American Society of Anesthesiologists

ASA Media Clip Report
July 2012

Executive Summary

Special thanks to all ASA members who served as spokespeople in July. The most popular topics included member inclusion, nurse anesthetists and pain medicine. The majority of coverage appeared online and was positive at more than 77 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" or ASAP piece.

Featured Topics

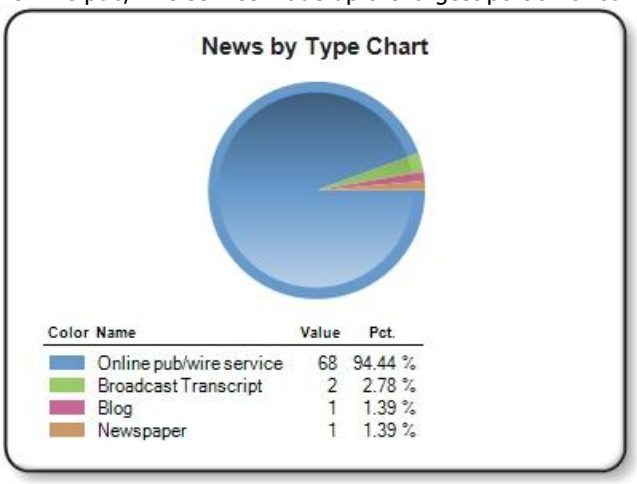
- **ASA members Randall M. Clark, M.D. and Kristin T. Woodward, M.D.** expressed their disappointment in the Colorado Court of Appeals ruling to uphold that nurse anesthetists can practice independently without physician supervision.

- **ASA Chair of the Committee on Critical Care Medicine Mark E. Nunnally, M.D.** authored a KevinMD.com guest column about the importance of central venous access in critical care. He also discussed how the subspecialty requires quick, life-saving decisions.

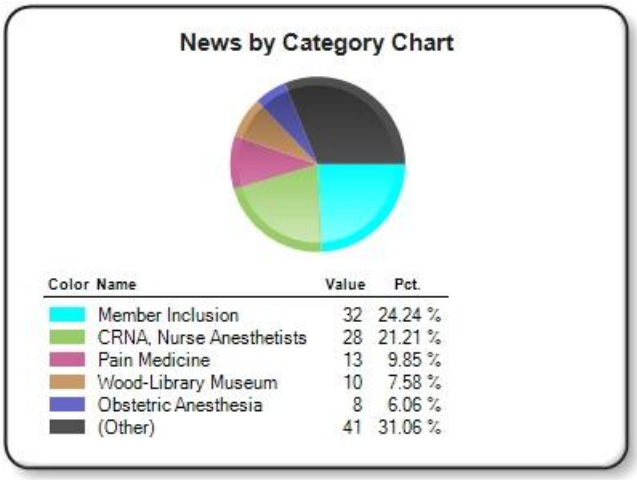
- A study from the August issue of *Anesthesiology* by **ASA member Michael A. Froelich, M.D.** found epidurals have no impact on maternal temperature. The study was highlighted as part of the Journal Press Release Program.

News Type

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

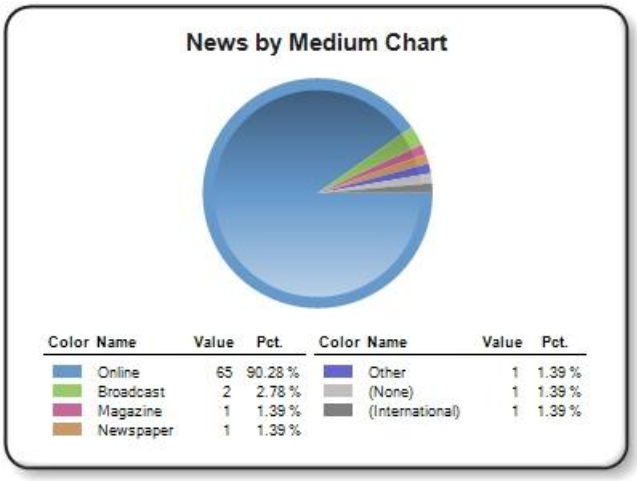


"Other" and "Member Inclusion" garnered the most hits.



