American Society of Anesthesiologists

ASA Media Clip Report
May 2012

Executive Summary
Special thanks to all ASA members who served as spokespeople in May. The most popular topics included mention of drug shortages, member inclusion, and research, science and technology. The majority of coverage appeared online and was positive at over 81 percent.

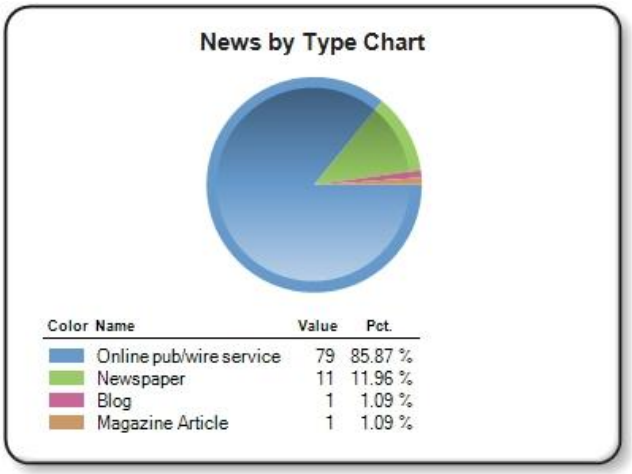
If you are contacted by a media outlet seeking comment on anesthesia-related topics or even non-anesthesia-related topics, please contact the ASA Marketing and Communications Department at communications@asahq.org. ASA can provide the latest topical background information, media training and interview 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 members Randall M. Clark, M.D. and Kenneth Y. Pauker, M.D. spoke with the *New York Times* to explain the differences between nurse anesthetists and anesthesiologists in both education and training. Drs. Clark and Pauker also stressed how in an effort to address patient safety, anesthesia needs to be performed by a physician or supervised by one.

In a special KevinMD.com guest column, **ASA member James R. Mesrobian, M.D.** wrote about the recent law that licenses anesthesiologist assistants (AA) in Wisconsin. Dr. Mesrobian stressed the importance of AAs on the Anesthesia Care Team.

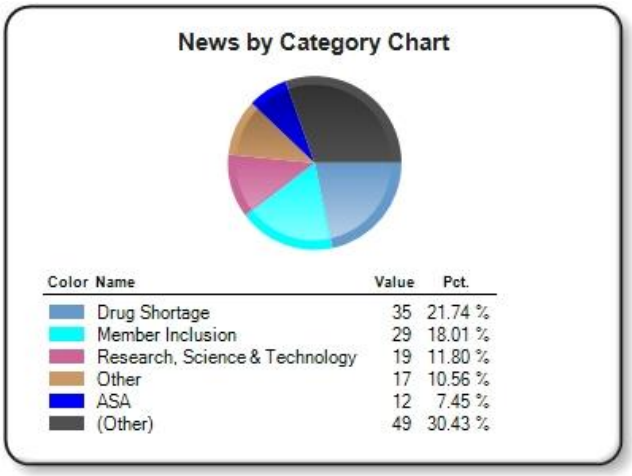
ASA President Jerry A. Cohen, M.D. authored a letter to the editor in response to the *New York Times* May 28 article, "Waking Up to Major Colonoscopy Bills." Dr. Cohen explained how some patients, for medical reasons, require deeper sedation to ensure a safe colonoscopy. He also stressed that ASA believes safe care requires having a qualified individual fully dedicated to providing anesthesia services.

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



News Category

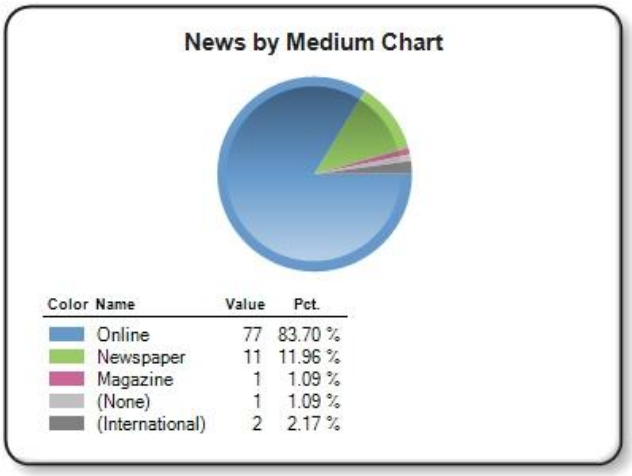
Mention of "Drug Shortage" garnered the most hits.



