

**ASA® Membership Matters** to your patients,  
your practice and your specialty

**2018**

ASA Membership Guide

American Society of  
**Anesthesiologists®**

## WHO WE ARE

The American Society of Anesthesiologists® (ASA®) is the premier organization for anesthesia professionals. ASA's membership represents more than 52,000 physician anesthesiologists and care team members from around the world. Members gain access to award-winning publications, professional development resources, quality improvement and reporting tools, and medical education aimed at improving patient care and outcomes. ASA leads through innovation in patient safety, clinical care, advocacy, education and research.

### Our Mission

A world leader improving health through innovation in quality and safety.

## GET MORE FROM YOUR MEMBERSHIP

### Benefits for your practice

Your ASA benefits extend beyond you to those who support your practice and other care team members. ASA offers valuable billing and coding resources, clinical education for care team members and access for eligible anesthesia clinicians to the National Anesthesia Clinical Outcomes Registry® (NACOR®). NACOR Quality Reporting helps you meet MACRA requirements and is included in your membership. Eligible clinicians can participate with you for a low fee. *You must sign up to participate in NACOR Quality Reporting.*

### Get your team involved

ASA has membership opportunities for all anesthesia providers, including facility executives and administrative staff. Your team benefits by keeping everyone informed about the latest news in the profession, clinical education and low-cost access to credit-bearing meetings and products. When 90% or more of your practice's physicians are ASA members, your administrators and executives can join for free.

We offer group practice solutions to support your entire care team! Learn more on page 8 or at [asahq.org/group](http://asahq.org/group).



"ASA continues to forge the path of anesthesiology through innovative educational products, cutting-edge research, ground-breaking conference topics and leadership development. In an effort to continue this momentum, we are launching a new initiative: ASA 2020.

ASA 2020 is our call to action. We will examine several priorities to enhance our organization for the future, including advocacy, quality and practice advancement, education resources, member experience and health systems leadership.

By improving upon these areas, we will strengthen the organization, empower members and make an impact on the anesthesia community for years to come."

James D. Grant, M.D., M.B.A., FASA  
President

## MEMBERSHIP CATEGORIES

ASA supports the entire care team throughout the length of their careers with the following membership categories:

### Active Member

Physician anesthesiologists practicing in the U.S.

- First year in practice Active Members receive an 85% discount on member dues
- Physician anesthesiologists in service of U.S. Government receive a 50% discount on membership dues (Veterans' Administration, U.S. Public Health Service and Indian Health Service)

### Affiliate Member

- Physician anesthesiologists residing outside the U.S.
- Ph.D. research scientists studying anesthesiology
- Physicians not in clinical practice of anesthesiology

### Resident/Fellow-in-Training Member

- U.S. eligibility: Physician in full-time training in an anesthesiology residency program accredited by the Accreditation Council for Graduate Medical Education (ACGME) or the American Osteopathic Association
- International eligibility: Physician in full-time training in an anesthesiology training program outside the U.S. and its territories who is a graduate of a medical school approved by the Liaison Committee on Medical Education or the American Osteopathic Association, or of a medical school listed in the World Directory of Medical Schools

### Medical Student Member

- Individual in full-time training in an approved U.S. or international medical school

### Anesthesiologist Assistant Member

- Certified Anesthesiologist Assistant (CAA) who is a Fellow member in good standing of the American Academy of Anesthesiologist Assistants (AAAA)



### Educational Member

A non-physician provider of anesthesia care excluding anesthesiologist assistants. Providers include but are not limited to the following:

- Anesthesia practice administrators and executives
- Certified Registered Nurse Anesthetists
- Dentists (D.D.S.)
- Pharmacists (Pharm.D.)
- Veterinarians (D.V.M.)

### Educational Student Member

- Anesthesiologist Assistant (AA) students
- Nurse Anesthetist (NA) students

### Retired Member

- Active or Affiliate member for 20 or more years and 70 years of age, OR
- 20 or more years of membership and fully retired from professional practice. Dues are waived for retired members.

