ANCHOR INTRO
ABOUT 450 PEOPLE DIE EVERY DAY IN THE UNITED STATES FROM LUNG CANCER – WHICH IS MORE THAN BREAST, COLORECTAL, PROSTATE AND PANCREAS CANCER COMBINED. THE EXPERTS SAY TIME IS OF THE ESSENCE WHEN IT COMES TO DIAGNOSIS AND TREATMENT. NOW A CUTTING EDGE PROCEDURE IS SPEEDING UP THAT DIAGNOSIS TIME.

PKG
TRT – 1:35
OC: when time is of the essence.
SUPERS:
0:00 – 0:04 – Electromagnetic Navigational Bronchoscopy – East Carolina University
0:19 – 0:23 – Dr. Mark Bowling – ECU Interventional Pulmonologist

IT’S WHERE A VIDEOGAME MEETS SPACE-AGE TECHNOLOGY.
Dr. Mark R. Bowling – when you look at the actual monitor you see something that looks just like a GPS in a car. BUT INSTEAD OF NAVIGATING THE ROADS… ECU INTERVENTIONAL PULMONOLOGIST… DR. MARK BOWLING… IS DELICATELY MOVING THROUGH A PATIENT’S LUNGS TO GET TO AN ABNORMALITY.
Dr. Mark R. Bowling – it will actually guide you to that area. And you’re able to sample things that traditionally we would not be able to get to accurately with a regular bronchoscope.
THIS IS CALLED AN ELECTROMAGNETIC NAVIGATIONAL BRONCHOSCOPY… OR ENB FOR SHORT. IT USES A PATIENT’S 3-D RECONSTRUCTED C-T SCAN AND PAIRS IT WITH THE LATEST IN COMPUTER TECHNOLOGY TO PINPOINT THE AREA THAT DOCTORS WANT TO INSPECT.
Dr. Mark R. Bowling – so for a lesion that’s usually located far out in the lung traditionally we have about a 20-percent chance of reaching that. With navigationally bronchoscopy we have anywhere from 80 to 90 percent of reaching that.
ENB ALSO MAKES THE PATIENT’S TREATMENT MORE EFFICIENT BECAUSE UNLIKE TRADITIONAL METHODS… DURING THE SAME PROCEDURE… BOWLING CAN TAKE A BIOPSY… LEAVE SOME GOLD MARKERS AROUND THE SPOT FOR RADIATION ONCOLOGISTS OR SURGEONS TO PINPOINT THE LOCATION LATER… AND HE CAN BIOPSY CHEST LYMPHNODES TO SEE IF THE CANCER HAS SPREAD.
THEM CAN EVEN USE ENB TO TATTOO THE OUTSIDE OF THE LUNG WITH A DYE PRIOR TO SURGERY.
Dr. Mark R. Bowling – it’s an advancement in technology that’s been able to help us move things forward. AND HELP THE PATIENT GET QUICKER CARE… WHEN TIME IS OF THE ESSENCE.

ANCHOR TAG
DR. BOWLING RECENTLY PRESENTED TWO STUDIES AT THE 18TH WORLD CONFERENCE ON LUNG CANCER IN JAPAN ON THE ACCURACY, SAFETY AND FLEXIBILITY OF ENB GUIDED BIOPSIES WHEN IT COMES TO PLACING THE MARKERS AND TATTOOING OF THE LUNG IN PATIENTS WITH SUSPECTED LUNG CANCER.