

## **New Technology to Tackle Breast Cancer**

OSF HealthCare Newsroom

Matt Sheehan – Media Relations Coordinator

### **BROADCAST SCRIPT**

#### **INTRO**

NEARLY EVERY AMERICAN KNOWS SOMEONE WHO HAS – OR HAS HAD BREAST CANCER. EACH YEAR – OVER 260-THOUSAND CASES ARE DIAGNOSED IN WOMEN – AND APPROXIMATELY 24-HUNDRED IN MEN. ROUGHLY 42-THOUSAND WOMEN AND 5-HUNDRED MEN DIE FROM THE DISEASE EACH YEAR.

#### **TAKE VO**

BUT NEW TECHNOLOGY AND EARLY DETECTION – THROUGH MAMMOGRAM SCREENINGS – IS HELPING REDUCE THE MORTALITY RATE IN BREAST CANCER PATIENTS. THE NATIONAL INSTITUTES OF HEALTH REPORTS A 40-PERCENT MORTALITY REDUCTION FOR THOSE WHO GET YEARLY SCREENINGS... COMPARED TO THOSE WHO DON'T.

DR. ALEJANDRO SANZ – A GENERAL SURGEON WITH OSF HEALTHCARE – BREAKS DOWN HOW TECHNOLOGICAL ADVANCES ARE SAVING LIVES.

#### **18 SECOND SOT**

“We are able to diagnose tumors at the earliest stage, very tiny tumors,” Dr. Sanz says. “We are getting so much better with biopsies. Ultra-sound guided needle biopsies are how we normally make the diagnosis.”

#### **VO TAG**

DATA FROM THE AMERICAN CANCER SOCIETY RECOMMENDS WOMEN HAVE THE OPTION TO START SCREENING EVERY YEAR BETWEEN 40-44 YEARS OF AGE. THIS RECOMMENDATION UPGRADES TO YEARLY SCREENINGS AT AGE 45 – AND SCREENINGS EVERY 2 YEARS BY AGE 55.

#### **VO/SOT #2**

#### **INTRO**

NEARLY EVERY AMERICAN KNOWS SOMEONE WHO HAS OR WHO HAS HAD BREAST CANCER. EACH YEAR – OVER 260-THOUSAND CASES ARE DIAGNOSED IN WOMEN – AND APPROXIMATELY 24-HUNDRED IN MEN. ROUGHLY 42-THOUSAND WOMEN AND 5-HUNDRED MEN DIE FROM THE DISEASE EACH YEAR.

#### **TAKE VO**

BUT NEW TECHNOLOGY AND EARLY DETECTION – THROUGH MAMMOGRAM SCREENINGS – IS HELPING REDUCE THE MORTALITY RATE IN BREAST CANCER PATIENTS.

THE NATIONAL INSTITUTES OF HEALTH REPORTS A 40-PERCENT MORTALITY REDUCTION FOR THOSE WHO GET YEARLY SCREENINGS... COMPARED TO THOSE WHO DON'T.

DR. ALEJANDRO SANZ – A GENERAL SURGEON WITH OSF HEALTHCARE – BREAKS DOWN WHY EARLY SCREENINGS ARE HELPING TO SAVE LIVES.

## 17 SECOND SOT

“One of the main goals of the screening involves early diagnosis. Then we can approach the patient and treat the disease in a more timely fashion to avoid further problems.”

## VO TAG

DATA FROM THE AMERICAN CANCER SOCIETY RECOMMENDS WOMEN HAVE THE OPTION TO START SCREENING EVERY YEAR BETWEEN 40-44 YEARS OF AGE. THIS RECOMMENDATION UPGRADES TO YEARLY SCREENINGS AT AGE 45 – AND SCREENINGS EVERY 2 YEARS BY AGE 55.