Volume 73, Number 1 January 2009



We are our own best marketing tool—each and every anesthesiologist. ASA has an exciting new brand, but it's up to each of us to market the specialty through our actions, one patient, one procedure, one day at a time.

EDITORIAL BOARD

Editor

Douglas R. Bacon, M.D.

Associate Editors

Doris K. Cope, M.D. N. Martin Giesecke, M.D.

Assistant Editors

Michael H. Entrup, M.D.
Todd R. Gleaves, M.D.
(Senior Resident Co-Editor)
Girish P. Joshi, M.D.
Angela Kendrick, M.D.
Robert E. Kettler, M.D.
Brad M. Taicher, M.D.
(Junior Resident Co-Editor)
John E. Tetzlaff, M.D.

Editorial Staff

Dawn M. Glossa David A. Love Terri Navarrete Roy A. Winkler Karen L. Yetsky

Advertising

Alexander Kahl Tel: 847-268-9104 Fax: 847-825-2085 E-mail: a.kahl@asahq.org

The ASA NEWSLETTER (USPS 033-200) is published monthly for ASA members by the American Society of Anesthesiologists, 520 N. Northwest Highway, Park Ridge, IL 60068-2573. E-mail: mail@ASAhq.org Editor: Newsletter_Editor@ASAhq.org Web site: http://www.ASAhq.org Periodical postage paid at Park Ridge, IL, and additional mailing offices.

POSTMASTER: Send address changes to the ASA NEWSLETTER, 520 N. Northwest Highway, Park Ridge, IL 60068-2573; (847) 825-5586.

Copyright © 2009 American Society of Anesthesiologists. All rights reserved. Contents may not be reproduced without prior written permission of the publisher. The views expressed herein are those of the authors and do not necessarily represent or reflect the views, policies or actions of the American Society of Anesthesiologists.

CONTENTS

FEATURES

10 ASA Lifeline Campaign: Anesthesiology and Committee 18 This Is Just the Beginning on Communications: Bringing MICHAEL H. ENTRUP, M.D. the Specialty to the Mainstream WILLIAM L. LANIER, M.D. The New Brand: ASA's Message 14 Gets Multimedia Treatment DAWN M. GLOSSA, M.P.A. **Committee on Communications:** 17 Leadership Spokesperson Training Program JOHN F. DOMBROWSKI, M.D.

ARTICLES

Residents Invited to Enter	21	Announcement and Call for Abstracts: 23
Research Essay Contest		Annual Anesthesiology/FAER
Nominations Sought for Award	22	Joint Session
for Excellence in Research		Announcement and Call for Abstracts: 23
James C. Eisenach, M.D.		Annual Journal Symposium
Nominations Sought for	22	
Presidential Scholar Award		

DEPARTMENTS

From the Crow's Nest	4	Subspecialty News	31
SIGNIFICANT DATES		SOAP UPDATE	
Administrative Update SETTING THE COURSE	6	Residents' Review 32 INTEGRATION NOT SEPARATION: A UNIFIED	
Washington Report	8	ACUTE AND CHRONIC PAIN SERVICE	
CHANGE FOR THE BEST		ASA News	34
Practice Management ALL ABOARD THE PQRI EXPRES	24	In Memoriam	35
NEXT STOP, HEALTH SYSTEM REFORM	<i>J</i>	Anesthesiology in the News	36
		Letters to the Editor	38
State Beat NTO 2009 AND BEYOND	26	FAER Report FAER GRANTS GIVE THE GIFT	40 OF
What's New In Reporting of Serious Adver Events	27 RSE	TIME	

SUBSTANCE ABUSE HOTLINE:

ASSOCIATED WITH DIETARY

AND NON-PRESCRIPTION DRUGS

SUPPLEMENTS

Contact the ASA Executive Office at (847) 825-5586 to obtain the addresses and telephone numbers for state medical society programs and services that assist impaired physicians.