Executive Summary
Special thanks to all ASA members who served as spokespeople in April. The most popular topics included mention of ASA, drug shortages, member inclusion, and research, science and technology. The majority of coverage was online and remained positive at over 89 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. spoke exclusively with ABC News to discuss the findings from the second ASA Drug Shortages Survey. Dr. Cohen stressed how the drug shortages are having a negative impact on anesthesiologists and their patients, including the increased risk for bad outcomes when the first choice drug is not readily available.

In a special KevinMD.com guest column, ASA members T. Kate Huncke, M.D. and Susan M. Ryan, M.D., Ph.D. wrote about efforts by the ASA Task Force on Environmental Sustainability to help hospitals across the country green their operating rooms.

To help illustrate the differences between anesthesiologists and nurse anesthetists, ASA First Vice President Jane C.K. Fitch, M.D. provided her unique perspective as a former nurse anesthetist to Medscape. Dr. Fitch explained that one of the biggest differences is that anesthesiologists see patients preoperatively and can diagnose and treat their medical conditions.

News Type
Online pub/wire service made up the largest portion of coverage.
News Category
Mention of "ASA" garnered the most hits.

News Medium
Online outlets made up the majority of publications.

Overall Tone Summary
The majority of coverage was positive.
New! Yearly Review
A look back over the past year at news by type and category.

American Society of Anesthesiologists – General
- ASA member Robert E. Johnstone, M.D. provided guest commentary on the importance of Doctors Day and the anniversary of the first successful anesthetic. Dr. Johnstone stressed the need for physicians to improve patients’ overall general health.

"Greening the Operating Room," KevinMD.com, April 5, 2012.
- ASA members T. Kate Huncke, M.D. and Susan M. Ryan, M.D., Ph.D. co-authored a guest blog about efforts by the ASA Task Force on Environmental Sustainability to help hospitals across the country green their operating rooms. The article focused on how anesthesiologists can take action.

- ASA member Lee A. Fleisher, M.D. explained that while tragic outcomes are rare in healthy patients, there are still important questions patients should ask before undergoing anesthesia. One question should include whether someone will be monitoring blood pressure, heart rate and breathing.
ASA First Vice President Jane C.K. Fitch, M.D. provided her unique perspective as a former nurse anesthetist about the training differences between anesthesiologists and nurse anesthetists. Dr. Fitch explained that one of the biggest differences is that anesthesiologists see patients preoperatively and can diagnose and treat their medical conditions.

Drug Shortages
ABC News spoke exclusively with ASA President Jerry A. Cohen, M.D. to cover the findings from the second ASA Drug Shortages Survey. Findings revealed more than 97.6 of respondents are currently experiencing a shortage of at least one anesthesia drug, up from 90 percent in the previous April 2011 survey. Broadcast coverage of the survey had more than 2.5 million media impressions. Additional coverage of the survey included:

“Anesthesia Drugs in Short Supply,” WZZM-TV, April 17, 2012.
“Shortage of Anesthesia Drugs,” WDIQ-TV, April 19, 2012.
KOMO Newsradio, April 19, 2012.
ASA member Mark F. Flanery, M.D. participated in a segment about how drug shortages are impacting his local hospital. Dr. Flanery said that the drug shortages are resulting in a lot of near misses with patients.

New Headquarter Building
Additional coverage of the decision for ASA to move its headquarters from Park Ridge to Schaumburg, Ill. included:


Other Research
Coverage of the research efforts by ASA members Michael T. Alkire, M.D. and Harry Scheinin, M.D. regarding the use of brain scans to help uncover what happens in the brain when people fade in and out of consciousness included:

“Scientists Solving the Mystery of Human Consciousness,” Bioscience Technology, April 5, 2012.

Journal Anesthesiology
Coverage of the studies from the journal Anesthesiology included:

