

ASA Media Clip Report September 2012

Executive Summary

Special thanks to all ASA members who served as spokespeople in September. Pain medicine was the most popular topic and received more than 91 percent of all coverage. The majority of coverage appeared online at 86 percent, followed by broadcast at 4 percent.

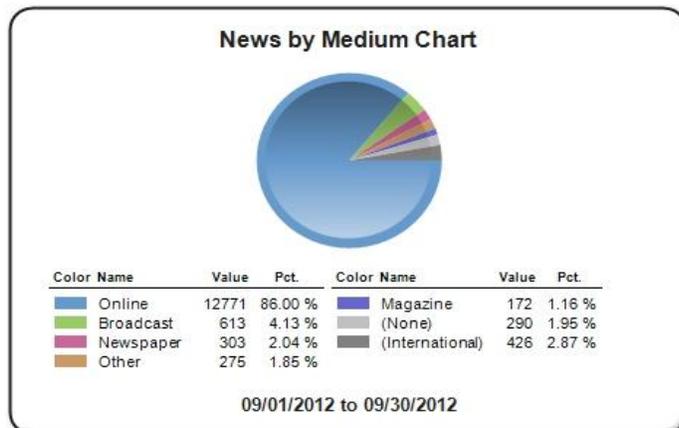
If you are contacted by a media outlet seeking comment on anesthesia-related topics or even non-anesthesia-related topics, please contact the ASA Marketing and Communications Department at communications@asahq.org. ASA can provide the latest topical background information, media training and interview 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 member Brian J. Cammarata, M.D., ASA Chair of Committee on Communications John F. Dombrowski, M.D. and ASA Chair of the Committee on Pediatric Anesthesia Mark A. Singleton, M.D.** provided unique perspective on who anesthesiologists are and what they do in the Fall 2012 issue of [Choices Newsletter](#).
- **ASA Chair of the Committee on Communications John F. Dombrowski, M.D.** authored a [KevinMD.com](#) guest column about how as an anesthesiologist and pain specialist, it is his first priority to educate patients on the dangers of abusing prescription drugs.
- ASA highlighted one [study](#) from the October issue of *Anesthesiology* as part of the Journal Press Release Program. The Italian study, highlighted in [Becker's ASC Review](#) and [Health Imaging](#), found ultrasounds were effective in increasing diagnostic and therapeutic accuracy in critical care patients.

News Medium

Online news outlets made up the largest portion of coverage.



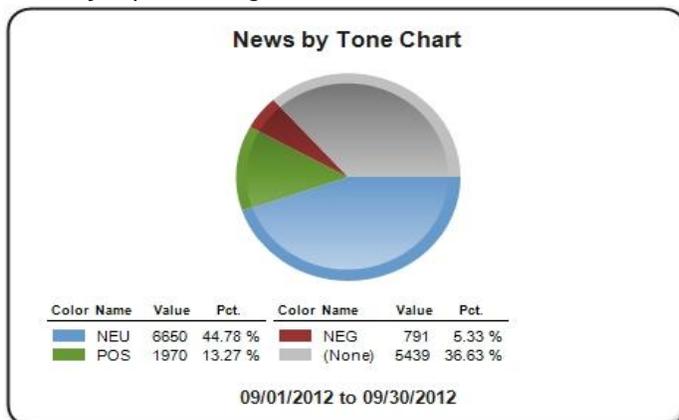
News Category

Pain Medicine and Anesthesia Quality Institute received the most coverage.



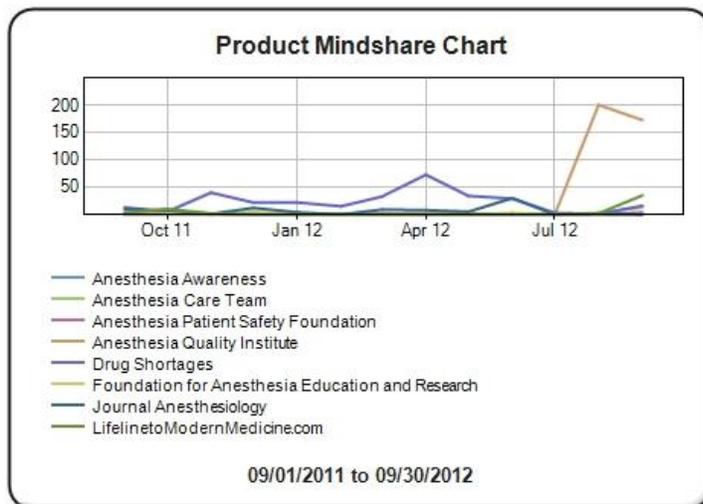
Tone Summary

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

["Spotlight on Specialties: Anesthesiology,"](#) *Choices Newsletter*, Fall 2012.

- ASA member Brian J. Cammarata, M.D., ASA Chair of Committee on Communications John F. Dombrowski, M.D. and ASA Chair of the Committee on Pediatric Anesthesia Mark A. Singleton, M.D. provided unique perspective on who anesthesiologists are and what they do.

["Laughing Gas Safe for Use During Delivery, Study Says,"](#) *Huffington Post*, September 13, 2012.

- The use of nitrous oxide during labor is explored. The article included information from ASA regarding the infrequent use of nitrous oxide (less than 1 percent), as well as its safety outcomes on expectant mothers and their babies.

["American Society of Anesthesiologists Announces Partnership with The Medicine Abuse Project,"](#) News-Medical.net, September 26, 2012.

- ASA announced its strategic partnership with The Partnership at Drugfree.org's national campaign, [The Medicine Abuse Project](#), to prevent half a million teens from abusing drugs. ASA Chair of the Committee on Communications John F. Dombrowski explained how anesthesiologists are committed to preventing drug abuse.

["I Have Seen the Tragedy of Prescription Drug Abuse,"](#) KevinMD.com, September 29, 2012.

- To help observe Drugfree.org's [The Medicine Abuse Project](#), Sept. 23-29, ASA Chair of the Committee on Communications John F. Dombrowski, M.D. authored a guest column about how as an anesthesiologist and pain specialist, it is his first priority to educate patients on the dangers of abusing prescription drugs.

Journal *Anesthesiology*

ASA highlighted one [study](#) from the October issue of *Anesthesiology* as part of the Journal Press Release Program. The Italian study found ultrasounds were effective in increasing diagnostic and therapeutic accuracy in critical care patients. Media coverage included:

["Study: Ultrasounds Help Properly Diagnose Critical Care Patients,"](#) *Becker's ASC Review*, September 19, 2012.

["Just add ultrasound: ICU Protocol Additions Aid Diagnosis,"](#) *Health Imaging*, September 21, 2012.

["Study: Anesthesia Drug's Amnesia Does Not Block Emotion Arousal,"](#) *Becker's ASC Review*, September 17, 2012.

- A study from the September issue of *Anesthesiology* found dexmedetomidine impairs long-term picture memory, but does not block memory for emotion arousal.