



2.10.21
Bronxnet show #2
Heart Month
Draft Script

CONCEPT FOR ON-GOING IN-SHOW SEGMENT

Create an on-going monthly segment on OPEN BXRx that is branded as sponsored by Empire (i.e., The Whole Health Report brought to you by Empire BlueCross BlueShield). The 10-12 minute segment will be hosted by Sonyi Lopez and will have Dr. Craig Hersh, Empire’s Chief Medical Officer as a recurring guest. At each appearance, Dr. Hersh and Sonyi will discuss medical issues related to the Bronx community. Dr. Hersh will sometimes be joined by additional guests to tell a specific story or to reinforce a beneficial action that community members can take to be address their health issues.

SEGMENT #2: MANAGING BLOOD PRESSURE: TIPS ON SCREENING & LIVING WITH HYPERTENSION

Rough Flow

Sonyi	(DISPLAY EMPIRE SEGMENT NAME GRAPHIC) Thank you for joining us here on OPEN BXRx. This week the Whole Health Report Sponsored by Empire BlueCross BlueShield is back. And once again I’m excited to welcome back Craig Hersh, the Chief Medical Officer at Empire and his special guest, Dr. Maday Gonzalez an Interventional Cardiologist from our own local hospital, Montefiore Medical Center. As some of you may know February is heart month and today we’ll be talking about heart health and blood pressure
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	specifically. Dr. Hersh and Dr. Gonzalez welcome.
Hersh and Gonzalez	Hello! Thanks for having us.
Sonyi	Today, we are going to be discussing blood pressure. Dr. Hersh, tell us a little about why we want to focus on this.
Hersh	<p>Thanks Sonyi. This is an important conversation we're going to have this week. High blood pressure is a leading cause of heart disease and stroke, which together kills more New Yorkers than any other disease. The Bronx has the highest Hypertension Death Rate in all of the NY counties. So, it's important to try and make an impact here where so many are affected.</p> <p>(SHOW GRAPHIC WITH FIGURES)</p>
Sonyi	What is the difference between high blood pressure and hypertension?
Hersh	<p>Generally the terms are inter-changeable. Hypertension is more of a medical term while high blood pressure is more of the common term. But there is a difference in that a high blood pressure reading doesn't mean you are suffering from hypertension. You can have a high blood pressure reading because you are anxious or stressed... or have been exercising or eating foods high in salt. Someone with hypertension has consistently high blood pressure over time.</p> <p>(MAYBE B-ROLL OF SOMEONE GETTING BLOOD PRESSURE TAKEN)</p>

Sonyi	Why do so many people die from high blood pressure?
Hersh	It has been called the silent killer. Many people with high blood pressure don't even know they have it. Often the signs and symptoms are misunderstood.
Sonyi	Dr. Gonzalez, as an Interventional Cardiologist at Montefiore you can give us a good idea what's happening right here in the Bronx. But first can you tell us what an Interventional Cardiologist does. (PICTURE OR B-ROLL OF MONTEFIORE)
Gonzalez	A cardiologist treats patients with heart disease. An <i>Interventional</i> Cardiologist uses non-invasive or minimally-invasive techniques to treat heart disease. Invasive techniques would be something that requires a large incision in the patient, like open-heart surgery, which I don't generally perform. In other words, I treat heart disease using medications, lifestyle changes (such as diet and exercise) and procedures or surgeries that require less time in the hospital, less recovery time, and less risk to the patient. Hypertension is closely linked to heart disease. As a cardiologist, 95% of the people I see have hypertension.
Sonyi	So, what are the most pressing heart health issues we face here in the Bronx?
Gonzalez	As Dr. Hersh has said, undiagnosed and untreated hypertension plus other forms of heart disease. There is also a high

	prevalence of Diabetes and Obesity in the Bronx, which are big issues that contribute to heart problems and hypertension.
Hersh	Yes, many patients with hypertension have also been diagnosed with diabetes and obesity. Hypertension is also frequently seen in patients hospitalized for COVID. As I mentioned last time, Empire’s mission is to improve the health of all New Yorkers. That’s why we are here partnering with Montefiore and BronxNet to raise awareness of hypertension – one of the leading causes of heart disease: the number one killer of New Yorkers.
Sonyi	I also read that COVID-19 lockdowns appear to have caused more cases of High Blood Pressure. Please share how COVID-19 and stress are related to heart health & blood pressure?
Gonzalez	Yes, the isolation and uncertainty that COVID brought has had a significant impact on mental health in our country and our community, and that includes higher rates of stress and anxiety...
Sonyi	Why does hypertension go undiagnosed and untreated?
Gonzalez	<p>Unfortunately, many people show no symptoms of having high blood pressure.</p> <p>Others may be diagnosed with high blood pressure, but don’t pay attention to it. I’ve seen patients in their 40s and 50s who don’t accept their diagnosis and ignore sound advice.</p>

	<p>There are also many who can't afford their medication or treatments and decide to go without.</p> <p>We hope that, by providing education and information to our community, we can encourage Bronxites to have their blood pressure checked regularly and, if diagnosed, listen to the experts.</p>
Sonyi	<p>What tips or advice can you give people to address the issues of high blood pressure?</p>
Gonzalez	<p>Go to your doctor regularly for blood pressure checks.</p> <p>As soon as you are diagnosed with hypertension, it's important to be aggressive in treatment. That means paying attention to medical advice, such as following a low-salt diet and exercise. I tell my patients to stay away from processed meats, such as cold cuts, and anything from a can. These items tend to be high in sodium or salt. Also, you don't need to join a gym to exercise. Just walk every day. I advise slowly building up your stamina so you can walk further every day.</p> <p>It's also important to try to quit smoking, if you're a smoker, and reduce alcohol intake as tobacco and alcohol will raise your blood pressure.</p> <p>(SHOW GRAPHIC OF TOP TIPS)</p>
Sonyi	<p>And where can people go to get more information or get help?</p>

<p>Hersh</p>	<p>You can find information about managing hypertension in Montefiore’s Patient Health Library located under Education and Training on their website. The American Heart Association also offers a number of tools and resources for patients.</p> <p>There is some misinformation out there, so be sure your source of information is accurate and dependable. Hospital and government websites, such as the New York Department of Health or Centers for Disease Control and Prevention, are usually great sources of health information.</p> <p>(SHOW GRAPHIC WITH CONTACTS FOR HELP)</p>
<p>Sonyi</p>	<p>Well, thank you Dr. Hersh and Dr. Gonzalez. You gave us a lot to think about! Dr. Hersh, we look forward to having you back soon with The Whole Health Report from Empire BlueCross BlueShield.</p>