

Our Priceless Partnerships With Industry

Linda J. Mason, M.D., FASA
ASA President-Elect

The adult mannequin arrived just 24 hours before the thoracic anesthesia workshop was scheduled to begin. We soon learned to our dismay that it had been irreparably damaged. At that point, we thought our options were pretty much non-existent. But a call to one of our corporate partners ended up saving the day. That partner immediately sent one of their exhibit staff to an office 120 miles away, who then brought back a mannequin to replace the damaged one. The workshop went on as planned and was a great success.

In the grand scheme of things, it was a small act that affected just one session. But it was a perfect demonstration of something larger – the beneficial symbiotic relationships ASA maintains with its industry partners. Best of all, this exceptional act of customer service wasn't an isolated incident, but rather a recurring norm.

ASA and its members benefit from the contributions of our industry partners. Through in-kind donations, exhibits, advertising and corporate support, our industry partners provide more than \$8 million to support ASA's most important educational event – the ANESTHESIOLOGY® annual meeting. Each year, between 30 and 40 companies provide over \$3 million in equipment so that ASA can offer hands-on workshops at ANESTHESIOLOGY, a vital component of the meeting. Nearly 300 exhibitors and advertisers provide more than \$4 million to the meeting, and Corporate Supporters contribute an additional \$1 million to the general support of the meeting. Corporate support has enabled the addition of self-directed learning stations to the meeting, the modules of which can be accessed for CME credit through the ASA learning management system (LMS) for a full year following the meeting.

Commercial support has allowed ASA to develop and provide free education courses that can be accessed on-demand through the LMS. Since 2015, more than 13,000

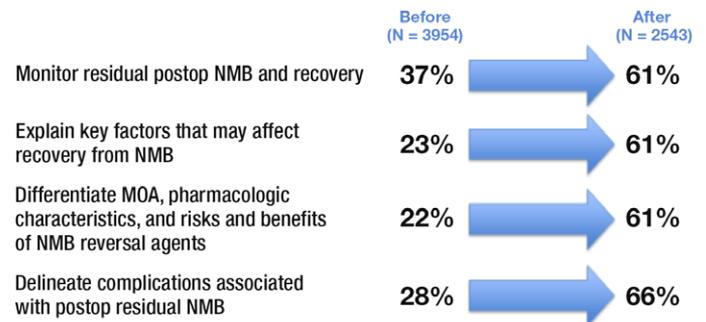


Linda J. Mason, M.D., FASA, is Professor of Anesthesiology and Pediatrics, Department of Anesthesiology, Loma Linda University Medical Center, Loma Linda, California.

physicians and care team workers have taken them. Learners credited these courses with providing “valuable information that is vital to safe and excellent patient care.” Any member can access them. Simply visit the Education Center at asahq.org and click on the “My Learning” tab.

Fraction of Participants Expressing High Confidence

Rate your ability to apply the following skills in your practice (1 = Low 5 = High)



Outcomes reports from collaborative education programs showed high rates of user satisfaction and notable increases in skills.

Since the inception of the Perioperative Surgical Home (PSH) initiative, ASA Industry Supporters have provided funding so ASA could continue to develop the PSH concept and offer cutting-edge education for its members. The PSH Learning Collaborative was created to provide participants with the tools and support to implement a PSH model in their own institutions for improved quality of care, enhanced patient experience and better value. In 2018, Industry Supporters will provide scholarships for institutions to participate in the PSH Learning Collaborative 2020. Scholarships will be awarded to VA, military, small and rural, and critical access hospitals that would otherwise be unable to afford the cost. To learn more about the scholarship program, visit www.asahq.org/psch, click “Learning Collaborative” and then “PSH Scholarship Program.”

Our industry relationships continue to grow. More recently, industry has reached out to ASA to learn how they can support the important work of the Perioperative Brain Health initiative. ASA is working closely with a related ad hoc committee to develop ways in which industry can contribute to this critical public health initiative.

Simply put: ASA could not be the organization it is today without the partnerships we have long nurtured with industry. No matter your level of involvement with the society, each and every ASA member benefits from these symbiotic relationships.