



Monitoring Report

I=Interview; GR=Graphic; PC=Press Conference; R=Reader; SI=Studio Interview; T=Teaser; TZ=Teased Segment; V=Visual

DENVER HEALTH MEDICAL CENTER 05/19 to 05/20

1. **News 2 This Morning**
WKRN-TV CH 2 (ABC) Local TV Nashville
05/20/2003 4:45 - 6:00 am

[Derived from Captioning] 34.51 Coming up in health news we'll tell you why some say maybe not. And there's a new product that's being used in Colorado that could help save lives it's **Fake Blood** and we'll tell you more about it at 5:26.

[Derived from Captioning] 40.30 >> Also making health news this morning, ambulances in **Denver, Colorado** will soon be stocked with a new "**Fake Blood**" that doctors say could save thousands of lives a year. The blood substitute, which is called **Polyheme**, can be used on patients regardless of their blood type. The reason for this blood substitute is, when a person is seriously injured and losing a lot of blood, there's no way to quickly determine a person's blood type and in serious situations, not knowing a blood type can often result in fatal consequences.

2. **Good Morning Tri-State**
WCPO-TV CH 9 (ABC) Local TV Cincinnati
05/20/2003 4:55 - 7:00 am

[Derived from Captioning] 13.39 Jenell Walton also has information on health care for older Americans in her "To Your Health" report. There is a new product on the market that may help save people who can't get to the hospital in time for a blood transfusion. It's called **Polyheme**. The **Fake Blood** can be used on patients regardless of their blood type. **Denver** ambulances will be part of a clinical study comparing the patients who receive the blood substitute to those who don't get a transfusion until they arrive at the hospital. **Denver Health Medical Center** in Colorado is one of twenty hospitals nationwide selected to try the new blood substitute.

3. **ABC2 News: Good Morning Maryland**
WMAR-TV CH 2 (ABC) Local TV Baltimore
05/20/2003 5:00 - 6:00 am

00:18:43 TZ; Blood; Paramedics may have new blood substitute to use. I; Dr. Ernest Moore, **Denver Medical Center**, talks about product. 00:19:18

4. **Good Morning Western New York**
WKBW-TV CH 7 (ABC) Local TV Buffalo
05/20/2003 5:00 - 7:00 am

[Derived from Captioning] 48.20 That is just want ambulances in **Denver Colorado** will soon be carrying. The "**Fake Blood**" is called **Polyheme**, and can be used for any blood type. Officials say that when a patient is severely bleeding, the substitute will save time needed to test for blood type.

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DENVER HEALTH MEDICAL CENTER 05/19 to 05/20
Continued

5. **Good Morning Cleveland**
WEWS-TV CH 5 (ABC) Local TV Cleveland/Akron
05/20/2003 5:00 - 6:00 am

00:37:15 New blood substitute.; Colorado will soon be stocked with a new blood substitute called **Polyheme** (sp). V; Person given blood. **Denver Health Medical Center** has been selected to try the new blood substitute. 00:37:41

6. **Eyewitness News At 5 AM**
WBNS-TV CH 10 (CBS) Local TV Columbus, OH
05/20/2003 5:00 - 6:00 am

[Derived from Captioning] 55.36 **Denver** ambulances will soon be stocked with a new **Fake Blood** that doctors say could save thousands of lives a year. The blood substitute, which is called **Polyheme**, can be used on patients regardless of their blood type. There's no way to quickly determine a persons blood type. So **Polyheme** can be used because of its speed and convenience. There is also little risk of disease from the transfusion.

7. **Newscenter 5 AM**
WSYX-TV CH 6 (ABC) Local TV Columbus, OH
05/20/2003 5:00 - 6:00 am

[Derived from Captioning] 22.28 Ambulances in **Denver** will soon be stocked with a new "**Fake Blood**" that doctors say could save thousands of lives a year. The blood substitute, known as **Polyheme**, can be used on patients regardless of their blood type. Doctors say "**Polyheme**" not only can be used because of its speed and convenience, but also because there is little risk of disease. This is all part of a clinical study comparing the patients who receive the blood substitute to those who don't get a transfusion until they arrive at the hospital.

8. **Newschannel 12 This Morning**
WJRT-TV CH 12 (ABC) Local TV Flint/Saginaw/Bay City
05/20/2003 5:00 - 6:00 am

[Derived from Captioning] 49.50 In **Denver** emergency responders are going to use **Fake Blood** in emergencies. Why it might be better than the real thing in health news. (Michael) now, for health news.

[Derived from Captioning] 54.56 This may sound like a Halloween story, but it's not. Ambulances in **Denver, Colorado** will soon be stocked w will soon be stocked with a new "**Fake Blood.**" A **Denver Hospital** is one of twenty hospitals nationwide to try the new blood substitute, called **Polyheme**. It can be used on patients regardless of their blood type. Patients who receive the blood substitute will be compared to those who don't get a transfusion until they arrive at the hospital.

DENVER HEALTH MEDICAL CENTER 05/19 to 05/20
Continued

9. **WISN 12 News This Morning**
WISN-TV CH 12 (ABC) Local TV Milwaukee
05/20/2003 5:00 - 6:00 am

[Derived from Captioning] 07.11 This is no joke. But hospitals could be using what's being called **Fake Blood** to save lives. How a substitute could come to our rescue next.

[Derived from Captioning] 15.18 So often we talk about blood shortages. Now, **Fake Blood** could be used in a pinch. A blood substitute is being tried out at 20 hospitals across the country. It's most remarkable feature. It doesn't matter what the patient's blood type is. The substitute would be ideal for emergencies, where there's no time to determine a person's blood type. Doctors like the idea of the "**Fake Blood**" because of its speed, convenience, and low risk of disease. The blood substitute has an interesting source. During the test, hospitals will compare what happens to patients who get the blood substitute and those who don't get a blood transfusion until they get to the hospital.

10. **Newscenter 6 At Daybreak**
KOIN-TV CH 6 (CBS) Local TV Portland, OR
05/20/2003 5:00 - 7:00 am

[Derived from Captioning] 00.48 Twenty hospitals nationwide will soon be stocked with a new "**Fake Blood**." The blood substitute, called **Polyheme**, can be used on patients of any blood type. Doctors say "**Polyheme**" is fast and convenient when there is little time to determine a person's blood type. Another benefit of the substitute is that there is little risk of disease.

[Derived from Captioning] 1.19.45 New artificial blood may soon help save thousands of lives a year. Twenty hospitals nationwide will soon be stocked with a new "**Fake Blood**." The blood substitute, called **Polyheme**, can be used on patients of any blood type. Doctors say "**Polyheme**" is fast and convenient when there is little time to determine a person's blood type. Another benefit of the substitute is that there is little risk of disease.

11. **Good Morning Cincinnati**
WKRC-TV CH 12 (CBS) Local TV Cincinnati
05/20/2003 5:30 - 6:00 am

00:08:16 Tease; T; Highway Safety Program T; Threat of Terror Attacks T; **Fake Blood?** 00:08:48

00:11:42 TZ; **Fake Blood?**; Ambulances in Denver will soon be stocking a new **fake blood** that doctors say could save thousands of lives per year. The blood substitute called **Polyheme** can be used on patients regardless of their blood type. V; emergency workers. 00:12:16



DENVER HEALTH MEDICAL CENTER 05/19 to 05/20

Continued

12. **16 WAPT News This Morning**
WAPT-TV CH 16 (ABC) Local TV Jackson, MS
05/20/2003 5:30 - 7:00 am

[Derived from Captioning] 21.01 20 Hospitals nationwide are testing a blood substitute on patients. Doctors say the **Fake Blood** is used when a person is seriously injured and losing a lot of blood.. Doctors say there's also little risk of disease. Dr. Ernest Moore, **Denver Health Medical Center- Video**. Doctors say **Polyheme** is important because it can be used with any blood type. There's a potential breakthrough for those who just.

[Derived from Captioning] Doctors say **Polyheme** is important because it can be used with any blood type. There's a potential breakthrough for those who just can't live with the impact of gravity on their faces. A new technique lifts away the years without surgery.

