

# BEST LONG VIDEO

## UCLA Health Video Captures Two Brothers Reunited by a Pioneering Transplant Procedure

### BACKGROUND

UCLA Health is at the forefront of the development of new treatments that are helping patients live longer and healthier lives. A new approach at UCLA Health for patients with kidney failure is immunosuppression-free kidney transplant.

Typically, kidney transplant recipients take drugs for the rest of their lives to suppress their immune system and prevent rejection of the transplanted organ. The new procedure can eliminate the need for these antirejection drugs, which may have severe side effects and even damage the transplanted kidney.

In immunosuppression-free kidney transplant, you receive stem cells from your kidney donor just after transplant. The stem cells multiply and combine with your own stem cells. This helps your body recognize the new kidney and reduces the risk of rejection.

Currently, UCLA Health is the only medical center in the U.S. that offers this innovative approach. Our video features this revolutionary therapy through the lens of Andy, a patient with acute kidney failure who received a lifesaving transplant from his brother.

### INSIGHT

Video is an essential and multi-layered way to tell stories and convey emotion through images and sound, connecting with viewers sometimes more deeply than written or audio pieces. Especially in healthcare, a video can capture the ups-and-downs of a patient's journey and the breadth of medical intervention.

Our video tells the story of Andy and Tom, two brothers who were once close but drifted apart. It's also a story about our groundbreaking transplant procedure. This dual storyline highlights the craft of skilled healthcare video production and its narrative power.

## ANDY AND TOM: A SPECIAL TRANSPLANT BRINGS TWO BROTHER TOGETHER



### “ANDY AND TOM” VIDEO HIGHLIGHTS

Engaging the viewer while promoting UCLA Health as a magnet center for top quality kidney transplant care, the video features:

#### 1 A CAPTIVATING STORY

We meet Andy and feel the love and joy of his extended family. We learn that he has a life-threatening kidney condition and needs a transplant. While numerous people volunteer to donate a kidney, his brother — who’s been distant for many years — is a perfect match.

#### 2 A BROTHER’S JOURNEY

We get a glimpse of how the brothers have drifted apart. Tom’s into surfing and skateboarding, while Andy enjoys football and soul music. Despite their differences, Tom agrees to donate a kidney and help Andy in his time of need.

#### 3 RELATABLE PHYSICIANS


Dr. Jeff Veale explains the medical procedure in accessible language for a non-medical audience. In his interactions with Tom and Andy, Dr. Veale comes across as a compassionate physician who takes time to get to know his patients.

## 4 STATE-OF-THE-ART CARE

As UCLA Health staff collect Tom's stem cells and Dr. Veale and his team perform surgery, we see UCLA Health's modern equipment and facilities in action. The narrative captures the spirit of UCLA Health innovation and its potential to change lives in ways never thought possible.

## 5 TRANSPLANT SUCCESS

Andy's transplant is a success. He's working hard to regain his strength and reclaim his life. Having faced the challenge together, Andy and Tom speak often now and have a renewed bond after so many years apart.



At UCLA Health, we pride ourselves on delivering the most advanced care available. Every day, we help patients like Andy overcome debilitating diseases. But success is not just a positive surgical outcome. It's how our work impacts the lives of our patients and everyone around them.