

Welcome to the AAOA's Independent 2018 Annual Meeting

Reimagine Your Learning Roadmap

This September, join us in Philadelphia, where American history meets content at the AAOA's **Independent** Annual Meeting, highlighting American history and featuring the food, art, and architecture of Philadelphia thoughtfully blended with what you need to know for your practice to thrive in these challenging times. Our 2018 **Independent** Annual Meeting will be held at the Loews Hotel, where history meets modern day. Located in the nation's first skyscraper, Loews Philadelphia combines living history with warm sophistication—just like the fabulous City of Brotherly Love. This year's meeting assures to be interactive, practice-centered, and fun!

FRIDAY: Precision Medicine and the Future of Otolaryngology

On Friday, we will be featuring new clinical, hot topics. We will kick off with a lively panel on precision medicine and its effect on the future of Otolaryngology with *The Demise of the Sinus Surgeon*. You don't want to miss this update on monoclonal antibodies and their application for nasal polyposis. This joint panel with the American Rhinologic Society will feature a very spirited discussion among a panel that includes sinus surgeons and allergists on their different approaches to patients with nasal polyposis featuring biologics versus sinus surgery.

The BJ Ferguson Memorial Keynote Lecture

This year the BJ Ferguson Memorial Lecture will be given by Sally Wenzel, MD. Dr. Wenzel is currently Director of the University of Pittsburgh Asthma Institute at UPMC, holds the UPMC chair in Translational Airway Biology, and is Subsection Chief of Allergy. She has a passion for understanding and improving the treatment of asthma, in particular severe asthma. She has promoted severe asthma as a complex disease and her studies of asthma phenotypes have led the field in understanding these complexities. Dr. Wenzel has been a pivotal member of the Severe Asthma Research Program (SARP). Dr. Wenzel has developed a strong translational program to study the pathobiology of severe asthma and its phenotypes, modeling ex vivo findings in vitro, using primary human airway cells from patients and controls. She will be giving us her insights into asthma phenotypes and how this translates into choosing the right treatment for the right patient. She also will be discussing asthma phenotypes and the role of biologics in the care of the severe asthmatic patient.

Representatives from the National Institute of Allergy and Infectious Diseases (NIAID) within the National Institutes of Health (NIH) will be giving us an asthma guidelines update. The Expert Panel Working group has been charged with updating key topics from EPR-3. An update on the asthma AHRQ systematic reviews will be included. The focus of the asthma guideline update will be on updating the topics in these new evidence reviews. The NIH representatives also will be discussing what is new in biologics at the NIH and NIH-NIAID.

City of Brotherly Love Tours

Due to popular demand, we will again be featuring our outside-the-classroom series: *Content Meets Culture—Conversations with Experts*. These sessions will be small groups led by AAOA faculty in an informal, topic-focused discussion while touring Philadelphia. We hope to blend a small amount of education with large amounts of fun. These sessions will be offered as walking tours or as a tour inside the Loews hotel. Philadelphia has so much to offer and we want to allow you to enjoy part of Philadelphia while learning by taking the meeting out of the hotel and into the city.

Philadelphia played an instrumental role in the American Revolution as a meeting place for the Founding Fathers of the United States, who signed the Declaration of Independence in 1776 at the Second Continental Congress and the Constitution at the Philadelphia Convention of 1787. Several other key events occurred in Philadelphia during the Revolutionary War including the First Continental Congress, the preservation of the Liberty Bell, the Battle of Germantown, and the Siege of Fort Mifflin. Philadelphia was one of the nation's capitals during the revolution, and served as temporary U.S. capital while Washington, D.C. was under construction. You will be able to better appreciate Philadelphia's role in American history on several of the walking tours. The revolutionary city tour will include a visit to Independence Hall, the Liberty Bell, Congress Hall, and Washington Square.

Since 1682, the first planned city in the United States, Philadelphia was and is a "city of firsts" in America. There is a long list of the 'firsts' that Philadelphia has provided to the land of the free. Our host hotel, the Loews Hotel, is the first modern skyscraper in the US. On one of the walking tours, you will be introduced to Philly as the "city of firsts" including the first hospital, home of the first US Congress, and the home of the first President.

Philadelphia is also a city of art. Philadelphia is known for its murals. There are over 4000 murals in the city, many of which are within a short distance of our hotel. One of our tours will feature the history of the Mural Arts Program, including how the murals are created, some of the mural artists and some of the specific murals. Philadelphia is also known for its public art including that from Alexander Milne Calder and Henry Moore. The public arts tour will cover Love Park and the Basilica.

On the concise history of medicine tour, we will retrace the footsteps of Benjamin Franklin visiting the first hospital in the country. This tour will also visit the home of the father of American surgery, Dr. Philip Syng Physick.

Whatever your interests are, we hope that you will find our outside-the-classroom series fun and educational! There will be

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varied educational content presented during these featured tours including migraine headaches, evaluation and treatment of the chronic cough patient, the intersection of allergies and chronic rhinosinusitis, and a food allergy update.

Taste of South Philly

On Friday evening, the AAOA will host an exhibitors' reception featuring Philadelphia's iconic culinary staples offering you a true taste of the City of Brotherly Love. During this authentic Philadelphia experience, you will be able to mingle with the faculty to get some of your most important questions answered while sampling true tastes of Philly including the iconic cheesesteak, soft pretzels, South Philly Italian, and samples of Amish specialties to name a few.

Saturday: The Bottom Line

All-day Saturday at this year's redesigned Annual Meeting will be dedicated to the business of medicine. Based on your response to our member survey, we will be focusing on the day-to-day issues that all Otolaryngologists face — whether you're in private practice, academics, or a multi-specialty group. We will be featuring sessions designed to address the key issues that are affecting your practice right now. We have created this new business of medicine day for Otolaryngologists at every stage of their career as well as for their practice administrators and billing staff. This unique full-day of the business of medicine will help you improve your practice efficiencies for better overall patient care.

These sessions will be led by an exceptional mix of professional consultants, Otolaryngologists, and practice administrators who wage the same battles that you do every day. There will be general sessions presented by business consultants that will feature a topic of broad interest to all attendees.

Nick Hernandez, MBA, FACHE, is the CEO and founder of ABISA, a consultancy specializing in healthcare strategic growth initiatives. He will be the keynote speaker on *Demonstrating the Value of the Otolaryngic Allergist in Academics and Private Practice*. The healthcare and regulatory environment that physicians operate in is evolving rapidly. Reimbursement for physician services is changing, and compensation for employed physicians is increasingly based on outcomes prioritized by the healthcare organization. In this environment, how can you demonstrate the value of allergy/otolaryngology services to your organization, payers, referring physicians and the public? This keynote will explore ways the Otolaryngic allergist in private or academic practice can begin meeting these challenges.

Smaller breakout sessions will each focus on a single important topic such as billing/coding, documentation, practice efficiencies,

marketing, social media, and practice staffing. The breakout sessions will be led by professional consultants, Otolaryngologists, and practice administrators, thus allowing multiple points of view to be expressed.

Karen Zupko and her team will lead several of the breakout sessions. An internationally recognized thought leader and speaker, Karen Zupko advises physicians and healthcare managers about the challenges and trends impacting the practice of medicine. Karen's expertise encompasses all areas of practice management, from marketing, financial management, and operational efficiency to leadership and governance, online reputation management, and social media strategy.

Get ready for an insightful overview of the current hot topics in coding with Teresa Thompson. Teresa is the owner of TM Consulting, a national medical consulting and management firm that specializes in coding, compliance, and education with a wide range of consulting services. Teresa also works with the AAAAI Practice Management division as well as giving coding and reimbursement lectures for the ACAAI and the AAAAI. She is currently a contributor for the Practice Management Manual published by the AAAAI. Roll up your sleeves and get ready to tackle real-world coding scenarios with Teresa.

This day devoted to the business of medicine will help improve how you and your staff face the everyday challenges of effectively and efficiently running your practice. We want to warn you that it will be difficult to choose which of the incredibly practical breakout sessions to attend, so you may want to consider bringing your practice administrator, billing manager and/or other clinical staff responsible for practice management activities as well to the only business of medicine program created by Otolaryngologists for Otolaryngologists. We are offering a special day rate to enable you to bring multiple staff cost effectively.