	Voting Privileges	Hold Office	Serve on ASA Committees	Contribute to ASAPAC
Active Member	✓	✓	✓	✓
Affiliate Member (U.S.-based)			✓	✓
Affiliate Member (International)			✓	
Resident/Fellow-in-Training Member			✓	✓
Medical Student Member			✓	✓
Certified Anesthesiologist Assistant Member			✓	✓
Educational Member			✓	✓
Educational Student Member			✓	✓
Retired Member			✓	✓

## MEMBER BENEFITS

ASA provides members with a wealth of education, professional development, practice management and quality improvement resources to keep you at the forefront of the profession. ASA is committed to helping you excel in the profession and deliver the best patient care. Your patients and your practice benefit from your expertise, and ASA is here to support you as you advance in the specialty.

All members receive:

- ✓ Anesthesiology® journal and access to the journal website – [anesthesiology.org](http://anesthesiology.org)
- ✓ ASA Monitor® – monthly newsletter containing up-to-date information about Society activities and other areas of interest – [asamonitor.org](http://asamonitor.org)
- ✓ ASAP Weekly member-exclusive e-newsletter
- ✓ A Benefit of the Month email highlighting an exclusive member benefit
- ✓ Discounted pricing on educational products such as SimSTAT, ACE and SEE – ASA best-sellers
- ✓ Discounted pricing on meeting registrations
- ✓ Access to practice management and quality improvement resources to help you strengthen operations and patient outcomes
- ✓ Journal CME credits (\$120 value)
- ✓ Free credit-bearing courses to further your anesthesia knowledge
- ✓ NACOR registry participation (\$1,000 value)
- ✓ NACOR Quality Reporting (\$150 value) – available at the practice level; you must sign up to participate
- ✓ Access to the ASA Member Directory
- ✓ Resources to educate the public and the media about the critical role of physician anesthesiologists

## ASA COMPONENT SOCIETIES

ASA state component societies, separately incorporated not-for-profit organizations, strengthen and support ASA's mission by providing local continuing education, leadership development and advocacy support. State component societies focus on important issues including maximizing payment and promoting advocacy initiatives favorable to the profession and the patients it serves.

In addition to component society leadership opportunities, the ASA House of Delegates includes directors, alternate directors, delegates and alternate delegates of the component societies. There are 50 state societies as well as District of Columbia, Puerto Rico, Academic, Uniformed Services, Resident and Medical Student Components. Component society membership is a requirement of ASA membership for Active, Affiliate and Resident members. Other member types are welcome to join component societies based on individual society bylaws and membership requirements.

State component societies are extremely active with advocacy efforts to: ensure patient-centered, physician-led care; authorize licensure for certified anesthesiologist assistants, require health care professionals identify both themselves and the license they hold to patients; and oppose insurance industry efforts to prohibit balanced billing. [asahq.org/about-as/component-societies](https://www.asahq.org/about-as/component-societies).



**NEW!** BECOME A FELLOW OF THE AMERICAN  
SOCIETY OF ANESTHESIOLOGISTS (FASA™)

Be recognized as a leader dedicated to excellence in the field of anesthesiology to your patients, your practice and your specialty by becoming a FASA. This honor is exclusive to ASA members who meet certain criteria. Learn more about ASA's highest acknowledgment at [asahq.org/fasa](https://asahq.org/fasa).

## MEDICAL STUDENTS, RESIDENTS & FELLOWS-IN-TRAINING

ASA supports members throughout every stage of their careers.

### Benefits for Medical Students

- Medical Student Component membership
- Deeply discounted rates on educational resources and meeting registrations
- Complimentary ANESTHESIOLOGY® annual meeting registration (\$150 value)
- Research and grant opportunities through ASA's related organizations such as FAER
- Medical Student Newsletter – written by medical students for medical students
- Multiple opportunities to get involved and gain leadership experience by becoming an officer of the ASA Medical Student Component or an adjunct member to an ASA committee

### Benefits for Residents & Fellows-in-Training

- Resident Component membership
- Deeply discounted rates on educational resources and meeting registrations
- Complimentary practice management resources
  - Reduced PRACTICE MANAGEMENT™ conference registration
  - Access to ASA Emerging Leaders Scholarship Opportunities
- Quarterly Resident Newsletter – written by residents for residents
- Authorship in the *ASA Monitor* or Resident Newsletter
- Research and grant opportunities through ASA's related organizations such as FAER
- Multiple opportunities to get involved and gain leadership experience by becoming an officer of the ASA Resident Component or an adjunct member to an ASA committee

For more information, visit [asahq.org/careerguide](https://asahq.org/careerguide)



## CAREER RESOURCES

### ASA Career Center

If you are looking for a new job opportunity, visit the ASA Career Center. Your CV and profile are only viewable to potential employers. Browse not only physician anesthesiologist job postings but also postings for alternative anesthesia providers. [careers.asahq.org](https://careers.asahq.org)





## GET INVOLVED

Enrich your membership experience by participating in the activities and work of ASA and the component societies.

