### **National Study Aims to Prove Value of Mobile Stroke Units**

High-tech vehicles bring the hospital to patients to improve outcomes and efficiency

Ronald Reagan UCLA Medical Center

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#### **NEWS PACKAGE**

#### **SUGGESTED TEASE**

BATTLING A SILENT KILLER BY BRINGING THE HOSPITAL TO THE PATIENT.

DETAILS ON A NATIONAL STUDY THAT COULD ULTIMATELY BRING THESE UNITS TO MORE HOSPITALS IN HEALTH NEWS.

#### **ANCHOR LEAD**

WHEN TREATING A STROKE, EVERY SECOND COUNTS. THAT'S WHY A NEW NATIONAL STUDY IS EVALUATING THE BENEFITS OF MOBILE STROKE UNITS THAT BRING THE EMERGENCY DEPARTMENT DIRECTLY TO PATIENTS, A POTENTIAL GAME CHANGER IN STROKE TREATMENT.

IT'S NOT ONLY IMPORTANT IN BIG CITIES WITH HEAVY TRAFFIC, BUT ALSO IN RURAL AREAS WHERE LONG DISTANCES TO THE NEAREST HOSPITAL CAN MAKE THE DIFFERENCE BETWEEN A FULL RECOVERY AND DISABILITIES THAT CAN CHANGE A STROKE PATIENT'S LIFE FOREVER. CLARK POWELL HAS THE DETAILS.

#### (PACKAGE START) -----

(Nats - Sound):02

CG: Courtesy: Ronald Reagan UCLA Medical Center :00 - :02

Shots of Tremylla and mom

walking in garden

Shots of hospital

**CG: Tremylla Johnson** Stroke survivor

Shots of angiosuite (wide shot with clock)

TREMYLLA (trim-ILL-uh) JOHNSON WASN'T AWARE SHE HAD ANY RISK FACTORS FOR STROKE. BUT ONE DAY, AS SHE SAT IN CLASS, SHE SUDDENLY FELT DIZZY AND COULDN'T MOVE.

LUCKILY, SHE WAS WITHIN MINUTES OF THE EMERGENCY DEPARTMENT AT RONALD REAGAN U-C-L-A MEDICAL CENTER. :13

"I couldn't feel my body. I couldn't move, so I'm glad that people were there and I was right across the street from the hospital, and that's what saved my life. :10

EVERY MINUTE THAT PASSES FOLLOWING A STROKE, TWO MILLION BRAIN CELLS DIE. IN AN EFFORT TO START TREATMENT SOONER, EXPERTS ARE NOW BRINGING THE HOSPITAL TO

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Shot of mobile stroke unit driving past

Shots of patient getting CT scan

PATIENTS VIA MOBILE STROKE UNITS. THESE SPECIALIZED AMBULANCES ARE EQUIPPED WITH THE TECHNOLOGY NEEDED TO DIAGNOSE STROKES - AND START LIFESAVING TREATMENTS IN THE FIELD. :10

CG: Jeffrey Saver, MD
Director of the UCLA Comprehensive
Stroke Center

"We need to get patients treated as fast as possible with drugs as well as devices to reopen arteries and save the brain before the window runs out on saving that precious resource.":12

Shots of patient being treated in mobile unit

Shots of Dr. Nour treating patient in unit

DOCTORS AT UCLA HEALTH ARE JOINING OTHER HOSPITALS IN A HANDFUL OF MAJOR CITIES NATIONWIDE IN A STUDY TO TEST THE VALUE OF MOBILE STROKE UNITS.

EXPERTS ALREADY KNOW THAT STARTING
TREATMENT EARLIER CAN IMPROVE PATIENT
OUTCOMES. NOW THEY'RE OUT TO PROVE THAT
IT'S ALSO COST EFFECTIVE FOR PATIENT CARE:16

(cover with shots of inside unit)

CG: May Nour, MD, PhD Medical Director of the UCLA Arline and Henry Gluck Stroke Rescue Program "In the U.S. every forty seconds, somebody's having a stroke."

"Responding to patients quickly with medications and treatments is what gives them the fighting chance for a good outcome." :09

Shots of patient being treated

Shot of LA traffic

Shot of rural road

Shot of team working in mobile stroke unit

PROVING THE VALUE OF MOBILE STROKE UNITS WILL MAKE THEM MORE ACCESSIBLE TO HOSPITALS ACROSS THE COUNTRY -- NOT ONLY IN HIGH TRAFFIC CITIES LIKE LOS ANGELES, BUT ALSO IN RURAL AREAS WHERE SPECIALIZED CARE MAY BE MILES AWAY. THIS COULD BE A LIFESAVING DEVELOPMENT FOR THE NEARLY EIGHT-HUNDRED THOUSAND AMERICANS EACH YEAR WHO SUFFER A STROKE.1.