[Derived from Captioning] 52.42 It's called "**Fake Blood**." But, it's saving thousands more lives a year. Why it could soon be in metro hospitals. And, wipe away the years without going under the knife.

[Derived from Captioning] 1.11.11 20 Hospitals nationwide are testing a blood substitute on patients. Doctors say the substitute is used when a person is seriously injured and losing a lot of blood.. The blood substitute can be used on any blood type. Doctors say the substitute will be used because of its speed and convenience, but also because there is little risk of disease. Dr. Ernest Moore **Denver Health Medical Center-Video**.

13. **NewsChannel 3 Daybreak**
WREG-TV CH 3 (CBS) Local TV Memphis
05/20/2003 5:30 - 6:00 am

[Derived from Captioning] 16.07 Doctors say a new blood substitute could save thousands of lives a year. The blood substitute, called **Polyheme** is being tested in some ambulances because it can be used on patients regardless of their blood type. Doctors say the it can help in situations where a person is seriously injured and losing a lot of blood. New efforts are underway this morning to find how the west Nile Virus spreads. Scientists are trying to figure out if the virus lies dormant during the winter, then enters a so-called rebirth during spring and summer, or if it's brought back into the state by migrating birds. Scientists hope by tracking how the Virus Spreads.

14. **Eyewitness News This Morning**
KDKA-TV CH 2 (CBS) Local TV Pittsburgh
05/20/2003 5:30 - 6:00 am

[Derived from Captioning] 19.45 Paramedics in **Denver** will be stocking up in new substance that could save lives. **Fake Blood** that could save thousands of lives a year. The substitute called **Polyheme** can be used on patients no matter what their blood type. Doctors say it is perfect for emergencies when there's no time to determine someone's blood type.

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Continued

15. **Good Morning Virginia**
WSET-TV CH 13 (ABC) Local TV Roanoke/Lynchburg
05/20/2003 5:30 - 7:00 am

[Derived from Captioning] 43.07 Today, we'll take a look at what doctors are calling **Fake Blood**. Its a substitute for the real thing, but it is also saving lives. We'll have more on that after the break. At we're back with health check and a shortage of blood doesn't appear to be a problem anymore in **Denver, Colorado**. That's where ambulances there are being stocked with what is called "**Fake Blood**" and its exactly what is sounds like. The blood substitute, which is called **Polyheme**, can be used on patients regardless of their blood type. The reason for this blood substitute is, when a person is seriously injured and loosing a lot of blood, there's no way to quickly determine a person's blood type. In serious situations, not knowing a blood type can often result in fatal consequences. Doctors say "**Polyheme**" not only can be used because of its speed and convenience, but also because there is little risk of spreading disease. **Denver Health Medical center** in Colorado is one of twenty hospitals nationwide selected to try the new blood substitute.

16. **Eyewitness News 25**
WPBF-TV CH 25 (ABC) Local TV West Palm Beach/Fort Pierce
05/20/2003 5:30 - 6:00 am

[Derived from Captioning] 18.21 Introducing **Fake Blood**. The blood substitute, which is called **Polyheme**, can be used on patients regardless of their blood type. Doctors say "**Polyheme**" not only can be used because of its speed and convenience, but also because there is little risk of disease. The **Fake Blood** will first be used in Denver ambulances as part of a clinical study people in china are using ancient remedies in the effort to stop the spread. The **Fake Blood** will first be used in Denver Ambulances.

17. **Newscenter 6 AM**
WSYX-TV CH 6 (ABC) Local TV Columbus, OH
05/20/2003 6:00 - 7:00 am

[Derived from Captioning] 08.38 First doctors came up with prosthetic body parts. So why not **Fake Blood**? More on the major medical advance ahead on newscenter live.

[Derived from Captioning] 26.40 Ambulances in Denver will soon be stocked with a new "**Fake Blood**". And doctors say could save thousands of lives a year. The blood substitute, known as **Polyheme**, can be used on patients regardless of their blood type. Doctors say "**Polyheme**" is convenient and comes with little risk of disease. This is all part of a clinical study comparing the patients who receive the blood substitute to those who don't get a transfusion until they arrive at the hospital.

18. **41 Morning News**
WOTV-TV CH 41 (ABC) Local TV Grand Rapids/Kalamazoo/Battle Creek
05/20/2003 6:00 - 7:00 am

[Derived from Captioning] 18.26 Soon the problem of no blood could be completely eliminated. Details on the new "**Fake Blood**".

[Derived from Captioning] 19.13 Details on the new "**Fake Blood**". When 41 news takes a look at health.

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Continued

[Derived from Captioning] 22.00 Doctors say new "Fake Blood" could save thousands of lives a year. The blood substitute is called **Polyheme**. It can be used on patients regardless of their blood type. When a person is seriously injured and losing a lot of blood. There's no way to quickly determine a person's blood type. In serious situations not knowing a blood type can often result in fatal consequences.

19. **News 3 At Six**
WWMT-TV CH 3 (CBS) Local TV Grand Rapids/Kalamazoo/Battle Creek
05/20/2003 6:00 - 8:00 am

[Derived from Captioning] 1.41.56 Ambulances in some parts of the country have found a safer way to give blood transfusions in emergencies. It's new **Fake Blood** which doctors believe will save thousands of lives a year. It's called **Polyheme**. Doctors say it can be used because of its speed and convenience and because there is little risk of disease. The blood substitute is being used at 20-hospitals nationwide.

20. **News 13 This Morning**
WLOS-TV CH 13 (ABC) Local TV Greenville-Spartanburg SC/Asheville NC
05/20/2003 6:00 - 7:00 am

[Derived from Captioning] 15.26 doctors say a new **Fake Blood** could save 33 thousands of lives a year. The substitute which can be used on patients regardless of their blood type tops our morning "Health Headlines." It's called **Polyheme**. And it can be used when a person is seriously injured and losing a lot of blood. In such cases, there's no quick way to determine a person's blood type. Another benefit of **Polyheme** is there's little risk of disease. Twenty hospitals are testing the "Fake Blood" out.

21. **The Early Show On KCTV5**
KCTV-TV CH 5 (CBS) Local TV Kansas City
05/20/2003 6:00 - 7:00 am

00:16:52 **Fake Blood**; Ambulances in Colorado will soon be stocked with **fake blood** called **Polyheme**. V;
Ambulance footage. 00:17:15

22. **WISN 12 News This Morning**
WISN-TV CH 12 (ABC) Local TV Milwaukee
05/20/2003 6:00 - 7:00 am

[Derived from Captioning] 06.40 Hospitals and doctors could soon be using what they're calling **Fake Blood** to save lives. Details next.

[Derived from Captioning] 12.23 So often we talk about blood shortages. Now, **Fake Blood** could be used in a pinch. A blood substitute is being tried out at 20 hospitals across the country. It's most remarkable feature, it doesn't matter what the patient's blood type is. The substitute would be ideal for emergencies, where there's no time to determine a person's blood type. Some doctors like the idea of the "**Fake Blood**" because of its speed, convenience, and low risk of disease.

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23. **News 2 This Morning**
WKRN-TV CH 2 (ABC) Local TV Nashville
05/20/2003 6:00 - 7:00 am

[Derived from Captioning] 20.58 Coming up in health news we'll tell you about a new product that's being used in Colorado that could help save lives. It's **Fake Blood** and we'll tell you more about it coming in health news this morning.

[Derived from Captioning] 26.25 Colorado will soon be stocked with a new "**Fake Blood**" that doctors say could save thousands of lives a year. The blood substitute, which is called **Polyheme**, can be used on patients regardless of their blood type. The reason for this blood substitute is, when a person is seriously injured and losing a lot of blood, there's no way to quickly determine a person's blood type and in serious situations, not knowing a blood type can often result in fatal consequences.

