

# Targeting the Toughest Diseases

## Series Trailer Script

Do you remember that television show “Cold Case Files”? Police detectives would use new techniques and technologies to crack old criminal cases.

Well, there’s a team of scientists in Boston at a company called Vertex Pharmaceuticals that are doing the same thing in medicine.

*Dr. David Altshuler: Vertex has decided to focus on a set of diseases where we see great unmet need, where we see the human biology is clear, and we feel that we have the technology, the insights, the wherewithal to make a difference.*

To tell those stories, Bloomberg Media Studios has created a new podcast with Vertex called *Targeting the Toughest Diseases*.

In it, you’ll hear the stories of people who are living with serious conditions:

People like Terri, who has sickle cell disease.

*Terri Booker: My legs were burning, and then it just went up throughout my whole entire body. And they said, “You just pray because we don’t know what’s gonna happen to her.”*

...Gunnar who has cystic fibrosis...

*Gunnar Esiason: My senior year was a real slog. I went through several bouts of pneumonia. I knew that I was at a point in my life where I had no other options.*

... and NBA superstar Alonzo Mourning, who has kidney disease.

*Alonzo Mourning: I asked him three questions. I said, “Is there a cure for this?” He said no. I said, “Can I play basketball again?” He said, I don’t know. And then I said, “Well, am I gonna die?”*

And we’ll hear from experts all over the world who will explain the little-known histories of these conditions: Like the connection between sickle cell disease and malaria... or how the ancient Egyptians detected type 1 diabetes using ants... or even the link between muscular dystrophy and autism.

**But the most remarkable thing about these stories is how new investigational approaches are being applied to these ‘cold cases.’**

**Like investigating stem cell treatments to potentially treat type 1 diabetes... or genetic therapies to tackle sickle cell disease.**

**Vertex, the company behind this work, doesn’t care what approach they use, as long as it works.**

*Dr. Altshuler: We have decided to be agnostic to modality and use whatever tool is needed. So, we've turned it around and said, we're not in the business of having a hammer and looking for nails, we're in the business of looking for patients in need and gathering whatever tools are needed to make a difference for them.*

**Because at the end of the day, it’s all about making life better for people living with these diseases.**

**I’m your host, Jordan Gass-Pooré. This podcast is produced by Bloomberg Media Studios and Vertex Pharmaceuticals. Subscribe to Targeting the Toughest Diseases.**

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