

**MEDICAL MIRACLES:  
The Strength of the Human Spirit**

**VERSION**

**9/26/05**

**Medical Miracles: Only a click away.**

Submitted Version

9-26-05

**VIDEO**

**AUDIO**

	<b><u>VIDEO</u></b>	<b><u>AUDIO</u></b>	
	<b>SEGMENT 1</b>	<b>SEGMENT 1</b>	
1	Graphic: CCF Disclaimer	(ANNOUNCER'S VOICE) The following program is sponsored by the Cleveland Clinic.	:10
2	<i>OPENING MONTAGE GRAPHICS</i>	<i>MUSIC UP</i>	:06
3		(MONICA'S VOICE) It is a darkness that seems endless.	:
4		Joyce: "I get scared, I cry a lot."	:02
5		Jane: "Cancer doesn't give you a break. It is always on your mind. It changes everything in your life."  Jerry: I thought I'd lost her a few times  SCOTT: It's been the hardest couple of months of my life and our life together, without a doubt.  ANN: "The hardest thing probably has been being apart from my husband. It's not easy to go through."	:12
6		(MONICA'S VOICE) Darkness that never seems to lift.  Georgette: "He's never ever said why me? Why do I have this? Never ever said that."	:12

7	Dr. Miller on Camera  More patients on internet	<b>DR. SUH: “The hardest part of my job is the fact that we don’t always win, the fact that many of the patients that I personally see with cancer eventually die of the disease.”</b>	:09
8	Keyboards/monitors And drugs...	(MONICA’S VOICE) But within that darkness, a light remains strong. The human spirit.	
9	Dr. Harris on camera	<b>Dr. Angelov: “I offer them hope.”</b>  <b>DR. Puhlman: “Hope. Whether it is hope for you to potentially cure their disease or whether it may be as simple as hope to be available to them at the end of their life.”</b>	:14
10	Doctor and patient together in An office.	<b>Laura: “You find little successes, each day, and that’s what it’s all about.”</b>	:05
11	Lynn on camera	(MONICA’S VOICE) And with each success, the world seems brighter and each day better.	:04
		<b>Dr. Bolwell: “Patients aren’t cases their people.”</b>	:11
13	Artsy shot of computer  CUT TO: Mouse.	<b>Dr. Ragavahan: “Patients first, everything follows.”</b>  <b>WALLY: “Never take life for granted, it’s a gift that is a wonderful gift.”</b>	
14		<b>NAT: CLICK</b>	:
15		<b>MUSIC SWELLS</b>	:05

16 Monica appears on a computer  
desktop screen:

Super:  
Monica Robins  
WKYC Health Anchor

(MONICA ON CAMERA)  
Hello, I'm Monica Robins. Today we  
will walk in the shadows of a disease  
that hangs over the lives of many  
people. Cancer. One word that can  
change a lifetime. In this episode of  
Medical Miracles we meet four people  
who heard the word cancer and began a  
fight for their lives.

:20

**ALEXA: “Two years ago my father  
was diagnosed with kidney cancer...”**

**ALEXA: “And he was told that his  
cancer was incurable...”**

**ALEXA: “He’s a determined man  
and he told me that he wanted to live  
to see me graduate, see me married  
and play with his grandchildren.”**

(MONICA’S VOICE)  
Wally Vogel has kidney cancer. It’s a  
disease that can be successfully cured if  
the kidney is removed with all the  
cancer. In Wally’s case, his kidney  
ruptured.

**WALLY: “If the disease escapes the  
kidney, which it did in my case, and  
you become stage four, the survival  
rate pretty much flips around and  
and I’m down to a five to 10% five  
year survival rate.”**

(MONICA’S VOICE)  
Wally is a Canadian living in the  
suburbs of Toronto. He was given the  
bad news, of his likely outcome, at his  
local hospital.