24. **ABC 6 News**
WLNE-TV CH 6 (ABC) Local TV Providence/New Bedford
05/20/2003 6:00 - 7:00 am

00:16:48 TZ; Blood; A new type of blood called **Polyheme** may save lives. V; medical workers. 00:17:15

25. **The Rush Hour Report**
News Channel 8 Local Cable Washington, DC
05/20/2003 6:00 - 7:00 am

[Derived from Captioning] 36.32 Coming up doctors explore the benefits of **Fake Blood**.

[Derived from Captioning] 49.16 Colorado are getting a new tool that could save thousands of lives. The blood substitute called **Polyheme** can be used on patients regardless of their blood type. That helps rescuers who cannot quickly determine a person's blood type when they are severely injured.

26. **3 News First Edition**
KIII-TV CH 3 (ABC) Local TV Corpus Christi
05/20/2003 6:30 - 7:00 am

[Derived from Captioning] 20.12 In Colorado, ambulances will soon be stocked with a new "**Fake Blood**" that has the possibility of saving thousands of lives each year. The blood substitute, can be used on patients regardless of their blood type. The reason for this, is, when a person is seriously injured and losing a lot of blood, there's no way to quickly determine a person's blood type and in serious situations, not knowing a blood type can often result in fatal consequences. According to doctors with this blood substitute there is little risk of disease.

27. **Newschannel 9 For Women**
WTVC-TV CH 9 (ABC) Local TV Chattanooga/Cohutta
05/20/2003 10:00 - 10:30 am

[Derived from Captioning] 03. In medical news, ambulances in Denver are among 20 across the country selected to try a new **Fake Blood** that doctors say could save thousands of lives a year. The blood substitute

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is called **Polyheme**. And can be used on patients regardless of their blood type. The reason for this substitution is that when a person is seriously injured and losing a lot of blood, there is no way to quickly determine his or her blood type. In some cases, that can result in fatal consequences.

• • • •

Polyheme

1) MARKET: DENVER, CO [18] [DV]

DATE: 05/20/2003 TIME: 11:00AM AIRED ON: KMGH AFFILIATE: ABC SHOW: 7NEWS AT 11 AM

11:32:51.62 TONIGHT ON 7NEWS AT 5:00. >>> A NEW MEDICAL RESEARCH PROJECT COULD MEAN THAT YOU WILL BE TREATED WITH ARTIFICIAL BLOOD WITHOUT YOUR CONSENT IN THE EVENT OF A LIFE THREATENING ACCIDENT. KERR HEALTH MEDICAL CENTER IS TAKING PART IN A NATIONWIDE STUDY OF A BLOOD SUBSTITUTE CALLED POLYHEME. >> THE COMPANY TAKES OUTDATED HUMAN BLOOD, AND THEN EXTRACTS THE ME BLOW – ME MOW GLOW BIN FROM IT AND CONFORMS IT INTO A CONFIGURATION THAT ALLOWS IT TO TRANSPORT OXYGEN. >> USING THE ARTIFICIAL BLOOD INSTEAD OF SALINE SOLUTION AT THE SCENE OF A CRITICAL ACCIDENT IS EXPECTED TO INCREASE YOUR CHANCES OF SURVIVING A SERIOUS BLOOD LOSS

11:33:12.11 >> THE COMPANY TAKES OUTDATED HUMAN BLOOD, AND THEN EXTRACTS THE ME BLOW – ME MOW GLOW BIN FROM IT AND CONFORMS IT INTO A CONFIGURATION THAT ALLOWS IT TO TRANSPORT OXYGEN. >> USING THE ARTIFICIAL BLOOD INSTEAD OF SALINE SOLUTION AT THE SCENE OF A CRITICAL ACCIDENT IS EXPECTED TO INCREASE YOUR CHANCES OF SURVIVING A SERIOUS BLOOD LOSS. BUT SINCE YOU MOST LIKELY WOULD BE UNABLE TO GIVE YOUR PERMISSION AT THAT CRUCIAL MOMENT THE GOVERNMENT HAS APPROVED THE USE OF POLYHEME WITHOUT THE PATIENTS CONSECUTARY. WHAT DO YOU THINK ABOUT THAT? TO SHARE YOUR THOUGHTS WITH THE MANUFACTURER GO TO OUR WEBSITE, THEDENVERCHANNEL.COM, AND CLICK ON HEALTH. >>> TOP SECRET TAIWAN MILITARY LABORATORY MAY BE THE NEXT OFFENSE IN THE BATTLE AGAINST SARS

2) MARKET: DENVER, CO [18] [DV]

DATE: 05/20/2003 TIME: 05:00AM AIRED ON: KMGH AFFILIATE: ABC SHOW: 7NEWS AT 5 AM

05:21:22.03 1, 2, 9, 10 AND 12. >> 5:22. IF YOU WERE CRITICALLY INJURED IN AN ACCIDENT AND LOST A LOT OF BLOOD, WOULD YOU MIND BEING GIVEN A BLOOD SUBSTITUTE AT THE SCENE OF THE ACCIDENT IN HOPES OF SAVING YOUR LIFE? VERY SOON YOU MAY BE GIVEN THAT ARTIFICIAL BLOOD WITHOUT YOUR CONSENT. >> DENVER HEALTH HAS BEEN CHOSEN AS ONE OF A SELECT NUMBER OF LEVEL ONE CENTERS IN THE COUNTRY TO PARTICIPATE IN A STUDY THAT INVOLVES THAT SYNTHETIC BLOOD. 7NEWS ANCHOR MMING M.J. HAS ALL THE DETAILS

05:24:09.88 >> LITERALLY THOUSANDS OF PEOPLE DIE EACH YEAR FROM TRAUMA. >> ITS NOT PRACTICAL FOR AMBULANCES TO CARRY BLOOD. THERE ARE TOM TYPES AND ITS PERISHABLE, BUT NOW THERES A BLOOD SUBSTITUTE CALLED POLYHEME. >> POLYHEME IS A BLOOD SUBSTITUTE, SUBSTITUTE IN THE SENSE THAT IT SUBSTITUTES THE FUNCTION OF RED CELLS THAT CARRIES OXYGEN TO DEPRIVED AREAS OF OXYGEN. >> POLYHEME HAS A SHELF LIFE OF 18 MONTHS, COMPATIBLE WITH EVERY HUMAN BLOOD TYPE AND IS SAID TO BE FREE OF HARMFUL VIRUSES

05:24:12.57 >> ITS NOT PRACTICAL FOR AMBULANCES TO CARRY BLOOD. THERE ARE TOM TYPES AND ITS PERISHABLE, BUT NOW THERES A BLOOD SUBSTITUTE CALLED POLYHEME. >> POLYHEME IS A BLOOD SUBSTITUTE, SUBSTITUTE IN THE SENSE THAT IT SUBSTITUTES THE FUNCTION OF RED CELLS THAT CARRIES OXYGEN TO DEPRIVED AREAS OF OXYGEN. >> POLYHEME HAS A SHELF LIFE OF 18 MONTHS, COMPATIBLE WITH EVERY HUMAN BLOOD TYPE AND IS SAID TO BE FREE OF HARMFUL VIRUSES. THE HOPE IS USING THE ARTIFICIAL BLOOD WILL INCREASE YOUR CHANCES OF SURVIVING A CRITICAL ACCIDENT

05:24:15.70 THERE ARE TOM TYPES AND ITS PERISHABLE, BUT NOW THERES A BLOOD SUBSTITUTE CALLED POLYHEME. >> POLYHEME IS A BLOOD SUBSTITUTE, SUBSTITUTE IN THE SENSE THAT IT SUBSTITUTES THE

FUNCTION OF RED CELLS THAT CARRIES OXYGEN TO DEPRIVED AREAS OF OXYGEN. >> POLYHEME HAS A SHELF LIFE OF 18 MONTHS, COMPATIBLE WITH EVERY HUMAN BLOOD TYPE AND IS SAID TO BE FREE OF HARMFUL VIRUSES. THE HOPE IS USING THE ARTIFICIAL BLOOD WILL INCREASE YOUR CHANCES OF SURVIVING A CRITICAL ACCIDENT. METHODS USE IN THOSE CRITICAL MOMENTS WHEN BLOOD IS UNAVAILABLE, IT COULD BE GIVEN TO YOU IN THE FIELD WITHOUT YOU KNOWING IT

