American Society of Anesthesiologists

ASA Media Clip Report
June 2012

Executive Summary

Special thanks to all ASA members who served as spokespeople in June. The most popular topics included member inclusion, research, science and technology, journal *Anesthesiology*, pain medicine and drug shortages. The majority of coverage appeared online and was positive at more than 92 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" or ASAP piece.

Featured Topics

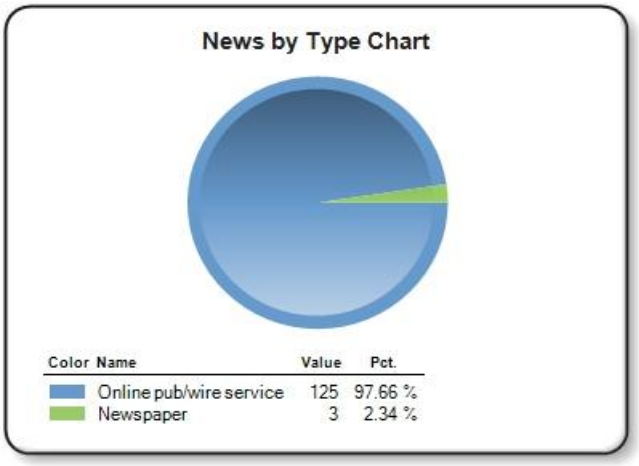
- As a former nurse anesthetist and current anesthesiologist, **ASA First Vice President Jane C.K. Fitch, M.D.** provided her unique expertise in a June 29 *Medscape* article about the California opt-out ruling. Dr. Fitch outlined the educational and training differences between the two anesthesia providers. Dr. Fitch also emphasized it is in the best interest of patient safety to have physician supervision over nurse anesthetists.

- **ASA Chair of the Committee on Obstetrical Anesthesia Craig M. Palmer, M.D.** authored a KevinMD.com guest column on June 30 about how the role of obstetric anesthesiologists extends beyond pain relief. Dr. Palmer reflected on his own personal experiences as an obstetric anesthesiologist, including the treatment of a mother who ran into bleeding complications during labor.

- The Summer 2012 issue of *Seattle Health* magazine included an article about propofol with expertise from **ASA member Mark F. Flanery, M.D.** Dr. Flanery addressed concerns about the safety of the commonly used anesthetic and what patients can do if they have concerns. Dr. Flanery encouraged patients to discuss their anesthetic options with their anesthesiologist prior to surgery.

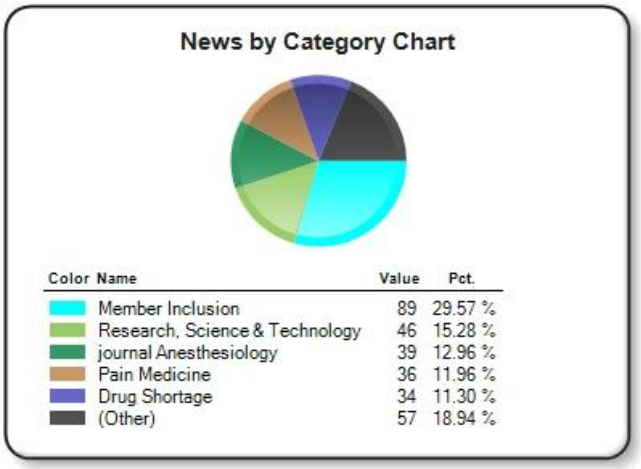
News Type

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



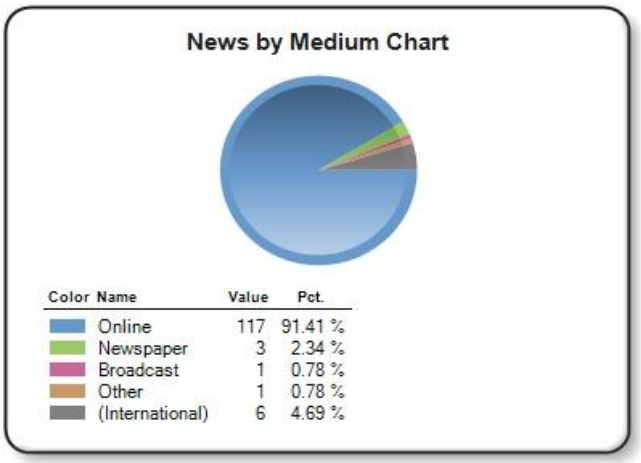
News Category

"Member Inclusion" garnered the most hits.



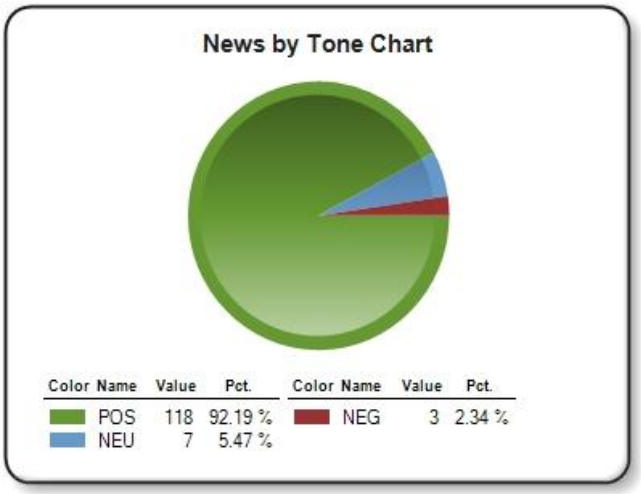
News Medium

Online outlets made up the majority of publications.