ReCAP

Also on Saturday we will feature ReCAP, the Review of Core Allergy Principles. This session is ideal for PAs, NPs, nurses, office staff, residents as well as anyone interested in learning more about allergy diagnosis and immunotherapy. ReCAP is a format of short, powerful talks that will cover the breadth of allergy and immunology. These short riveting talks will be given by remarkable faculty who will communicate their passion for the practice of allergy within an Otolaryngology practice. ReCAP is a must attend session for new and veteran allergy staff alike not only for the motivational spirit for the practice of allergy, but also for the practical content including allergy testing and interpretation, vial mixing sessions, dosing, SLIT, etc.

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Saturday Night Reception

On Saturday evening, the AAOA, our faculty, and professional consultants will host a reception at the Reading Terminal Market. During this unique Philadelphia experience, you will be able to mingle with the faculty and consultants to get some of your most important questions answered.

Markets have been a part of Philadelphia's history since the city's development by William Penn in the late seventeenth century. Today's Reading Terminal Market had its roots in the Butchers' and Farmers' and Franklin Markets, both located on the 1100 block of Market Street. In 1890 the Philadelphia and Reading Railroad Company purchased this block for its new terminal. The merchants' refusal to relocate for the new building resulted in an agreement to erect a new market tucked beneath the train shed and tracks.

The Reading Terminal Market opened for business on February 22, 1893. The street-level Market reverberated with the sound of trains rumbling overhead. The stalls were laid out in a grid pattern with twelve aisles running east-west and four wider avenues running north-south. Sawdust was spread on the floor to absorb spills and moisture rising from the vast cold storage facility in the basement.

Today, Reading Terminal Market is once again the gastronomic bazaar that its original planners had envisioned. Many of the historic Market stands survived the reconstruction and are once again filled with local produce. The Market is home to more than 80 merchants, two of whom are descendants of the original standholders. You will find an eclectic array of fresh baked Amish goods, authentic Philadelphia food including Philly cheesesteak

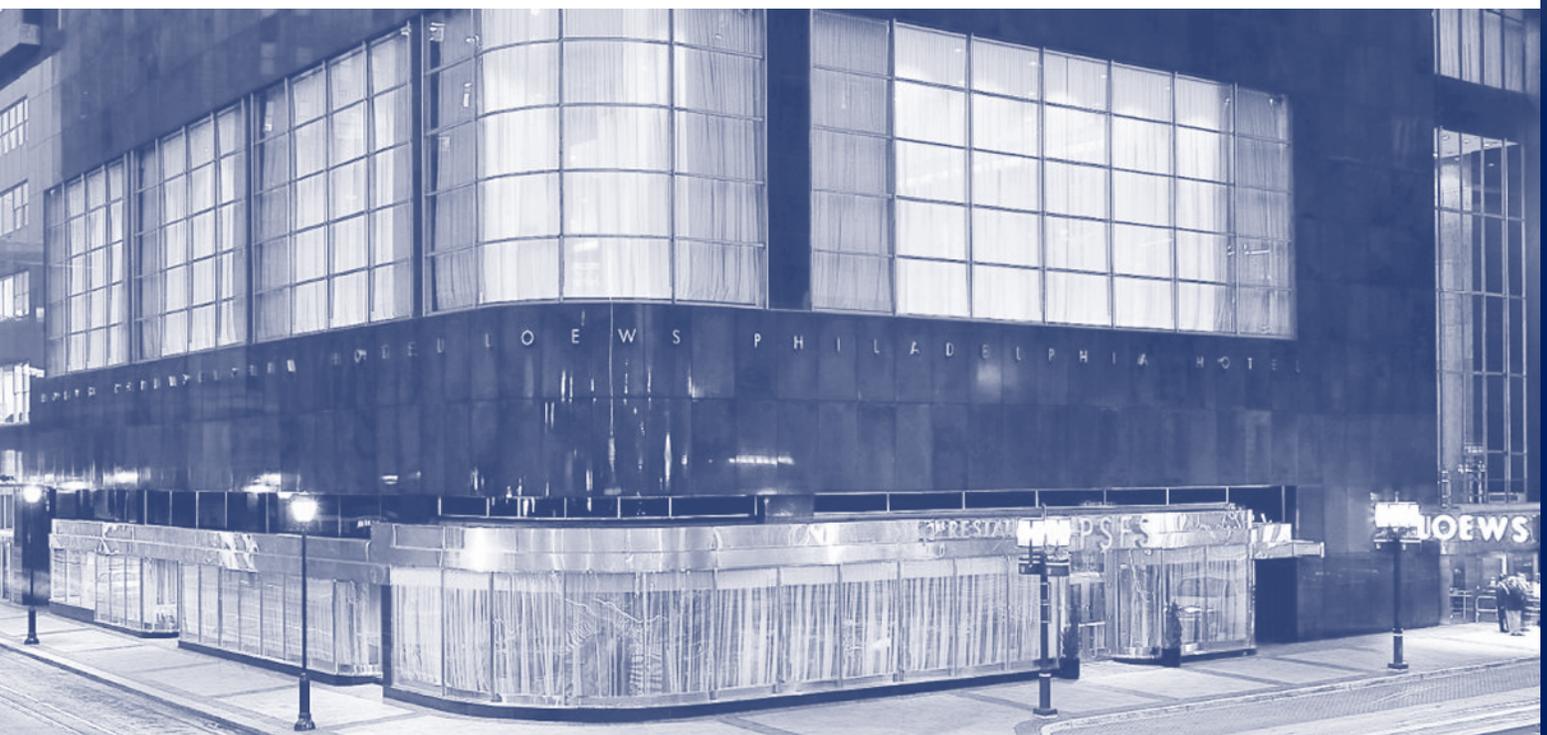
sandwiches, delicatessens, seafood, and a new mix representing today's Philadelphia community. We will have the Reading Terminal Market to ourselves to explore and taste many iconic Philadelphia treats during our reception.

Sunday: Translational Science – Cutting Edge Research to Case-Based Conversations & How the Art of Medicine Blends Evidence and the Individual Patient

Sunday's program begins with the Breakfast Research Symposium highlighting AAOAF- sponsored research, followed by Cases, Conversations, and Collaborations, which will be interactive sessions on AERD, difficult first cases, practical troubleshooting and SLIT. Rapid Fire Learning sessions will focus on the latest new information and ideas on a variety of topics including nasal polyposis, smell, and sleep medicine. We will conclude on Sunday with some new Workshops on topics including the unified airway, in-office sino-nasal procedures, scary allergy and rhinology cases, and adding biologics to your practice.

The Annual Meeting is included in your membership dues, thus making it a wonderful value-added benefit to your membership. You will be able to pick and choose among the various available concurrent sessions. Chart a course to Philadelphia, and come prepared to hear what the allergy practice of the future will be like. Return to your practice, energized and prepared for the challenges ahead. We look forward to hosting you at our indepENT Annual Meeting in the wonderful city of Philadelphia!

Cecelia Damask, DO, AAOA Education Coordinator



Schedule—At—A—Glance

FRIDAY ♦ SEPTEMBER 14

6:30 am—10:30 am	FELLOW EXAM
11:00 am—12:00 pm	PANEL DISCUSSION <i>The Demise of the Sinus Surgeon</i> James Palmer, MD, <i>Moderator</i>
12:00 pm—1:30 pm	Lunch with Corporate Sponsor
1:30 pm—2:30 pm	BJ FERGUSON MEMORIAL KEYNOTE LECTURE <i>Asthma, Airway Disease, and the Intersection of Biology and Biologics</i> Sally E. Wenzel, MD
2:30 pm—3:00 pm	Networking Break with Exhibitors
3:00 pm—4:00 pm	PANEL DISCUSSION <i>Federal Updates: What's New in Biologics & at NIH-NIAID</i>
4:15 pm—6:30 pm	CITY OF BROTHERLY LOVE WALKING TOURS <i>Content Meets Culture—Conversations with Experts</i> CONCURRENT SESSIONS <ul style="list-style-type: none"> <input type="checkbox"/> Allergy Emergencies/Ben Franklin Parkway Christopher Brook, MD, Michael Platt, MD <input type="checkbox"/> Antigen Selection/A City of Murals Bruce Gordon, MD, Steven Houser, MD <input type="checkbox"/> Chronic Cough/A City of Murals Melissa Hertler, MD, Monica Patadia, MD <input type="checkbox"/> Concise History of Medicine in Philly Cecelia Damask, DO, Christine Franzese, MD, J. Whit Mims, MD, Matthew Ryan, MD <input type="checkbox"/> Food Allergy/Ben Franklin Parkway Elizabeth Davis Mahoney, MD, William Reisacher, MD <input type="checkbox"/> Migraine/Wonders of Philly's Architecture Mark Mehle, MD, Kristen Marcum, MD <input type="checkbox"/> Practice Pearls/The Roaring 20's and the History of the Loews Hotel Ivor Emanuel, MD, Paul Fass, MD, Jack Fornadley, MD <input type="checkbox"/> Reflux and Laryngeal Issues/Philly-A City of Firsts Robert Stachler, MD, Alpen Patel, MD <input type="checkbox"/> Nasal Polyps/Philly in the 21st Century Sarah Wise, MD, John Delgaudio, MD <input type="checkbox"/> Sinusitis/Philly & Its Public Art Charles Ebert, MD, Kenneth Rodriguez, MD <input type="checkbox"/> SLIT/A Revolutionary City Sandra Lin, MD, Erik Swanson, MD, Wes VanderArk, MD, Kevin F. Wilson, MD
6:30 pm—7:30 pm	TASTE OF SOUTH PHILLY RECEPTION WITH EXHIBITORS <i>Philadelphia's iconic culinary staples will be featured</i>

