

Battling the Terrible Toll of Depression by “Rewiring” the Brain

Magnetic brain stimulation could be tested as possible treatment for wide range of issues

UCLA Health

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NEWS PACKAGE


SUGGESTED TEASE	STILL TO COME, FINDING SOLUTIONS TO A GROWING PROBLEM IN THE U.S.—DEPRESSION. WE’LL SHOW YOU ONE APPROACH THAT USES MAGNETIC STIMULATION TO “REWIRE” THE BRAIN, NEXT IN HEALTH NEWS.
ANCHOR LEAD	<p>THE WORLD HEALTH ORGANIZATION IS URGING A GLOBAL “WAKE UP” CALL ABOUT AN ESCALATING MEDICAL PROBLEM—DEPRESSION. ACCORDING TO THE LATEST STATISTICS, DEPRESSION IS THE LEADING CAUSE OF POOR HEALTH AND DISABILITY WORLDWIDE.¹</p> <p>FOR SOME PATIENTS, CHANGING THE WAY THEIR BRAINS ARE WIRED IS PART OF THE SOLUTION. CLARK POWELL SHOWS US HOW IT WORKS.</p>
(PACKAGE START) -----	
CG: Courtesy: UCLA Health	(Nats - Walking into treatment room) :02
Shots of woman taking pill	EACH YEAR, AMERICANS SPEND BILLIONS ON ANTIDEPRESSANTS ² - BUT STUDIES SHOW THEY CAN BE INEFFECTIVE IN UP TO 40 PERCENT OF ALL PATIENTS. ³ BOB HOLMES WAS ONE OF THEM. :11
Shot of Bob	<i>“They tried to adjust my medication but the medication had side effects that weren’t desirable.” :06</i>
CG: Bob Holmes Suffers from depression	
Graphic - shot of medical symbol 16 million suffer major depressive episodes each year Cases have increased 18% since 2005	HOLMES IS AMONG THE 16 MILLION PEOPLE ⁴ IN THE U-S WHO SUFFER MAJOR DEPRESSIVE EPISODES EACH YEAR. A NUMBER THAT’S INCREASED 18 PERCENT OVER THE LAST DECADE. ¹
Shots of therapy	WHICH IS WHY SOME DOCTORS AT U-C-L-A HEALTH ARE TAKING A DIFFERENT APPROACH. :13
	(Nats - turning on stimulator) :02
Shots of Bob and Dr. Leuchter in	HERE, DOCTORS ARE BEAMING MAGNETIC PULSES DEEP INSIDE PATIENTS’ BRAINS TO

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<p>TMS session</p> <p>CG: Andrew Leuchter, MD UCLA Health</p> <p>CG: Ian Cook, MD UCLA Health</p> <p>Shots of Bob getting TMS</p> <p>Dr. Leuchter (CG'd earlier)</p> <p>Shots of TMS treatment</p> <p>Shots of pain medications</p> <p>Ian Cook (CG'd earlier)</p> <p>Shots of TMS therapy</p> <p>Bob Holmes (CG'd earlier)</p> <p>Shots of TMS</p> <p>ANCHOR TAG</p>	<p>CHANGE THE WAY DEPRESSION SYMPTOMS ARE PERCEIVED. :07</p> <p><i>"We are used to thinking of the brain as a chemical organ. But it's also an electrical organ." :05</i></p> <p><i>"The idea that by using non-chemical means we can change the brain and how it functions." :04</i></p> <p>IT'S CALLED TRANSCRANIAL MAGNETIC STIMULATION OR T-M-S. IT'S CURRENTLY F-D-A APPROVED ONLY TO TREAT DEPRESSION, BUT DOCTORS SAY IT MAY PROVE HELPFUL IN A WIDE RANGE OF CONDITIONS - BY "REWIRING" A NETWORK OF SIGNALS IN THE BRAIN. :10</p> <p><i>"What TMS is doing is changing how that network functions, really rebooting the network to improve symptoms of mood, anxiety and chronic pain. :14</i></p> <p>WHICH MAY BE WHY MANY PATIENTS TREATED FOR DEPRESSION ALSO SAY IT HELPS RELIEVE THEIR PAIN.</p> <p>RAISING PROVOCATIVE QUESTIONS ABOUT WHETHER T-M-S COULD ONE DAY BECOME A VIABLE ALTERNATIVE TO OPIOIDS. :10</p> <p><i>"This is a really transformative kind of therapy. But, in medicine there's always the wish to do better, to help more people than what we do now." :07</i></p> <p>BUT FOR NOW, IT'S MADE A DRAMATIC DIFFERENCE IN BOB'S DEPRESSION. :03</p> <p><i>"It provided that kind of jolt to get my brain to start work again normally. :05</i></p> <p>AT UCLA HEALTH, THIS IS CLARK POWELL REPORTING. :02</p> <hr/> <p>DOCTORS TELL US THAT T-M-S CAN FEEL A BIT UNCOMFORTABLE AT FIRST BUT MANY PATIENTS QUICKLY GET USED TO IT AND REPORT SUBSTANTIAL RELIEF FROM THEIR SYMPTOMS OF DEPRESSION WITHIN A FEW WEEKS.</p>
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SOCIAL MEDIA