05:24:53.49 >> PATIENTS ARE ROLLED IN THIS RESEARCH -- ENROLLED IN THIS RESEARCH PROJECT WITHOUT GIVING THEIR INFORMED CONSENT. >> MITCH JELNIKER, 7NEWS. >> NOW THE STUDY TO DETERMINE IF POLYHEME HELPS SAVE LIVES HAS BEEN APPROVED BY THE F.D.A. AND COULD START THIS SUMMER. AGAIN, IF YOU LOSE A LOT OF BLOOD IN AN ACCIDENT THE PARAMEDIC CAN GIVE YOU THE POLYHEME WITHOUT YOUR CONSENT. IF YOURE INTERESTED IN SHARING YOUR OPINIONS WITH THE MANUFACTURER, YOU CAN GO TO THEDENVERCHANNEL.COM, AND WHEN YOURE THERE CLICK ON HEALTH ZBLOE INTERESTING

05:25:01.40 >> MITCH JELNIKER, 7NEWS. >> NOW THE STUDY TO DETERMINE IF POLYHEME HELPS SAVE LIVES HAS BEEN APPROVED BY THE F.D.A. AND COULD START THIS SUMMER. AGAIN, IF YOU LOSE A LOT OF BLOOD IN AN ACCIDENT THE PARAMEDIC CAN GIVE YOU THE POLYHEME WITHOUT YOUR CONSENT. IF YOURE INTERESTED IN SHARING YOUR OPINIONS WITH THE MANUFACTURER, YOU CAN GO TO THEDENVERCHANNEL.COM, AND WHEN YOURE THERE CLICK ON HEALTH ZBLOE INTERESTING. >> IT IS

3) MARKET: DENVER. CO [18] [DV]

DATE: 05/19/2003 TIME: 10:00PM AIRED ON: KCNC AFFILIATE: CBS SHOW: CBS NEWS 4

22:10:45.29 WELL HAVE A LIVE REPORT, ACTUALLY A LIVE PICTURE, COMING UP. >>> PLUS, A AMAZING NEW INNOVATION COULD SAVE THE LIFE OF SOMEONE YOU KNOW. WELL SHOW YOU HOW A BLOOD SUBSTITUTE COULD SOON BE USED IN DENVER, COMING UP LATER ON NEWS4 AT 10:00. BE MADE OF STEEL. BUT ITS BETTER TO BE AGILE... BE QUICK

22:30:59.53 >> A LOT OF PEOPLE WILL. >>> DENVER PARAMEDICS WILL SOON HAVE A NEW TOOL IN THEIR AMBULANCES AS THEY TRY TO SAVE LIVES. >> WELL TELL YOU ABOUT A EVERY WOMAN SHOULD BE ABLE TO LOOK STYLISH... BLOOD SUBSTITUTE. AND FABULOUS WHEN SHES PREGNANT. OF LIZ LANGE MATERNITY I DRESS A LOT OF CELEBRITY MOMS ESPECIALLY WHEN YOURE PREGNANT

22:31:43.31 OF LIZ LANGE MATERNITY I DRESS A LOT OF CELEBRITY MOMS ESPECIALLY WHEN YOURE PREGNANT. >>> DENVER PARAMEDICS WILL SOON CARRY A SUBSTITUTE FOR HUMAN BLOOD IN THEIR AMBULANCES. NOW EMERGENCY PERSONNEL CANNOT TEST FOR BLOOD TYPE OR TRANSFUSE WHILE DRIVING TO THE HOSPITAL, BUT THIS WILL CHANGE AS THEY BEGIN USING POLY HEME, A BLOOD SUBSTITUTE. >> THE COMPANY TAKES OUTDATED BLOOD AND EXTRACTS HEMOGLOBIN FROM IT AND CONFIRM IT IS INTO A CONFIGURATION ALLOWING IT TO TRANSPORT OXYGEN. >> DENVER IS ONE OF 20 CITIES TESTING THE NEW BLOOD SUBSTITUTE

22:34:52.80 NOW EMERGENCY PERSONNEL CANNOT TEST FOR BLOOD TYPE OR TRANSFUSE WHILE DRIVING TO THE HOSPITAL, BUT THIS WILL CHANGE AS THEY BEGIN USING POLY HEME, A BLOOD SUBSTITUTE. >> THE COMPANY TAKES OUTDATED BLOOD AND EXTRACTS HEMOGLOBIN FROM IT AND CONFIRM IT IS INTO A CONFIGURATION ALLOWING IT TO TRANSPORT OXYGEN. >> DENVER IS ONE OF 20 CITIES TESTING THE NEW BLOOD SUBSTITUTE. NEW INFORMATION TONIGHT ON THE CONNECTION BETWEEN A HEALTHY DIET AND LOWER BLOOD PRESSURE. >>> THE AMERICAN HEART ASSOCIATION FOR YEARS HAS RECOMMENDED LOW-FAT DIETS RICH IN FRUITS AND VEGETABLES AND TONIGHT RESEARCHERS SAY THAT IT WORKS BECAUSE THE FOOTS ACT AS A DIURETIC, AND IT CAN HELP THE BODY TO GET RID OF EXCESS

4) MARKET: DENVER. CO [18] [DV]

DATE: 05/19/2003 TIME: 10:00PM AIRED ON: KMGH AFFILIATE: ABC SHOW: 7NEWS AT 10 PM

22:18:12.72 WHAT COULD YOU THINK? IN OUR 7NEWS WEB POLL WE ASK, DO YOU THINK THE ARTICLE IS APPROPRIATE FOR A HIGH SCHOOL NEWSPAPER? MORE THAN 1600 PEOPLE VOTED. 67% SAID YES BECAUSE TEENAGERS ARE ALREADY TALKING ABOUT IT WHILE 33% SAID THE SCHOOL NEWSPAPER IS NOT THE APPROPRIATE PLACE. >> WOULD YOU ACCEPT ARTIFICIAL BLOOD IF IT MEANS KEEPING YOU ALIVE? YOU HAVE A CHANCE OF GETTING SOME **BLOOD SUBSTITUTE** AS EARLY AS THIS SUMMER, WHETHER YOU ASK FOR IT OR NOT. DENVER HEALTH MEDICAL CENTER IS ONE OF THE NATIONS LEVEL ONE TRAUMA CENTERS THAT WILL TAKE PART IN A **BLOOD SUBSTITUTE** STUDY. RIGHT NOW ITS NOT PRACTICAL FOR AMBULANCES TO CARRY BLOOD

22:18:20.90 67% SAID YES BECAUSE TEENAGERS ARE ALREADY TALKING ABOUT IT WHILE 33% SAID THE SCHOOL NEWSPAPER IS NOT THE APPROPRIATE PLACE. >> WOULD YOU ACCEPT ARTIFICIAL BLOOD IF IT MEANS KEEPING YOU ALIVE? YOU HAVE A CHANCE OF GETTING SOME **BLOOD SUBSTITUTE** AS EARLY AS THIS SUMMER, WHETHER YOU ASK FOR IT OR NOT. DENVER HEALTH MEDICAL CENTER IS ONE OF THE NATIONS LEVEL ONE TRAUMA CENTERS THAT WILL TAKE PART IN A **BLOOD SUBSTITUTE** STUDY. RIGHT NOW ITS NOT PRACTICAL FOR AMBULANCES TO CARRY BLOOD. ITS TOO PERISHABLE AND THERE ARE TOO MANY TYPES

22:18:43.04 RIGHT NOW ITS NOT PRACTICAL FOR AMBULANCES TO CARRY BLOOD. ITS TOO PERISHABLE AND THERE ARE TOO MANY TYPES. BUT A NEW ARTIFICIAL BLOOD CALLED **POLYHEME** IS NOT SO LIMITED. AND WORKS WITH ANY BLOOD TYPE. THIS SUMMER PAIR MAEDZ WILL BEGIN USING IT IN THE FIELD

