

## ASA Media Clip Report August 2012

### Executive Summary

Special thanks to all ASA members who served as spokespeople in August. The most popular topics included member inclusion, research, science and technology, pediatric anesthesia and pain medicine. The majority of coverage appeared online and was positive at more than 86 percent.

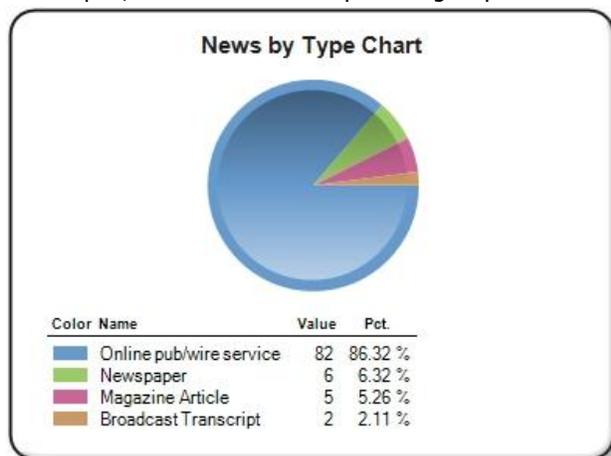
If you are contacted by a media outlet seeking comment on anesthesia-related topics or even non-anesthesia-related topics, please contact the ASA Marketing and Communications Department at [communications@asahq.org](mailto:communications@asahq.org). ASA can provide the latest topical background information, 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

- **ASA member Asokumar Buvanendran, M.D.** authored a KevinMD.com [guest column](#) about the importance of physicians in performing interventional pain procedures. Dr. Buvanendran explained how only physicians have the education, training and skill set to perform pain procedures, as well as prescribe pain medicine.
- **ASA First Vice President Jane C.K. Fitch, M.D.** discussed the Anesthesia Care Team approach in a *Medical Law Perspectives* [article](#). Dr. Fitch provided unique perspective as a former nurse anesthetist and current anesthesiologist. She also emphasized the need for physician supervision during the administration of anesthesia.
- **ASA Vice President for Professional Affairs Norman A. Cohen, M.D.** explained how physicians deliver more than 99.8 percent of chronic pain services, even in underserved areas in an *Inside Health Policy* article. In addition, Dr. Cohen explained how nurse anesthetists do not have the education or expertise to perform complex chronic pain procedures.

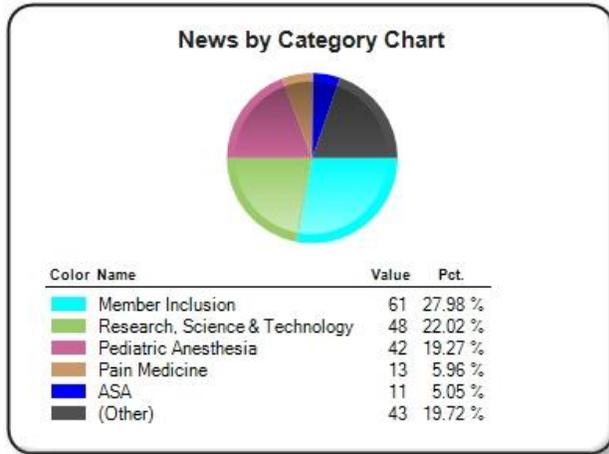
### News Type

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



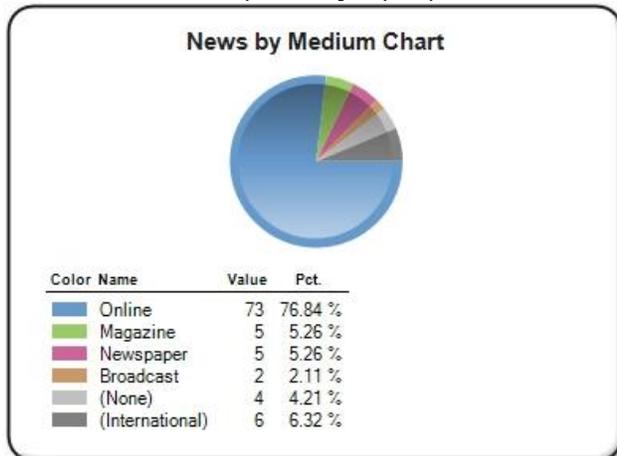
## News Category

"Member Inclusion" garnered the most hits.