:18

### May Nour, MD, PhD (CG'd earlier)

Shot of door to mobile stroke unit closing

(PACKAGE END) -----

**ANCHOR TAG** 

"It can make a difference between a father spending the rest of his days with his family and walking his daughter down the aisle versus spending the rest of his life in a nursing home." :08

AT UCLA HEALTH, THIS IS CLARK POWELL REPORTING. :02

THE UNITS ARE ALSO EQUIPPED WITH MULTIPLE 270-DEGREE CAMERAS SO THAT PHYSICIANS CAN SEE AND DIAGNOSE A PATIENT EVEN IF THEY'RE NOT PHYSICALLY ON-BOARD.

THE GOAL OF THE NATIONAL MOBILE STROKE STUDY THAT UCLA IS PART OF IS TO ENCOURAGE FUNDING FOR THESE UNITS SO THAT MORE HOSPITALS HAVE THEM, OFFERING MORE STROKE VICTIMS THE CHANCE TO LEAD LONGER, HEALTHIER LIVES.

#### **SOCIAL MEDIA**

Share it! Suggested tweet:

<u>@UCLAHealth</u> tests mobile stroke units that bring the hospital to patients, increasing chances of survival and recovery. <u>bit.ly/2gfblyg</u>

Suggested post:

Time lost is brain lost when it comes to stroke treatment. High-tech mobile stroke units can help medical personnel get to stroke victims faster and start treatment sooner. <a href="UCLA Health">UCLA Health</a> is part of the first national study to test how these units can benefit patients, perhaps encouraging their use nationwide. <a href="bit.ly/2gfblyg">bit.ly/2gfblyg</a>

#### **EXTRA BITES**

Nour describes the treatment capabilities while in the unit: "We're able to get labs very quickly. We get the essential labs we need to understand what's going on with patient, and then even more amazing, we are able to get a CT scan of the patient's head, and that way, making a diagnosis." :13

CG: May Nour, MD, PhD Medical Director of the UCLA Arline and Henry Gluck Stroke Rescue Program Nour says these units will have a big impact in rural areas: "But what happens in the rural areas where patients can't really reach a specialized stroke care center on time? I think this is what is really going to make a big difference in patient outcomes, getting the hospital to the patient." :11

Nour describes the available telemedicine system in the unit: "That telemedicine system has multiple cameras where the physician is in control of those cameras. And even one of the cameras can move 270 degrees anywhere in the room by either from their phone, their ipad, their computer, which is really wonderful.":14

CG: Jeffrey Saver, MD
Director of the UCLA Comprehensive
Stroke Center

Saver says young people are having more strokes: "The last few years we're seeing a rise in the young on the U.S., and the need for acute treatment like the mobile stroke unit provides is becoming evermore necessary." :12

CG: Jeffrey Saver, MD
Director of the UCLA Comprehensive
Stroke Center

Saver says the units will help patients and save money: "We know they're going to make patients better by giving proven treatments faster, but we need to prove to governments that the cost of running them is cost-effective.":12

Saver says medical care needs to evolve to save the brain: "The brain is very unforgiving, and so we have to change the healthcare system to address its needs, and the mobile stroke unit is a way of bringing the hospital to the patient instead of the patient to the hospital.":12

CG: Tremylla Johnson Stroke survivor

Tremylla describes what happened when she had a stroke: "I felt dizzy, and I took a full page of notes, which was good, and I knew the class was about to be over, so I checked my phone, and I laid my head down, and immediately I couldn't move, and I knew I was in trouble." :16

Tremylla recounts learning she had a stroke from her doctor: "I think I was awake later that day, but I don't remember it. And then the next day my doctor told me that I had a stroke." :07

Tremylla urges others to call 911 if they experience symptoms: "It doesn't matter how old you are. Heart attacks and strokes are happening younger now, and if you feel like not like yourself, call 911.":12

#### References

<sup>1</sup> Impact of Stroke (Stroke Statistics), American Stroke Association. Online: http://www.strokeassociation.org/STROKEORG/AboutStroke/Impact-of-Stroke-Stroke-statistics\_U\_CM\_310728\_Article.jsp#.Wcp9\_tOGM3g

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