**TEMPLE SPOTS**

WRITER: Jim Starr

FIRST DRAFT: 3 May 2012

**SPOT #1: THE BIG PICTURE (60)**

DR. ISSA/ALVAREZ

This is really a transformative time in the history of Temple.

GRAPHIC: “a transformative time”

DR. KOCH/CRINER

We are building something unique.

DR. ISSA

It's a culture of change, of renewal --

DR. EUN

Where the right people are all coming together at the same time --

DR. KAISER

Outstanding individuals who are doing some things that are not being done at other places:

GRAPHIC: “things that are not being done at other places”

DR. GUY

To turn Temple cardiothoracic surgery into one of the best cardiothoracic surgery programs in the country --

DR. EUN

To have the most advanced and the best robotic operating rooms in the world --

DR. KOCH

To move things from what we do in science to the clinic --

DR. ISSA/ALVAREZ

To bring that science to the care of patients.

GRAPHIC: “to the care of patients”

DR. GUY

A lot of people said it couldn't be done. We've done it here at Temple.

DR. ALVAREZ

We are transforming -- from X to Y.

DR. CRINER

Temple is fast becoming the XYZ of healthcare.

DR. GOLDBERG (OPTIONAL)

We have a mission of service to this community as well as …education to our residents and our students.

DR. GADEGBEKU (OPTIONAL)

This will serve as a role model for other places in the country.

GRAPHIC: “Temple will be a force”

DR. KOCH

Temple will be a force. There's no doubt.

DR. ISSA (OPTIONAL)

We all want, in 20 years, to look back …and think this is where it all started.

DR. KAISER

I'm excited about what we can do, what we can be. We're poised to do some great things.

**SPOT #1: THE BIG PICTURE (30)**

DR. ISSA

Temple right now is a very exciting place.

DR. KOCH/CRINER

We are building something unique.

GRAPHIC: “we are building something unique”

DR. GUY

To turn Temple cardiothoracic surgery into one of the best cardiothoracic surgery programs in the country --

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To have the most advanced and the best robotic operating rooms in the world --

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To move things from what we do in science to the clinic --

DR. ISSA/ALVAREZ

To bring that science to the care of patients.

DR. ALVAREZ

We are transforming -- from X to Y.

GRAPHIC: “we are transforming”

DR. CRINER (OPTIONAL)

Temple is becoming the XYZ of healthcare.

DR. GADEGBEKU

This will serve as a role model for other places in the country.

DR. KOCH

Temple will be a force. There's no doubt.

DR. KAISER

I'm excited about what we can do, what we can be. We're poised to do some great things.

**SPOT #2: WHY I CAME TO TEMPLE (60)**

DR. EUN

Temple is the most exciting place to be in healthcare.

DR. GADEGBEKU

There's a lot of energy and excitement here.

GRAPHIC: “people who are at the top of their field”

DR. KAISER

We …have been attracting people who are …at the top of their field; outstanding individuals who are doing some things that are not being done at other places.

DR. KOCH

We came here to cement a new area of research in heart failure, cardiovascular, metabolic diseases.

DR. ALVAREZ

Here, I have the unique opportunity to do XYZ --

DR. GADEGBEKU

To have a tremendous impact on kidney disease research as well as taking care of the community.

DR. CRINER

I want to help make Temple the premiere place for XYZ.

DR. GUY

To turn Temple cardiothoracic surgery into one of the best cardiothoracic surgery programs in the country.

DR. EUN

I want Temple to have the most advanced and the best robotic operating rooms in the world.

GRAPHIC: “palpable sense of enthusiasm”

DR. KAISER

There is a real palpable sense of enthusiasm here,

(OPTIONAL)

not just among the physicians but among the nursing staff and among the people who work here.

DR. GOLDBERG

Working here at Temple has really been the best thing that has ever happened to be professionally.

DR. GUY (OPTIONAL)

It's amazing what can be done when you have the level of institutional support that you need.

DR. ISSA

Temple right now is a very exciting place --

DR. EUN

There’s a lot of synergy …happening here.

GRAPHIC: “building something unique”

DR. KOCH/CRINER

We are building something unique.

DR. KOCH

It's a great time to be at Temple.

**SPOT #2: WHY I CAME TO TEMPLE (30)**

DR. EUN

Temple is the most exciting place to be in healthcare.

GRAPHIC: “the most exciting place to be”

DR. KAISER

We …have been attracting people who are …at the top of their field.

DR. KOCH

We came here to cement a new area of research in heart failure --

DR. ALVAREZ

Here, I have the unique opportunity to do XYZ --

DR. GADEGBEKU

To have a tremendous impact on kidney disease research as well as taking care of the community.

DR. GUY

To turn Temple cardiothoracic surgery into one of the best …in the country.

DR. EUN

I want Temple to have the most advanced …robotic operating rooms in the world.

