American Society of Anesthesiologists

ASA Media Clip Report
March 2012

Executive Summary
Special thanks to all ASA members who served as spokespeople in March. The most popular topics included member inclusion, research, science and technology, drug shortages and pain medicine. The majority of coverage was online and remained positive at over 87 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.

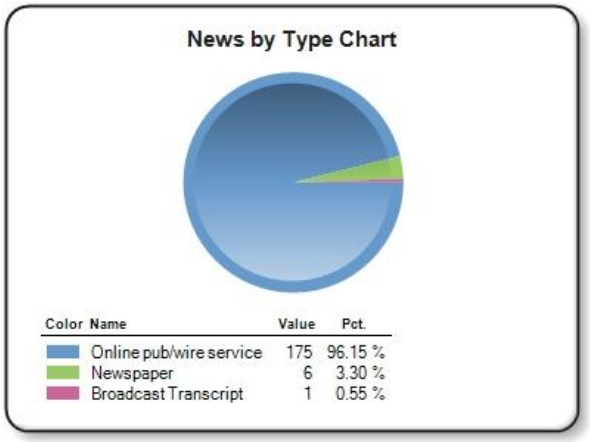
Featured Topics
ASA President Jerry A. Cohen, M.D. and AQI Executive Director Richard P. Dutton, M.D., M.B.A. explained how safe anesthesia is through improved technology and anesthesia information management systems in a *DOTmed Business News* article. The article also used key messaging from the ASA Vital Health Campaign.

In a special KevinMD.com guest column, **ASA Chair of the Committee on Global Humanitarian Outreach Kelly A. McQueen, M.D.** explained how initiatives such as the ASA GHO program and overseas teaching program help improve patient safety and reduce premature disability and death from surgical causes in low-income countries.

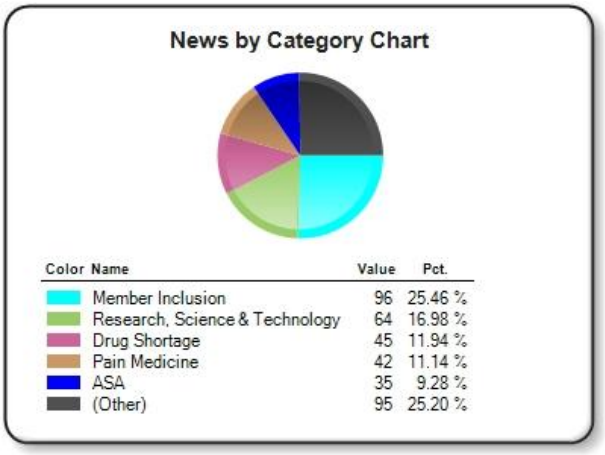
In an effort to respond to a study on sedation during GI procedures, **ASA Vice President for Professional Affairs Norman A. Cohen, M.D.** stressed how the use of propofol requires careful monitoring because of the narrow window between providing deep sedation to the *Associated Press*. Dr. Cohen mentioned how unlike other sedatives, there is no rescue drug to reverse its effects.

One study from the April issue of *Anesthesiology* was included as part of the Journal Press Release Program. The study found a potential link between morphine-like chemicals or drugs and breast cancer. Several media outlets covered the study including ABC News, *American News Report* and *International Business Times*. **Special thanks to ASA members and study authors Andrey Bortsov, M.D., Ph.D. and Samuel McLean, M.D.**

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

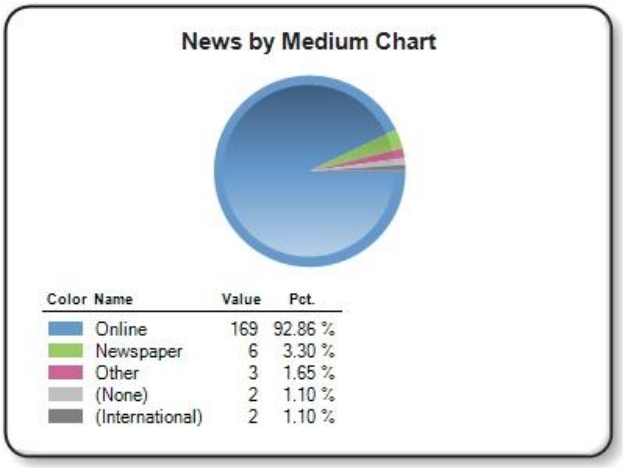


Member inclusion garnered the most hits during March.



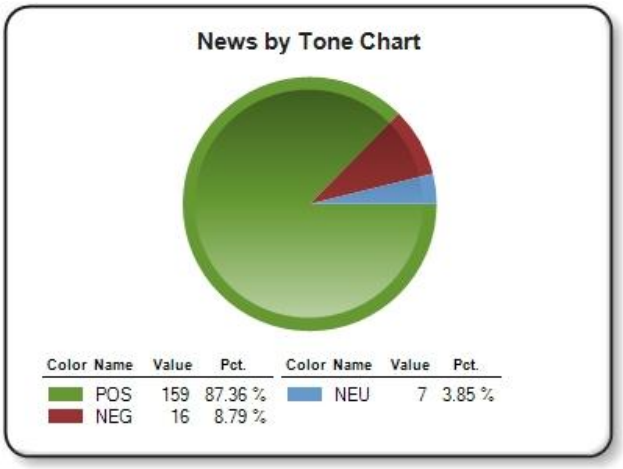
News Medium

Online outlets made up the majority of publications.



Overall Tone Summary

The majority of coverage was positive.



American Society of Anesthesiologists – General

"Capnography: New Standard of Care for Sedation?" *OR Manager Newsletter*, March 1, 2012.