5) MARKET: DENVER. CO [18] [DV]

DATE: 05/19/2003 TIME: 09:00PM AIRED ON: KDVR AFFILIATE: FOX SHOW: FOX 31 NEWS AT NINE O'CLOCK

21:44:58.59 I THINK SO. WOULD YOU LIKE TO KNOW MORE ABOUT BRAS? >> ONE MORE QUESTION BUT IT IS BETTER ANSWERED – BETTER LEFT UNANSWERED. >>> PARAMEDICS IN OUR AREA PLAN TO USE A **BLOOD SUBSTITUTE** IN HOPES OF SAVING PRECIOUS TIME AND LIVES. DENVER HEALTH IS ONE OF 20 HOSPITALS NATIONWIDE TO TAKE PART IN THIS PHASE OF THE CLINICAL PRODUCT FOR A NEW OXYGEN CARRYING SUBSTITUTE MADE FROM HUMAN BLOOD THAT IS COMPATIBLE WITH ALL BLOOD TYPES. AMBULANCES DO NOT CARRY BLOOD NOW SO POLLY HEME MAY ALLOW PARAMEDICS TO TREAT PATIENTS AT THE SCENE OR ON THE WAY TO THE HOSPITAL

21:45:08.31 >>> PARAMEDICS IN OUR AREA PLAN TO USE A **BLOOD SUBSTITUTE** IN HOPES OF SAVING PRECIOUS TIME AND LIVES. DENVER HEALTH IS ONE OF 20 HOSPITALS NATIONWIDE TO TAKE PART IN THIS PHASE OF THE CLINICAL PRODUCT FOR A NEW OXYGEN CARRYING SUBSTITUTE MADE FROM HUMAN BLOOD THAT IS COMPATIBLE WITH ALL BLOOD TYPES. AMBULANCES DO NOT CARRY BLOOD NOW SO POLLY HEME MAY ALLOW PARAMEDICS TO TREAT PATIENTS AT THE SCENE OR ON THE WAY TO THE HOSPITAL. >> WE SEE PATIENTS ARRIVING GASPING THEIR LAST LIFE BREATH. WE BELIEVE THOSE PATIENTS, IF THIS PRODUCT IS AVAILABLE, 12-14 MINUTES AHEAD OR PERHAPS 20-30 MINUTES AHEAD IN EXTREME CASES WILL SAVE THEIR LIVES

6) MARKET: DENVER. CO [18] [DV]

DATE: 05/19/2003 TIME: 06:00PM AIRED ON: KMGH AFFILIATE: ABC SHOW: 7NEWS AT 6

18:07:34.61 DAMAGE IS ESTIMATED AT \$70,000. >> A NEW MEDICAL RESEARCH PROJECT COULD MEAN YOU'LL GET ARTIFICIAL BLOOD AFTER A CRITICAL ACCIDENT WITHOUT YOUR CONSENT. DENVER HEALTH MEDICAL

CENTER IS TAKING PART IN A NATIONWIDE STUDY OF A BLOOD SUBSTITUTE CALLED POLYHEME. >> THE COMPANY TAKES OUTDATED HUMAN BLOOD AND THEN EXTRACTS THE HEMOGLOBE INFROM IT AND CONFORMS IT INTO A CONFIGURATION THAT ALLOWS IT TO TRANSPORT OXYGEN. >> USING THE ARTIFICIAL BLOOD AT THE SCENE OF A CRITICAL ACCIDENT INSTEAD OF THE CURRENT SALINE SOLUTION IS EXPECTED TO INCREASE YOUR CHANCES OF SURVIVING A SERIOUS BLOOD LOSS

18:07:51.69 >> THE COMPANY TAKES OUTDATED HUMAN BLOOD AND THEN EXTRACTS THE HEMOGLOBE INFROM IT AND CONFORMS IT INTO A CONFIGURATION THAT ALLOWS IT TO TRANSPORT OXYGEN. >> USING THE ARTIFICIAL BLOOD AT THE SCENE OF A CRITICAL ACCIDENT INSTEAD OF THE CURRENT SALINE SOLUTION IS EXPECTED TO INCREASE YOUR CHANCES OF SURVIVING A SERIOUS BLOOD LOSS. BUT SINCE YOU'LL LIKELY BE UNABLE TO GIVE YOUR PERMISSION AT THAT MOMENT, THE GOVERNMENT HAS APPROVED POLYHEMES USE WITHOUT YOUR CONSENT. SO, WHAT DO YOU THINK? TO SHARE YOUR THOUGHTS WITH THE MANUFACTURER, GO TO OUR WEBSITE, THEDENVERCHANNEL.COM, AND CLICK ON "HEALTH." >> COMING UP, THE MILE HIGH CITY IS GETTING HIGHER

7) MARKET: DENVER. CO [18] [DV]

DATE: 05/19/2003 TIME: 05:00PM AIRED ON: KCNC AFFILIATE: CBS SHOW: CBS NEWS 4

17:07:54.35 >> PLUS AN AMAZING NEW INNOVATION COULD SAVE THE LIFE OF SOMEONE YOU KNOW. POSSIBLY EVEN YOURS. IT IS A BLOOD SUBSTITUTE AND IT WILL SOON BE USED IN SOME DENVER AMBULANCES. WELL SHOW YOU HOW IT WORKS COMING UP IN THE CITY... FIRSTBANK PUTS YOU IN CHARGE... SO BRING YOUR BUSINESS BANKING FIRSTBANK... >>> FOR THE FIFTH TIME IN TWO DAYS SUICIDE BOMBERS TARGET ISRAELIES. THIS TIME BOMBING A SHOPPING MALL IN NORTHERN ISRAEL

17:12:32.60 >>> USUALLY WITHIN MOMENTS OF AN ACCIDENT EMERGENCY CREWS ARRIVE AT SCENE. >> UNTORTLY THERE IS A LIFE-SAVING FUNCTION THEY CANNOT PERFORM IN AN AMBULANCE. A NEW BLOOD SUBSTITUTE THAT WOULD BE TESTED RIGHT HERE IN DENVER MAY FINALLY ALLOW PARAMEDICS TO REPLACE REAL BLOOD LOST IN ACCIDENT. IT IS A NEW INNOVATION THAT COULD SAVE THOUSANDS OF LIVES. >> ITS A SET OF - SORT OF A COLD, GRAY DAY BUT WILL CHANGE

17:20:23.75 >> NOT TOO, TOO HOT. >> NO, NO. >> A NEW BLOOD SUBSTITUTE COULD SAVE THOUSANDS OF LIVES EVERY YEAR AND IT WILL SOON BE STOCKED ON DENVER AMBULANCES. >> THIS FAKE BLOOD CAN BE USED ON ANY PATIENT. DOESNT MATTER WHAT THE BLOOD TYPE IS

17:21:06.32 DOCTORS SAY THOUSANDS OF LIVES ARE LOST EACH YEAR IN THESE SITUATIONS. ONE IN FIVE TRAUMA PATIENTS DIES. BUT SOON DENVER AMBULANCES WILL BE BEGIN CARRYING AND TESTING POLNHE MIDDLE EAST A BLOOD SUBE TUTE USED ON ALL BLOOD TYPES. >> THE COMPANY TAKES OUTDATED HUMAN BLOOD AND THEN EXTRACTS THE HEMOGLOBIN AND CONFORMS IT INTO A CONFIGURATION TO TRANSPORT OXYGEN. >> REPORTER: NOT ONLY ARE SPEED AND CONVENIENCE IMPROVED BUT THE BLOOD SUBSTITUTE HAS LITTLE RISK OF DISEASE AND FEW SIDE EFFECTS