<p> Share it! Suggested tweet:</p>	<p>Doctors @UCLAHealth are using magnetic brain stimulation to treat depression, "rewiring" the brain.</p>
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Suggested post:

See what the future holds: bit.ly/2nl1vvx

A staggering 16 million adults in the U-S suffer from a major depressive episode each year. Find out how doctors at the UCLA Health are using a non-invasive approach called TMS to “rewire” the brain and help with depression. bit.ly/2nl1vvx

EXTRA BITES

CG: Andrew Leuchter, MD
UCLA Health

Leuchter talks about the science behind TMS
“By pulsing it with energy repeatedly, we’re changing the way that area works, but also changing the way the whole brain network works.”

Leuchter talks about TMS
“TMS or Transcranial magnetic stimulation is part of a whole suite of treatments that are called neuromodulation treatments.”

Cook talks about the brain’s ability to change:
“The brain is an amazingly changeable organ. In fact, every time we learn something new, when we’re exposed to a new idea, there are changes that go along with that in our brains.”

CG: Ian Cook, MD
UCLA Health

Cook talks about the future of TMS :
“One is our better understanding of what kinds of illnesses we can treat with this condition and the other is technological advances in terms of how to deliver the stimulation in a way that’s more effective.

Cook talks about the accuracy of TMS therapy
“We’re delivering the signal by the magnetic fields or by the electrical fields directly to the parts of the brain that we want to. And so it’s a much more targeted therapy in that kind of way.”

CG: Bob Holmes
TMS patient

Holmes talks about his depression
“I struggled with that for many years, didn’t know really what to do, tried to pull myself through it. And then ultimately when I got into my forties, I wasn’t successful.

Holmes talks about TMS
“I would recommend it a hundred percent. I have spoken to a number of people who have depression, given them my opinion, and I think it’s a wonderful program. It’s been a life-saver for me, and I’m very grateful that I found it, and I’m very grateful for the people here.”

References

¹ "Depression: let's talk" **World Health Organization, March 2017**. Online:
<http://www.who.int/mediacentre/factsheets/fs369/en/>

² "Inappropriate Prescribing" **American Psychological Association, June 2012**. Online:
<http://www.apa.org/monitor/2012/06/prescribing.aspx>

³ *Treatment-resistant depression: therapeutic trends, challenges, and future directions*, **Patient Preference and Adherence, May 2012**. Online:
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3363299/>

⁴ "Major Depression Among Adults" **NATIONAL INSTITUTE OF MENTAL HEALTH**, Online:
<https://www.nimh.nih.gov/health/statistics/prevalence/major-depression-among-adults.shtml>

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