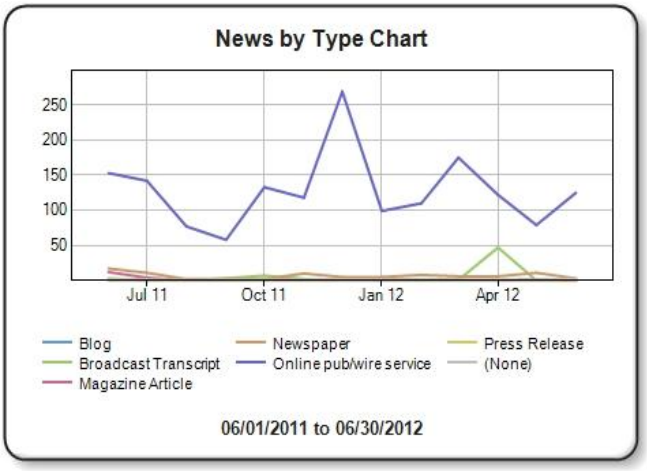
Overall Tone Summary

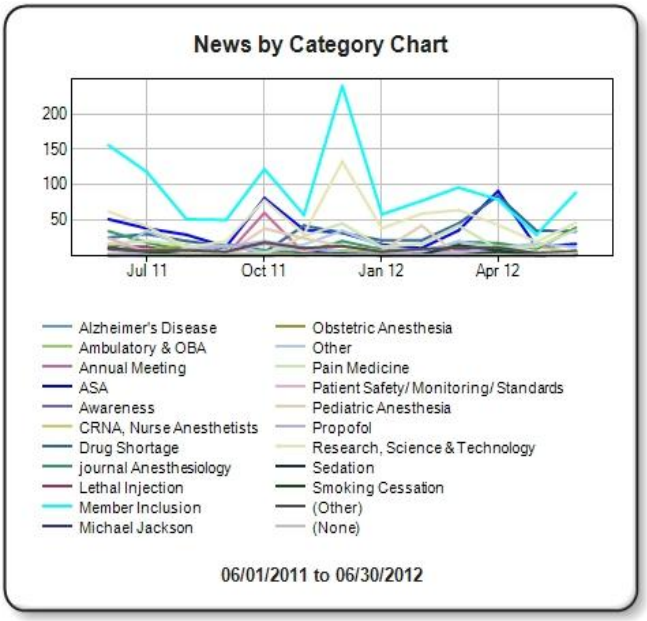
The majority of coverage was positive.



Yearly Review

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





American Society of Anesthesiologists – General

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

- ASA President Jerry A. Cohen, M.D. authored a letter to the editor regarding an article about colonoscopy bills. Dr. Cohen explained how some patients, for medical reasons, require deep sedation with propofol or other anesthetics to ensure a safe and successful colonoscopy.

"The Empowered Patient: 25 Shocking Medical Mistakes," CNN, June 9, 2012.

- ASA Chair of the Committee on Communications John F. Dombrowski, M.D. discussed the causes of intraoperative anesthesia awareness. Dr. Dombrowski emphasized its rarity and the many efforts by anesthesiologists to prevent it from occurring.

"Obstetric Anesthesiologists Not Only Relieve Pain, They Save Lives," KevinMD.com, June 30, 2012.

ASA Chair of the Committee on Obstetrical Anesthesia Craig M. Palmer, M.D. authored a guest column about how the role of obstetric anesthesiologists extends beyond pain relief. Dr. Palmer reflected on his own personal experiences as an obstetric anesthesiologist.

"California Nurse Anesthetists Allowed to Work Solo," *Medscape*, June 29, 2012.

- ASA First Vice President Jane C.K. Fitch, M.D. provided her unique expertise as a former nurse anesthetist and current anesthesiologist on the educational and training differences between the two anesthesia providers. Dr. Fitch emphasized it is in the best interest of patient safety to have physician supervision over nurse anesthetists.

"Med Alert," *Seattle Health*, Summer 2012.

- ASA member Mark F. Flanery, M.D. addressed concerns about propofol including the safety of the anesthetic and what patients can do if they have concerns. Dr. Flanery stressed patients should speak with their anesthesiologist prior to surgery to discuss their anesthetic plan.

Journal *Anesthesiology*

ASA highlighted two studies from the July issue of *Anesthesiology* as part of the Journal Press Release Program. Coverage of the studies included:

"Obesity, Diabetes May Raise Complications After Joint Replacement," *HealthDay*/MSNBC.com, June 7, 2012.

"Obesity Linked to More Major Health Problems," DigitalJournal.com, June 7, 2012.

"Study Finds Regional Anesthesia Reduces Complications and Death For Patients With Hip Injuries," *Westmoreland Times*, June 20, 2012.

"Numbing Region May Be Way to Go in Hip Surgery," *MedPage Today*, June 21, 2012.

"Hip Fracture Type May Determine Regional Anesthesia Benefits," News-Medical.net, June 21, 2012.

- A study by ASA member Mark D. Neuman, M.D., M.Sc. found a 29 percent lower adjusted odds of mortality among patients who received regional anesthesia compared to those who received general anesthesia during hip fracture surgery. Findings showed hip fracture outcomes may be improved by promoting more widespread use of regional anesthesia.

"Genes Affect Reaction to Painkillers," Health24.com, June 21, 2012.

"Genetic Contribution Detected in Responses to Opioids," *Doctors Lounge*, June 21, 2012.

"Genes May Influence Reactions to Painkillers," *HealthDay*/iVillage.com, June 21, 2012.

"Genes Play a Role in Opioid Side Effects," *American News Report*, June 22, 2012.

- Research by ASA member Martin S. Angst, M.D. and David J. Clark, M.D., Ph.D. found genetic factors likely influence the degree to which patients experience the side effects of nausea, slowed breathing and drug disliking from opioids. The findings provide a step forward in efforts to understand the basis of individual variability in response to opioids.