17:21:13.73 BUT SOON DENVER AMBULANCES WILL BE BEGIN CARRYING AND TESTING POLNHE MIDDLE EAST A BLOOD SUBE TUTE USED ON ALL BLOOD TYPES. >> THE COMPANY TAKES OUTDATED HUMAN BLOOD AND THEN EXTRACTS THE HEMOGLOBIN AND CONFORMS IT INTO A CONFIGURATION TO TRANSPORT OXYGEN. >> REPORTER: NOT ONLY ARE SPEED AND CONVENIENCE IMPROVED BUT THE BLOOD SUBSTITUTE HAS LITTLE RISK OF DISEASE AND FEW SIDE EFFECTS. DENVER AMBULANCES WILL BE PART OF A CLINICAL STUDY COMPARING THE PATIENTS WHO RECEIVE THIS SUBSTITUTE BLOOD TO THOSE WHO DONT GET TRANSFUSED UNTIL THEY ARRIVE AT HOSPITAL. LOCAL DOCTORS BELIEVE THIS NEW BLOOD SUBSTITUTE WILL MEAN THE DIFFERENCE OF LIFE AND DE

17:21:36.25 >> REPORTER: NOT ONLY ARE SPEED AND CONVENIENCE IMPROVED BUT THE BLOOD SUBSTITUTE HAS LITTLE RISK OF DISEASE AND FEW SIDE EFFECTS. DENVER AMBULANCES WILL BE PART OF A CLINICAL STUDY COMPARING THE PATIENTS WHO RECEIVE THIS SUBSTITUTE BLOOD TO THOSE WHO DONT GET TRANSFUSED UNTIL THEY ARRIVE AT HOSPITAL. LOCAL DOCTORS BELIEVE THIS NEW BLOOD SUBSTITUTE WILL

MEAN THE DIFFERENCE OF LIFE AND DE. IN DENVER, SUZANNE MCCARROLL, NEWS4. >> DENVER HEALTH OF ONE OF 20 HOSPITALS SELECTED TO TRY TO USE THE NEW BLOOD SUBSTITUTE

17:21:54.65 LOCAL DOCTORS BELIEVE THIS NEW BLOOD SUBSTITUTE WILL MEAN THE DIFFERENCE OF LIFE AND DE. IN DENVER, SUZANNE MCCARROLL, NEWS4. >> DENVER HEALTH OF ONE OF 20 HOSPITALS SELECTED TO TRY TO USE THE NEW BLOOD SUBSTITUTE. >>> KNEW AT 6:00 A SUSPECTED DRUNK DRIVING LEADS POLICE ON A WILD CHASE THROUGH A COLORADO GOLF COURSE. WELL SHOW YOU THE DAMAGE LEFT BEHIND

8) MARKET: DENVER. CO [18] [DV]

DATE: 05/19/2003 TIME: 05:00PM AIRED ON: KMGH AFFILIATE: ABC SHOW: 7NEWS AT 5

17:06:33.39 >> ITS NOT PRACTICAL FOR AMBULANCES TO CARRY BLOOD. THERE ARE TOO MANY TYPES, ASK ITS PERISHABLE. BUT NOW THERES A BLOOD SUBSTITUTE CALLED POLYHEME. POLYHEME IS A BLOOD SUBSTITUTE. BLOOD SUBSTITUTE IN A SENSE THAT IT SUBSTITUTES THE FUNCTION OF RED CELLS THAT CARRIES OXYGEN TO DEPRIVED AREAS OF OXYGEN

17:06:34.87 THERE ARE TOO MANY TYPES, ASK ITS PERISHABLE. BUT NOW THERES A BLOOD SUBSTITUTE CALLED POLYHEME. POLYHEME IS A BLOOD SUBSTITUTE. BLOOD SUBSTITUTE IN A SENSE THAT IT SUBSTITUTES THE FUNCTION OF RED CELLS THAT CARRIES OXYGEN TO DEPRIVED AREAS OF OXYGEN. >> POLYHEME HAS A SHELF LIFE OF 18 MONTHS

17:06:37.45 BUT NOW THERES A BLOOD SUBSTITUTE CALLED POLYHEME. POLYHEME IS A BLOOD SUBSTITUTE. BLOOD SUBSTITUTE IN A SENSE THAT IT SUBSTITUTES THE FUNCTION OF RED CELLS THAT CARRIES OXYGEN TO DEPRIVED AREAS OF OXYGEN. >> POLYHEME HAS A SHELF LIFE OF 18 MONTHS. ITS COMPATIBLE WITH EVERY HUMAN BLOOD TYPE AND IS SAID TO BE FREE OF HARMFUL VIRUSES

17:06:42.56 POLYHEME IS A BLOOD SUBSTITUTE. BLOOD SUBSTITUTE IN A SENSE THAT IT SUBSTITUTES THE FUNCTION OF RED CELLS THAT CARRIES OXYGEN TO DEPRIVED AREAS OF OXYGEN. >> POLYHEME HAS A SHELF LIFE OF 18 MONTHS. ITS COMPATIBLE WITH EVERY HUMAN BLOOD TYPE AND IS SAID TO BE FREE OF HARMFUL VIRUSES. THE HOPE IS, USING THE ARTIFICIAL BLOOD WILL INCREASE YOUR CHANCES OF SURVIVING A CRITICAL ACCIDENT

9) MARKET: DENVER. CO [18] [DV]

DATE: 05/19/2003 TIME: 04:00PM AIRED ON: KUSA AFFILIATE: NBC SHOW: NBC9 NEWS AT 4:00

16:45:30.98 IF YOU HAVE ANY OF THE DIVE STICKS YOU COULD CALL SWIMWAYS FOR A REFUND OR REPLACEMENT AT 1- 800-889-7946 . >;>;THOUSANDS OF PATIENTS INVOLVED IN ACCIDENTS DIE OF BLOOD LOSS BEFORE THEY CAN GET TO THE HOSPITAL FOR A BLOOD TRANSFUSION. FOR TEN YEARS NOW DENVER HEALTH MEDICAL CENTER HAS BEEN TRYING TO FIND A BLOOD SUBSTITUTE TO SAVE SERIOUSLY INJURED PATIENTS. 9 NEWS MEDICAL REPORTER DR. STEPHANIE CLEMENTS TELLS US, THAT EFFORT IS NOW GETTING A MAJOR BOOST

16:45:55.86 >;>;DENVER HEALTH PRODUCT ON BOARD. BLOOD BUT IT ISNT. IF THIS DOES FUNCTION AS WE THINK IT DOES, THIS REVOLUTIONIZE THROUGHOUT THE WORLD "POLYHEME" AND ITS MADE FROM DONATED HEMOGLOBIN WHICH IS THE PROTEIN THAT THE BLOOD IS BLOOD CELLS AND POLYHEME. GIVEN I-V WILL PACK ENOUGH OXYGEN INTO THE PATIENTS SURVIVE STANDUPPARAMEDICS WOULD BE BLOOD SUBSTITUTE PRODUCT, TO PATIENTS ACCIDENT BEFORE THEYRE HOSPITAL. RIGHT NOW CANNOT DO WITH WHOLE AMBULANCES DONT HAVE THE TYPING AND CROSS MATCHING OF THAT WHOLE AVAILABLE IN THE FIELD DENVER HEALTH IS CENTERS STARTING THE 3RD SET OF TEST POLYHEME

16:45:57.56 BLOOD BUT IT ISNT. IF THIS DOES FUNCTION AS WE THINK IT DOES, THIS REVOLUTIONIZE THROUGHOUT THE WORLD "POLYHEME" AND ITS MADE FROM DONATED HEMOGLOBIN WHICH IS THE PROTEIN

THAT THE BLOOD IS BLOOD CELLS AND POLYHEME. GIVEN I-V WILL PACK ENOUGH OXYGEN INTO THE PATIENTS SURVIVE STANDUPPARAMEDICS WOULD BE BLOOD SUBSTITUTE PRODUCT, TO PATIENTS ACCIDENT BEFORE THEYRE HOSPITAL. RIGHT NOW CANNOT DO WITH WHOLE AMBULANCES DONT HAVE THE TYPING AND CROSS MATCHING OF THAT WHOLE AVAILABLE IN THE FIELD DENVER HEALTH IS CENTERS STARTING THE 3RD SET OF TEST POLYHEME. THE INFORMED CONSENT INJURED PATIENTS HELD BACK EARLIER AN INJURY THAT QUALIFIES PARADOXICALLY THEYRE TRUE INFORMED CONSENT.. THIS TIME DENVER OVERCOME THE IT FULLY EDUCATES HALF OF TRAUMA PATIENTS WILL GET OTHER HALF REGULAR HYDRATING TRAUMA SPECIALISTS OFFERS SEVERAL -BESIDES BEING -IS LESS LIKELY TO LIKE WEST NILE OR EVEN SARS SINCE IT DOESNT CONTAIN CELLS.DR. STEPHANIE >>>DENVER HEALTH MEETINGS AND WILL THE COMMUNITY CONVINCED THE CLINICAL TRIALS CAN EVENT THEY ARE IN AN STUDY WITH THEIR HAVING AN AFFAIR SUSPECT SCOTT PETERSON – NOW – POWERED ATTORNEY