Color	Name	Value	Pct.
	Drug Shortage	35	21.74 %
	Member Inclusion	29	18.01 %
	Research, Science & Technology	19	11.80 %
	Other	17	10.56 %
	ASA	12	7.45 %
	(Other)	49	30.43 %

News Medium

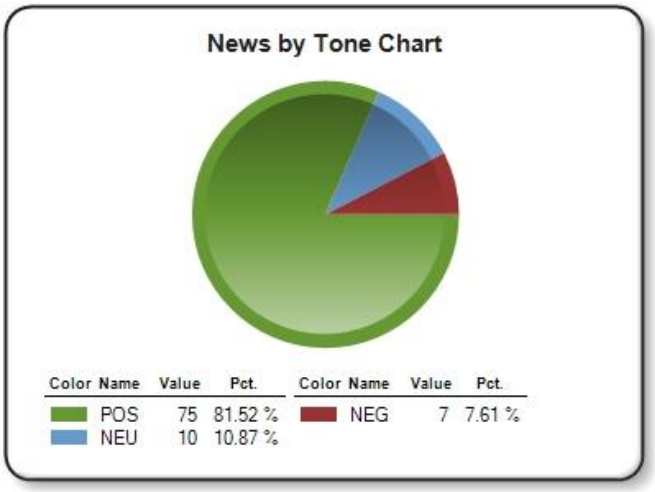
Online outlets made up the majority of publications.



Color	Name	Value	Pct.
	Online	77	83.70 %
	Newspaper	11	11.96 %
	Magazine	1	1.09 %
	(None)	1	1.09 %
	(International)	2	2.17 %

Overall Tone Summary

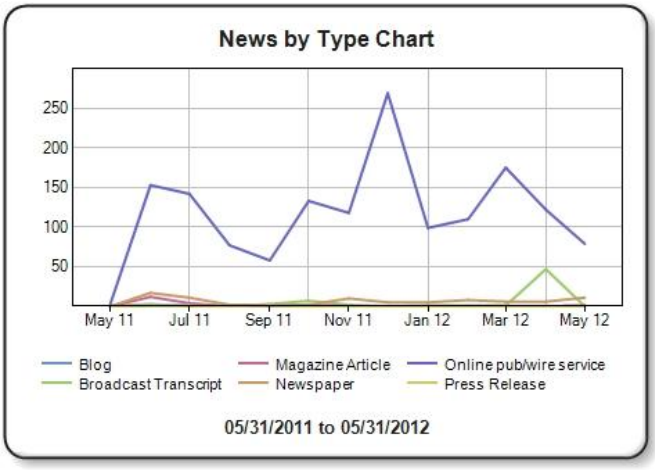
The majority of coverage was positive.

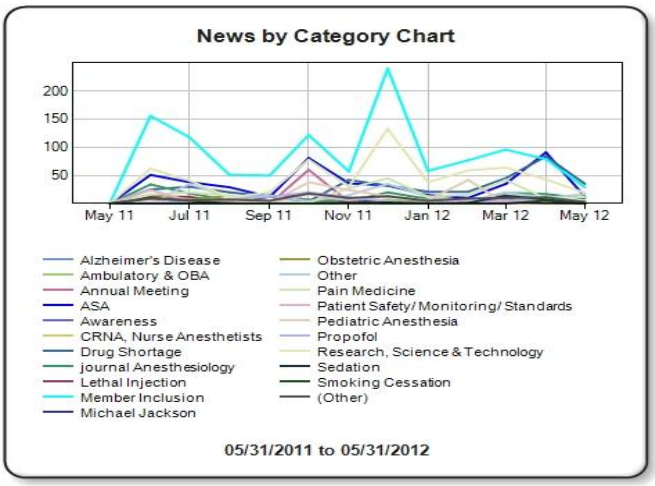


Color	Name	Value	Pct.
	POS	75	81.52 %
	NEU	10	10.87 %
	NEG	7	7.61 %

Yearly Review

A look back over the past year at news by type and category.





American Society of Anesthesiologists – General

"Anesthesia Alert: Dealing With the Anesthesia Drug Shortages," *Outpatient Surgery Magazine*, May 1, 2012.

- Findings from the ASA Drug Shortages Survey II were released, including that 97.6 percent of respondents reported they were low on at least one drug. Fentanyl, thiopental, succinylcholine and propofol were among the drugs most often in shortage.