- ASA member Donald E. Martin, M.D. provided insight to the updated ASA Standards for Basic Anesthetic Monitoring. Dr. Martin explained how the revised standards help ensure quality patient care and safety through the use of new technology to make monitoring more practical.

"Healthcare PACs Tile Toward GOP," *HealthLeaders Media*, March 1, 2012.

- ASAPAC Chair Jeffrey Mueller, M.D. explained how the ASAPAC does not have a specific formula for making campaign decisions; rather it works to help ASA members to identify candidates of both parties who understand anesthesiology.

"Information Management Systems Sales Fuel Market," *DOTmed Business News*, March 1, 2012.

- ASA President Jerry A. Cohen, M.D. and AQI Executive Director Richard P. Dutton, M.D., M.B.A. explained how safe anesthesia is through improved technology, anesthesia information management systems and low-flow anesthesia.

"Experts Share Insights on HAI Prevention," *Infection Control Today*, March 9, 2012.

- AQI Executive Director Richard P. Dutton, M.D., M.B.A. shared his thoughts on key issues related to HAI prevention including the need to educate and provide feedback with data on outcomes, as well as to help design passive systems and strategies to lower risk.

"ASA: The Global Anesthesia Crisis in Low-income Countries," KevinMD.com, March 11, 2012.

- ASA Chair of the Committee on Global Humanitarian Outreach Kelly A. McQueen, M.D. authored a guest column about how initiatives such as the ASA GHO program and overseas teaching program help improve patient safety and reduce premature disability and death from surgical causes in low-income countries.

"Optimum Tech Role for CEO is Balancing Mission with ROI," *CEO Update*, March 23, 2012.

- ASA Executive Vice President John A. Thorner, J.D., CAE was featured in an article about his efforts to upgrade technology to simply the reporting process for continuing medical education credits. Mr. Thorner also discussed how ASA implemented a new website.

"3 Reasons Why Anesthesia Providers Should Lead the OR," *Becker's ASC Review*, March 26, 2012.

- ASA members Leo J. Penzi, M.D. and Robert A. Stiefel, M.D. explained why anesthesiologists are best positioned to lead operating rooms and deliver integrated care as perioperative physicians and leaders of anesthesia care teams.

"ASA Recognizes Doctors' Day 2012," News-Medical.net, March 31, 2012.

- ASA joined Americans across the nation to recognize Doctors' Day 2012, an observance to celebrate the contributions of physicians. Doctors' Day has a special connection to anesthesiology, as it first honored the efforts of Crawford W. Long, M.D. who administered the first ether anesthetic for surgery.

Drug Shortages

"ASA Calls for Congress to Address Drug Shortage," *Becker's ASC Review*, March 19, 2012.

- ASA was among 32 medical organizations that asked Congress to move forward with legislation addressing the current drug shortages. The legislation includes the development of an early warning system for disruptions in drug production.

"Anesthesia Shortages," WNYT, March 29, 2012.

- ASA member Michael B. Simon, M.D. appeared in a segment about the drug shortages of anesthetics. Dr. Simon explained how the shortages are impacting patients across New York and how anesthesiologists are working around the shortages.

New Headquarter Building

Several media outlets reported on the ASA moving its headquarters from Park Ridge to Schaumburg, Ill. Coverage of the move included:

"Anesthesiologists National HQ Moving Out of PR in 2014," *Park Ridge Journal*, March 26, 2012.

"Anesthesiologists Society National Headquarters Leaving Park Ridge After Half-century," *Park Ridge Herald-Advocate*, March 28, 2012.

"Doctors' Group Plans $20 Million Schaumburg Building," *Crain's Chicago Business*, April 5, 2012.

Other Research

"Knowledge of Pain Med Safety Mixed Among Specialists," *Pain Medicine News*, March 1, 2012.

- A study by ASA member Honorio T. Benzon, M.D. found that physician members of pain medicine organizations had gaps in their knowledge on the efficacy and safety of pain medications. The study also found positive news, that 72 percent of respondents see their patients every two to three months.

"Too Many Colon Tests Use Costly Sedation: Study," *Associated Press*, March 20, 2012

- ASA Vice President for Professional Affairs Norman A. Cohen, M.D. stressed how the use of propofol requires careful monitoring because of the narrow window between providing deep sedation, and unlike other sedatives, there is no rescue drug to reverse its effects. Dr. Cohen also mentioned that the increased use of anesthesiologists for GI procedures is likely due to more high-risk patients.

"Voice, Throat Problems Common After Anesthesia," *Reuters*, March 22, 2012.

- ASA Chair of the Committee on Communications John F. Dombrowski, M.D. described common side effects after the use of an endotracheal tube or laryngeal mask during general anesthesia. Dr. Dombrowski assured readers that a scratchy throat or hoarse voice is common.

Journal *Anesthesiology*

In March, one study from the April issue of *Anesthesiology* was highlighted as part of the Journal Press Release Program. Coverage of the study included:

"Evidence Mounts for Link Between Opioids and Cancer Growth," *Medical Xpress*, March 20, 2012.

"Opioids May Play a Role in Cancer Growth," ABC News, March 21, 2012.

"Pain Meds Could Be Linked to Tumor Growth," *International Business Times*, March 21, 2012.

"More Evidence for Opiates Role in Cancer Growth," *Science a GoGo*, March 22, 2012.

"Pain Meds May Influence Cancer Growth," *Daily Rx*, March 22, 2012.

"Studies Find Link Between Opioids and Cancer," *American News Report*, March 22, 2012.

"Study Examines Role of Morphine-Like Chemicals, Opioids in Breast Cancer Survival," *Becker's ASC Review*, March 23, 2012.

"Link Between Opioids and Cancer Growth," *Ivanhoe*, March 26, 2012.