You benefit through opportunities to:

- Lead
- Teach
- Collaborate
- Publish
- Develop clinical guidelines
- Develop educational content
- Bring your knowledge and skills to underserved areas of the world and the U.S.

### Governance

ASA has a multi-tiered governance structure and each body serves important functions.

### Committees

ASA has more than 90 committees and editorial boards that help accomplish the objectives of the Society. Committees create valuable resources and tools for members as well as write updated Standards, Guidelines and Statements. Committee nominations are typically made in November, December and January each year. Find the committee that speaks to your passion and get involved. Nurture your network, develop your curriculum vitae and make a difference in the specialty!

	Composed of	Responsibilities
<b>House of Delegates (HOD)</b>	<ul style="list-style-type: none"> <li>• Delegates and alternate delegates of ComponentS</li> <li>• Delegates and alternate delegates of seated subspecialty societies</li> <li>• Five members of the Resident Components Governing Council</li> <li>• Members of the Board of Directors</li> </ul>	The HOD is the primary representative, legislative and policy setting body of ASA. It exercises final authority over all matters except where final authority is specifically delegated elsewhere by the bylaws.
<b>Board of Directors (BOD)</b>	<ul style="list-style-type: none"> <li>• One director and alternate director from each of the components</li> <li>• The 12 ASA officers</li> <li>• The editor-in-chief for journals</li> <li>• Chairs of all sections</li> <li>• The chair of the delegation to the AMA</li> <li>• One representative of the Medical Student Component without vote</li> <li>• Past Presidents</li> </ul>	The BOD establishes and oversees ASA's reserve funds and executes duties specified in the bylaws. It also exercises full powers of the HOD in the interim between HOD meetings, except as otherwise noted in the Bylaws, and reports its activities to the House.
<b>The Administrative Council (AC)</b>	<ul style="list-style-type: none"> <li>• The 12 ASA officers</li> </ul>	The AC is the planning body of the ASA; between BOD meetings, it may exercise the powers of the Board of Directors as outlined in the Bylaws.
<b>The Executive Committee (EC)</b>	<ul style="list-style-type: none"> <li>• President</li> <li>• President-Elect</li> <li>• First Vice-President</li> <li>• Immediate Past President</li> </ul>	The EC expedites, executes and administers the policies adopted by the HOD and previous actions and directions of the BOD. If necessary, they may publish and implement positions or statements on behalf of ASA when this proves to be in the Society's best interests.

# ASA MEMBERSHIP MATTERS

ASA membership provides benefits and resources that protect your patients, enhance your education and connect you with a global anesthesia community.

## ASA Membership Matters to:

- **Your Patients** – ASA is your quintessential resource for the highest quality anesthesia-related medical education and clinical information. Robust member benefits and tools help you deliver safe, quality care to your patients time and time again.
- **Your Practice** – A vast array of practice management and quality measurement resources are available to help you understand how best to improve operational efficiency and use quality data to improve patient outcomes.
- **Your Specialty** – ASA engages in public education efforts to effectively communicate the important role of physician-led care in patient safety. By working with state and federal legislators, ASA protects the interests of physician anesthesiologists, including scope of practice and delivery of care.



## YOUR PATIENTS

Provide the highest quality care to your patients by staying informed about the latest developments and scientific research in the specialty and through quality education.

## CLINICAL AND PROFESSIONAL INFORMATION

Whether your interest is in the latest research breakthroughs or regulatory discussions on Capitol Hill, ASA keeps you informed by sharing information in a variety of formats that meet your busy lifestyle.

### PUBLICATIONS

**ASAP Weekly:** This weekly e-newsletter delivers timely updates about anesthesia and ASA-related topics including advocacy, communication, education and philanthropy.

**ASA Monitor:** A widely read and award-winning publication, the *ASA Monitor* offers the most relevant industry-related news, scientific and technical information, and the latest in advocacy. ASA members and staff leadership provide monthly content that informs colleagues, making it a truly collaborative and informative membership magazine. [asamonitor.org](http://asamonitor.org)

**Anesthesiology Journal:** The official journal of ASA is the leader in peer-reviewed novel research, clinical practice and fundamental understanding in anesthesiology. Cutting-edge content includes basic and clinical science in the areas of perioperative, critical care and pain medicine.