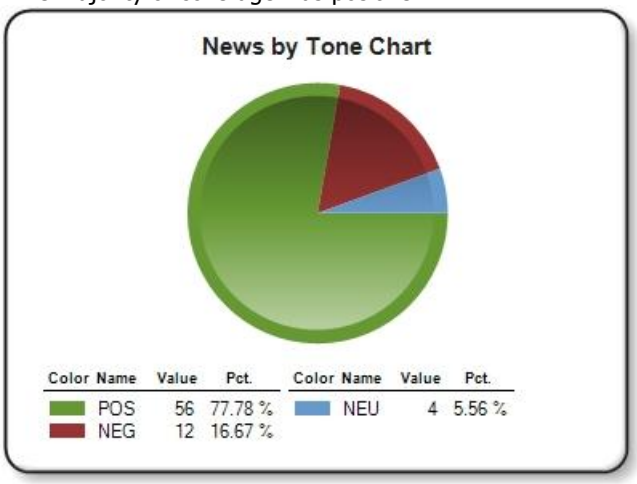
News Medium

Online outlets made up the majority of publications.

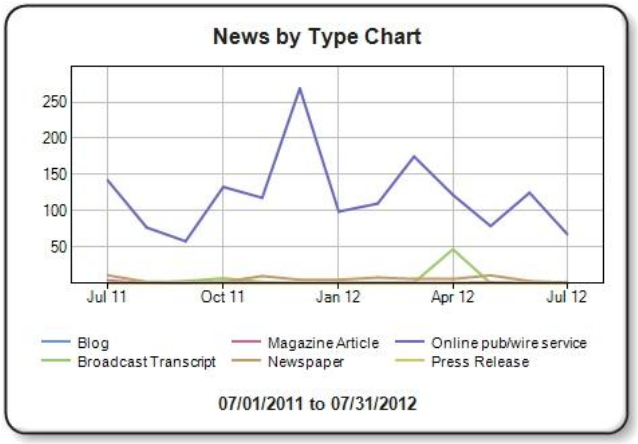


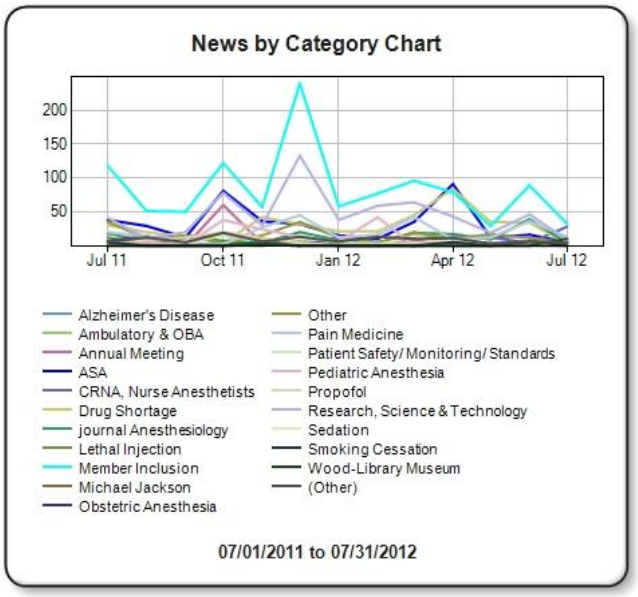
Overall Tone Summary

The majority of coverage was positive.



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





American Society of Anesthesiologists – General

"Wood Library-Museum of Anesthesiology Expands Redesigned Website," *Albany Times Union*, July 9, 2012.

- New digitization efforts by the Wood Library-Museum of Anesthesiology (WLM) includes the availability of rare book collections, living history videos, museum piece and archives online. In addition, free digital copies of WLM publications are now available.

In response to the Colorado Court of Appeals ruling to uphold that nurse anesthetists can practice independently without physician supervision, ASA members Randall M. Clark, M.D. and Kristin T. Woodward, M.D. expressed their disappointment. Drs. Clark and Woodward provided physician perspective to several media outlets on how the ruling will significantly lower the quality of care patients receive:

"Colorado Court: Nurses Can Provide Anesthesia," *The Associated Press*, July 19, 2012.

"Colorado Physician Associations Question Anesthesia Ruling," *Modern Physician*, July 20, 2012.

"Colorado Society of Anesthesiologists 'Dismayed' at CRNA Ruling," *Becker's ASC Review*, July 24, 2012.

"The Role of IVs and Central Lines in Critical Care," KevinMD.com, July 22, 2012.

- ASA Chair of the Committee on Critical Care Medicine Mark E. Nunnally, M.D. authored a KevinMD.com guest column about the importance of central venous access in critical care. He also discussed how the subspecialty requires quick, life-saving decisions.

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:

"Study Says Epidurals Do Not Cause Fever in Women in Labor," CBS 42, July 25, 2012.

"Epidural Analgesia Not to Blame for Fever in Laboring Women, Study Suggests," *Science Daily*, July 25, 2012.

"Fever in Laboring Women Not Associated With Epidural Analgesia," News-Medical.net, July 26, 2012.