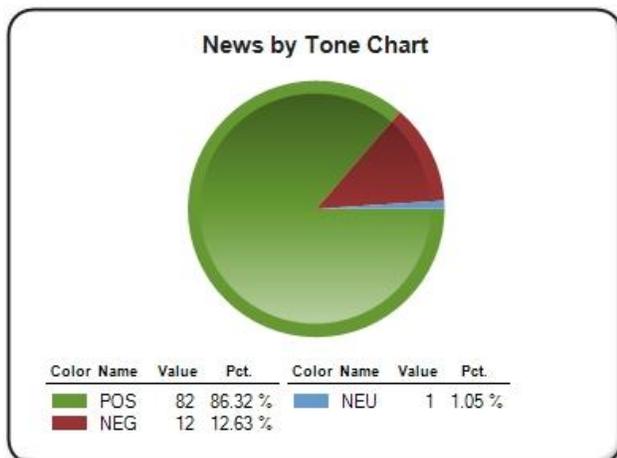
## News Medium

Online outlets made up the majority of publications.



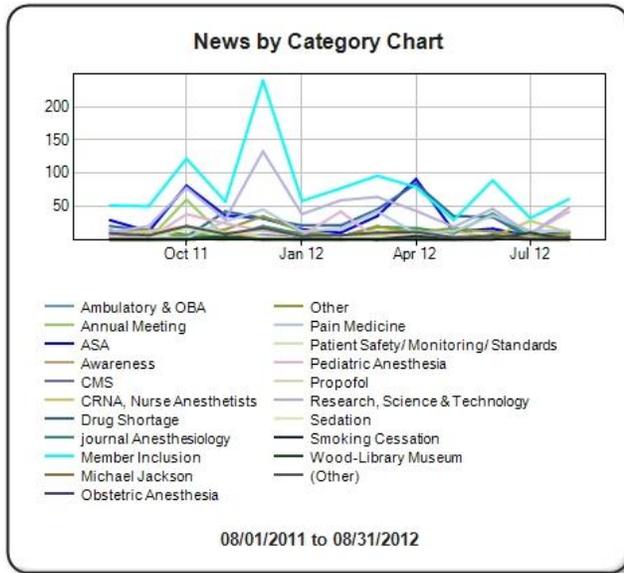
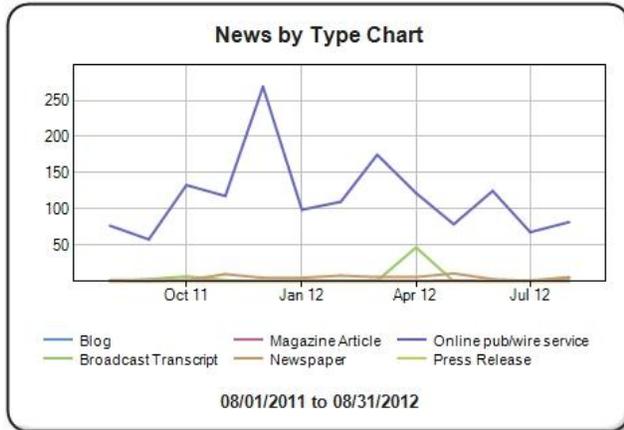
## Overall Tone Summary

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

“Opioid-Related Problems Up Costs, Prolong Hospital Stays,” *Anesthesiology News*, August 2012.

