

Researchers have developed a device that can switch cell function to rescue failing body functions with a single touch. The technology, known as Tissue Nanotransfection (TNT), injects genetic code into skin cells, turning those skin cells into other types of cells required for treating diseased conditions

## TOTAL MEDIA STATS

**1,408,611,932**  
**Total Audience**

**571**  
**Total Hits**

## COVERAGE HIGHLIGHTS

### TV

- [CBS Morning News](#) (National)
- [WCBS-TV](#), New York, NY (DMA#1)
- [WPIX-TV](#), New York, NY (DMA#1)
- [KTLA-TV](#), Los Angeles, CA (DMA#2)
- [WGN-TV](#), Chicago, IL (DMA#3)
- [WPVI-TV](#), Philadelphia, PA (DMA#4)
- [KXAS-TV](#), Dallas, TX (DMA#5)
- [WTTG-TV](#), Washington, DC (DMA#7)
- [KRIV-TV](#), Houston, TX (DMA#8)
- [WTVT-TV](#), Tampa Bay, FL (DMA#11)
- [WDIV-TV](#), Detroit, MI (DMA#13)
- [WKYC-TV](#), Cleveland, OH (DMA#19)
- [WBNS-TV](#), Columbus, OH (DMA#32)
- [WLIO-TV](#), Lima, OH (DMA#189)

### Online

- [MSN](#)
- [Indiatimes](#)
- [Daily Mail](#)
- [USA Today](#)
- [CNET](#)
- [NPR Online](#)
- [Independent](#)
- [ABC News](#)
- [Engadget](#)
- [CBS News](#)
- [Men's Health](#)
- [STAT News](#)
- [Healthline](#)
- [Forbes](#)

### Radio

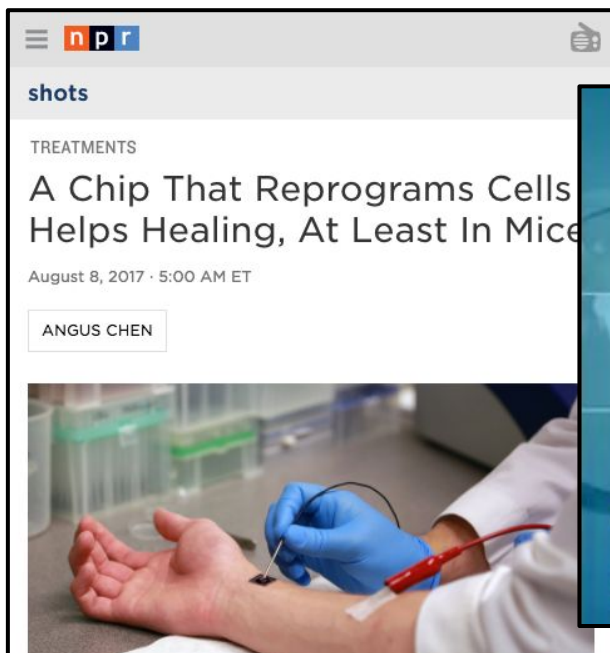
- [BBC Radio \(UK\)](#)

### Print

- Chicago Tribune, Chicago, IL (DMA#3)
- Columbus Dispatch, Columbus, OH (DMA#32)

#### Real Life Impact of an MMR:

- A group of 15-20 business leaders from San Antonio contacted OSUWMC to learn more about TNT via video conference with the researchers.
- **300+** people have inquired about being a part of the clinical trial.



## SOCIAL INSIGHTS

\*External social accounts must have more 100,000 followers or more to be included



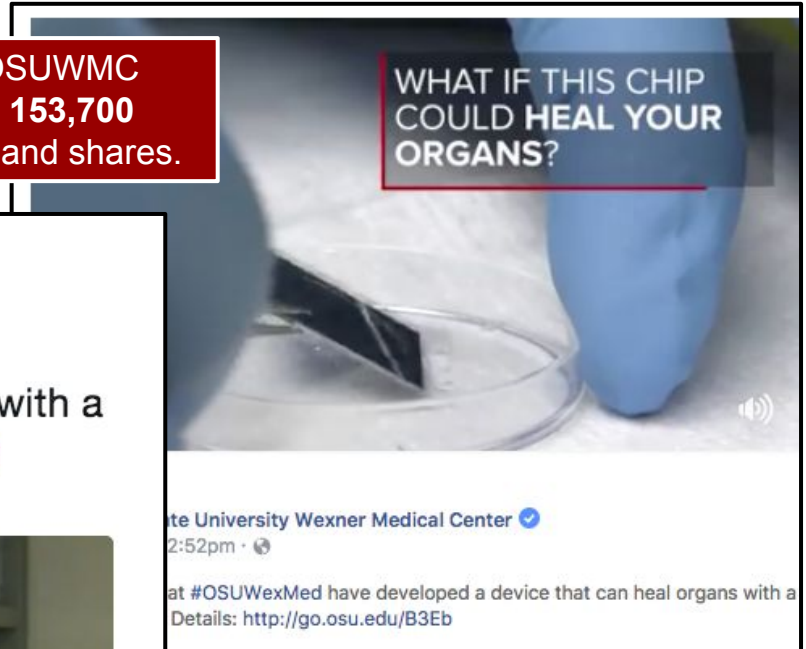
Rockets Are Cool created a social video using the TNT MMR, resulting in **106,000 video views** and **1,136 shares** on Facebook.

### Social Sharing Included:

- Facebook-[ABC News](#)
- Facebook-[CNet](#)
- Facebook-[Engadget](#)
- Facebook-[GMA](#)
- Facebook-[Indian Society of Health Professionals](#)
- Facebook-[NPR](#)
- Facebook-[Outer Places](#)
- Facebook-[Rockets are Cool](#)
- Facebook-[USA Today](#)
- Facebook-[World News Tonight](#)
- Twitter-[Engadget](#)
- Twitter-[NPR Science Desk](#)
- Twitter-[The Independent](#)
- Twitter-[USA Today Tech](#)

\*Video views account for videos watched for 3 seconds or more

The TNT MMR Social video was shared to the OSUWMC Facebook page, resulting in **63,366 video views**, **153,700** people reached and 3,165 reactions, comments and shares.



The TNT MMR Social video was shared to the OSUWMC Twitter page, resulting in **24,034 impressions** and **36 link clicks**.

**OSU Wexner Med Ctr**  
@OSUWexMed

Our **#researchers** have created a breakthrough device that heals organs with a single touch. Details: [go.osu.edu/B3Eg](http://go.osu.edu/B3Eg)  
**#innovation**

