ASA Media Clip Report
March 2011

Executive Summary
Several anesthesiology-related topics made headlines in March. ASA members, pediatric anesthesiology, pain medicine and drug shortages were among the most popular topics. Positive coverage continued to make up the majority of all media placements at more than 85 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
On March 10, 2011 the FDA Anesthetic and Life Support Drugs Advisory Committee met to discuss a potential connection between neurodegeneration and exposure to anesthesia in pediatric cases. The meeting examined recent studies in newborn animals that showed anesthetics may cause injury to the brain with long-term behavioral consequences. ASA Chair of the Committee on Pediatric Anesthesia Mark A. Singleton, M.D. served as a spokesperson on this topic and stressed the importance of future research in this area to fully evaluate the impact of anesthesia on young children.

The drug shortages also remained in the headlines throughout March. ASA continues to take a leadership role in addressing the shortages and encourages its members to report any drug shortages at their institutions to the ASA Washington office and the FDA Drug Shortage Group.

ASA monthly column on KevinMD.com/Medpage:
ASA Vice President for Scientific Affairs Arnold J. Berry, M.D., M.P.H. wrote a post about the current drug shortages. He outlined ASA’s participation in the Drug Shortages Summit, as well as other long-term solutions that need to be implemented. Dr. Berry also explained how drug shortages are impacting his own institution.

News Type
Online pub/wire service made up the largest portion of coverage.
News Category
Member inclusion garnered the most hits during March.

News by Category Chart

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Value</th>
<th>Per.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member Inclusion</td>
<td>152</td>
<td>37.07%</td>
</tr>
<tr>
<td>ASA</td>
<td>45</td>
<td>10.98%</td>
</tr>
<tr>
<td>Pediatric Anesthesia</td>
<td>42</td>
<td>10.24%</td>
</tr>
<tr>
<td>Pain Medicine</td>
<td>32</td>
<td>7.80%</td>
</tr>
<tr>
<td>Drug Shortage</td>
<td>27</td>
<td>6.59%</td>
</tr>
<tr>
<td>(Other)</td>
<td>112</td>
<td>27.32%</td>
</tr>
</tbody>
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News Medium
Online outlets made up the majority of publications.

News by Medium Chart

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Value</th>
<th>Per.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
<td>180</td>
<td>84.91%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>13</td>
<td>6.13%</td>
</tr>
<tr>
<td>Magazine</td>
<td>11</td>
<td>5.19%</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td>2.36%</td>
</tr>
<tr>
<td>Broadcast</td>
<td>1</td>
<td>0.47%</td>
</tr>
<tr>
<td>(International)</td>
<td>2</td>
<td>0.94%</td>
</tr>
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Overall Tone Summary
The majority of coverage was positive.

Social Media
Twitter provided the majority of social media coverage. More than 1,529 people currently follow ASA Lifeline and ASA Patient Lifeline on Twitter.
American Society of Anesthesiologists – General News Items

- ASA member Beverly K. Philip, M.D. clarified CMS’s latest revision to its interpretive guidelines for hospital anesthesia services. “The good news... is this is a clarification of what has been before, rather than anything uncomfortably new,” said Dr. Philip.

- The March issue highlighted the field of anesthesiology and the expertise of several ASA members. The issue particularly focused on how anesthesiologists launched the patient-safety movement.

- Tennis star Serena Williams was treated for a pulmonary embolism, a type of deep vein thrombosis (DVT). ASA member Mark D. Neuman, M.D. commented on this condition, “DVTs are fairly common in people who have been immobilized during long flights, or those who have just had orthopedic surgery, which can stir up inflammation or interrupt normal venous flow.”

“Medical team returns from hospital in Haiti,” The Dartmouth, March 4, 2011.
- ASA member Robert A. Jarrett, M.D. volunteered in Haiti with several others from Dartmouth-Hitchcock Medical Center and the Veterans Affairs Medical Center to perform surgeries including amputations, scar revisions and hand surgery. More than 35 operations were completed in just over five days.

- The role of anesthesiologists before, during and after surgery is explored, “The anesthesiologist also constantly checks on patients while they are emerging from the effects of anesthesia, according to ASA.” The article also discussed anesthesiologists’ involvement in monitoring and managing pain.

- ASA member William R. Camann, M.D. provided thoughts on ideal pain relief during labor, “low-dose” infusion epidurals. “It's still beneficial, even if you don't walk, because it allows you to move your legs, sit up and help with pushing,” said Dr. Camann.

