



For Immediate Release

American Association of Nurse Anesthetists
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Public Education Campaign Shines Light on Role, Value of Certified Registered Nurse Anesthetists in Changing Healthcare Environment

CHICAGO (September 4, 2014) — Hospital administrators, policymakers and healthcare providers are increasingly looking for effective business models that meet the demands of today's changing healthcare environment by delivering quality care to more people at lower costs. An educational campaign launched today raises awareness about why using Certified Registered Nurse Anesthetists (CRNAs), advanced practice nurses who specialize in anesthesia, is the most cost-effective model for ensuring patient access to safe, high-quality anesthesia care.

The campaign, "*CRNAs: The Future of Anesthesia Care Today*," which was developed by the [American Association of Nurse Anesthetists](#) (AANA), informs healthcare decision-makers about the benefits of CRNA-provided anesthesia services. It demonstrates that CRNAs deliver the most cost-effective anesthesia care in all settings where anesthesia is delivered and ensure that patients in medically underserved communities have access to quality anesthesia care close to home.

"For a long time—too long, in fact—our profession has been referred to as 'The Best Kept Secret in Healthcare,'" said AANA President Dennis Bless, CRNA, MSN. "Through this campaign, the AANA intends to shine a bright light on the exceptional, research-proven quality and capabilities of CRNAs."

CRNAs: The Future of Anesthesia Care Today is supported by a new website, www.future-of-anesthesia-care-today.com, which features research-based information on the value of CRNAs. The website also features first-person accounts by CRNAs sharing how they approach their important roles in patient care (which can often mean the difference between life and death), summaries of recent landmark research studies confirming the safety and value of CRNAs, infographics, fact sheets and more.

In the coming months, the campaign also will include additional content such as videos, social media outreach, and advertorials to help administrators, healthcare professionals and policymakers better understand the value CRNAs provide in anesthesia care.

"We encourage hospital administrators, healthcare professionals and policymakers to be fully informed about the value of CRNAs in today's changing healthcare landscape as they make choices about anesthesia care delivery and policies," said Bless. "CRNAs are key to the future of anesthesia care as our healthcare system comes to rely more heavily on advanced practice registered nurses and other non-MD/DO professionals to ensure access to patient care that is both extremely safe and cost-effective."

CRNAs practice in all 50 states and are the hands-on providers of more than 34 million anesthetics to patients each year. These highly educated, advanced practice registered nurses deliver the same safe,

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high-quality anesthesia care as other anesthesia professionals but at a lower cost, helping to control rising healthcare costs. CRNAs also are particularly critical in rural areas of the country, where they provide tens of millions of Americans access to surgical, obstetrical, trauma and pain management services without having to travel long distances to receive needed care.

Well over half of all states have no physician supervision requirements for CRNAs, and since 2001, 17 of those states have also opted out of the federal Medicare physician supervision rule for nurse anesthetists.

“CRNAs consistently deliver upon their main mission – to achieve a safe anesthesia experience and quality outcome for each patient,” said Bless. “We encourage hospital administrators, healthcare professionals, and policymakers to support AANA’s goal of enabling CRNAs to practice to their full scope of education and skills.”

For more information, visit www.future-of-anesthesia-care-today.com.

About the American Association of Nurse Anesthetists

Founded in 1931 and located in Park Ridge, Ill., the AANA is the professional organization representing more than 47,000 Certified Registered Nurse Anesthetists (CRNAs) and student registered nurse anesthetists. As advanced practice registered nurses, CRNAs safely administer more than 34 million anesthetics to patients in the United States each year.

For more information, visit www.aana.com.