SATURDAY ♦ SEPTEMBER 15

6:00 am—6:45 am	HEALTHY START FITNESS SESSIONS
7:00 am—8:00 am	Breakfast with Exhibitors
8:00 am—9:00 am	PRACTICE MANAGEMENT KEYNOTE LECTURE <i>Demonstrating the Value of the Otolaryngic Allergist in Academics and Private Practice</i> Nick Hernandez, MBA, FACHE
9:15 am—10:15 am	CONCURRENT SESSIONS: Practice Management & ReCAP Practice Management <ul style="list-style-type: none"> <input type="checkbox"/> ENT's Guide to Making a Business Plan Karen Zupko <input type="checkbox"/> SoMe and Me – Where does Social Media Fit in Modern Clinical Practice? Jennifer Villwock, MD, <i>Moderator</i> <input type="checkbox"/> Coding 101: Beyond Correct Coding—Getting Paid for What you Do and Avoiding Billing Blunders Teresa Thompson, BS, CPC, CMSCS, CCC <input type="checkbox"/> Benchmarking Basics: Key Indicators for a Healthy Practice Nick Hernandez, MBA, FACHE ReCAP <ul style="list-style-type: none"> <input type="checkbox"/> Principles of Allergic Disease Matthew Ryan, MD, Christopher Brook, MD
10:15 am—10:45 am	Networking Break with Exhibitors
10:45 am—11:45 pm	CONCURRENT SESSIONS: Practice Management & ReCAP Practice Management <ul style="list-style-type: none"> <input type="checkbox"/> Expanding Scope of Practice: How to Expand Service Lines to Drive Patient Satisfaction Chuck Syms, MD, MBA, <i>Moderator</i> <input type="checkbox"/> Coding Hot Topics: Coding Strategies for 2018 and Beyond Teresa Thompson, BS, CPC, CMSCS, CCC <input type="checkbox"/> Boost Your Bottom Line...Despite 2018 ENT Coding Cuts/High Deductible Health Plans: You Need A Plan Cheyenne Brinson, CPA, MBA <input type="checkbox"/> Creating the Right Office Culture by Cultivating the Right Staff Jack Fornadley, MD, Jennifer Hodges, RN, <i>Moderators</i> ReCAP <ul style="list-style-type: none"> <input type="checkbox"/> Advanced Allergy Topics Matthew Ryan, MD Christopher Brook, MD

SATURDAY ♦ SEPTEMBER 15 *(continued)*

12:00 pm—1:00 pm	ANNUAL BUSINESS MEETING AAOA Today & Tomorrow <i>(Lunch Included)</i>
1:00 pm—2:00 pm	PANEL DISCUSSION <i>Making Sense of Government Regulations: Practical Strategies</i> Jami Lucas, <i>Moderator</i>
2:00 pm—2:15 pm	Networking Break with Exhibitors
2:15 pm—3:15 pm	CONCURRENT SESSIONS: Practice Management & ReCAP Practice Management <ul style="list-style-type: none"> <input type="checkbox"/> Negotiation is Value Specific Keith Sale, MD, <i>Moderator</i> <input type="checkbox"/> Benchmarking Basics: Key Indicators for a Healthy Practice Nick Hernandez, MBA, FACHE <input type="checkbox"/> Efficient Workflow or Logjam: Is Your Practice Operationally Sound? Cheyenne Brinson, CPA, MBA <input type="checkbox"/> How to Improve Patient Compliance (IT & Beyond) Erik Swanson, MD, <i>Moderator</i> ReCAP <ul style="list-style-type: none"> <input type="checkbox"/> Allergy Testing Matthew Ryan, MD, Christopher Brook, MD
3:15 pm—3:30 pm	Networking Break with Exhibitors
3:30 pm—4:30 pm	CONCURRENT SESSIONS: Practice Management & ReCAP Practice Management <ul style="list-style-type: none"> <input type="checkbox"/> How to Build Efficiency Back into Your Practice Model Douglas Dawson, MD, <i>Moderator</i> <input type="checkbox"/> Advanced Coding: E/M Challenges Teresa Thompson, BS, CPC, CMSCS, CCC <input type="checkbox"/> Contracts & Licensing Agreements: What You Need to Know/Ask Before Signing Daniel Shay, JD <input type="checkbox"/> Getting Started in Practice: What We Wish We Had Known at Graduation Kevin Wilson, MD, <i>Moderator</i> ReCAP <ul style="list-style-type: none"> <input type="checkbox"/> Immunotherapy & Vial Preparation Matthew Ryan, MD, Christopher Brook, MD
4:30 pm—4:45 pm	Networking Break with Exhibitors
4:45 pm—5:45 pm	CONCURRENT SESSIONS: Practice Management & ReCAP Practice Management <ul style="list-style-type: none"> <input type="checkbox"/> Physician Burnout: The Newest Epidemic and Why We Should Care <input type="checkbox"/> The Art & Practice of Strategic Thinking Nick Hernandez, MBA, FACHE <input type="checkbox"/> Evaluating Service Lines and Practice Flow for Practice Sustainability Cheyenne Brinson, MBA, CPA <input type="checkbox"/> Employment & Payer Contracts: What You Need to Know/Ask Before Signing Daniel Shay, JD ReCAP <ul style="list-style-type: none"> <input type="checkbox"/> Anaphylaxis & Immunotherapy Practicum Matthew Ryan, MD, Christopher Brook, MD
7:00 pm—9:00 pm	AAOA SOIRÉE: Reading Terminal at 125 Years <i>(food samples from selected vendors served)</i>

SUNDAY ♦ SEPTEMBER 16

6:00 am—6:45 am	HEALTHY START FITNESS SESSIONS
7:30 am—9:00 am	SCIENTIFIC RESEARCH FORUM AND BREAKFAST Charles Ebert, MD, Kenneth Rodriguez, MD, <i>Moderators</i>
9:00am—10:00am	CONCURRENT SESSIONS: Cases, Conversations, and Collaboration <ul style="list-style-type: none"> <input type="checkbox"/> Office-Based Sinonasal Procedures Sarah Wise, MD, John Delgaudio, MD <input type="checkbox"/> Challenges in Clinical Care: Practical Troubleshooting J. Whit Mims, MD, <i>Moderator</i> <input type="checkbox"/> My First Cases That Had Me Totally Stumped Monica Patadia, MD, <i>Moderator</i> <input type="checkbox"/> Smell: The Forgotten Sense Jennifer Villwock, MD <input type="checkbox"/> Scary Allergy & Sinus Cases Michael Platt, MD, <i>Moderator</i>
10:00 am—10:30 am	Networking Break with Exhibitors
10:30 am—11:30 am	CONCURRENT SESSIONS: Rapid Fire Learning <ul style="list-style-type: none"> <input type="checkbox"/> Managing the AERD Patient Nathan Deckard, MD, Josh Levy, MD, Elina Toskala, MD <input type="checkbox"/> Sinusitis or Allergy? Both? Neither? Sarah Wise, MD, John Delgaudio, MD <input type="checkbox"/> Starting Your Allergy Practice: Practical Perspective William Reisacher, MD, <i>Moderator</i> <input type="checkbox"/> Allergy & Sleep Douglas Dawson, MD, Andrea Lewis, MD, Michael Parker, MD
11:45 am—12:45 pm	CONCURRENT SESSIONS: Workshops <ul style="list-style-type: none"> <input type="checkbox"/> Component Testing: Where We Are and Where We're Going Michael Benninger, MD <input type="checkbox"/> Unified Airway & Asthma: What You Need to Know Michael Parker, MD <input type="checkbox"/> Adding Biologics to Your Practice James Palmer, MD, John Bosso, MD <input type="checkbox"/> SLIT: How to Make It Work Sandra Lin, MD, <i>Moderator</i>

AAOA 2018 ANNUAL BUSINESS MEETING



Saturday, September 15 | 12:00 pm—1:00 pm

As is our tradition, the AAOA will hold its Annual Business Meeting during the 2018 Annual Meeting in Philadelphia. This year, we are adopting a new format that goes beyond our Bylaws prescribed agenda that offers your key leaders an opportunity to give you more of an update on what we are doing in education, socioeconomics, and patient and professional relations. We hope augmenting our usual financial and membership reports with these details will give you better insights into all that your AAOA is doing for you.