**WALLY: “It was like being hit with a brick. When the doc, you know, they say that those are some of the scariest words in the English language, when they say that you have cancer.”**

(MONICA’S VOICE)

The sound of the word still echoes in Wally’s memory. It haunted him as he began an unsuccessful campaign against his cancer.

**JANE: “We failed at interleukin. And we had failed two surgeries. Failed IL-2. (CUT TO) “Wally did research all of the time. We knew that the odds were getting smaller and smaller.”**

(MONICA’S VOICE)

The treatments left Wally with a five percent chance of survival. Wally and Jane looked desperately for options. What they found was a clinical trial, conducted by Dr. Ron Bukowski at the Cleveland Clinic, for an experimental drug called SU-011248.

**DR. BUKOWSKI: “Kidney cancer is very difficult disease to treat. Before there has been no really effective treatment. Now, this may not be a cure for the disease but it certainly seems to slow down in the way it’s taken, that means if it is taken orally and allows somebody to continue their normal life.”**

(MONICA’S VOICE)

Wally joined the other 105 patients, in 9 centers throughout the United States, all looking for a miracle.

(MONICA’S VOICE)

The biggest shock: The treatment

**ALEXA: “It’s one little pill it’s like a vitamin. It is amazing.”**

**JANE: “Wally started on the drug and it seemed like it was working.”**

**LAURA: “The greatest thing about this drug is that they can take it home.”**

(MONICA’S VOICE)

But for Wally, the only thing that mattered was the result.

-NAT BREAK -

(MONICA’S VOICE)

Wally Vogel doesn’t find peace in Catscan machines. They usually end up giving him bad news.

(MONICA’S VOICE)

Prior to taking the SU-480 drug, he underwent eleven scans all with negative results. His twelfth scan brought him hope.

**WALLY: “Laura came up to us and said to us, I can’t tell you officially but I have seen the reports, he’s got like a 25% shrinkage. And we just kind of looked at each other and we just started to cry.”**

**DR. BUKOWSKI: “...when you look a the most recent examination, you go from here...you really see it is so much smaller.”**

(MONICA’S VOICE)

Despite the side effects that occur:

- \* Fatigue
- \* Hypertension
- \* Gastro-intestinal effects

- \* Sensitivity of the mouth
- \* And burns on the hands and feet.

The drug is breaking new ground in the fight against kidney cancer. Dr. Bukowski has been searching for such a breakthrough his entire career.

**DR. RAGHAVAN:** “He just kept slogging through doing the work, supporting patients and now after a more than 30 year career the hypotheses that he starts to test 25 to 30 years ago, but didn’t have the molecular biology tools to really understand exactly how to do it, is starting to hit pay dirt.”

**DR. BUKOWSKI TO DICK GABEL:** “How did you first find out you had kidney cancer?”

(MONICA’S VOICE)

The success of the drug may help Richard Gabel. A new patient participating in the clinical trial.

**DR. BUKOWSKI:** “Richard was on the clinical trial in which Avastin was being tested. It did not work for him and his illness worsened despite Avastin. We have a series of folks that we are trying to treat with this new medicine SU 11248 who have failed Avastin.”

**DICK:** “Because there is nothing out there for kidney cancer. And the trial drug programs when you’re in a position like I am. You welcome it.”

**DICK IN OFFICE HOLDING**

**PILLS:** “I’m looking forward to see if this thing is going to help me. I’m ready to take it right now. I have no

**problem. I've been looking forward to this day."**

(MONICA'S VOICE)

After three cycles of six weeks each, Richard Gabel gets encouraging news.

**DR. BUKOWSKI: "We measured them ourselves. And they do look smaller. So that is encouraging to go on." (cut to) "It looks good."**

**GEORGETTE: "It was hard to believe that the little pill, that dosage could do that. And even now the pill he is on, it just amazes me."**

(MONICA'S VOICE)

Richard has never experienced pain with his cancer. And the treatment doesn't stop his busy lifestyle. But he has a new view on life.

