American Society of Anesthesiologists

ASA Media Clip Report
January 2012

Executive Summary
Special thanks to all ASA members who served as spokespeople in January. The most popular topics included member inclusion, research, science and technology, and the drug shortages. The majority of coverage was positive at over 82 percent.

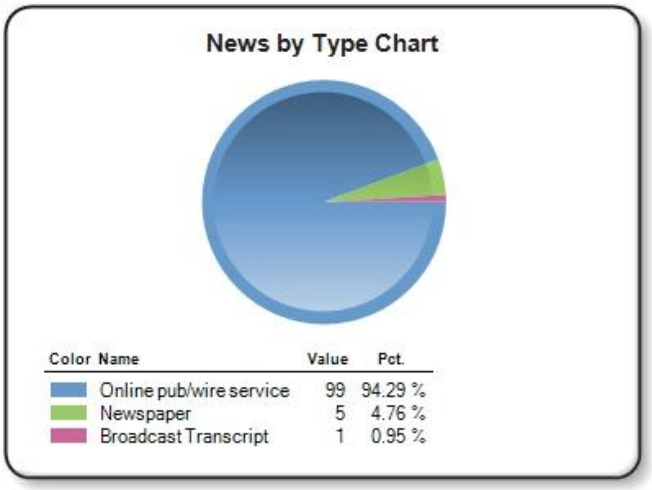
If you are contacted by a media outlet seeking comment on anesthesia related topics or even non-anesthesia related topics, please contact the ASA Marketing and Communications Department at communications@asahq.org. ASA can provide the latest topical background information, media training and interview tips for any type of request. Also, please let ASA know if you were mentioned in any media report, as an appearance may be featured in a future ASA Media Clip Report or *ASA NEWSLETTER* "Anesthesiology in the News" piece.

Featured Topics
ASA President Jerry A. Cohen, M.D. authored a guest column on KevinMD.com outlining the major issues he will address during his presidency. In particular, Dr. Cohen focused on the need for anesthesiologists to expand their role as perioperative physicians. Dr. Cohen also said ASA will continue to address the drug shortages over the next year.

ASA member Kenneth Elmassian, D.O. also focused on the drug shortages in a *Detroit Free Press* letter to the editor. Dr. Elmassian highlighted ASA's previous efforts to deal with the shortages including participation in a national drug shortages summit and the ASA Drug Shortages Survey.

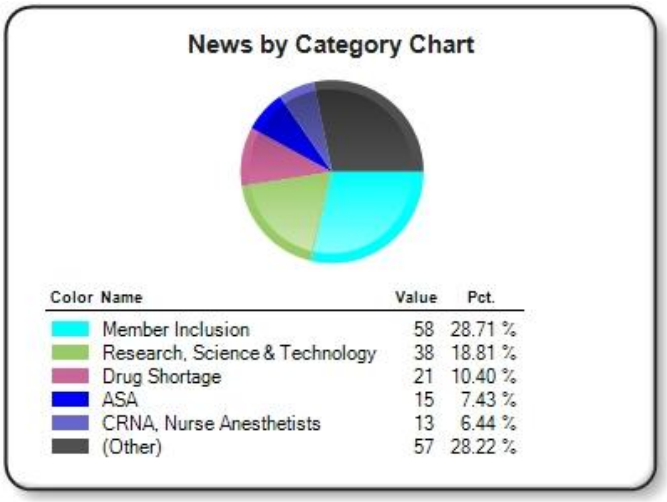
The safety of anesthesia was highlighted in a *Chicago Tribune* article with perspective from AQI Executive Director Richard P. Dutton, M.D., M.B.A. and ASA members W. Scott Jellish, M.D., Ph.D. and Timothy R. Lubenow. In particular, Dr. Dutton focused on the new Anesthesia Incident Reporting System to help improve patient safety.

News Type
Online pub/wire service made up the largest portion of coverage.



News Category

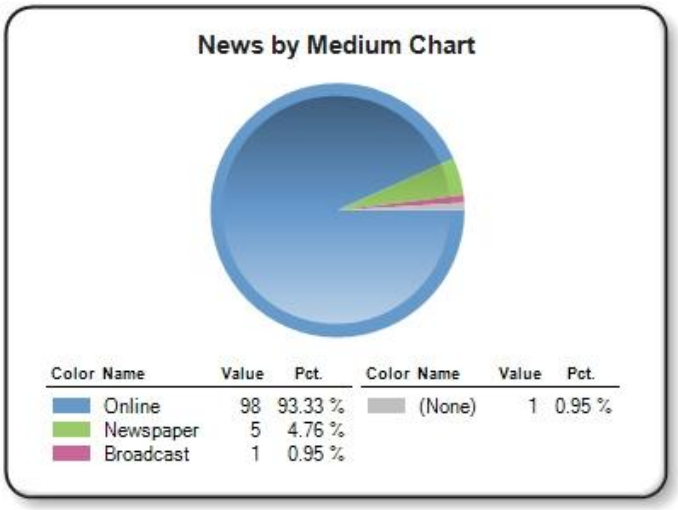
Member inclusion garnered the most hits during January.