Our Annual Business Meeting will be on Saturday, September 15th from 12:00 to 1:00 pm. We will set it up as a networking lunch to help you have time to meet with colleagues and peers, as well as to share your thoughts and ideas with your elected leadership.

As in the past, we will open the elections electronically in August. Fellows and Associates will be alerted via e-mail that the election polls are open. We encourage you to vote electronically and participate in our governance process.

We look forward to welcoming you to Philadelphia in the Loews Hotel — Please join us in our Annual Business Meeting!

Christine Franzese, MD | AAOA President

- Leadership met to consider member needs and define strategic priorities for the next 3 years
- Operationally, continue to refine and develop quality education programs and advocacy tools and resources to help our members in their day-to-day practices

Cecelia Damask, DO and Sarah Wise, MD *Coordinator of Education & Director of Educational Programs*

- Annual program update on the AAOA's CME Programs
- What's new and improved with our Annual Meeting, Basic Course, Advanced Course, & Interactive Allergy & Rhinology programs
- Blending online educational opportunities (Clinical Insights Modules)

Doug Dawson, MD | Socioeconomic Chair

- Compounding has been both a national and state issue; Working with FDA, USP, AMA, and a coalition of specialty societies impacted by changes in compounding definitions and regulations
- MACRA has moved toward implementation and AAOA has worked to help serve as a resource to help members navigate implementation
- Federal Issues have encompassed everything from healthcare reform and hearing health to overtime pay issues; AAOA has worked with AMA, AAOHNS, AAAAI, ACAAI, and related medical societies to support what is best for medicine and patient care

Wesley D. Vander Ark, MD | Patient & Professional Relations Chair

- Primary focus has been on the development and implementation of a digital strategy, integrating multiple communication tools and member resources to better support our members
- The newest iteration of our website, **AAOAllergy.org** was awarded top honors with a Gold Medal in the "Best New Website" category by Association Trends. It has expanded our offerings in patient education and member resources, tools, and content in an easy to navigate platform.

Robert Stachler, MD | Membership

- AAOA remains strong in its member base with high retention rates
- 26 Associate members sat for the Fellow Exam, helping us grow our Fellow base
- This year our member applications are strong

Alpen Patel, MD | Treasurer

- 2017 Audit Results & Overall snapshot of the organization's financial health

Kevin Wilson, MD | Nominating Committee Chair

- Review of the Slate of Candidates for the 2018-2019 Leadership Year and Elections (see page VII)

Matthew Ryan, MD | 2018-2019 President

- Induction of the new president
- Looking ahead to 2019-2020

Saturday, September 15 | 12:00 pm–1:00 pm

Board Leadership | 2018–2019 Candidates

PRESIDENT ELECT.....	Alpen Patel, MD	AMA DELEGATE	Wesley D. Vander Ark, MD <i>(incumbent)</i>
SECRETARY	Wesley D. Vander Ark, MD	AMA ALTERNATE DELEGATE	Ayesha Khalid, MD, MBA <i>(incumbent)</i>
TREASURER.....	Michael Platt, MD	AUDIT COMMITTEE MEMBER 2018–2021	Kevin Wilson, MD
COORDINATOR OF EDUCATION.....	Cecelia Damask, DO <i>(incumbent)</i>	Matthew Ryan, MD	<i>will succeed to President for a one-year term of 2018–2019</i>
DIRECTOR OF	Sarah Wise, MD <i>(incumbent)</i>	Christine B. Franzese, MD	<i>will succeed to Immediate Past President for a one-year term of 2018–2019</i>
EDUCATIONAL PROGRAMS		THE REMAINING BOARD MEMBERS-AT-LARGE ARE:	
DIRECTOR OF	Monica Patadia, MD <i>(incumbent)</i>	Ayesha Khalid, MD, MBA	2016–2019
EDUCATIONAL ASSESSMENT		Charles A. Syms, MD, MBA	2016–2019
PATIENT & PROFESSIONAL	Christopher Vickery, MD	Stella Lee, MD	2017–2020
RELATIONS CHAIR		Kristen Sieberling, MD	2017–2020
SOCIOECONOMIC CHAIR.....	Doug Dawson, MD <i>(incumbent)</i>	THE REMAINING AUDIT COMMITTEE MEMBERS ARE:	
BOARD MEMBER-AT-LARGE 2018–2021 <i>(Two nominees are elected)</i>	Adrienne Laury, MD Keith Sale, MD Andrea Lewis, MD Glenn Porter, MD	Peter Chikes, MD	2015–2018
		John Krouse, MD, PhD, MBA	2016–2019
		Jacques Peltier, MD	2017–2020

Past Presidents of the ASOAA and AAOA

Frank K. Hansel, MD	1941–1947	Lup Q. Pang, MD.....	1970–1971	J. David Osguthorpe, MD	1994–1995
Byron Black, MD	1947–1948	David A. Dolowitz, MD	1971–1972	James A. Hadley, MD.....	1995–1996
Rea F. Ashley, MD	1948–1949	Jake C. Clemis, MD.....	1972–1973	Jacquelynne P. Corey, MD	1996–1997
George E. Shambaugh, Jr, MD.....	1949–1950	Bernard M. Barrett, MD	1973–1974	Ivor A. Emanuel, MD.....	1997–1998
William H. Evans, MD	1950–1951	W. Leonard Draper, MD.....	1974–1975	Stephen J. Chadwick, MD	1998–1999
Hugh A. Kuhn, MD	1951–1952	James C. Whittington, MD.....	1975–1976	M. Jennifer Derebery, MD	1999–2000
Kenneth L. Craft, MD	1952–1953	W. Hugh Powers, MD.....	1976–1977	Edwyn L. Boyd, MD.....	2000–2001
Albert D. Ruedemann, MD.....	1953–1954	Richard H. Stahl, MD.....	1977–1978	Richard L. Mabry, MD.....	2001–2002
F. Lambert McGannon, MD.....	1954–1955	Hueston C. King, MD.....	1978–1979	Bruce R. Gordon, MD	2002–2003
Dean M. Lierle, MD	1955–1956	Walter A. Ward, MD	1979–1980	John A. Fornadley, MD.....	2003–2004
Sam H. Sanders, MD.....	1956–1957	Fordyce Johnson, MD.....	1980–1981	Michael J. Parker, MD	2004–2005
Joseph W. Hampsey, MD.....	1957–1958	George Viscomi, MD.....	1981–1982	Kim E. Pershall, MD	2005–2006
Michael A. Barone, MD	1958–1959	William P. King, MD	1982–1983	John H. Krouse, MD, PhD.....	2006–2007
Walter E. Owen, MD.....	1959–1960	James L. Baldwin, MD.....	1983–1984	Paul T. Fass, MD.....	2007–2008
Leland H. Prewitt, MD	1960–1961	Helen F. Krouse, MD	1984–1985	Richard Haydon, MD	2008–2009
Edley H. Jones, MD.....	1961–1962	John H. Boyles, Jr, MD.....	1985–1986	Berrylin J. Ferguson, MD.....	2009–2010
Sylvester C. Missal, MD.....	1962–1963	Marvin A. Singleton, MD	1986–1987	David K. Palmer, MD	2010–2011
Daniel S. DeStio, MD.....	1963–1964	Joseph R.B. Hutchinson, MD	1987–1988	Harold C. Pillsbury, MD	2011–2012
J. Matthews Robinson, Sr, MD.....	1964–1965	William B. Pierce, MD.....	1988–1989	Sandra Lin, MD.....	2012–2013
Linden J. Wallner, MD	1965–1966	James L. Bryant, II, MD	1989–1990	Bradley Marple, MD.....	2013–2014
Herbert P. Harkins, MD	1966–1967	Martin B. Trotsky, MD.....	1990–1991	Steven Houser, MD.....	2014–2015
Herbert B. Goldman, MD	1967–1968	Arnold S. Rapoport, MD	1991–1992	Maria C. Veling, MD	2015–2016
Lewis E. Morrison, MD	1968–1969	Richard J. Trevino, MD.....	1992–1993	J. Whit Mims, MD.....	2016–2017
Claude M. Warren, Jr, MD	1969–1970	D. Morton Boyette, MD.....	1993–1994	Christine B. Franzese, MD	2017–2018

Scientific Paper Abstracts for the 2018 AAOA Annual Meeting



Call for Scientific Papers

Submit your abstract today! Share your research with the otolaryngology specialists attending the **2018 AAOA Annual Meeting** from September 14–16, 2018 at the Loews Philadelphia. Submitted abstracts will be considered for oral or poster presentation during the meeting. This will be a great occasion to be a part of the 2018 AAOA Annual Meeting, showcase your research to your peers and leaders in otolaryngology, and get an opportunity to publish your work!