The latest journal research is also available online ahead of print distribution in *Anesthesiology Online First*. Also online, enjoy high-quality multimedia resources including videos and Editor-In-Chief podcasts available in English, Chinese and Spanish.

[anesthesiology.org](http://anesthesiology.org)

**asahq.org:** Your #1 resource for everything you need in anesthesiology. Visit [asahq.org](http://asahq.org) anytime, anywhere from any device.

**MACRA Memo:** A twice-monthly e-newsletter packed with the latest MACRA information.

**Anesthesiology Today:** A daily e-newsletter sent to ASA members Tuesday through Friday. The publication contains a wide variety of curated health care-related news and information of interest to physician anesthesiologists and other members of the care team. Pertinent ASA-related content is also included in *Anesthesiology Today*.



### EDUCATION

Improve patient safety, quality and practice performance with ASA education for the entire anesthesia care team, including a variety of credit types available for different programs. Developed and extensively reviewed by practicing physician anesthesiologists, ASA courses help you fulfill your learning goals. New and exciting education offerings include:



#### Gold Standard Training

ASA educational products with Gold Standard designation are measured in their evidence-based decision-making (EBDM) competencies. In many cases, this includes the application of ASA's evidence-based guidelines; it also supports the integration of the best research evidence with clinical expertise and patient values.

Competence in this process is essential to the delivery of optimal care to enable more effective treatment, better patient outcomes, cost-effective practices and an increased quality of life for the patient. [asahq.org/education](http://asahq.org/education)



#### Anesthesia SimSTAT

The benefits of simulation anesthesia education are now delivered in a virtual online environment available anytime, anywhere. Guided by ASA clinical education expertise in conjunction with CAE Healthcare's

simulation expertise, a series of modules are being developed jointly to assist learners with improved performance in the management of anesthesia emergencies. Anesthesia SimSTAT is approved for MOCA® Part II and Part IV requirements. Learn more at: [asahq.org/simulation](http://asahq.org/simulation)



Access education on the go! No wireless network, no problem. Flexibility is key, learn when it's convenient for you. Explore the app! [asahq.org/app](http://asahq.org/app)



Maintenance of Certification in Anesthesiology Program® and MOCA® are registered certification marks of The American Board of Anesthesiology®.



## LIVE LEARNING

For a full list of ASA meetings, please visit:  
[asahq.org/meetings](https://asahq.org/meetings)

## ANESTHESIOLOGY annual meeting

Join us for the premier anesthesiology educational event in the world. ANESTHESIOLOGY attracts nearly of 15,000 attendees from more than 90 countries to grow, share and network. Learn about the latest science and technologies in the specialty while engaging with subject-matter experts and world-renowned speakers. With nearly 600 education sessions, 12 clinical tracks, 300 exhibiting companies, over 1,000 scientific abstracts presentations and 1,600 medically challenging cases, ANESTHESIOLOGY offers something for everyone. Learn more at: [asahq.org/annualmeeting](https://asahq.org/annualmeeting)

**ANESTHESIOLOGY** 2018  
SAN FRANCISCO OCTOBER 13-17

### Connect at ANESTHESIOLOGY 2018

Meet us in San Francisco to hear from keynote speaker Josh Linkner, a five-time tech entrepreneur and hyper-growth CEO, two-time *New York Times* bestselling author and venture capitalist. He's on a mission to drive creativity, innovation and reinvention—will you join him?

### Future Dates



October 19-23, 2019  
Orlando, FL



October 3-7, 2020  
Washington, D.C.



October 9-13, 2021  
San Diego, CA

## ANESTHESIOLOGY® Annual Meeting OnDemand

Bring home all the world-class education presented by thought leaders in the field with ANESTHESIOLOGY OnDemand. With approximately 400 hours of presentations, ANESTHESIOLOGY OnDemand holds the distinction of being the most comprehensive accredited program available for health care professionals in anesthesiology.