16:45:57.56 IF THIS DOES FUNCTION AS WE THINK IT DOES, THIS REVOLUTIONIZE THROUGHOUT THE WORLD "POLYHEME" AND ITS MADE FROM DONATED HEMOGLOBIN WHICH IS THE PROTEIN THAT THE BLOOD IS BLOOD CELLS AND POLYHEME. GIVEN I-V WILL PACK ENOUGH OXYGEN INTO THE PATIENTS SURVIVE STANDUPPARAMEDICS WOULD BE BLOOD SUBSTITUTE PRODUCT, TO PATIENTS ACCIDENT BEFORE THEYRE HOSPITAL. RIGHT NOW CANNOT DO WITH WHOLE AMBULANCES DONT HAVE THE TYPING AND CROSS MATCHING OF THAT WHOLE AVAILABLE IN THE FIELD DENVER HEALTH IS CENTERS STARTING THE 3RD SET OF TEST POLYHEME. THE INFORMED CONSENT INJURED PATIENTS HELD BACK EARLIER AN INJURY THAT QUALIFIES PARADOXICALLY THEYRE TRUE INFORMED CONSENT.. THIS TIME DENVER OVERCOME THE IT FULLY EDUCATES HALF OF TRAUMA PATIENTS WILL GET OTHER HALF REGULAR HYDRATING TRAUMA SPECIALISTS OFFERS SEVERAL -BESIDES BEING -IS LESS LIKELY TO LIKE WEST NILE OR EVEN SARS SINCE IT DOESNT CONTAIN CELLS.DR. STEPHANIE >>>DENVER HEALTH MEETINGS AND WILL THE COMMUNITY CONVINCED THE CLINICAL TRIALS CAN EVENT THEY ARE IN AN STUDY WITH THEIR HAVING AN AFFAIR SUSPECT SCOTT PETERSON – NOW – POWERED ATTORNEY. FREY CAME PETERSON

10) MARKET: DENVER. CO [18] [DV]

DATE: 05/19/2003 TIME: 12:00PM AIRED ON: KCNC AFFILIATE: CBS SHOW: CBS NEWS 4

12:09:14.69 MORE THAN 27,000 PEOPLE ARE UNDER QUARANTINE. >>> PARAMEDICS MAY SOON BE ABLE TO BETTER TREAT PATIENTS WHO NEED BLOOD IN ROUTE TO THE HOSPITAL. THERES A NEW BLOOD SUBSTITUTE BEING TRIED IN DENVER. THE FIRST CHOICE FOR A PATIENT IN CRITICAL CONDITION IS A BLOOD INFUSION. BUT IN EMERGENCY SITUATIONS, THATS NOT ALWAYS AVAILABLE NOW DOCTORS AT DENVER HEALTH MEDICAL SAY THEYRE TRY A BLOOD SUBSTITUTE WHICH CAN CARRY THE MUCH-NEEDED OXYGEN TO CRITICAL PATIENTS

12:09:23.25 THERES A NEW BLOOD SUBSTITUTE BEING TRIED IN DENVER. THE FIRST CHOICE FOR A PATIENT IN CRITICAL CONDITION IS A BLOOD INFUSION. BUT IN EMERGENCY SITUATIONS, THATS NOT ALWAYS AVAILABLE NOW DOCTORS AT DENVER HEALTH MEDICAL SAY THEYRE TRY A BLOOD SUBSTITUTE WHICH CAN CARRY THE MUCH-NEEDED OXYGEN TO CRITICAL PATIENTS. PARAMEDICS AROUND THE CITY WILL SOON START CARRYING IT IN THEIR AMBULANCES. IT HAS THE SAME IMMEDIATE BENEFITS OF BLOOD TRANSFUSION

(end)

MEDIA: Television
STATION: KMGH
MARKET: Denver
DATE: 05/20/03
TIME: 11:32 AM
SHOW: 7 News at 11 AM
SUBJECT: PolyHeme Trials in Denver

Bertha Lynn, Anchor:

A new medical research project could mean that you'll be treated with artificial blood without your consent in the event of a life-threatening accident.

Denver Health Medical Center is taking part in a nationwide study of a blood substitute called PolyHeme.

[Begin video clip]

Dr. Ernest Moore, Trauma Chief, Denver Health:

The company takes outdated human blood and then extracts the hemoglobin from it and conforms it into a configuration that allows it to transport oxygen.

[End video clip]

Lynn:

Using the artificial blood instead of saline solution at the scene of a critical accident is expected to increase your chances of surviving a serious blood loss, but since you most likely would be unable to give your permission at that crucial moment, the government has approved the use of PolyHeme without the patient's consent.

What do you think about that? To share your thoughts with the manufacturer, go to our website, TheDenverChannel.com, and click on "Health."

Trexler:

Well, interesting.

Saunders:

That is.

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MEDIA: Television
STATION: KMGH
MARKET: Denver
DATE: 05/20/03
TIME: 05:24 AM
SHOW: 7 News at 5 AM
SUBJECT: PolyHeme Trials in Denver

Steve Saunders, Anchor:

If you are critically injured in an accident and lost a lot of blood, would you mind being given a blood substitute at the scene of the accident in hopes of saving your life?

Well, very soon you may be given that artificial blood without your consent.

Katie Trexler, Anchor:

Denver Health has been chosen as one of a select number of Level One trauma centers in the country to participate in a national study that involves that synthetic blood.

7 New anchor Mitch Jelniker has all the details.

[Begin video package]

Mitch Jelniker, Anchor:

If you lose a lot of blood in an accident, paramedics will usually replace that fluid with a saline solution to help keep you alive until you can reach a hospital.

Dr. Ernest Moore, Trauma Chief, Denver Health:

Literally thousands of people die each year from trauma.

Jelniker:

It's not practical for ambulances to carry blood. There are too many types, and it's perishable. But now there's a blood substitute called PolyHeme.

Moore:

PolyHeme is a blood substitute. A blood substitute in the sense that it substitutes the function of red cells that carries oxygen to deprived areas of oxygen.

Jelniker:

PolyHeme has a shelf life of eighteen months. It's compatible with every human blood type and is said to be free of harmful viruses. The hope is using the artificial blood will increase your chances of surviving a critical accident. Since it's used in those critical moments when blood is unavailable, it could be given to you in the field without you knowing it.

Moore:

Patients are enrolled in this research project without giving their informed consent.

Jelniker:

Mitch Jelniker, 7 News.

[End video package]

Saunders:

Now the study to determine if PolyHeme helps save lives has been approved by the FDA and could start this summer. So again, if you lose a lot of blood in an accident, the paramedic can give you the PolyHeme without your consent.

So now if you're interested in sharing your opinions with the manufacturer, you can go the TheDenverChannel.com and when you're there, click on "Health."

Trexler:

Well, interesting.

Saunders:

That is.

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MEDIA: Television
STATION: KCNC
MARKET: Denver
DATE: 05/19/03
TIME: 10:30 PM
SHOW: CBS News 4
SUBJECT: PolyHeme Trials in Denver

Bill Stuart, Anchor:

Denver paramedics will soon begin carrying a substitute for human blood on their ambulances. Right now, emergency personnel have no way to quickly test for blood type or to transfuse while driving to the hospital, but this will change as they begin using PolyHeme. That's a blood substitute.

