American Society of Anesthesiologists

ASA Media Clip Report
December 2012

Executive Summary

Special thanks to all ASA members who served as spokespeople in December. Pain medicine was the most popular sub-specialty topic and received more than 92 percent of all related coverage, while the Anesthesia Quality Institute (AQI) was the most popular product topic and received more than 44 percent of all related coverage. The majority of coverage appeared online at 79 percent, followed by broadcast at 11 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 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, *ASA NEWSLETTER* "Anesthesiology in the News" or ASAP piece.

Featured Topics

- **ASA member Hector Vila, M.D.** explained how several states require accreditation for offices intending to use deep or general anesthesia in a *USA Today* article on December 10. Dr. Vila called for related laws to be more strictly enforced.

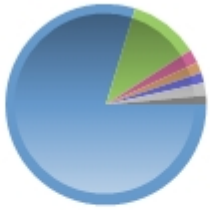
- In a December 21 article in the *British Medical Journal*, **ASA Vice President for Scientific Affairs Arnold J. Berry, M.D., M.P.H.** explained how ASA dealt with the drug shortage of propofol in 2009. The article also included major findings from the March 2012 ASA drug shortages survey.

- **ASA Section Chair of Professional Practice Stanley W. Stead, M.D.** authored a KevinMD.com guest column on December 18. The column focused on the important role of physicians in delivering pain care and mentioned the recent decision by CMS to reimburse nurse anesthetists for chronic pain services.

News Medium

Online news outlets made up the largest portion of coverage.

News by Medium Chart



Color	Name	Value	Pct.
	Online	10037	79.72 %
	Broadcast	1406	11.17 %
	Magazine	282	2.24 %
	Newspaper	219	1.74 %
	Other	207	1.64 %
	(None)	257	2.04 %
	(International)	182	1.45 %

12/01/2012 to 12/31/2012

News Category

Media coverage broken down by members, sub-specialty and product.

Members Mindshare Chart (News)

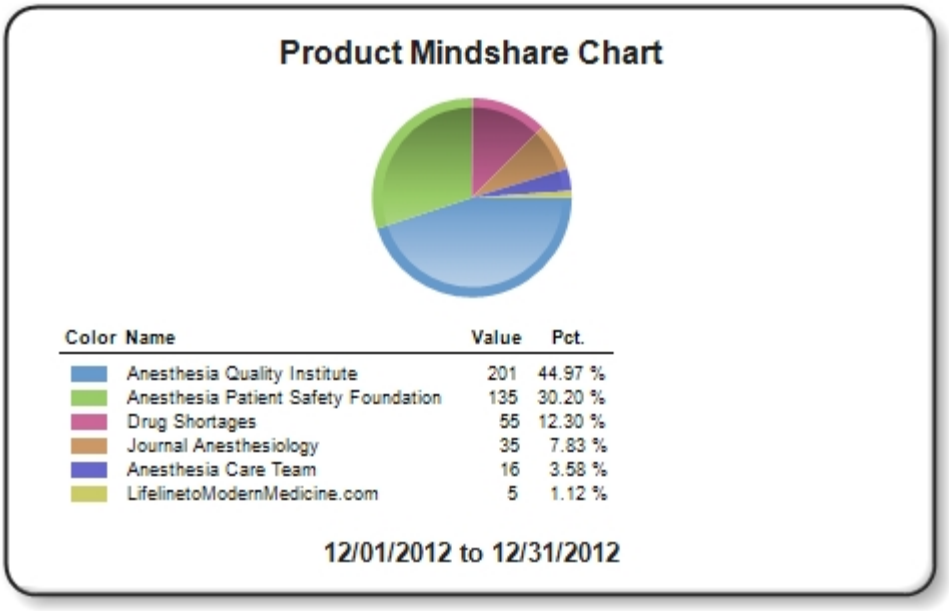
Color	Name	Value	Pct.
	Dr. James Grant	14	70.00 %
	Dr. John Zerwas	5	25.00 %
	Dr. Jane Fitch	1	5.00 %

12/01/2012 to 12/31/2012

Anesthesiology Sub-Specialties Mindshare Chart (News)