Submission Deadline: June 1, 2018 at 11:59 pm EST.

All abstracts selected for oral or poster presentation require submission of an accompanying manuscript to the official journal of the AAOA, *International Forum of Allergy and Rhinology (IFAR)*, which will have the right of first refusal for the submitted manuscript.

Manuscripts are to be submitted by August 15, 2018 at 11:59 PM EST.

Submit your Scientific Paper Abstracts for the 2018 AAOA Annual Meeting on: aaoallergy.org/education/aaoa-annual-meeting-2018/ and click on the *Scientific Abstract Submission page* under *Important Information* to begin your submission process.

Questions? Contact: ehertzfeld@aaoallergy.org

Resident Travel Scholarship Application to the 2018 Annual Meeting

In an effort to continue resident education, the AAOA will sponsor residents to attend the 2018 Annual Meeting by assisting with the cost of travel and accommodations. Scholarships can vary between \$150 and \$500 and will be made to residency programs.

To apply submit the following documents to Elisabeth Herzfeld at ehertzfeld@aaoallergy.org or by fax at 202-955-5016:

- A letter expressing your interest in the 2018 Annual Meeting, and why you should be a grant recipient.
- A letter of recommendation from Program Director on letterhead.
- If the resident is not an AAOA member, a complete application – visit aaoallergy.org/about/join/ for more information.

The application deadline is June 1, 2018 at 11:59 pm EST. Scholarship notifications by June 8, 2018.



We are once again offering the **Review of Core Allergy Principles (ReCAP)** during the 2018 Annual Meeting in Philadelphia. This course provides a condensed and fully updated presentation of the core principles taught at the AAOA's Basic Course in Allergy & Immunology. **ReCAP** offers an excellent opportunity for both experienced and novice practitioners to gain an understanding of the role of allergy in the otolaryngology office and gain a better understanding the nuts and bolts of allergy testing and immunotherapy. **ReCAP** is an important introduction to the basic principles for both physicians and allied health members who are new to allergy and may not yet have had an opportunity to attend the Basic Course. **ReCAP** is also a great way for residents to get a solid foundation in allergy principles.

The program will extend throughout Saturday (September 15th), running concurrently with our practice management lecture series. While the entire session is recommended, a meeting attendee can certainly “pick and choose” specific topic areas of interest.

ReCAP will be taught in a rapid-fire format with brief lectures, a quiz show game, panel discussions, and opportunities to practice allergy test interpretation and immunotherapy dose calculation.

Attendees should expect to walk away with key tools needed to incorporate or improve their delivery of allergy care for their patients.

ReCAP will cover:

Hour 1—The Principles of Allergic Disease

Hour 2—Advanced Allergy Topics

Hour 3—Allergy Testing

Hour 4—Immunotherapy and Vial Preparation

Hour 5—Anaphylaxis and Immunotherapy Practicum

At the end of these sessions, attendees should be able to:

- Integrate allergy testing into clinical practice: select patients to test, create a testing panel, administer skin tests and appropriately interpret allergy test results.
- Recognize patients with food allergy and asthma, and initiate management.
- Appropriately prescribe and mix allergy immunotherapy treatment vials and safely escalate immunotherapy to an effective dose.
- Manage allergy emergencies including anaphylaxis.

Strategies & Tactics to Improve Efficiencies for Better Patient Care

Faculty Biographies

Cheyenne Brinson, CPA, MBA

Cheyenne is an innovative, solutions-oriented senior consultant with KarenZupko & Associates who delivers pragmatic business solutions that boost revenue, streamline workflow, and increase operational efficiency. “You cannot manage what you do not measure” is Cheyenne’s guiding principle, and she leverages this wisdom to make sound, data-based decisions.



With a unique blend of technology know-how, training skills, operations management, and financial expertise, Cheyenne has helped more than one hundred surgical practices improve the bottom line. From scheduling and front desk operations, to patient flow, surgery scheduling, EHR utilization, and effective billing office processes, Cheyenne designs and implements process improvements by leveraging people and technology.

Her wizardry with most practice management systems, plus a deep knowledge of best practice workflows, makes her an in-demand advisor to practices seeking to augment their technology training and implementation. Known affectionately as “coach” to many practices, Cheyenne customizes technology training programs and delivers customer service and patient coordinator training to individuals as well as entire practice teams.

A friendly and upbeat instructor, Cheyenne draws upon her field experience to convey relevant and timely information in a way that everyone in the audience can relate to and learn from. She earns rave reviews from course attendees at the KZA ENT Coding and Reimbursement Workshops, and speaks regularly for organizations such as the American Academy of Otolaryngic Allergy, Association of Otolaryngology Administrators, Fuel Medical, Allmeds, and other specialty societies and industry groups.

Prior to joining KarenZupko & Associates, Cheyenne was a Director in a primary care practice where she moved the practice from operating at a loss to operating at a profit in less than one year. While there, she led an implementation team to open a clinic site fully functional on an EHR. Cheyenne also spent seven years in public accounting, providing accounting and consulting services to medical practices.

Cheyenne earned an M.B.A. and B.S. in accounting from Troy State University (now Troy University) in Troy, Alabama. She is an inductee to the Accounting Hall of Honor in recognition of her professional accomplishments. Cheyenne is president of the Fat Disorders Research Society and past president of the Illinois Medical Group Management Association.

Nick Hernandez, MBA, FACHE

Nick Hernandez, MBA, FACHE is the founder and CEO of ABISA. ABISA is an independent healthcare consultancy specializing in healthcare strategy, physician engagement, and strategic growth initiatives. ABISA can help devise and implement the strategies and processes that will allow organizations to remain competitive and solvent. The company’s client list includes physician groups, hospital systems, healthcare IT organizations, venture capitalists, private equity investment groups, and physician entrepreneurs.



Nick has extensive knowledge on matters surrounding physician engagement and has a long history of working with physician entrepreneurs. He has consulted with clients in multiple countries and has over 20 years of leadership and operations experience. He is Board Certified in Healthcare Management and has been named a Fellow of the American College of Healthcare Executives.

Daniel F. Shay, Esq.

Daniel F. Shay is an attorney with Alice G. Gosfield and Associates, P.C. His practice is restricted to health law and health care regulation focusing primarily on physician representation, fraud and abuse compliance, Medicare Part B reimbursement, and HIPAA compliance in the physician context. He also has a keen interest in intellectual property issues, including copyright, trademark, data control, and confidentiality. He has



also focused his attention on provider control of commerce in data, electronic health records license agreements, physician advertising, enrollment in Medicare, quality reporting and quality measurement, physician use of non-physician practitioners, and physician use of social media. He speaks publicly and has published on all of these topics. He also regularly speaks to resident physicians on what to expect in their employment contracts. Mr. Shay received his Bachelor of Science degree *cum laude* in 2000 from Vanderbilt University and his *juris doctorate degree* from Emory University School of Law in 2003. Mr. Shay is admitted to the Pennsylvania Bar, is a member of the American Health Lawyers Association, and is the Vice Chair of Educational Programs for the American Health Lawyers Association’s Physicians and Physician Organization Practice Group.

Faculty Biographies

Teresa Thompson, BS, CPC, CMSCS, CCC

Teresa Thompson, BS, CPC, CMSCS, CCC, is the owner and principal of TM Consulting, a national medical consulting and management firm that specializes in coding, compliance, education and a wide range of consulting services to healthcare professionals specializing in respiratory diseases.



