ANCHOR INTRO
ABOUT 450 PEOPLE DIE EVERY DAY IN THE UNITED STATES FROM LUNG CANCER. THE EXPERTS SAY TIME IS OF THE ESSENCE WHEN IT COMES TO DIAGNOSIS AND TREATMENT.

VO
0:00 – 0:04 – Electromagnetic Navigational Bronchoscopy – East Carolina University
NOW A CUTTING EDGE PROCEDURE IS SPEEDING UP THAT DIAGNOSIS TIME. IT’S CALLED ELECTROMAGNETIC NAVIGATIONAL BRONCHOSCOPY OR ENB. THE PROCEDURE 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. BASICALLY, ENB IS A GPS FOR YOUR LUNGS.

SOT
0:00 – 0:04 – Dr. Mark Bowling – ECU Interventional Pulmonologist
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. (10 SEC)

VO CONT
BOWLING SAYS FOR A LESION THAT’S LOCATED FAR OUT IN THE LUNG, THEY MIGHT HAVE ONLY HAD ABOUT A 20-PERCENT CHANCE OF REACHING IT. BUT WITH NAVIGATIONAL BRONCHOSCOPY... THEY NOW HAVE ANYWHERE FROM 80 TO 90 PERCENT OF REACHING THAT SPOT.