- Several ASA members were selected as the best pain management physicians in America. They were chosen based upon other awards received, leadership, professional publications and positions of service.

“ASA Provides Information on Radiation Exposure, Relief Efforts in Japan,” Becker’s ASC Review, March 22, 2011.
- ASA put together information on radiation exposure and treatment, along with information on how to get involved with relief efforts in Japan.

- The Wood-Library Museum of Anesthesiology recently launched its new website with several innovative digitization projects. Online interactive exhibits and rare book and oral history collections can all be found on the website at www.woodlibrarymuseum.org.

- ASA member Peter J. Pronovost, M.D., Ph.D. is featured in an article about his crusade in preventing bloodstream infections linked to central lines or catheters used in the ICU. “The main barriers are the lack of collaboration and a culture that is resistant to change. There is also a lack of systems integration,” explained Dr. Pronovost.

“Nurses to play a greater role in healthcare,” Los Angeles Times, March 29, 2011.
- The increasing role of nurses is explored. ASA member Rebecca J. Patchin, M.D. said, “Increasing the responsibilities of the nurse is not the answer. The majority of patients prefer to have a physician involved in their care, and we think that’s best.”

Pediatric Anesthesia
  ➢ ASA member Randall P. Flick, M.D. participated in the March 10, 2011 FDA hearing on cognitive neurodegeneration and anesthesia in pediatric cases. "Without definitive evidence, the issue is extremely fraught because most young children receiving anesthesia critically need surgery," said Dr. Flick.

  ➢ ASA Chair of the Committee on Pediatric Anesthesia Mark A. Singleton, M.D. discussed the importance of weighing the medical benefits if a child needs surgery, "It would be a major mistake to withhold procedures of benefit for a risk we don't understand." Dr. Singleton also commented on the need for more research in this area to fully evaluate the impact of anesthesia on young children.

  ➢ ASA’s joint statement with the American Academy of Pediatrics and the Society of Pediatric Anesthesia about the FDA hearing is mentioned, "Although withholding anesthesia from children who need surgery is unreasonable, obtaining more information about safe use is imperative.”

**Drug Shortages**

"Replacement execution drug ample, but has issues,” Associated Press, March 2, 2011.
  ➢ ASA member David Varlotta, D.O. commented on the current drug shortages impacting anesthesiologists, "The shortages come up so rapidly, we don't have time to prepare.” Dr. Varlotta also noted that his hospital is facing shortages due to the volatility of the supply chain.

  ➢ ASA Vice President for Scientific Affairs Arnold J. Berry, M.D., M.P.H. authored a guest column on the current drug shortages. He discussed ASA’s efforts to minimize the impact of the shortages, "While the causes of these shortages and others are complex and multifactorial, ASA will continue to work to ensure that patients remain safe and receive the highest quality of care.”

  ➢ ASA President Mark A. Warner, M.D. commented on the medical use of pentobarbital, the latest drug to replace sodium thiopental in lethal injections. "Pentobarbital was a very valuable drug but is not used very often,” said Dr. Warner.

**Journal Anesthesiology**

  ➢ A study published in the March issue of Anesthesiology found mortality was less likely for patients receiving atenolol than those receiving metoprolol. The study analyzed high-risk inpatients at San Francisco Veterans Affairs Medical Center.

  ➢ An Anesthesiology study from the March issue "examined whether there was a possible causal, rather than purely statistical, association between deep anesthesia and long-term outcomes.” The study concluded that anesthesiologists should not change their current practice.

  ➢ A study from the March issue of Anesthesiology "examined characteristics and patterns of injury in malpractice claims collected from Jan. 1, 2005 – Dec. 31, 2008.” The claims revealed that 59 percent experienced spinal cord damage, while 11 percent had chronic pain.

**Journal Press Release Program:**


Research from the April issue of *Anesthesiology* showed for the first time “a genetic marker in patients who have a greater likelihood of surviving sepsis.” The research found that patients with a particular AQP5 promoter genotype had an increase in risk.


A study from the April issue of *Anesthesiology* examined whether the hormone plasma B-type natriuretic peptide helps indicate which patients are at risk of adverse cardiac events after coronary artery bypass graft surgery. Researchers found that increased levels of postoperative BNP were associated with poor physical function after surgery.