Ms. Thompson conducts workshops and seminars for various clinics, organizations and national organizations. Teresa Thompson offers seminars and consulting services for ENT practices as well as working with the AAAAI throughout the year with various webinars, national conferences, and coding consulting.

Ms. Thompson has over three decades working with physicians and their staff to train and resolve practice management.

Sally E. Wenzel, MD

Sally E. Wenzel, MD is a Professor of Medicine and Immunology and Director at the University of Pittsburgh Asthma Institute at UPMC, UPMC Chair in Translational Airway Biology and Chair, at the Department of Environmental and Occupational Health Graduate School of Public Health at the University of Pittsburgh.



Dr. Wenzel completed her MD degree at the University of Florida. Following her residency in internal medicine at Wake Forest University and her fellowship in pulmonary and critical care medicine at Virginia Commonwealth University, she spent 19 years at National Jewish and the University of Colorado before moving to the University of Pittsburgh. She received the Elizabeth Rich Award for her role in promoting women in science, the ATS Award for Scientific Achievement, the ATS Foundation Breathing for Life Award, and the ERS President's Award. She is currently Director of the University of Pittsburgh Asthma Institute at UPMC, and Chair for the Department of Environmental and Occupational Health, at the Graduate School of Public Health, University of Pittsburgh. Dr. Wenzel has served as Deputy Editor for the American Journal of Respiratory and Critical Care Medicine and is a frequent reviewer for the New England Journal of Medicine and other publications.

Dr. Wenzel has a passion for understanding and improving the treatment of asthma, in particular severe asthma. She has promoted severe asthma as a complex disease and her studies of asthma phenotypes have led the field in understanding these complexities. Dr. Wenzel has developed a strong translational program to study the pathobiology of severe asthma and its phenotypes, modeling ex vivo findings in vitro, using primary human airway cells from patients and controls.

Karen Zupko

Karen Zupko is a nationally recognized speaker, writer and consultant in the otolaryngology community. She has participated in AAO-HNS annual meeting programs since 1984, taught the AAO-HNS Coding workshops for years, and taught at AAFPRS and state meetings. Karen is a known friend to the otolaryngology community, and has written articles



for The Bulletin, worked with the Association of Otolaryngology Administrators, and participated in the Cherry Blossom Festival and the Windy City Symposium as a planner and speaker. Karen has contributed a chapter on referral-building for otolaryngologists to the Mosby Year Book series, and co-authored a chapter on personnel administration.

KarenZupko&Associates has worked with over 227 otolaryngology practices to improve patient satisfaction, reduce risk, save money, economize on time, and enhance revenue – legally. KZA, now 23 strong, has a unique expertise in otolaryngology practices. Prior to opening her firm in 1985, Ms. Zupko directed the American Medical Association's Department of Practice Management. Her articles on management and marketing have been published in Hospital Physician, Physician Management and The Journal of Medical Practice Management.

Ms. Zupko is on the board of editorial consultants of Medical Economics magazine. She has served on the board of trustees of Chicago's Grant Hospital and is active in many national organizations. Ms. Zupko is a graduate of the University of Kansas and a Chicago native.

Building Your Own Roadmap

Much like our Founding Fathers re-imagined what government could look like and built a government for the people and by the people, we invite you to re-imagine what a medical meeting could look like — for you.

Join us in Philadelphia, where you can map your own educational pathway. What is it you hope to get from our Annual Meeting? What is it you and your staff need to learn? Where are there opportunities for you to implement new knowledge, new approaches, new tools to work toward better patient outcomes.

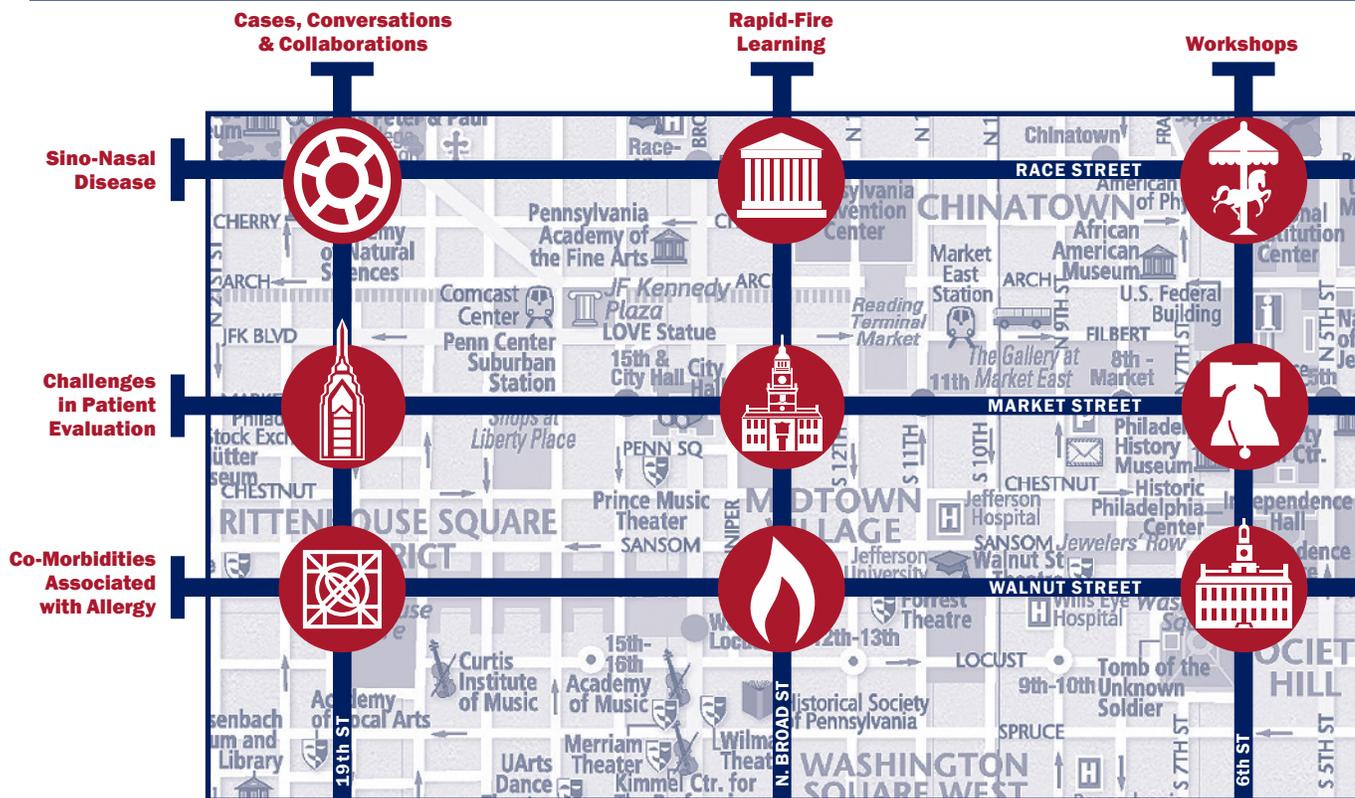
At our **IndependentENT** Annual Meeting in Philadelphia we have honored your feedback to take the meeting away from all the

distractions and competing events tied to the larger otolaryngology annual meeting to give you a chance to focus on your educational needs and learn from peers and leaders. We are shaking up the typical meeting setting to offer more engaging sessions around cases, look at some of the business challenges we are all facing, learn where research is taking us, and reviewing core principles.

On Sunday, our blend of Cases, Conversations & Collaborations, Rapid-Fire Learning, and Workshops gives you an opportunity to build your educational roadmap. Some tracks to consider are below. We invite you to review this Annual Meeting Program Guide to build your unique blend of learning in Philadelphia.