**DICK: "When you get in a position like I'm in and you find out that you've got a disease that may take your life, you do change and you look at everything a little bit different."**

(MONICA'S VOICE)

His view changed and his hope renewed, Richard lives each day to the fullest.

**LAURA: "That is the coolest thing to be able to say we now know that this drug is working for you. We can validate the hope."**



(MONICA'S VOICE)

Wally and Richard.

Two men whose lives will never be the same.

But two men, fighting bravely at the front lines of cancer.

**LAURA: "Once this drug gets FDA approved it will be great because any patient anywhere, will be able to benefit from it."**

(MONICA'S VOICE)

But right now, the families of Wally and Richard benefit from sharing each day with each other. The precious gift of time.

**JANE: "Just enjoy what you have, enjoy who you have and just try to make the world better."**

**GEORGETTE: One of our granddaughters the day said, "Does my grandfather still have kidney cancer, he does not look sick." And that made me feel so good that I went right home and I told him that, and he got a little teary-eyed..."**

**ALEXA: "I thank God every day that my Dad is here with me and loving me. I am so blessed and honored to have such an amazing father to be my inspiration source of encouragement or a guidance to my journey of life."**

56	DIP TO BLACK	MUSIC FADES OUT	:03
57	CLOSING BUMP UP:	CLOSING BUMP UP:	:02
58	GRAPHIC (CRAWL): For more information: call toll free 866-819-8326 or log onto <a href="http://eclevelandclinic.org">eclevelandclinic.org</a> or <a href="http://wkyc.com">wkyc.com</a> . Patient on the internet	Next: Gamma Knife sounds scary, but a painless surgery helps a grandmother shrink her brain tumors and keep up with her grandchildren.	:14

	Merle using Carelink	And later: A young mother with a deadly disease bravely faces her last chance.	
59		FADE OUT	:03
60		CCF COMMERCIAL	:30
61		HEART ASSOCIATION PSA	:30
		<b>SEGMENT TIME:</b>	
62	<b>COMMERICAL BREAK #1</b>	<b>COMMERCIAL BREAK #1</b>	<b>1:02</b>
		<b>RUNNING TIME</b>	<b>8:55</b>
63	OPEN BUMP	FADE UP: OPEN BUMP	:06
64	Monica on camera  Super: Monica Robins WKYC Health Anchor  .	<b>(MONICA ON CAMERA)</b> A needle in a haystack. Finding your personal medical record, in one of these folders, could be an enormous task. But this is the way it is for most hospitals throughout the United States. Until now....	:13
65	Dr. Miller on camera:  Super: Holly Miller, M.D. Managing Director, MyChart	<b>DR. MILLER: “You’ve seen the medical records department and how humongous it is, well imagine all of that information being stored on the size of a server that is roughly the size of a larger refrigerator.”</b>	:12
66	Computer room	<b>NAT: Hum of computer</b>	:02
67	Animation.... Paper chart.... Electronic chart...	<b>(MONICA’S VOICE)</b> Computer technology is transforming your paper chart into electronic data called the electronic medical record.	::07

- 68 Dr. Bronson on camera: **DR. BRONSON: “ The electronic medical record is a system of a manage medical information in the modern world, it really pulls it into a computer format so that it can be accessed from anywhere but also allows you to categorize things in ways to make a more retrievable and usable.”** :15
- Super:  
David Bronson, M.D.  
Chairman, Regional Medical Practice
- 69 Monica on camera: **(MONICA ON CAMERA)** ;14  
Paper file records room. **And how safe is an electronic medical record?  
If someone opened up one of these files, who would know?  
With a computerized system, you need a password to get in....without it...(CAMERA WHOOSHES AWAY)...you can’t take a look.**
- 70 Mary Partin on camera **MARY PARTIN: “In addition to having you have a password to log in, the computer system keeps track of everyone who looks at a patient’s record. When they looked at it. And even what parts of the record they looked at, what kind of information they saw. You can’t do that with the paper world. So it really is a better way to keep your records private.”** :
- Super:  
Mary Partin, Ph.D.  
Director, ITD Clinical Systems
- 71 Computer room. **(MONICA ON CAMERA)** :09  
Patients with doctors. **Security is a top priority. For the medical community, patient care continues to be paramount. The government is interested in making both possible.**
- 72 President Bush summit video **(MONICA’S VOICE)** :08  
Recently President George W. Bush came to the Cleveland Clinic to meet with physicians and spearhead the electronic medical record revolution.

