American Society of Anesthesiologists

ASA Media Clip Report
January 2013

Executive Summary

Special thanks to all ASA members who served as spokespeople in January. Pain medicine was the most popular sub-specialty topic and received more than 95 percent of all related coverage, while the Anesthesia Patient Safety Foundation (APSF) was the most popular product topic and received more than 34 percent of all related coverage. The majority of coverage appeared online at 77 percent, followed by broadcast at 10 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 President-Elect Jane C.K. Fitch, M.D.** participated in a January 12 radio segment on Voice America to help reduce the fear many patients have about undergoing anesthesia. Dr. Fitch discussed the evolution of anesthesia and patient safety.

- **ASA member of the Committee on Communications Nina Singh-Radcliff, M.D.** authored a KevinMD.com guest column on January 15. Dr. Singh-Radcliff provided tips on how patients can lose weight to lower blood pressure and improve cholesterol levels.

- **ASA Chair of the Committee on Communications John F. Dombrowski, M.D.** stressed the importance of physician-led pain care in a syndicated article. The article was picked up by more than 1,279 online media outlets with an ad value of $321,680.

News Medium

Online news outlets made up the largest portion of coverage.

News by Medium Chart

Color	Name	Value	Pct.	Color	Name	Value	Pct.
	Online	8445	77.81 %		Newspaper	207	1.91 %
	Broadcast	1173	10.81 %		(None)	424	3.91 %
	Other	243	2.24 %		(International)	122	1.12 %
	Magazine	240	2.21 %				

01/01/2013 to 01/31/2013

News Category

Media coverage broken down by sub-specialty and product.

Anesthesiology Sub-Specialties Mindshare Chart (News)

Color	Name	Value	Pct.
	Pain Medicine	714	95.58 %
	Pediatric Anesthesia	19	2.54 %
	Obstetric Anesthesia	12	1.61 %
	Ambulatory Anesthesia	1	0.13 %
	Trauma Anesthesia	1	0.13 %

01/01/2013 to 01/31/2013

Product Mindshare Chart

Color	Name	Value	Pct.
	Anesthesia Patient Safety Foundation	143	34.13 %
	Anesthesia Awareness	140	33.41 %
	Anesthesia Quality Institute	56	13.37 %
	Drug Shortages	30	7.16 %
	Anesthesia Care Team	23	5.49 %
	Journal Anesthesiology	21	5.01 %
	Anesthesiology Assistants	4	0.95 %

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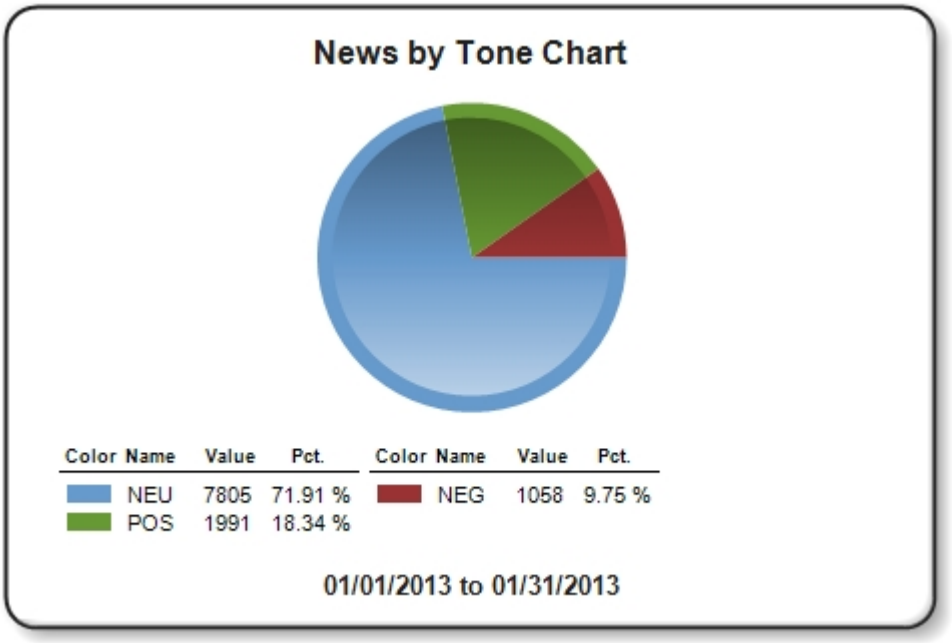
01/01/2013 to 01/31/2013

