

Securing interest in your new thing before you get into the details

the **big** problem

and more specifics on the big problem

Gastrointestinal diseases, such as inflammatory bowel disease, are a huge problem because they impair the organ's function locally and cause really severe inflammation of the tissue directly. And, so, you need to get local concentrations of drug to that tissue to tamp down the inflammation, but a lot of the symptoms that come along with these diseases really prevent being able to retain the drug locally to get sufficient absorption to treat the inflammation. So the problem that we are addressing here is ensuring that the drug reaches the tissue and ensuring that happens as fast as possible so that the drug can start exerting its effect on the disease.

the **one** definition

why that problem is a problem

what their work will do to affect that problem. The rest of the video is about how they do it.

video.mit.edu/watch/ultrasound-drug-delivery-30967