- A study by ASA member Tong J. Gan, M.D. found surgical patients who experience side effects from opioids stay in the hospital longer and cost more to treat than those who do not experience such events. The findings were presented at the 2012 annual meeting of the International Anesthesia Research Society.

“[Anesthesia Best Left to Experts](#),” *Coloradoan*, August 2, 2012.

- ASA member William E. Moss, D.O. wrote an op-ed about the Colorado Court of Appeals decision to allow nurse anesthetists to administer anesthesia without physician supervision in the state. Dr. Moss explained how the ruling jeopardizes patient safety.

“[Court Rules Nurse Anesthetists Don’t Need Physician Supervision](#),” *American Medical News*, August 6, 2012.

- ASA member Randall M. Clark, M.D. discussed how the Colorado Court of Appeals decision diminishes the quality of care patients receive. Dr. Clark stressed physician oversight from the delivery of anesthesia is a very complex aspect of medical care.

["Who Should Be Able to Administer Anesthesia? Anesthesiology Assistants? Nurse Anesthetists?"](#) *Medical Law Perspectives*, August 7, 2012.

- ASA First Vice President Jane C.K. Fitch, M.D. discussed the Anesthesia Care Team approach. Dr. Fitch provided unique perspective as a former nurse anesthetist and current anesthesiologist. She also emphasized the need for physician supervision during the administration of anesthesia.

["Anesthesia in Young Kids May Carry Developmental Risks,"](#) CNN.com, August 20, 2012.

- A new *Pediatrics* study by ASA member Caleb H. Ing, M.D. found children who have anesthesia before the age of 3 are at higher risk for developmental issues later in life. ASA member David O. Warner, M.D. stressed more research is needed to change current practice.

["As CMS Develops National Pay Rule Nurse Anesthetists, Anesthesiologists at Odds Over Pain-Management Policy,"](#) *Inside Health Policy*, August 17, 2012.

- ASA Vice President for Professional Affairs Norman A. Cohen, M.D. explained how physicians deliver more than 99.8 percent of chronic pain services, even in underserved areas. Dr. Cohen also explained how nurse anesthetists do not have the education or expertise to perform complex chronic pain procedures.

["Only Trained Physicians Should Provide Interventional Pain Services,"](#) KevinMD.com, August 29, 2012.

- ASA member Asokumar Buvanendran, M.D. authored a guest column on KevinMD.com about the importance of physicians in performing interventional pain procedures. Dr. Buvanendran explained how only physicians have the education, training and skill set to perform pain procedures, as well as prescribe pain medicine.

["Facing Surgery? How You Can Help Ensure the Best Outcome,"](#) August 27, 2012.

- ASA provided tips to help patients prepare themselves for surgery and anesthesia. The syndicated article encouraged patients to find out who will be involved in their anesthesia care and highlighted the education and training of members of the Anesthesia Care Team, led by anesthesiologists. It appeared in more than [1,270 media outlets](#) with an ad value more than \$235,880.00.

## **Journal *Anesthesiology***

ASA highlighted one [study](#) from the August issue of *Anesthesiology* as part of the Journal Press Release Program. Contrary to prior reports, the study found epidurals have no impact on maternal temperature. Media coverage included:

["Causes of Maternal Intrapartum Fever in Induced Labor ID'd,"](#) *Doctors Lounge/HealthDay*, August 1, 2012.

ASA highlighted one [study](#) from the September issue of *Anesthesiology* as part of the Journal Press Release Program. The study found blood clotting treatment algorithms can help decrease severe perioperative bleeding associated with cardiac surgery. Media coverage included:

["Anesthesiology: Blood Clotting Algorithms Can Reduce Transfusion Requirements, Cut Hospital Costs,"](#) *Becker's Hospital Review*, August 22, 2012.

["Blood Clotting Treatment Algorithms Help Decrease Transfusion Requirements in Cardiac Surgery Patients,"](#) News-Medical.net, August 23, 2012.