Order now and receive a \$500 gift card!  
[orders.ondemand.org/asa/guide](https://orders.ondemand.org/asa/guide)

## PRACTICE MANAGEMENT conference

Physician anesthesiologists, practice administrators, residents, fellows and leaders in the specialty unite to share insights and strategies to improve operational efficiency, financial performance, quality, safety and overall practice performance. Succeed in today's evolving health care environment and transform your practice by staying at the forefront of practice management. This is a one-of-a-kind opportunity for physician anesthesiologists and their practice administrators. Learn more at: [asahq.org/pm](https://asahq.org/pm)

### Future Dates

January 26-28, 2018  
New Orleans, LA

January 18-20, 2019  
Las Vegas, NV

January 17-19, 2020  
Las Vegas, NV



## YOUR PRACTICE

Take your practice to the next level with Group Practice Solutions, Perioperative Surgical Home (PSH), quality measurement and practice management resources.



## GROUP PRACTICE SOLUTIONS

**Affordable education for the care team** – Take advantage of group discounts to give your team the best continuing medical education they need at an affordable price. Customized access through:

- Education Concierge
- ASA Education Center
- Your group's learning platform

**Simplify and streamline quality reporting** – ASA/AQI offers comprehensive quality reporting solutions that position your group for a successful reporting year.

**Marketing solutions for brand exposure** – Increase the visibility of your group practice to thousands of professionals and decision makers in anesthesia through opportunities including:

- Conference sponsorships
- Advertising
- Exhibits

**Group membership billing** – Convenient group invoicing for membership renewals. Benefits include:

- Streamlined invoicing and payment processes
- Qualify for deeper discounts on other Group Practice Solutions
- Earn free AAE Educational Membership

For more information, visit [asahq.org/group](https://asahq.org/group).

## PSH PORTFOLIO

The Perioperative Surgical Home is a patient-centric, team-based model of care created to help meet the demands of a rapidly approaching health care paradigm that will emphasize value, patient satisfaction and reduced costs.

The PSH Portfolio includes a comprehensive suite of services, resources and tools that help you deliver team-based care through education, consultation, engagement and economics.

One of the strategies that supports the PSH Portfolio is the PSH Learning Collaborative. The PSH Learning Collaborative discusses strategies for implementation of the PSH and performance optimization. Participating organizations will learn from each other and subject-matter experts. To learn about the exciting outcomes that institutions have had as a result of their participation in the PSH Learning Collaborative, visit [asahq.org/psh](https://asahq.org/psh). To be notified when registration opens for the PSH Learning Collaborative 2020 tentatively scheduled to launch in May 2018, please email [psh@asahq.org](mailto:psh@asahq.org).



## ADDITIONAL PRACTICE RESOURCES

- **Standards and Guidelines:**  
Access the most current standards, guidelines, statements and practice parameters that are based on the most up-to-date scientific evidence.
- **Practice management resources:**  
ASA offers a variety of tools, such as billing and coding resources, to help you strengthen your practice's performance. The Relative Value Guide® and CROSSWALK® coding products enable you to get paid appropriately for your services.



## LEVERAGE THE POWER OF NACOR FOR YOUR QUALITY REPORTING

NACOR is an ideal solution for eligible clinicians seeking to report CMS's MACRA requirements under MIPS. AQI's NACOR offers two quality reporting mechanisms for practices participating in MIPS: Qualified Clinical Data Registry (QCDR) and Qualified Registry (QR).

Both use NACOR to collect data for quality reporting and help eligible clinicians (ECs) meet the CMS requirements. To decide which NACOR quality reporting option is best, consider:

### Both QCDR and QR:

- Submit data on all patients regardless of payer (Medicare and Non-Medicare)
- Have a mechanism in place to collect outcomes data (Quality capture program, post-anesthesia care unit data)
- Identify at least six MIPS measures with one outcome measure

### QCDR:

- QCDR includes non-MIPS and MIPS measure sets

### QR:

- QR includes only MIPS measure sets

### What reporting options are available?

NACOR offers:



Group Practice Reporting



Individual

AQI requires that data be submitted in an XML format for QCDR and QR participation. Multiple data sources? Is formatting a challenge? Consider Quality Concierge.

Learn more [asahq.org/qualityreporting](https://asahq.org/qualityreporting)

## UNDERSTANDING AND NAVIGATING MACRA ASA SOLUTIONS & RESOURCES

**Gain knowledge.** Receive the twice-monthly MACRA Memo, and visit [asahq.org/macra](https://asahq.org/macra) to access a variety of MACRA modules, checklists and tools.

