his doctor about his elevated risk:
“For heart, I got an elevated risk, so it's just something that I think I need to just keep talking to my doctor about and make sure. What are the annual screenings I need to get to make sure if there is anything that I inherited from my family that I'm aware and track as I get older?” :16

References

¹Family Health Risk Calculator, The Ohio State University Wexner Medical Center, 2022. Online: <https://familyhealthriskcalculator.osumc.edu/>

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The Ohio State University Wexner Medical Center: 1-800-293-5123
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