73	President Bush on camera	<b>PRESIDENT BUSH: “If you go to Florida and you get into an automobile accident, an electronic medical record means that your data to the doctor in the emergency room is transmitted, just like that.”</b>	:10
74	Dr. Harris on camera at summit.  Super: C. Martin Harris, M.D. Executive Director, e-Cleveland Clinic	<b>DR. HARRIS: “The electronic medical record is more than just converting paper into digital information. What it is... is a change in the culture of medical practice so that we begin to think about using information in real-time and sharing that information for the benefit of our patients. Now we do need computers to get the information in but once it’s in...the real value is in what we can do with it.”</b>	:25
75	Computer screen... MyChart	(MONICA’S VOICE) And what the Cleveland Clinic did with it was create MyChart. A personalized portal to your own medical record.	:06
76	Dr. Bronson on camera	<b>DR. BRONSON: “MyChart is a wonderful way for patients to get involved in this process by having access to their own health information, particularly medications, reminders for health maintenance activities, health education and the ability to request things that they may need such as their next appointment or a refill on medications.”</b>	:16
77	Computer screens  Patients on computer	(MONICA’S VOICE) MyChart and e-Cleveland Clinic.org has empowered patients by giving them quick access to information about their own medical questions.	:06

78	Patty at President’s summit.	(MONICA’S VOICE) Patty McGinley found out that she had high cholesterol. She used web links in MyChart to learn about her condition.	:05
79	Patty on camera Super: Patricia McGinley Patient	<b>PATTY: “I understood. And I was just totally educated by this MyChart, that I had never thought I would use so it was a great experience.”</b>	:11
80	Doctors with patients in office using computer	(MONICA’S VOICE) Because of these new innovations, patients and doctors create teamwork.	:04
81	Dr. Cooper on camera with patient.	<b>DR. COOPER: (to patient) “They give us the summary of what is going on...”</b>	:12
82	Dr. Goodman on camera	<b>DR. GOODMAN: “It turns it into an interactive document that the patient and the physician can work collaboratively. They work together on the health care.</b>	:07
83	Patient on internet	(MONICA’S VOICE) A patient can log on any time, day or night, and check the status of their medical record.	:04
84	Dr. Harris on camera	<b>DR. HARRIS: “And it really empowers the patient to become a partner in the medical decision-making process.”</b>	:11
85	David Deming in art studio.	(MONICA’S VOICE) Just ask David Deming. - nat sound – He’s an artist who successfully battled a tumor on his wrist. Now he uses that	:09

history to keep track of his present health.

- 86 David on camera **DAVID DEMMING: “When was the last time I had a physical, you know, when was the last time I needed these things checked on. And sure enough, as soon as I registered from MyChart. I realized that I skipped a year for my annual physical and immediately made an appointment with the doctor.”** ;15
- Super:  
David Demming  
Patient
- 87 Lynn doing her glucose test. (MONICA’S VOICE) :09  
Lynn Frizell has diabetes. She joined a diabetes study. She uses MyChart to follow her progress and carefully monitor her glucose levels.
- 88 Lynn on camera **LYNN: “It has made me see what direction I’m going in, and to take a little more care and thought into my habits that effect my reading (cut to) because you’re visually able to see right in front of you the trends and knowing that if you put in a high reading that your doctor is going to see it, and question you. I think its just a big help to stay on the right track.”**
- Charts on computer
- Lynn on computer
- Dr. Juhasz on computer
- 89 Computer parts... (MONICA’S VOICE) :04  
Because the internet is not landlocked, geographical boundaries are disappearing.
- 90 Dr. Bronson on camera **DR. BRONSON: “It allows us to be integrated as one continuous medical group. No matter where you are seen. So, a patient can be seen at Westlake,** :18

