

Voucher Allows You to Donate a Kidney Now, Secure One for Later

Donation today ensures loved one will get a kidney when he/she needs one

Ronald Reagan UCLA Medical Center

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NEWS PACKAGE

SUGGESTED TEASE	STILL TO COME, HOW DONATING A KIDNEY TODAY COULD SAVE THE LIFE OF A LOVED ONE YEARS DOWN THE LINE. DETAILS ABOUT AN INNOVATIVE VOUCHER PROGRAM FOR ORGAN DONORS, NEXT IN HEALTH NEWS.
ANCHOR LEAD	RIGHT NOW THERE ARE MORE THAN 100-THOUSAND PEOPLE WAITING FOR AN ORGAN TRANSPLANT IN THE U-S - AND 8 OUT OF 10 ARE WAITING ON A KIDNEY . ¹ IT IS BY FAR THE ORGAN MOST IN DEMAND - AND NOW THERE IS AN INNOVATIVE NEW APPROACH TO HELP MEET THAT DEMAND. LIVING DONORS CAN DONATE A KIDNEY TO SOMEONE IN NEED TODAY - AND IN RETURN, GET A VOUCHER FOR A LOVED ONE TO USE IN THE FUTURE SHOULD <i>THEY</i> EVER NEED A KIDNEY. WITH MORE ON THE APPROACH, HERE IS CLARK POWELL.
(PACKAGE START) -----	
CG: Courtesy: Ronald Reagan UCLA Medical Center	(Nats - Howard playing with grandson) :02
Shots of Howard playing with Quinn	WHEN HIS GRANDSON QUINN WAS BORN WITH KIDNEY PROBLEMS, HOWARD BROADMAN WANTED DESPERATELY TO HELP.
Close up shots of grandson	BUT THERE WASN'T MUCH HE COULD DO. QUINN IS TOO YOUNG TO NEED A TRANSPLANT NOW, AND BY THE TIME HE DOES, HOWARD WILL BE TOO OLD. :11
Shot on hands playing with legos	
CG: Howard Broadman Came up with kidney voucher idea	<i>"Then I said, 'Well, wait a minute. This doesn't make any sense. Why don't I just give my kidney to somebody else and just get a voucher and give it to Quinn?"</i> :08

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<p>Shots of Dr. Veale in surgery</p> <p>Still photo of Howard in hospital</p> <p>Shots of Quinn riding bicycle</p> <p>CG: Jeffrey Veale, MD Ronald Reagan UCLA Medical Center</p> <p>(Graphic - US map/locations)</p> <p>-ASTS logo reveal Words: Gone to executive committee for formal approval -Pinlight with letters: UCLA / - add dots across country showing 9 locations-</p> <p>Shots of surgery</p> <p>Shots of Dr. Veale with a patient</p> <p>Shots of Howard & Quinn with legos</p> <p>Dr. Veale (CG'd earlier)</p> <p>Shot of Howard hugging Quinn</p> <p>Howard Broadman (CG'd earlier)</p> <p>Shot of both hugging</p> <p>(PACKAGE END) -----</p>	<p>SO THAT'S EXACTLY WHAT HE DID. AT RONALD REAGAN U-C-L-A MEDICAL CENTER HOWARD AND DOCTOR JEFFREY VEALE WORKED OUT A DEAL THAT COULD CHANGE THE DONATION PROCESS.</p> <p>DONATE A KIDNEY NOW, AND A LOVED ONE GETS A VOUCHER FOR A KIDNEY IN THE FUTURE. :14</p> <p><i>"They donate a kidney now because it's a good time for the donor. It's not a good time for the recipient because the recipient doesn't need it. And then in 10,15 years, the recipient just draws one out of the pool, and it's a beautiful thing. I mean, this has never happened before."</i> :12</p> <p>BUT IT WILL HAPPEN AGAIN. THE ETHICS COMMITTEE OF THE AMERICAN SOCIETY OF TRANSPLANT SURGEONS HAS OFFICIALLY ENDORSED THE VOUCHER PROGRAM AND IT'S GONE TO THEIR EXECUTIVE COMMITTEE FOR APPROVAL. NINE INSTITUTIONS ACROSS THE COUNTRY HAVE ALREADY AGREED TO JOIN THE PROGRAM.</p> <p>EVERY DAY 13 PEOPLE IN THE U.S. DIE WAITING FOR A KIDNEY <u>TRANSPLANT</u>.¹ BUT THIS PROGRAM COULD CHANGE THAT.</p> <p>VOUCHERS THAT SECURE A KIDNEY FOR A LOVED ONE IN THE FUTURE MAY LEAD TO AN INFLUX OF LIVING DONORS NOW. WHICH COULD SAVE COUNTLESS LIVES TODAY AND FOR YEARS TO COME. :22</p> <p><i>"The demand for a kidney transplant is tremendous, but with this program, I would argue for the first time in history, we can actually start reducing the waiting list."</i> :08</p> <p>STARTING WITH ONE LITTLE BOY AND HIS LOVING GRANDFATHER IN SOUTHERN CALIFORNIA. :05</p> <p><i>"I've left a legacy of putting him from, perhaps at the bottom of the list to the top of the list and I changed my grandson's life, and I may not even be here. That's.. It doesn't get much better than that."</i> :11</p> <p>AT RONALD REAGAN UCLA MEDICAL CENTER, THIS IS CLARK POWELL REPORTING. :03</p>
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<p>ANCHOR TAG</p> <p>CG: transplants.ucla.edu</p>	<hr/> <p>DOCTORS SAY IF JUST ONE HALF OF ONE PERCENT OF ADULTS BECAME LIVING DONORS, WE COULD WIPE OUT THE KIDNEY WAITING LIST 15 TIMES OVER.</p> <p>IF YOU WANT MORE INFORMATION ON HOW YOU COULD DONATE A KIDNEY AND GET A VOUCHER FOR A LOVED ONE IN THE FUTURE, LOG ON TO transplants.ucla.edu</p>
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SOCIAL MEDIA

