

2020 Urology TV Commercial

Voice Over:

When a urological problem is life-altering



301: Two adults talking with parents in living room

Location: Hospitality House

Talent: Peg Andrews, Mr. Andrews, Billy Comer, Misty Bragg

Voice Over:

finding the right doctor



302: Doc talking to pt. and spouse in lobby

Location: Outpatient Surgery Center

Talent: Dr. Lohri, Mr. Andrews

Voice Over:

and the right treatment can be life-saving.



303: Urologists consulting on case

Location: Breast Center - Physician Conference Room

Talent: Dr. Deem, Dr. Lohri, Dr. Haricharan, Dr. Fitzwater, Dr. Hale, Dr. Tierney, Dr. Oliver, Dr. Vaidya

Voice Over:

As the region's largest and most experienced team,



304: Group shot of urologists and NP

Location: Cancer Center

Talent: Dr. Deem, Dr. Lohri, Dr. Haricharan, Dr. Fitzwater, Dr. Hale, Dr. Tierney, Dr. Oliver, Dr. Vaidya, and Clydena Broughton, NP

Voice Over:

CAMC Urology has the experts to treat incontinence,



305: Clydena and female patient

Location: Outpatient Surgery Center exam room

Talent: Clydena Broughton, NP and Gail Huffman

Voice Over:

enlarged prostate and kidney stones.



306: Doc consulting with male pt. with iPad

Location: Outpatient Surgery Center exam room

Talent: Dr. Fitzwater, Jim Harris

MARKETING &
PUBLIC AFFAIRS



Charleston Area
Medical Center

2020 Urology TV Commercial

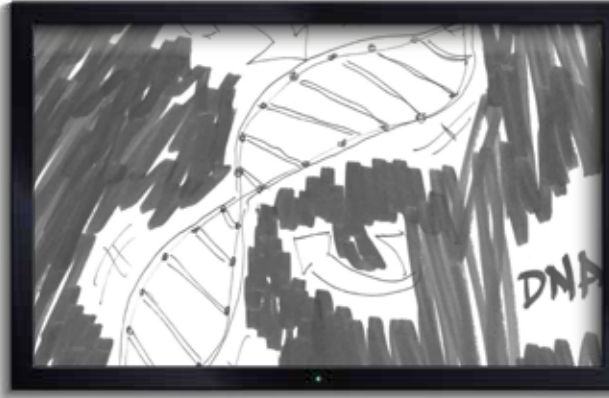
Voice Over:
We're leading the fight against prostate cancer

Voice Over:
with genetic testing,

Voice Over:
targeted MRI,



307: Two docs in front of monitor showing prostate imaging
Location: Breast Center - Physician Conference Room
Talent: Dr. Hale and Dr. Deem



308: Moving graphic of DNA strands (stock)
Location:
Talent:



309: Patient going into MRI (stock)
Location:
Talent:

Voice Over:
ultrasound biopsy,

Voice Over:
and minimally-invasive robotic surgery.

Voice Over:
We're also diagnosing bladder cancer at its earliest stages



310: Prostate biopsy images
Location:
Talent:



311: Dr. Deem with da Vinci in OR
Location: Memorial OR
Talent: Dr. Deem, pt?



312: OR scene with bladder image on monitors (Cysview)
Location: Memorial OR
Talent: Dr. Deem

Voice Over:
with blue light technology



313: Close-up of images on screen showing tumor glowing
Location: Memorial OR
Talent: Dr. Deem

Voice Over:
for quicker detection and removal.



314: Doc walking out of OR removing surgical mask
Location: Memorial OR
Talent: Dr. Deem