	Pulls back to reveal map Of Clinic campuses.	<b>on the main campus, or in Solon, and perhaps for some reason may be seen in all three places. The information is available for those physicians is exactly the same so they have ready access to all the information wherever it is gathered.”</b>	
91	Pharmacy shots  Drugs....  Computer screens.	(MONICA’S VOICE) Keeping patients safe from drug interaction is one of the benefits of an electronic medical record. The computer automatically “cross checks” every combination of drugs that a patient is taking.	:11
92	Dr. Harris on camera	<b>DR. HARRIS: “In a hospital, we give a lot of mediations every day. In fact, we do tens of thousands of times. Anytime you have a process that happens that frequently, there can be errors. Preventing those kinds of errors from happening in a hospital truly saves lives because these are life-threatening doses of medications that could be given in error.</b>	:24
93	Research labs  Computer data	(MONICA’S VOICE) Future life saving drugs may be available sooner because of the electronic medical record. The Cleveland Clinic has developed “e-research” to help scientists get data quicker, easier and more accurately.	:11
94	Dr. Harris on camera	<b>DR. HARRIS: “I think it can revolutionize research as it is revolutionizing the practice of medicine.”</b>	:08 070208-H4
95	Dr. Jain on camera  Super: Anil Jain, M.D. Internal Medicine	<b>DR. JAIN: “The accumulated data, that’s in an electronic medical record helps us to design better research protocols and down the road that helps all patients, who will then</b>	:18

**benefit from enhanced, more efficient, less expensive clinical research that brings about new and innovated discoveries.”**

96	<p>Montage of archive pictures</p> <p>Animation</p> <p>Patient on computer.</p> <p>Clicking mouse</p>	<p>(MONICA’S VOICE)</p> <p>The wave of change will affect us all. In the past, doctors made house calls. Now, doctors will reside in your PC or laptop and have access to your records twenty-four hours a day. Your medical care will literally be, just a click away.</p>	:13
97	<p>David Demming on camera</p>	<p><b>DAVID DEMMING: “I found it pretty easy. It’s step 1-2-3.”</b></p>	:03
98	<p>Lynn Frizzell on camera</p>	<p><b>LYNN: “I believe it actually has made my life easier because I don’t have to visit the doctor as often.”</b></p>	:07
99	<p>Dr. Miller on camera</p> <p>Patients on computer.</p> <p>Patients with doctors.</p> <p>People enjoying life...</p>	<p><b>DR. MILLER: “I truly believe that supplying patients with their health information and empowering patients to get the information they need to make decisions about lifestyle choices, and about their own health care will enable them to make more appropriate choices to become the leader of their health care team and to really make decisions that will affect their whole lives.”</b></p>	:26
100	<p>DIP TO BLACK</p>	<p>MUSIC FADES OUT</p>	:03
101	<p>CLOSING BUMP UP:</p>	<p>CLOSING BUMP UP:</p>	:03
102	<p>GRAPHIC (CRAWL):</p> <p>For more information: call toll free 866-819-8326 or log onto <a href="http://eclevelandclinic.org">eclevelandclinic.org</a> or <a href="http://wkyc.com">wkyc.com</a>.</p> <p>Graphic of heart beat.</p>	<p>(MONICA’S VOICE)</p> <p>Next: Doctors can check a heart beat thousands of miles away, anywhere in North America... Dialing up patients....</p>	:06