SUNDAY TRACKING

Sino-Nasal Disease	Challenges in Patient Evaluation	Co-Morbidities Associated with Allergy
Cases, Conversations & Collaborations		
 Office-Based Sino-Nasal Procedures	 My First Case that Had Me Totally Stumped	 Scary Allergy & Sinus Cases or Smell: The Forgotten Sense
Rapid-Fire Learning		
 Managing AERD Patients	 Sinusitis or Allergy? Both? Neither?	 Allergy & Sleep
Workshops		
 Adding Biologics to Your Practice	 Component Testing: Where We Are and Where We Are Going	 Unified Airway & Asthma What You Need to Know



Re-Imagine ★ Re-New ★ Re-Connect

6:30 am—10:30 am

FELLOW EXAM

Registered Candidates Only

11:00 am—12:00 pm

PANEL DISCUSSION

**The Demise of the Sinus Surgeon:
Precision Medicine and its Effect on the Future
of Otolaryngology—Joint AAOA-ARS Panel**

Moderator: James Palmer, MD (ARS)

*Panelists: John Bosso, MD (ARS); Christine Franzese, MD (AAOA);
Stella Lee, MD (ARS); Cecelia Damask, DO (AAOA)*

What is it otolaryngologists need to know about the role of biologics in their practice? How will the approval of biologics for the management of sino-nasal disease and specifically nasal polyposis impact the typical otolaryngology practice? What will the new norm be? Where will sinus surgery play a role in the new paradigm? This panel will look at the pending research and role of biologics in managing inflammation and nasal polyposis will a look toward what the future of sinus disease management will look like with the advent of novel medical interventions.

12:00 pm—1:30 pm

Lunch with Corporate Sponsor

1:30 pm—3:30 pm

**BJ FERGUSON MEMORIAL KEYNOTE LECTURE
Asthma, Airway Disease and the Intersecton
of Biology and Biologics**

*Presenter: Sally E. Wenzel, MD, Director, University of Pittsburgh
Asthma Institute at UPMC/UPSOM*

Asthma has long been recognized as a heterogeneous disease. However, only recently has the intersection of pathobiology and targeted biologic therapies begun to unveil the differing yet overlapping phenotypes which make up asthma, and in particular severe asthma. For many years asthma, as defined by bronchodilator responsiveness and appropriate symptoms, was considered a disease of childhood onset with allergic reactions contributing heavily to disease. This promoted drugs, including anti-IgE, which targeted these allergic pathways. However, large scale epidemiologic studies, including genetic studies, failed to identify a critical importance of allergic pathways to more severe disease in adults. In contrast, evidence from pathologic studies suggested that evidence for Type-2 immuno-inflammation (ie, activated by IL-4, 5 and 13) persisted, even in the absence of allergy, despite the use of even high doses of inhaled and systemic corticosteroids. These studies were then complemented by studies of biologic therapies targeted to these pathways, which showed efficacy above that of corticosteroids and long acting beta agonists, in patients with elevations in appropriate biomarkers. Thus, the concept of a molecular phenotype of Type-2 Hi asthma arose. This Type-2 Hi lower airway disease (asthma) appears to be similar to upper airway diseases (rhinosinusitis and nasal polyps) involving the same pathway. However molecular and clinical studies suggest that this Type-2 process is likely to be heterogeneous, and could vary between upper and lower airways, and by specific cytokines. Interestingly, a large number of patients with particularly severe disease may have processes which goes well beyond T2 inflammation alone. Type-1 (T1) inflammation is increasingly

recognized as playing a role in some patients, often in combination with T2 inflammation. Finally, much less is understood regarding those patients without an obvious Type-2 inflammatory signatures. No clear molecular phenotypes or targeted therapies yet exist. However, studies are showing that some T2 targeted therapies may show efficacy even in patients with low levels of current T2 biomarkers, suggesting that better biomarkers are also needed. Despite these uncertainties, many patients can now be precisely targeted for treatment with considerable impact on the overall morbidity of the disease, particularly in those with severe asthma.

2:30 pm—3:00 pm

Networking Break with Exhibitors

3:00 pm—4:00 pm

PANEL DISCUSSION

**Federal Updates: What's New in Biologics
and at NIH—NIAID**

Moderator: John H. Krouse, MD, PhD, MBA

NIH Representatives: Daniel Rotrosen, MD; Alkis Togias, MD

Representatives from the National Institute of Allergy and Infectious Diseases (NIAID) within the National Institutes of Health (NIH) will be giving us an asthma guidelines update. The Expert Panel Working group has been charged with updating key topics from EPR-3. An update on the asthma AHRQ systematic reviews will be included. The focus of the asthma guideline update will be on updating the topics in these new evidence reviews. The NIH representatives also will be discussing what is new in biologics at the NIH and NIH-NIAID.

Panel discussion highlighting current NIH-NIAID efforts / research focus; What is new with biologics and their role in clinical management of inflammatory disease; Review of new asthma guidelines and what clinicians need to know

4:15 pm—6:30 pm

**City of Brotherly Love Walking Tours: Content Meets
Culture—Conversations with Experts**

These sessions will be small groups led by AAOA faculty in an informal, topic-focused discussion while touring Philadelphia. We hope to blend a small amount of education with large amounts of fun. These sessions will be offered as walking tours or as a tour inside the Loews hotel. Philadelphia has so much to offer and we want you to enjoy part of Philadelphia while learning by taking the meeting out of the hotel and into the city!

Allergy Emergencies: Ben Franklin Parkway

*Content Leaders: Michael Platt, MD and
Christopher Brook, MD*

Antigen Selections: A City of Murals

*Content Leaders: Bruce Gordon, MD and
Steven Houser, MD*

Chronic Cough: A City of Murals

*Content Leaders: Melissa Hertler, MD and
Monica Patadia, MD*

Saturday | September 15

Practice Management and ReCAP

4:15 pm—6:30 pm

City of Brotherly Love Walking Tours: Content Meets Culture—Conversations with Experts *(continued)*

Concise History of Medicine in Philly

Content Leaders/Guides: Matthew Ryan, MD and J. Whit Mims, MD

Concise History of Medicine in Philly

Content Leader/Guide: Christine Franzese, MD and Cecelia Damask, DO

Food Allergy: Ben Franklin Parkway

Content Leaders: William Reisacher, MD and Elizabeth Davis Mahoney, MD

Migraine: Wonders of Philly's Architecture

Content Leaders: Mark Mehle, MD and Kristen Marcum, MD

Practice Pearls: The Roaring 20s and the History of the Loews Hotel

Content Leaders: Paul Fass, MD, Ivor Emanuel, MD, and Jack Fornadley, MD

Reflux and Laryngeal Issues: Philly—A City of Firsts

Content Leaders: Robert Stachler, MD and Alpen Patel, MD

Sinusitis: Philly and Its Public Art

Content Leaders: Charles Ebert, MD and Kenneth Rodriguez, MD

Nasal Polyps: Philly in the 21st Century

Content Leaders: Sarah Wise, MD and John Delgaudio, MD

SLIT: A Revolutionary City

Content Leaders: Kevin F. Wilson, MD and Wes VanderArk, MD

SLIT: A Revolutionary City

Content Leaders: Sandra Lin, MD and Erik Swanson, MD

6:30 pm—7:30 pm

Reception with Exhibitors: Taste of South Philly

Join us for our exhibitors' reception featuring Philadelphia's iconic culinary staples offering you a true taste of the City of Brotherly Love. During this authentic Philadelphia experience, you will be able to mingle with the faculty to get some of your most important questions answered while sampling true tastes of Philly including the iconic cheesesteak, soft pretzels, South Philly Italian, and samples of Amish specialties to name a few.

SATURDAY | SEPTEMBER 15

6:00 am—6:45 am

Healthy Start Fitness Sessions

7:00 am—8:00 am

Breakfast with Exhibitors

8:00 am—9:00 am

PRACTICE MANAGEMENT KEYNOTE: Demonstrating the Value of the Otolaryngic Allergist in Academics and Private Practice

Introduction: Cecelia Damask, DO

Speaker: Nick Hernandez, MBA, FACHE, CEO/Founder of ABISA, LLC

The healthcare and regulatory environment that physicians operate in is evolving rapidly. Reimbursement for physician services is changing, and compensation for employed physicians is increasingly based on outcomes prioritized by the healthcare organization. In this environment, how can you demonstrate the value of allergy/otolaryngology services to your organization, payers, referring physicians and the public? This keynote will explore ways the Otolaryngic allergist in private or academic practice can begin meeting these challenges.

9:15 am—10:15 am

CONCURRENT SESSIONS

PRACTICE MANAGEMENT

ENTs Guide to Making a Business Plan

Speaker: Karen Zupko, MD

Considering all the facets of today's ENT practice and the role of allergy in offering a complete package of ENT services, this session will consider key issues around:

- Marketing,
- Staff Utilization,
- Payor Mix: How Do I know I have the Right Patients to Sustain Service Lines

SoME and Me—Where Does Social Media Fit in Modern Clinical Practice?