<p> Share it! Suggested tweet:</p> <p> Suggested post:</p>	<p>Voucher program developed @UCLAHealth lets you donate a kidney today, secure one for a loved one in the future. bit.ly/1Qc2cSc</p> <hr/> <p>Every day 13 people in the United States die waiting for a kidney transplant. But what if you could donate a kidney today and secure a kidney for a loved one in the future should they ever need it? That’s the idea behind an innovative new “kidney gift certificate” program that originated at Ronald Reagan UCLA Medical Center - and is now gaining acceptance nationwide. Meet the man who came up with the idea on behalf of his grandson, and see how it could help save lives decades down the line. bit.ly/1Qc2cSc</p>
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EXTRA BITES

<p>CG: Jeffrey Veale, MD Ronald Reagan UCLA Medical Center</p>	<p><i>Veale talks about the process of living donation -</i> “Because you're giving them living donor kidneys, and starting chains, and expanding the pool, every chain gives five transplantations. You're actually pulling people off the deceased donor list because they're getting living donor kidneys.”</p> <p><i>Veale talks about advantages to living donors -</i> “Twenty percent of the deceased donor wait list is people who are waiting for their second, third, fourth transplant. So, in order to reduce the list, you're not only giving more kidneys, but you're giving higher-quality kidneys that last longer.”</p> <p><i>Veale compares living donor kidneys to others -</i> “A living donor kidney functions for 20 years on average. Where a deceased donor kidney functions for 10 to 12 year on average. So, you're giving high-quality kidneys that function longer, and you're taking more people off the deceased donor wait list.”</p>
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<p>CG: Howard Broadman Came up with kidney voucher idea</p>	<p><i>Veale says more may donate with voucher idea -</i> “That’s why there would be an influx of living donors and why it would probably be one of the biggest changes to the field. I mean, this would be groundbreaking.”</p> <hr/> <p><i>Broadman explains Quinn’s condition -</i> “We knew before he was born that he only had one kidney, but we thought it was a fully developed kidney. As it turned out, it isn’t.”</p> <p><i>Broadman talks about the idea of a voucher -</i> “I’ve come up with this idea and if it helps people, it’s a game-changer. And it’s really, really cool for those people who aren’t going to be suffering.”</p> <p><i>Broadman was determined to help grandson -</i> “For me, it was pretty simple. We’ve got to fix this. This is a problem. We’ve got all these people, and now one of them is mine - and we’ve got an opportunity to fix this.”</p> <p><i>Broadman reflects on the program he initiated -</i> “I may be changing people’s lives. And that’s huge.”</p>
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References

¹*Organ Donation and Transplantation Statistics*, **National Kidney Foundation, 2016**. Online: <https://www.kidney.org/news/newsroom/factsheets/Organ-Donation-and-Transplantation-Statistics>

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