DR. KAISER

There is a real palpable sense of enthusiasm here.

DR. ISSA

Temple right now is a very exciting place --

DR. KOCH/CRINER

We are building something unique.

**SPOT #3: RESEARCH (60)**

DR. GUY

There's definitely a change in the vibe at Temple --

GRAPHIC: “a change in the vibe”

DR. GADEGBEKU

A lot of energy and excitement --

DR. ALVAREZ

And it’s no wonder.

GRAPHIC: “to reinvent the way things are done”

DR. ISSA

We are trying to reinvent the way things are done and make Temple really a hot-bed of science and translational research --

DR. KOCH

In heart failure, cardiovascular, metabolic diseases --

DR. GADEGBEKU

Kidney disease research --

DR. ISSA

Epigenetics and cancer biology –-

DR. CRINER

Lung disease/research phrase --

DR. EUN

There's a lot of synergy that is happening here at Temple where the right people are all coming together at the same time.

GRAPHIC: “the right people are all coming together”

DR. KAISER

Outstanding individuals who are doing some things that are not being done at other places.

DR. ISSA

The synergies in that expertise are going to lead us to be nationally recognized.

DR. KOCH

And that’s created a buzz of energy here --

DR. CRINER

I can’t wait to research/explore/discover!

DR. KOCH (OPTIONAL)

To move things from what we do in science to the clinic --

DR. GADEGBEKU (OPTIONAL)

Not only here in the Philadelphia area but nationally and globally.

GRAPHIC: “it carries the possibilities”

DR. ISSA

It carries the possibilities of managing many diseases -- including cancer.

DR. ISSA

It also carries the possibilities of cures.

DR. ALVAREZ

So yes – I’m very proud/excited/enthusiastic.

DR. GOLDBERG

Our Temple T is now going to have a bit of an edge.

DR. KOCH (OPTIONAL)

We are building something unique.

DR. KOCH (OPTIONAL)

It's a great time to be at Temple.

**SPOT #3: RESEARCH (30)**

DR. GUY

There's definitely a change in the vibe at Temple –

GRAPHIC: “a hot-bed of translational research”

DR. ISSA

We are trying to …make Temple really a hot-bed of science and translational research --

DR. EUN

There's a lot of synergy …happening here.

DR. KAISER

Things that are not being done at other places.

DR. KOCH

And that’s created a buzz of energy here --

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I can’t wait to research/explore/discover!

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To move things from what we do in science to the clinic --

GRAPHIC: “the possibilities of managing many diseases”

DR. ISSA

It carries the possibilities of managing many diseases -- it also carries the possibilities of cures.

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DR. KOCH

It's a great time to be at Temple.

**SPOT #4: CLINICAL (60)**

DR. GUY

A lot of people said it couldn't be done. We've done it here at Temple.

GRAPHIC: “we’ve done it here at Temple”

DR. CRINER

We’ve become one of the best XYZ hospitals/ health systems in the country --

DR. TOYODA

Temple can provide one of the best services in heart and lung transplants in the nation.

DR. KOCH

We have identified a gene product that we can deliver to the heart, and it makes the heart beat stronger.

DR. GADEGBEKU

There's a lot of energy and excitement here.

DR. ISSA

To both do: excellent science and to bring that science to the care of patients.

GRAPHIC: “to bring that science to the care of patients”

DR. EUN

To have: the most advanced and the best robotic operating rooms in the world…

DR. ALVAREZ

Innovation like this will make XYZ possible.

DR. KAISER

The addition of the Fox Chase Cancer Center …will be truly transformational for Temple

(OPTIONAL)

to have one of the 40 NCI-designated comprehensive cancer centers.

DR. GADEGBEKU (OPTIONAL)

The Center of Bioethics, Urban Health and Policy is the unique opportunity to centralize the mission on advancing urban health

GRAPHIC: “a mission of service”

DR. GOLDBERG

We have a mission of service to this community as well as a significant mission of education to our residents and our students.

DR. GADEGBEKU

To give them the best model of how to give the best care.

DR. CRINER

And ultimately that is what we’re here for: to provide the best clinical care.

DR. ALVAREZ

That’s the mission we all signed on for, and this is the best place to accomplish that.

DR. KAISER

I'm excited about what we can do, what we can be.

DR. KOCH

We are building something unique.

DR. EUN

Temple is the most exciting place to be in healthcare.

**SPOT #4: CLINICAL (30)**

DR. CRINER

We’ve become one of the best XYZ hospitals

/health systems in the country --

GRAPHIC: “Temple can provide…”

DR. TOYODA

Temple can provide one of the best services in heart and lung transplants in the nation.

DR. KOCH

We have identified a gene product that we can deliver to the heart, and it makes the heart beat stronger.

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We have a mission of service to this community.

GRAPHIC: “to give them the best care”

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