"Buy an Anesthesia Machine Your Providers Will Love," *Outpatient Surgery Magazine*, May 1, 2012.

- ASA member David A. Paulus, M.D. explained how some outpatient facilities may find a 'simpler' ventilator with pressure-control and volume modes to work well. ASA Chair of the Committee on Communications John F. Dombrowski, M.D. supported the idea of standardized machines to help improve patient safety.

"Debate Over Who Should Be Allowed to Administer Anesthesia Moves to Courts," *New York Times*, May 1, 2012.

- ASA members Randall M. Clark, M.D. and Kenneth Y. Pauker, M.D. explained the differences between nurse anesthetists and anesthesiologists in both education and training. They also stressed how in an effort to address patient safety, anesthesia needs to be performed by a physician or supervised by one.

"ASA: Need Anesthesiology Providers? Consider Anesthesiologist Assistants," KevinMD.com, May 6, 2012.

- ASA member James R. Mesrobian, M.D. guest authored the May column on KevinMD.com about the recent law that licenses anesthesiologist assistants (AA) in Wisconsin. Dr. Mesrobian stressed the importance of AAs on the Anesthesia Care Team.

"Smart Stimulator Offers Back and Leg Pain Relief," WTHR-TV, May 9, 2012.

- ASA member Robert Prince, M.D. described various treatment procedures he uses to treat back pain, including the implantation of a small device that gently stimulates the spinal cord to help crowd out the sensation of pain.

"The Best- and Worst-Paying Jobs in America," *Forbes*, May 15, 2012.

- Anesthesiologists ranked among the highest paying jobs due to long shifts and their integral role in keeping patients alive during surgery. The high pay also reflects the risk and responsibility involved in anesthesiologists' jobs, as well as their high level of education and training.

"Dear Doctor: Anesthesia is Generally Safe for Younger Patients," *Pittsburgh Post-Gazette*, May 28, 2012.

- ASA member James A. Greenberg, M.D. answered questions about the safety of pediatric anesthesia. He explained how general anesthesia works and encouraged parents to speak with their child's anesthesiologist prior to surgery.

"A Very Expensive Nap," *New York Times*, June 4, 2012.

- ASA President Jerry A. Cohen, M.D. authored a letter to the editor in response to the *New York Times* May 28 article, "Waking Up to Major Colonoscopy Bills." Dr. Cohen stressed that ASA believes safe care requires having a qualified individual fully dedicated to providing anesthesia services.

Other Research

"AIMS Critical Event Data May Be Flawed, Experts Warn," *Anesthesiology News*, May 1, 2012.

- AQI Executive Director Richard P. Dutton, M.D., M.B.A. commented on findings from research presented at the Society for Technology in Anesthesia's 2012 annual meeting. Dr. Dutton stated that an anesthesia information management system (AIMS) can make it easier to report data.

"Early Epidurals No Advantage for Blunt Thoracic Injury," *Anesthesiology News*, May 1, 2012.

- Research by ASA member Julin F. Tang, M.D. was highlighted. It found that early thoracic epidural analgesia did not reduce pulmonary complications in patients with blunt chest injury compared with patient-controlled analgesia with opioids.

"Steroids for Back Pain Show Little Value," *Sarasota Herald-Tribune*, May 8, 2012.

- The study divided patients who suffer from back pain into three groups (received steroids, etanercept or an inactive saline solution). Leg and back pain decreased in all three groups, but there were no statistically significant differences, according to ASA member Steven P. Cohen, M.D.

Journal *Anesthesiology*

Coverage of studies from the journal *Anesthesiology* included:

"Methylphenidate Induces Emergence from General Anesthesia, Study Says," *Becker's ASC Review*, May 1, 2012.

- Researchers discovered that the six rats who received continuous propofol promptly showed signs of arousal after methylphenidate, while none of the rats who received an injection of normal saline showed signs of movement.

"Inflammasome Impacts Lung Injury in Patients Who Receive Mechanical Ventilation," *Becker's ASC Review*, May 3, 2012.

- The study examined the role of the NLRP3 inflammasome, a receptor in the inflammatory pathway, and whether it impacts ventilator-induced lung injury. Researchers hope findings will improve future treatment possibilities in which the NLRP3 inflammasome may serve as a potential therapeutic target.

"Blood Usage Varies Widely Among Physicians, Study Says," *Becker's Hospital Review*, May 7, 2012.

- Electronic health records revealed significant variation in the utilization of blood and blood components. The data were collected from an automated anesthesia information management system involving 48,086 surgical patients.