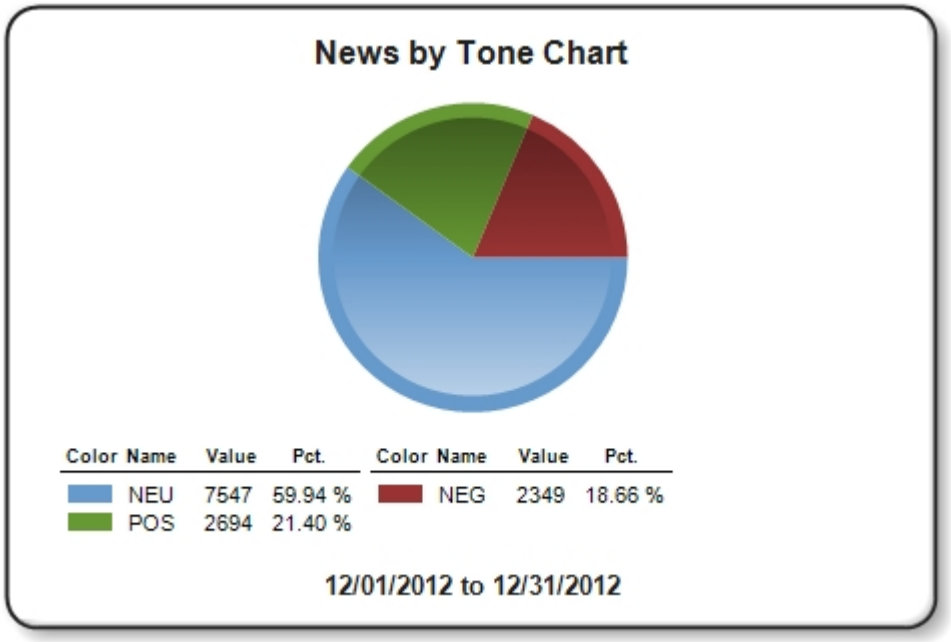
Color	Name	Value	Pct.
	Pain Medicine	610	92.28 %
	Pediatric Anesthesia	39	5.90 %
	Obstetric Anesthesia	7	1.06 %
	Ambulatory Anesthesia	4	0.61 %
	Critical Care Anesthesia	1	0.15 %

12/01/2012 to 12/31/2012



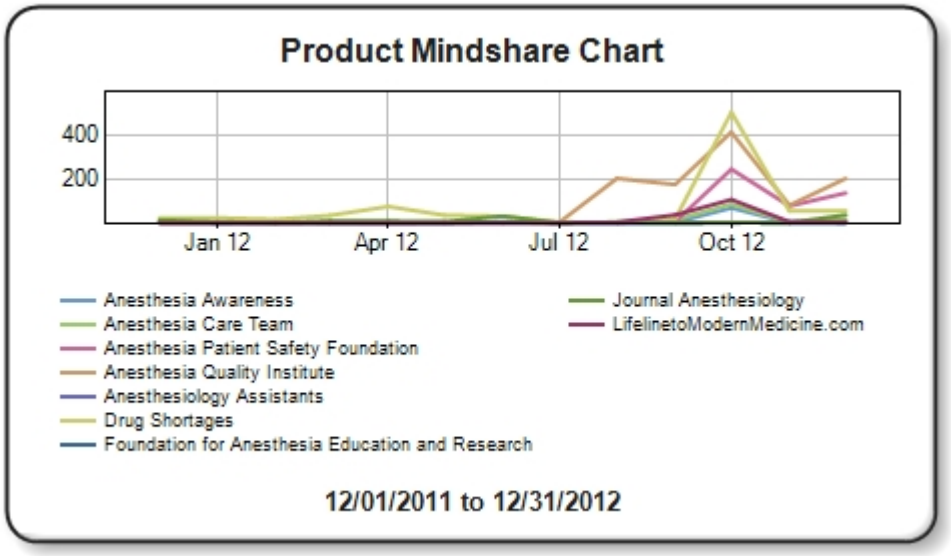
Tone Summary

The majority of coverage was neutral.



A Yearly Review

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



American Society of Anesthesiologists – General

"American Society of Anesthesiologists Names Paul Pomerantz as Chief Executive Officer," *Niles-Morton Grove Patch*, December 5, 2012.

"Drug Information Assoc. Head Pomerantz Quitting," *Philadelphia Business Journal*, December 5, 2012.