**Utilize ASA's reporting solutions.** AQI's NACOR Quality Reporting helps you collect and send outcomes data to CMS. Choose from NACOR Standard or Quality Concierge™.

**Stay informed.** Receive updates about federal and state legislative, quality and regulatory affairs.

Learn more [asahq.org/macra](https://asahq.org/macra)

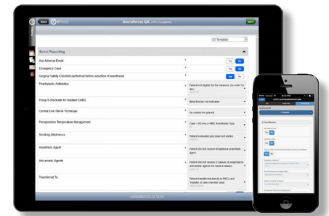


## QUALITY CONCIERGE™

Need assistance pulling data from multiple data sources? ASA has collaborated with ePreop to provide full-service quality reporting through Quality Concierge.

### With Quality Concierge, you will:

- Receive assistance to avoid MIPS penalties
- Prepare for value-based payment models
- Measure compliance across the entire perioperative continuum
- Receive data that are straightforward to capture and analyze
- Easily connect your EHR, AIMS and billing systems



Quality Concierge™  
Powered by ePreop

You also will have access to:



### Anesthesia Apps

Everything you need for your practice on any device, with one simple login. Access valuable tools that can be added to any client site to help you take better care of your patients.



### Secure Messaging

Critical correspondence is not only secure, it is centralized and HIPAA compliant, eliminating the task of information gathering that becomes fragmented across multitudes of emails and platforms.



### EHR/AIMS Connect

Access information you need in one place, from any device, or view data directly out of an existing EHR/AIMs with a single click.

Learn more [asahq.org/concierge](https://asahq.org/concierge)

## YOUR SPECIALTY

*Make an impact by participating in advocacy efforts at both the state and national levels.*

### ADVOCACY

ASA focuses on issues of critical importance at the federal level and supports state component efforts at the local level. Members actively participate in advocacy efforts by contacting federal and state lawmakers, providing comments to federal and state regulatory agencies, attending the annual LEGISLATIVE CONFERENCE, and more. Some of ASA's top priorities are focused on protecting patient safety by ensuring physicians deliver physician-led anesthesia care, and advocating for appropriate payment for anesthesia and pain care services.

- **Representation in Washington:** ASA has a dedicated office in Washington, D.C., devoted to federal and state legislative, quality and regulatory issues. ASA lobbyists maintain relationships with key members of the U.S. House of Representatives and U.S. Senate, and work on a daily basis to deliver the Society's legislative messages to Capitol Hill. Staff also works within the federal agencies to advance ASA's regulatory priorities. ASA also helps place ASA-member physician anesthesiologists on important federal and state advisory committees and boards.
- **FDA and Washington Alerts:** Changes in health care reform make it challenging to stay current about legislative and policy changes. Members stay informed and have their finger on the pulse of legislation impacting their specialty through timely alerts.
- **Grassroots Advocacy Resources:** The ASA Grassroots Network allows physician anesthesiologists to take action and engage with their elected officials. The Grassroots Advocacy Guide provides all of the information ASA members need to be effective advocates for the specialty. Joining the ASA Grassroots Network is easy and can be done online at: [grassroots.asahq.org](http://grassroots.asahq.org).
- The **LEGISLATIVE CONFERENCE** is the specialty's largest meeting that focuses on state and federal legislative, regulatory and political issues impacting ASA and anesthesiology. This **member-exclusive** opportunity prepares ASA members to engage effectively in the legislative, regulatory and political processes, and culminates with meetings on Capitol Hill between ASA members and their federal lawmakers.

### ASAPAC

ASAPAC has been the largest physician political action committees (PAC) and one of the most active PACs in the country since 2009 according to the Federal Election Commission. Established in 1991, ASAPAC is the political component of ASA—a separate fund within ASA devoted solely to permitting anesthesiology to participate in elections involving the U.S. House of Representatives and U.S. Senate. ASAPAC, depending on the state, is also able to participate in state and local elections. ASAPAC has helped elect and reelect hundreds of lawmakers who understand anesthesiology issues.