	Merlin Mead dialing up...	When Medical Miracles continues....	
103	FADE OUT:	FADE OUT:	:03
104	CCF COMMERCIAL	CCF COMMERCIAL	:30
		SEGMENT TIME:	
105	COMMERICAL BREAK #2	COMMERCIAL BREAK #2	1:01
		RUNNING TIME:	
	SEGMENT THREE	SEGMENT THREE	
106	TITLE GRAPHIC	MUSIC	:10
107	Background is in time lapse. Monica is real time.  Super: Monica Robins WKYC-TV Heath Anchor	<b>MONICA ON CAMERA: “While our lives...and the world seem to be speeding up. Patients and doctors are trying to keep up by integrating technology into medical care.</b>	:07
108	Security system in home....  Pacemaker clinic...	(MONICA’S VOICE) Security systems can keep your house safe when you are away on vacation. Doctors have created a security system for patients to be safe when they are away from their doctor. It is a service called MyMonitoring.	:11
109	Dr. Harris on camera  Super: C. Martin Harris, M.D. Executive Director, e-clevelandclinic	<b>DR. HARRIS: “MyMonitoring is really a function that extends the reach of the physician to the patient’s home or wherever they might be. So that in fact, physiologic data or data about the health status of a patient can be assessed on a continuous basis. Not just when the patient is in my office.”</b>	:19
110	Exterior of Clinic Pulls into Map of North America.	(MONICA’S VOICE) The reach of the Cleveland Clinic has spread to the entire North American continent to help patients with	:08

		pacemakers, defibrillators and resynchronization devices.	
111	Shot of Merlin, Shot of Sherri, Each gets put on a map to show locations.  VO of Carelink machine	(MONICA'S VOICE) Merlin Mead lives in Arizona.... Sherri Rhodes lives in Ohio... They both use a device called Carelink. A small, answering machine-sized device to upload and transmit vital information to their doctors at the Cleveland Clinic.	:12
112	MAP.... Animation	(MONICA'S VOICE) With it they can travel anywhere in North America as long as there is a phone line.	:05
113	Dr. Wilkoff on camera  Super: Bruce L. Wilkoff M.D. Director of Cardiac Pacing and Tachyarrhythmia Devices  Dr. Wilkoff appears in a box And Merlin appears in a box And Sherri appears in a box  They all demonstrate the device at the same time.	<b>DR. WILKOFF IN LAB: "It is just a small monitor, here. Hook it up to the wall through the telephone. And it's really a very simple process. This is a wand. And this wand is simply just placed over your chest where the device is. And it communicates and once its finished communicating your done. Because the transmission doesn't even happen at the same time, as long as it's connected to the wall. It will send it and, if it's busy or something it will send it again later, it's not a problem and this can be done lots of times. It can't be easier."</b>	:37
114	VO of pacemaker clinic.	(MONICA'S VOICE) The Cleveland Clinic pacemaker clinic receives information from pacemakers, resynchronization devices and defibrillators.	:07
115	VO computer screens showing output.	(MONICA'S VOICE) There the doctors can determine if the pacemaker's battery needs replacing. They can examine the heart rate of a	:11

patient. And they can see if the defibrillator has shocked the patient's heart to put it back into rhythm.

- 116 Dr. Wilkoff points to screen **DR. WILKOFF: (pointing to monitor)"...then suddenly, the heart rate went very fast and went below this line. It is detected as a ventricular defibrillation event and then got a couple of shocks and brought it back up to where it was before."** :14
- 117 Merlin on camera **MERLIN: "It is quite comforting to know that we are in the same situation as though we were in the office of the doctor. No matter where we are. In Florida, which we go to every other year or in Arizona."** :15
- Super:  
Merlin Mead  
Patient
- 118 Dr. Wilkoff on camera. **DR. WILKOFF: "The patients have actually allowed themselves, to be to be involved with it. We actually developed better relationships. And they felt better cared for. (cut to) They knew that we were no further away than this device that collected the information and a phone call, so no matter where they where we were there for them. And it actually brought us closer together."** :20
- Sherri and Merlin at home
- 119 Monica in Ambulance **(MONICA ON CAMERA)  
In an emergency, calling 9-1-1 may help save lives, but the reality is, most cardiac emergencies need quicker reaction time than an ambulance can deliver.** :10
- 120 Dr. Wilkoff on camera **DR. WILKOFF: "If you have a cardiac arrest if somebody doesn't get there within 10 minutes then your chances of surviving are almost zero."** :25
- Video of emergency call...

**And in practice when somebody dials 9-1-1 they're able to rescue only about five to 7% of those patients. On the other hand if you have an implanted defibrillator, and you have a cardiac arrest virtually 100% of those patients are rescued."**

121	Sherri Rhodes at table	(MONICA'S VOICE) Sherri Rhodes trusts that her defibrillator works. Her life depends on it.	;05
123	Sherri talking with mother-in-law.	<b>NAT SOUND</b>	;03
124	Shot going up stairs...	(MONICA'S VOICE) Seven years ago, heart failure began to invade Sherri's life. Every night, it took her thirty minutes to go up a flight of stairs to her bedroom. She was constantly fatigued.	:10
	Husband doing laundry	Her family tried to pitch in. (Nat sound)	:03
	Playing with kids	She tried to interact with her children by playing board games with them. (Nat sound)	:06
	Sherri watching children	But she was heartbroken to be on the outside looking in.	:03
125	Sherri on camera  Super: Sherri Rhodes Patient	<b>SHERRI: "I was pretty much told that we could do some medicines but we would probably need a heart transplant in about six months. I did not like that answer. So, I went to the Cleveland Clinic. (cut to) And I went from having the option of waiting for a heart transplant to several other options."</b>	;21
126	x-ray of equipment	(MONICA'S VOICE) She has a pacemaker, defibrillator, and a cardiac resynchronization device	;11

implanted inside of her. MyMonitoring allows Dr. Bruce Wilkoff and his staff to make sure each one of the devices is doing its job.

- 127 Dr. Wilkoff on camera. **DR. WILKOFF: “It allows us to detect little problems. Problems before they become big. (cut to) The monitoring, would be checked, allows us to call her and say maybe you should come in and maybe we should check out something. I’m not sure if there is anything wrong but we like to check it out.”** :21
- VO – looking at screens
- Sherri at home.
- 128 Sherri on Camera **SHERRI: “If I don’t hear from them, I know everything is okay. And I just continue on.’** ;08
- 129 Husband on camera  
Super:  
Tim Rhodes  
Sherri’s husband **TIM: “It gave her life back, it gave her mobility back, it gave her strength back. So she can pretty much have a normal life again.”** ;08
- 130 Dr. Wilkoff on camera in lab. **DR. WILKOFF: “By having a sort of window into her life, continuously, we can allow her that freedom and yet also be able to observe and be able to reassure her, not lightly but with real information that she’s okay.”** :20
- 131 **SHERRI: “I can do whatever I want, whenever I want. (cut to) Shop for marathons on end, and run around with the kids and play basketball and volleyball, and kickball and do whatever I want.”** :21
- Playing with daughter outdoors.
- NAT SOUND**
- 132 Monica in waiting room. **(MONICA ON CAMERA)** :12  
For the designers of MyMonitoring the goal is not just saving lives but also insuring quality of life. They believe

that keeping patients safe doesn't have to include unnecessary travel, frequent visits and wasted time.