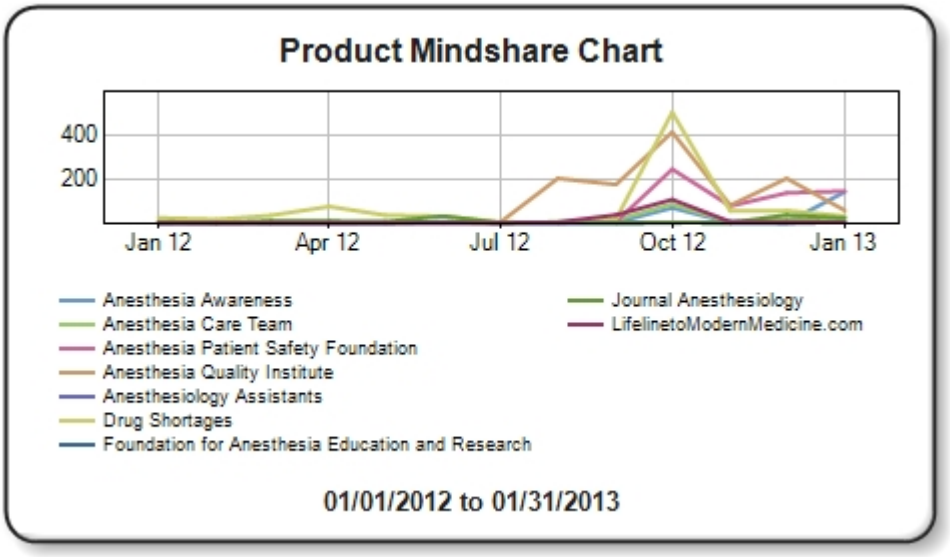
Tone Summary

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

"Flu Mania," New Jersey Lifestyle Online, Winter 2013.

- ASA member of the Committee on Communications Nina Singh-Radcliff, M.D. authored a guest to address some of the most commonly asked questions about the flu including how to prevent it and treat it.

"Dr. Nina Radcliff," *Galloway Patriot*, January 2013.

- ASA member of the Committee on Communications Nina Singh-Radcliff, M.D. answered patient questions about different types of anesthetics and how pain is controlled after surgery.

"6 ASC Characteristics That Matter to Anesthesiologists," *Becker's ASC Review*, January 4, 2013.

- ASA member Peter Glass, M.D. outlined six aspects of ambulatory surgery centers that anesthesiologists should look for and prioritize including information technology, proper patient screening, open communication, pleasant patient experience, equipment compromises and appropriate cost-cuts.

"Preparing for Surgery: What Patients Over 65 Years Old Should Know," SeniorLiving.org, January 8, 2013.

- ASA member of the Committee on Communications Nina Singh-Radcliff, M.D. authored an article on how seniors can prepare for surgery. Dr. Singh-Radcliff encouraged seniors with complicated medical conditions to schedule an appointment with their anesthesiologist prior to surgery.

"What's a 'Natural Cesarean' and How Natural Is It?" *Common Health*, January 8, 2013.

- ASA member William Camann, M.D. discussed the new technique, "family-centered Cesarean" or "gentle Cesarean" at Brigham and Women's hospital. The technique places a clear surgical drape over the laboring mother to provide her with the opportunity to watch the birth.

"This Won't Hurt a Bit. Anesthesia Options," New Reflections/Voice America, January 12, 2013.

- ASA President-Elect Jane C.K. Fitch, M.D. participated in a radio segment to help reduce the fear many patients have about undergoing anesthesia. Dr. Fitch discussed the evolution of anesthesia and patient safety.

"New Year's Resolution: Get Healthy to Improve Surgical Outcomes," KevinMD.com, January 15, 2013.

- ASA member of the Committee on Communications Nina Singh-Radcliff, M.D. authored a guest column on KevinMD.com about how patients can improve their surgical outcomes. Dr. Singh-Radcliff provided tips on how patients can lose weight to lower blood pressure and improve cholesterol levels.

"Reports of Shortages of Flu Vaccine," Fox News, January 15, 2013.

- ASA member of the Committee on Communications Nina Singh-Radcliff, M.D. appeared in a Fox News segment to discuss preventative measures patients can take to minimize the impact of the flu during the shortages of the flu vaccine.

"Chronic Pain Sufferers Urged to Seek Safe Relief From Pain Physicians," 1,279 online media outlets, January 21, 2013.

- ASA Chair of the Committee on Communications John F. Dombrowski, M.D. and his patient stressed the importance of physician-led pain care in a syndicated article with an ad value of $321,680. The article explained how the treatment of chronic pain is complex and can be associated with significant complications.

"Dr. Nina Radcliff/Bill Has Right Prescription for Compounding Pharmacies in N.J.," *Press of Atlantic City*, January 21, 2013.

- ASA member of the Committee on Communications Nina Singh-Radcliff, M.D. authored an op-ed supporting the "Compounding Pharmacy Quality Assurance Act (S2365)," which would require all traditional compounding pharmacies in the state of N.J. to receive accreditation from the Pharmacy Compounding Accreditation Board (PCAB).

"Link Between Memory Loss and Sleep in Older People," Fox News, January 28, 2013.

- ASA member of the Committee on Communications Nina Singh-Radcliff appeared in a Fox News segment to discuss a new study on the connection between the amount of sleep individuals get and their ability to create memories.

Journal *Anesthesiology*

As part the Journal Press Release Program, ASA/*Anesthesiology* highlighted a study from the December issue on whether the biologic changes after labor and delivery prevent the development of pain:

"Love Hormone May Aid Women's Recovery After Childbirth," *HealthDay*/*U.S. News & World Report*, January 3, 2013.

"Oxytocin Helps Women Recover From Pain After Delivery," *Medical Daily*, January 4, 2013.