Color	Name	Value	Pct.
	Member Inclusion	58	28.71 %
	Research, Science & Technology	38	18.81 %
	Drug Shortage	21	10.40 %
	ASA	15	7.43 %
	CRNA, Nurse Anesthetists	13	6.44 %
	(Other)	57	28.22 %

News Medium

Online outlets made up the majority of publications.

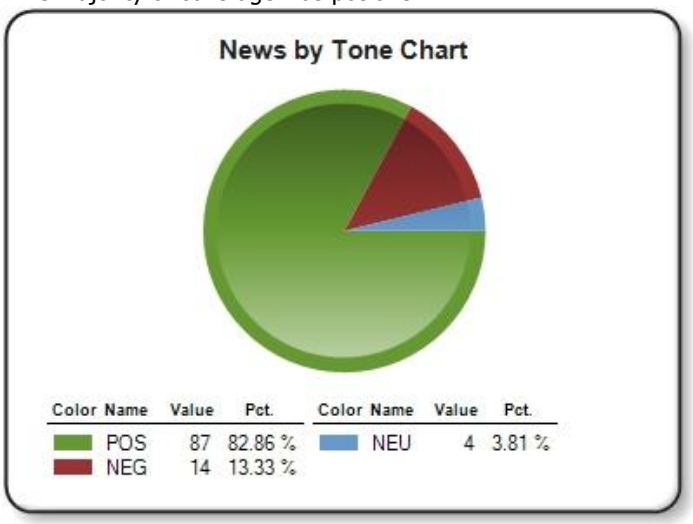


Color	Name	Value	Pct.
	Online	98	93.33 %
	Newspaper	5	4.76 %
	Broadcast	1	0.95 %

Color	Name	Value	Pct.
	(None)	1	0.95 %

Overall Tone Summary

The majority of coverage was positive.



American Society of Anesthesiologists – General

"Can We Eliminate Narcotics," *Outpatient Surgery Magazine*, January 1, 2012.

- ASA member Hector Vila, M.D. discussed how some procedures require opioids for pain control. For example, patients who have head and neck surgeries need opioids as nerve blocks cannot reach those areas.

"Letters: On Drug Shortage, Follow the Money," *Detroit Free Press*, January 9, 2012.

- ASA member Kenneth Elmassian, D.O. authored a letter to the editor about ASA's efforts to address the drug shortages. Dr. Elmassian highlighted ASA's participation in a national drug shortages summit, as well as its nationwide survey of ASA members.

"Anesthesiologist Dr. Kenneth Elmassian Praises ASA for Work on Drug Shortages," *Becker's ASC Review*, January 10, 2012.

- The letter to the editor Dr. Elmassian wrote is highlighted. The letter about drug shortages was published in the *Detroit Free Press*.

"Safe to Say, Anesthesia Less Risky Than Ever," *Chicago Tribune*, January 11, 2012.

- AQI Executive Director Richard P. Dutton, M.D., M.B.A. and ASA members W. Scott Jellish, M.D., Ph.D. and Timothy R. Lubenow, M.D highlighted anesthesia advancements in patient safety. Dr. Dutton also mentioned the efforts of AQI's Anesthesia Incident Reporting System.

"Advances in Anesthesia Make it Safer, Easier to Tolerate," *Trib Local Evanston*, January 20, 2012.

- ASA member Glenn S. Murphy, M.D. highlighted advances in technology and medical knowledge that help make modern medicine safe. Dr. Murphy also discussed the important role of anesthesiologists as perioperative physicians.

"A 2012 Forecast for Anesthesiology," KevinMD.com, January 23, 2012.

- ASA President Jerry A. Cohen, M.D. authored a guest column about what the specialty of anesthesiology will look like in 2012. Dr. Cohen outlined how he will focus on the projected shortage of anesthesiologists, SURGICAL HOME™ concept and drug shortages during his presidency.

"South Carolina Task Force Tackles Childhood Obesity," *The State*, January 27, 2012.

- ASA members Vincent J. Degenhart, M.D. and Jennifer Root, M.D. provided comment as members of a new task force in South Carolina that addresses the alarming rate of childhood obesity. Drs. Degenhart and Root stressed the need to address this important issue now.

Journal *Anesthesiology* & Other Research

Several media outlets reported on *Anesthesiology* studies that were part of the Journal Press Release Program. Coverage from the January and February issues included:

"Risk Factors for Post-Spinal Fusion Visual Loss Identified," ORTHOSuperSite, January 6, 2012.

"Can Blindness Following Spine Surgery Be Prevented?" *Outpatient Surgery Magazine*, January 10, 2012.

"Subarachnoid Hemorrhage Risk Factors in Pregnant Women," *Medical News Today*, January 27, 2012.