### CORPORATE SUPPORT

The funding ASA receives from its Corporate Support programs affords significant benefits to ASA and its members. ASA Corporate Supporters provide millions of dollars in financial support each year allowing ASA to:

- Develop and deliver world class education
- Maintain affordable conference and meeting registration fees
- Support new initiatives to advance the practice of anesthesiology
- Create a better future for the patients we serve

For more information, visit [asahq.org/supportASA](http://asahq.org/supportASA)



## PUBLIC RELATIONS AND PUBLIC AFFAIRS

ASA's Public Relations Department conducts strategic communications and public affairs activities to increase awareness of ASA, the specialty and patient-centered, physician-led care. Core programs include the When Seconds Count® educational endeavor to support advocacy efforts, and professional and public outreach initiatives focused on consumer and trade media, social media and website content.

- **When Seconds Count (WSC®) Educational Endeavor:** Using an integrated approach, ASA and its members communicate the importance of physician anesthesiologists and physician-led care to key audiences including federal and state policymakers, hospital administrators, physician colleagues and the public. Resources include a WSC member toolkit, WSC website, the Leadership Spokesperson Training Program, and physician and patient stories and videos. Activities include social media engagement, media relations outreach, digital and traditional advertising, promotion of Physician Anesthesiologists Week and other priority ASA issues. [asahq.org/whensecondscount](http://asahq.org/whensecondscount)
- **Professional and Public Outreach Initiatives:** Year-round communications activities engage members, decision-makers and the public, and share critical information through digital advertising, social media marketing and media relations. Tactics include promotion of:
  - *Anesthesiology* journal articles, Anesthesia Quality Institute and Health Policy Research updates
  - Scientific research presented at the ANESTHESIOLOGY annual meeting
  - Campaigns on public education topics such as anesthesia patient safety and pain management
  - Patient education brochures on topics including seniors and anesthesia and preparing for surgery
  - Perioperative Surgical Home initiatives



When Seconds Count...  
Physician Anesthesiologists Save Lives.®





## RELATED ORGANIZATIONS

The following organizations are supported by ASA as they assist with advancing the profession in and around the world.

### **Anesthesia Foundation** [anesthesiafoundation.org](http://anesthesiafoundation.org)

The Anesthesia Foundation is a non-profit organization founded by a group of concerned anesthesiologists in 1956 to provide low-interest loans to residents in anesthesiology who are in need of financial assistance. The goals and purposes of the Foundation are:

- To support young physicians in their choice of anesthesiology as a specialty
- Support specific projects that enhance the specialty of anesthesiology and are not supported by other agencies
- Recognize and preserve the American heritage of anesthesiology.

### **ASA Charitable Foundation** [asacharity.org](http://asacharity.org)

Founded in 2011, the ASA Charitable Foundation supports the charitable endeavor of ASA members to improve health and medical care in underserved communities, increase access to quality anesthesia care and support the anesthesiology profession's response to disasters and health crises.

Current initiatives:

- Lifebox (pulse oximeter) project
- Hope For The Warriors® program
- ASA Global Scholars program

### **Anesthesia Patient Safety Foundation** [apsf.org](http://apsf.org)

The APSF's mission is to continually improve the safety of patients during anesthesia care by encouraging and conducting:

- Safety research and education
- Patient safety programs and campaigns
- National and international exchange of information and ideas

Since 1987, APSF has awarded 115 grants totaling \$11.2 million.

### **Foundation for Anesthesia Education and Research (FAER)** [faer.org](http://faer.org)

The Foundation for Anesthesia Education and Research is dedicated to developing the next generation of physician-scientists in anesthesiology. Since 1986, FAER has awarded \$38.125 million in grant funding to support careers in research, education and training related to the specialty. FAER is focused on advancing anesthesiology in three primary areas:

- Research
- Education
- Training and Mentoring

Most significantly, FAER provides a path to NIH grant funding, helping young investigators learn the protocols and methods of scientific research under strong mentorship. Charitable contributions to FAER help drive the future of anesthesiology through scientific discovery.

### **Wood Library-Museum of Anesthesiology (WLM)** [woodlibrarymuseum.org](http://woodlibrarymuseum.org)

The Wood Library-Museum of Anesthesiology is the premier library and museum devoted to the history of the specialty. Its mission is to advance the profession of anesthesiology by preserving and sharing its heritage and knowledge. Reaching nearly 100,000 visits per year, the WLM's website has proudly become the go-to resource for anesthesia history e-learning.



American Society of  
Anesthesiologists



## CONTACT INFORMATION

### Have a question?

We're here to help!

Visit [asahq.org](http://asahq.org)

### American Society of Anesthesiologists Headquarters

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