

ASA Media Clip Report February 2013

Executive Summary

Special thanks to all ASA members who served as spokespeople in February. Pain medicine was the most popular sub-specialty topic and received more than 90 percent of all related coverage, while the Anesthesia Quality Institute (AQI) was the most popular product topic and received more than 49 percent of all related coverage. The majority of coverage appeared online at 78 percent, followed by broadcast at 9 percent.

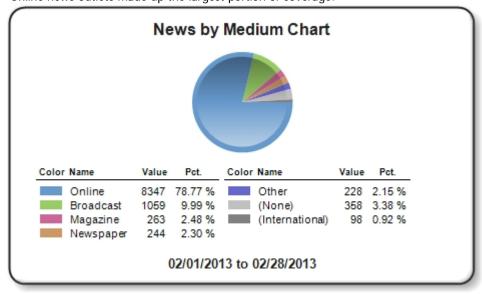
If you are contacted by a media outlet seeking comment on anesthesia-related topics or even non-anesthesia-related topics, please contact the ASA Communications Department at communications@asahq.org. ASA can provide the latest topical background information, media training and interview tips for any 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, ASA NEWSLETTER "Anesthesiology in the News" or ASAP piece.

Featured Topics

- > ASA President John M. Zerwas, M.D. authored a February 15 <u>letter to the editor</u> in response to the *Los Angeles Times*' February 10 article "State Lacks Doctors to Fill Needs." Dr. Zerwas explained how anesthesiologists lead other mid-level providers on Anesthesia Care Teams to provide the best care possible.
- ASA member of the Committee on Cardiovascular and Thoracic Anesthesia John R. Rotruck, M.D. authored a KevinMD.com guest column in recognition of February as American Heart Month on February 19. Dr. Rotruck discussed how patients' cardiac health impacts anesthesia and surgical outcomes.

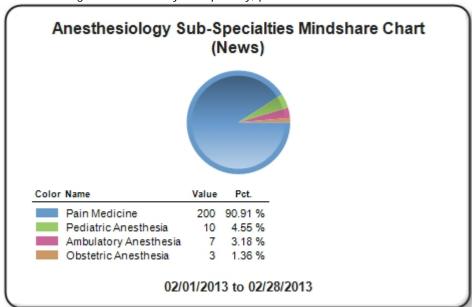
News Medium

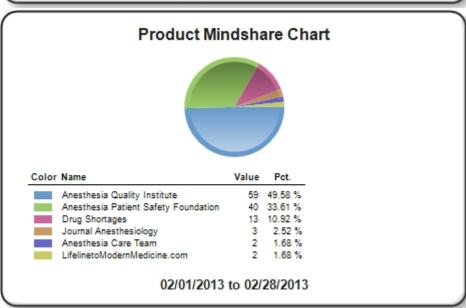
Online news outlets made up the largest portion of coverage.

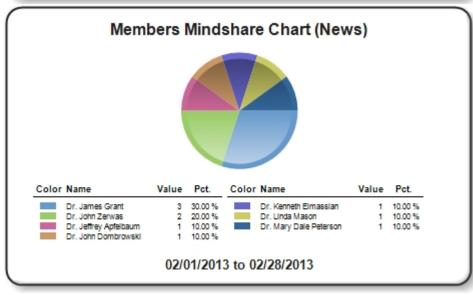


News Category

Media coverage broken down by sub-specialty, product and member.

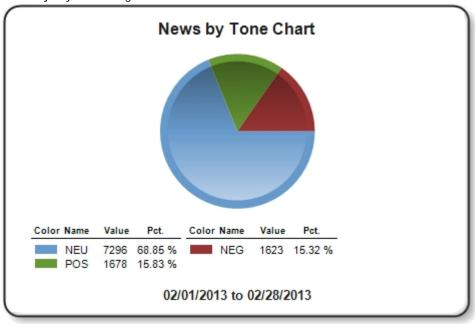






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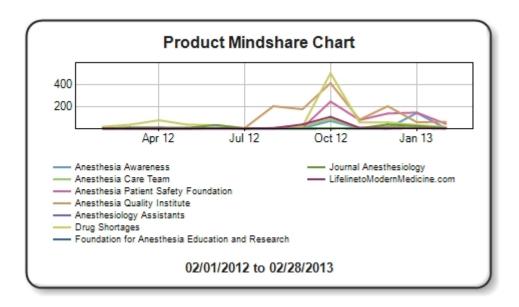
The majority of coverage was neutral.



A Yearly Review

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





American Society of Anesthesiologists - General

"Are You Throwing Away Money With Unnecessary Routine Preop Tests?" Same-Day Surgery, February 2013.

ASA Chair of the Committee on Standards and Practice Parameters Jeffrey L. Apfelbaum, M.D. explained when there is a need for selective testing to assist anesthesiologists in making decisions that are useful in the perioperative management of patients.

"Is Medicaid Expansion the Right Move for Michigan?" WLNS-TV, February 6, 2013.

ASA member of the Committee on Communications Kenneth Elmassian, D.O. appeared in a segment to discuss Governor Snyder's plan to extend Medicaid coverage. Dr. Elmassian explained that many uninsured patients go directly to the emergency room instead of seeing physicians to obtain the care they need.

"Letters: More Bang for Your Medical Buck," Los Angeles Times, February 15, 2013.

ASA President John M. Zerwas, M.D. authored a letter to the editor in response to the *Los Angeles Times* February 10 article "State Lacks Doctors to Fill Needs." Dr. Zerwas explained how anesthesiologists lead other mid-level providers on Anesthesia Care Teams to provide the best care possible.

"ASA Opposes Proposed FDA Changes to Opioid Labels," Becker's ASC Review, February 13, 2013.

ASA questioned proposed changes to opioid labels proposed by the Physicians Responsible Opioid Prescribing at an FDA hearing. ASA member of the Committee on Pain Medicine Daniel B. Carr, M.D. said the changes were "not scientifically founded."

"Anesthesiology and the Heart: Working Together for the Best Outcomes," KevinMD.com, February 19, 2013.

ASA member of the Committee on Cardiovascular and Thoracic Anesthesia John R. Rotruck, M.D. authored a guest column in recognition of February as American Heart Month. Dr. Rotruck discussed how patients' cardiac health impacts anesthesia and surgical outcomes.

"The Experts: Are Medical Residents Dangerously Exhausted," Wall Street Journal, February 22, 2013.

ASA member Peter Pronovost explained how fatigue, communication and system breakdowns are the root of most medical errors, particularly during the handoff phase when care is transferred to another physician at the end of a shift.

Journal Anesthesiology

As part the Journal Press Release Program, ASA/*Anesthesiology* highlighted a <u>study</u> from the March issue on whether epidural analgesia provides more pain relief than continuous wound infiltration with local anesthetic in patients undergoing fast-track open colorectal surgery:

"Epidurals Best Wound Infusions in Pain Study," Outpatient Surgery Magazine, February 26, 2013.