"DIA Begins Transition to New Executive Leadership," *Express Pharma*, December 6, 2012.

"CEO Turnover Heats Up," *CEO Update*, December 6, 2012.

"Paul Pomerantz Named ASA CEO for 2013," *Becker's ASC Review*, December 6, 2012.

"American Society of Anesthesiologists Names Paul Pomerantz as Chief Executive Officer," *Hatboro-Horsham Patch*, December 7, 2012.

- ASA announced the appointment of Paul Pomerantz as its new chief executive officer, effective March 4, 2013. Paul brings more than two decades of executive experience in the health care association sector to

his new role. He currently leads the Drug Information Association (DIA), an 18,000-member international nonprofit organization.

"What's New in Anesthesia?" *Outpatient Surgery Magazine*, December 2012.

- New technology and innovations on display at the ANESTHESIOLOGY™ 2012 annual meeting were highlighted, including access, safe label, temperature management/monitoring and ultrasound systems.

"Self-hypnosis Fails to Reduce Epidural Use During Labor," Fox News/*Reuters*, December 7, 2012.

- ASA member William R. Camann, M.D. discussed the role of self-hypnosis during labor. Dr. Camann explained while there has been a lot of interest in hypnotic or mind control techniques for labor pain, the ones that are most effective take a lot of preparation.

"Cosmetic Surgery Laws Often Aren't Enough," *USA Today*, December 10, 2012.

- ASA member Hector Vila, M.D. explained how several states require accreditation for offices intending to use deep or general anesthesia. Dr. Vila called for related laws to be more strictly enforced.

"Dr. Ralph Lydic to Chair National Space Biomedical Research Council," *Becker's ASC Review*, December 10, 2012.

- ASA member Ralph Lydic, Ph.D. has been named by the National Space Biomedical Research Institute to chair its External Advisory Council. Dr. Lydic received the ASA Excellence Research Award at the ANESTHESIOLOGY™ 2012 annual meeting.

"Anesthesia and Operating Room Efficiency," *HealthLeaders Media*, December 13, 2012.

"Anesthesiology Focus for Operating Room Efficiency," *HealthLeaders Media*, December 26, 2012.

- ASA member Martin L. De Ruyter, M.D. provided insight into how anesthesiologists are becoming more involved in perioperative care due to the increased demand for better coordinated care. Dr. De Ruyter described anesthesiologists as the "traffic cops" in operating rooms.

"N.J. Court Says CRNAs Must Be Supervised," *Outpatient Surgery Magazine*, December 18, 2012.

- ASA member Mordechai Bermann, M.D. praised the decision by the Superior Court of New Jersey, Appellate Division, to uphold a New Jersey Department of Health (NJDOH) regulation requiring anesthesiologists to be present when nurse anesthetists deliver anesthesia in hospitals.

"Why Physician Led Pain Care is Important for Patients," KevinMD.com/*MedPage Today*, December 18, 2012.

- ASA Section Chair of Professional Practice Stanley W. Stead, M.D. authored a guest column about the important role of physicians in delivering pain care. Dr. Stead mentioned how the recent decision by the Centers for Medicare & Medicaid Services (CMS) to reimburse nurse anesthetists for chronic pain services is dangerous and jeopardizes patient safety.

"5 Challenges for Anesthesia in 2013," *Becker's ASC Review*, December 21, 2012.

- ASA President-Elect Jane C.K. Fitch, M.D. weighed in on several challenges and opportunities anesthesiologists will face in 2013 including drug shortages, the Perioperative Surgical Home™ Model of Care, scope of practice and Medicare sequestration issues.

"US Drug Shortages: A Disappearing Problem?" *British Medical Journal*, December 21, 2012.

- ASA Vice President for Scientific Affairs Arnold J. Berry, M.D., M.P.H. explained how ASA dealt with the drug shortage of propofol in 2009. The article also included major findings from the March 2012 ASA drug shortages survey.

Journal *Anesthesiology*

"'Old' Erythrocytes Little Problem in Noncardiac Surgery," News-Medical.net, December 5, 2012.

"Cancer Recurrence Influenced by Opiates Already in Body, Anesthesia: Study," *Outcome Magazine*, December 12, 2012.