[Begin video clip]

Dr. Ernest Moore, Trauma Chief, Denver Health:

The company takes outdated human blood and then extracts the hemoglobin from it and conforms it into a configuration that allows it to transport oxygen.

[End video clip]

Green:

Denver's one of twenty trauma centers to test this blood substitute.

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MEDIA: Television
STATION: KMGH
MARKET: Denver
DATE: 05/19/03
TIME: 06:07 PM
SHOW: 7 News at 6
SUBJECT: PolyHeme Trials in Denver

Anne Trujillo, Anchor:

Would you accept artificial blood if it means keeping you alive? You have a chance of getting some blood substitute as early as this summer, whether you ask for it or not.

Denver Health Medical Center is one of the nation's Level One trauma centers that will take part in a blood substitute study. Right now it's not practical for ambulances to carry blood. It's too perishable and there are too many types. But a new artificial blood called PolyHeme works with any blood type, and this summer paramedics will begin using it in the field to test its effectiveness.

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MEDIA: Television
STATION: KDVR
MARKET: Denver
DATE: 05/19/03
TIME: 09:44 PM
SHOW: FOX 31 News at Nine O'Clock
SUBJECT: PolyHeme Trials in Denver

Ron Zappolo, Anchor:

Certain paramedics in our area plan to use a blood substitute in some critically injured patients in hopes of saving precious time and lives.

Denver Health is one of twenty hospitals nationwide to take part in this phase of the clinical trial for a product called PolyHeme. It's an oxygen-carrying substitute made from human blood that's compatible with all blood types. Ambulances do not carry blood now, so PolyHeme may allow paramedics to treat patients at the scene or on the way to the hospital.

[Begin video clip]

Dr. Ernest Moore, Trauma Chief, Denver Health:

We're seeing patients arriving here with their—literally, they're gasping their last life breath. We believe those patients, if this product is available twelve to fourteen minutes ahead or perhaps twenty to thirty minutes ahead, in extreme cases, will save their lives.

[End video clip]

Zappolo:

Paramedics do not need consent to give the blood substitute because it will only be used in low-risk patients in life-threatening situations.

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MEDIA: Television
STATION: KCNC
MARKET: Denver
DATE: 05/19/03
TIME: 05:12 PM
SHOW: CBS News 4
SUBJECT: PolyHeme Trials in Denver

Larry Green, Anchor:

Usually, within moments of an accident, emergency crews arrive at the scene.

Stephanie Riggs, Anchor:

Unfortunately, there is a lifesaving function that they cannot perform in an ambulance. A new blood substitute that will be tested right here in Denver may finally allow paramedics to replace real blood lost in accidents. It is a new innovation that could save thousands of lives.

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MEDIA: Television
STATION: KMGH
MARKET: Denver
DATE: 05/19/03
TIME: 05:06 PM
SHOW: 7 News at 5
SUBJECT: PolyHeme Trials in Denver

Anne Trujillo, Anchor:

If you are critically injured in an accident and have lost a lot of blood, would you mind being given a blood substitute at the scene of the accident in the hopes of saving your life? Well, very soon you may be given that artificial blood without your consent.

7 News anchor Mitch Jelniker joins us now from Denver Health Medical Center with details. Mitch?

Mitch Jelniker, Anchor:

Hi, Ann. Denver Health has been chosen as one of the select Level One trauma centers to participate in a nationwide study involving a synthetic blood and perhaps involving you.

[Begin video package]

If you lose a lot of blood in an accident, paramedics will usually replace that fluid with a saline solution to help keep you alive until you can reach a hospital.

Dr. Ernest Moore, Trauma Chief, Denver Health:

Literally thousands of people die each year from trauma.

Jelniker:

It's not practical for ambulances to carry blood. There are too many types, and it's perishable. But now there's a blood substitute called PolyHeme.

Moore:

PolyHeme is a blood substitute. A blood substitute in the sense that it substitutes the function of red cells that carries oxygen to deprived areas of oxygen.

Jelniker:

PolyHeme has a shelf life of eighteen months. It's compatible with every human blood type and is said to be free of harmful viruses. The hope is using the artificial blood will increase your chances of surviving a critical accident. Since it's used in those critical moments when blood is unavailable, it could be given to you in the field without you knowing it.

Moore:

Patients are enrolled in this research project without giving their informed consent.

[End video package]

Jelniker:

Now, you heard him right. He said "without your consent." They can do that when you're incapacitated.

Now, this should start sometime this summer. It has been approved by the FDA.

If you'd like to learn more about this or share your opinion with the manufacturer—they'd like to hear from you, because they're very excited about this, they believe it should save your life—you can go to our website, TheDenverChannel.com, and click on "Health."

Reporting live at the Denver Health Medical Center, I'm Mitch Jelniker, 7 News.

Trujillo:

Interesting. Thank you, Mitch.

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MEDIA: Television
STATION: KUSA
MARKET: Denver
DATE: 05/19/03
TIME: 04:45 PM
SHOW: NBC 9 News at 4:00
SUBJECT: PolyHeme Trials in Denver

Kim Christiansen, Anchor:

Thousands of patients involved in accidents die of blood loss before they can get to the hospital for a blood transfusion. For ten years now, Denver Health Medical Center has been trying to find a blood substitute to save seriously injured patients.

9 News medical reporter Dr. Stephanie Clements tells us the effort is now getting a major boost.

[Begin video package]

Dr. Stephanie Clements, Medical Reporter:

Denver Health ambulances may soon have a new product on board. It'll look like blood, but it really isn't.

Dr. Ernest Moore, Trauma Chief, Denver Health:

If this does function the way we think it does, this could completely revolutionize resuscitation throughout the world, let alone the United States and Denver.

Clements:

It is called PolyHeme, and it's a blood substitute made from donated human cells. Hemoglobin, which is the protein that carries oxygen in the blood, is plucked off the red blood cells and refined into PolyHeme. Given IV, doctors hope it will pack enough oxygen into the blood to help more patients survive trauma.

For the first time, paramedics would be giving PolyHeme, this blood substitute, right to patients on the scene of an accident, before they're even transported to the hospital. Right now that's something they

cannot do with whole blood because ambulances don't have the lab facilities to do the typing and the cross-matching on that blood.

Unidentified Medical Professional:

It has never been available in the field before, and...

Clements:

Denver Health is among twenty trauma centers starting the third set of clinical trials to test PolyHeme. The issue of getting informed consent from seriously injured patients held back earlier testing.

Moore:

If the patient has an injury that qualifies them for the drug, paradoxically they're incapable of providing true informed consent.

Clements:

This time, Denver Health can overcome the informed consent issue if it fully educates the community that soon, half of trauma patients will get PolyHeme—the other half, regular salt water hydrating solution.

Trauma specialists believe PolyHeme offers several advantages over conventional blood transfusion. Besides being available right at the scene, it's compatible with all blood types. It's less likely to transmit viruses, too, like West Nile or even SARS, since it can withstand vigorous refining.

On the Health Beat, Dr. Stephanie Clements, 9 News.

[End video package]

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MEDIA: Television
STATION: KCNC
MARKET: Denver
DATE: 05/19/03
TIME: 12:09 PM
SHOW: CBS News 4
SUBJECT: PolyHeme Trials in Denver

Brooke Wagner, Anchor:

Paramedics may soon be able to better treat patients who need blood on the way to the hospital. There's a new blood substitute being tried in Denver.

The first choice for a patient in critical condition is a blood infusion, but in emergency situations a match is not always available. So now, doctors at Denver Health Medical are trying to use a substitute that can carry the much-needed oxygen to critical patients. Paramedics around the city will soon start carrying that in their ambulances. It has the same immediate benefits of a blood infusion.

[Begin video clip]

Dr. Ernest Moore, Trauma Chief, Denver Health:

The company takes outdated human blood and then extracts the hemoglobin from it and conforms it into a configuration that allows it to transport oxygen.

[End video clip]

Wagner:

Doctors say the substitute is compatible regardless of your blood type, and there's little risk of disease.

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