133	Dr. Harris on camera	<b>DR. HARRIS: “We are going to move outside the four walls of the doctor’s office or even the hospital and begin to think about he practice of medicine wherever the patient is. Because that’s where we’re trying to provide the service.”</b>	:12
134	Merlin walking with his wife.	<b>MERLIN: “It is absolutely wonderful to be so ill and then feel so good again. (cut to) I feel great. Life is worth living again.”</b>	:10
135		<b>MUSIC OUT:</b>	:03
136		<b>CLOSING BUMP UP:</b>	:02
137		<b>MUSIC UP FULL:</b>	:02
138		<b>FADE OUT:</b>	:03
139		<b>CCF COMMERCIAL</b>	:30
140		<b>SHELDON ARTS PSA</b>	:30
		<b>SEGMENT TIME:</b>	
141	<b>COMMERCIAL BREAK #3</b>	<b>COMMERICAL BREAK #3</b>	<b>1:01</b>
		<b>RUNNING TIME:</b>	<b>26:07</b>
142	<b>SEGMENT FOUR TITLE GRAPHIC</b>	<b>SEGMENT FOUR MUSIC</b>	<b>:06</b>
143	Monica on camera in futuristic setting. JIB SHOT rises upward....	<b>(MONICA ON CAMERA) The internet is changing our world, by saving lives, providing access to quality care and making our world a smaller</b>	<b>:08</b>

	Super: Monica Robins WKYC Health Anchor	place. It is opening doors to those who didn't know the door even existed.	
144	Dr. Schaffer on camera  Super: Jonathan Schaffer, M.D. Managing Director, MyConsult  Mixed with geographic shots.  Then internet shots...	<b>DR. SCHAFFER: "There are a lot of areas in this country, unfortunately, where medical care is not as available as perhaps it should be and so regardless of whether they're inner urban area or rural area, the internet levels the playing field. They are able to go online and get the help they need irrespective of geography."</b>	:16
145	Dr. Harris on camera  Super: C. Martin Harris, M.D. Executive Director, e-Cleveland Clinic	<b>DR. HARRIS: "I think that the general public needs to recognize that over time, they are going to become a full participant in the health-care process and information technology is going to enable that."</b>	:12
146	Patty on camera Super: Patty McGinley Patient	<b>PATTY: "It was wonderful. I went from feeling helpless to feeling in complete control of the situation."</b>	:25
138	Mary Partin on camera  Super: Mary Partin, Ph.D. Director, ITD Clinical Systems  Doctors and patient  Patient on internet.	<b>MARY PARTIN: "I think you should be tremendously involved with your medical record. First of all, it helps you understand and ask questions about what's going on with you. So when your doctor gives you news about some new major problem sometimes it's hard to take all of that in. You really need to be able to go back in a more relaxed setting and take another look at the information."</b>	:21
139	Archive pictures  Mixed with modern high tech.	(MONICA'S VOICE) Previous generations of patients and doctors would be envious of the advances available today.	:04
140	Dr. Miller on camera Super: Mary Partin, Ph.D. Director, ITD Clinical Systems	<b>DR. MILLER: "I will be proud of what we accomplished when I know that we are using these tools...(cut to)...to dramatically change the way</b>	:14

**people are able to manage and control their diseases.”**

141 Internet mixed with Frieda and family (MONICA’S VOICE) :05  
Giving patients connections to answers that bring hope.

142 Larry on camera **LARRY: “Because of the Internet we actually found a person, talk about a needle in a haystack, 350 million people in the United States or 400 million people in the United States. And we are able to find the one guy who does the one operation that saves her life, how cool is that. That's pretty neat.”** :21  
Super:  
Larry Oxenberg

142 MUSIC FADES OUT: :05

143 GRAPHIC: (MONICA'S VOICE): :11  
If you'd like more information call toll free: 866-819-8326 or log onto elevelandclinic.org or wkyc.com.  
For more information:  
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Or log on to:  
[www.elevelandclinic.org](http://www.elevelandclinic.org)  
or  
[www.wkyc.com](http://www.wkyc.com)

144 CREDITS MUSIC/CREDITS :20  
CRAWL:  
For more information: call toll free 866-819-8326 or log onto elevelandclinic.org or wkyc.com.

145 FADE TO BLACK FADE TO BLACK :05

**SEGMENT TIME:**

**RUNNING TIME: 28:26**