Moderator: Jennifer Villwock, MD

Panelists: Sandra Lin, MD; Shena Matsos; John Craddock, MD

Your patients want to connect with you online. Are you leveraging the right online tools to maximize patient engagement and satisfaction? Presenters will show you how your website, Facebook page, patient portal, text messaging and other tools can help you more fully connect with your current and future patients. Dives into what Otolaryngic allergists need to know to succeed on social media.

Coding 101: Beyond Correct Coding—Getting Paid for What You Do and Avoiding Billing Blunders

Introduction: David Palmer, MD

Speaker: Teresa Thompson, BS, CPC, MMSCS, CCC

Frustrated by claim denials or struggling to prepare effective appeals for denied claims? This session will review proven strategies for combating these time wasters. You'll also get tips on how to identify coding mistakes and make corrections before you're audited or penalized. Covering the basic principles of medical coding, this session is designed for those who need to better understand coding and its nuances associated with allergy billing and compliance. Insightful overview of current hot topics in coding that includes extra time for questions.

Practice Management and ReCAP

☐ **Benchmarking Basics: Key Indicators for a Healthy Practice**

Introduction: **Matthew Patterson, MD**

Speaker: **Nick Hernandez, MBA, FACHE, CEO/Founder of ABISA, LLC**

Understanding your revenue and expense streams is vital to ensuring your practice's profitability. This session will help you determine which metrics to track and how you can spot problems before they become severe. Review allergy and ENT-specific practice costs and revenue data from the 2017 MGMA Cost & Revenue survey.

ReCAP

☐ **ReCAP Workshop (hour 1): Principles of Allergic Disease**

ReCAP Directors: **Matthew Ryan, MD** and **Christopher Brook, MD**

ReCAP will be taught in a rapid-fire format with brief lectures, a quiz show game, panel discussions, and opportunities to practice allergy test interpretation and immunotherapy dose calculation. Attendees should expect to walk away with key tools needed to incorporate or improve their delivery of allergy care for their patients.

At the end of these sessions, attendees should be able to:

- 1 Integrate allergy testing into clinical practice: select patients to test, create a testing panel, administer skin tests and appropriately interpret allergy test results.
- 2 Recognize patients with food allergy and asthma, and initiate management.
- 3 Appropriately prescribe and mix allergy immunotherapy treatment vials and safely escalate immunotherapy to an effective dose.
- 4 Manage allergy emergencies including anaphylaxis.

10:15 am – 10:45 am

Networking Break with Exhibitors

10:45 am – 11:45 am

CONCURRENT SESSIONS

PRACTICE MANAGEMENT

☐ **Expanding Scope of Practice: How to expand services lines to drive patient satisfaction**

Moderator: **Chuck Syms, MD, MBA**

Invited Panelists: **Nick Hernandez, MBA, FACHE; Michael Parker, MD; Matthew Patterson, MD; Andrea Lewis, MD; Gavin Setzen, MD**

Otolaryngology practices offer some unique areas for expanding scope of practice/service lines. This panel will explore opportunities and challenges around typical service lines such as allergy, balance PT rehab, hearing aids (vs diagnostic audiology), Clinical research, in-office CT scans, sleep, asthma, biologics, balance therapy, and telehealth.

For example, use of telehealth is expanding due to changing patient demographics and has been shown to increase access to care, reduce costs, improve outcomes, overcome geographic barriers, and increase patient satisfaction. Allergy can be both a patient and revenue generator with the right patient mix and immunotherapy options. Other ENT service lines offer similar opportunities to help build your practice, drive in referrals, and offer more complete ENT services.

This session will walk you through the opportunities and barriers of augmented service lines and work to help you understand the trends in integration and alignment options.

☐ **Coding Hot Topics: Coding Strategies for 2018 & Beyond**

Introduction: **Maria Veling, MD**

Speaker: **Teresa Thompson, BS, CPC, MMSCS, CCC**

Frustrated by claim denials, updating systems with coverage policies and changes in coding, or struggling to prepare effective appeals for denied claims? This session will review proven strategies for combating these time wasters with insightful overview of current hot topics for coding and open Q&A discussion with participants.

☐ **Boost Your Bottom Line...Despite 2018 ENT Coding Cuts/High Deductible Health Plans: You Need A Plan**

Introduction: **Todd Berinstein, MD, MBA**

Speaker: **Cheyenne Brinson, CPA, MBA**

In the era of high deductibles and increased patient financial responsibility, and with the 2018 ENT coding cuts, collecting at the time of service is a necessity for savvy otolaryngology practices. This session explores case studies of ENT practices who have successfully transitioned to collection at the time of service and examines their successes and pitfalls. Building on these case studies, a collecting at the time-of-service implementation guide is provided to offer step-by-step instructions on how to turn the concept into tangible results. Guide and presentation will include training schedule, sample scripts, and sample protocols.

☐ **Creating the Right Office Culture by Cultivating the Right Staff**

Moderators: **Jack Fornadley, MD & Jennifer Hodges, RN**

Invited Panelists: **Beth Davis, MD; David Palmer, MD; Kristin Seiberling, MD; Wes VanderArk, MD; Chris Vickery, MD**

Staff is any practices number one resource. Building the right staff and the right staff culture is key to efficiency and optimal patient care. One bad seed could have huge negative effects on the practice and the bottom line. Engage with this panel to consider all the various, nuanced staffing models in today's ENT practice. Learn what has worked and what has perhaps not worked so well from the panelists and your peers to help find the right staffing solution for you and your practice.

Saturday | September 15

Practice Management and ReCAP

10:45 am—11:45 am

CONCURRENT SESSIONS (continued)

ReCAP

□ RECAP Workshop (hour 2): Advanced Allergy Topics

ReCAP Directors: **Matthew Ryan, MD** and **Christopher Brook, MD**

ReCAP will be taught in a rapid-fire format with brief lectures, a quiz show game, panel discussions, and opportunities to practice allergy test interpretation and immunotherapy dose calculation. Attendees should expect to walk away with key tools needed to incorporate or improve their delivery of allergy care for their patients.

At the end of these sessions, attendees should be able to:

- 1 Integrate allergy testing into clinical practice: select patients to test, create a testing panel, administer skin tests and appropriately interpret allergy test results.
- 2 Recognize patients with food allergy and asthma, and initiate management.
- 3 Appropriately prescribe and mix allergy immunotherapy treatment vials and safely escalate immunotherapy to an effective dose.
- 4 Manage allergy emergencies including anaphylaxis.

12:00 pm—1:00 pm

ANNUAL BUSINESS MEETING

AAOA Today & Tomorrow in Exhibit Hall (Lunch included)

This networking lunch is a great opportunity to meet with colleagues and peers, as well as share your thoughts and ideas with elected leadership of the AAOA (see pages VI–VII for details).

1:00 pm—2:00 pm

Making Sense of Government Regulations: Practical Strategies (Or Everything you wanted to know about CPT 95165)

Moderator: **Jami Lucas**

Panelists: **James C. Denny, MD, AAO-HNS Executive Vice President/CEO**; **Gavin Setzen, MD, Albany ENT & Allergy Services PC & AAOHNS President**; **Andrew Murphy, MD, Asthma, Allergy & Sinus Center**; **Douglas E. Dawson, MD, FAAOA, Unity Points Clinics**; **Daniel Shay, JD**

ENT allergy practices are impacted by a wide range of regulations, from quality measures to compounding/USP 797 to MACRA/MIPS. Get the latest updates on key regulations followed by practical steps your practice can take to ensure you're in compliance. Topics include USP and FDA regulations for preparation of allergen extract and billing for 95165 and an update on RegENT.

2:00 pm—2:15 pm

Networking Break with Exhibitors

2:15 pm—3:15 pm

CONCURRENT SESSIONS

PRACTICE MANAGEMENT

□ Negotiation Is Value Specific

Moderator: **Keith Sale, MD**

Panelists: **Daniel Shay, JD (Legal)**; **Jennifer Villwock, MD**; **Alex Chiu, MD**

The University of Kansas will share some interesting data from personality research from within their department (i.e. some of their physicians value money/security, some value altruism/science, etc.) that is very meaningful, not just in negotiating, but also in the greater burnout conversation.

Some physicians will choose to negotiate for things like academic time and resources to pursue research instead of negotiating for more salary. What do you value?

□ Benchmarking Basics: Key Indicators for a Healthy Practice

Introduction: **Stephanie Joe, MD**

Speaker: **Nick Hernandez, MBA, FACHE, CEO and founder of ABISA, LLC**

Understanding your revenue and expense streams is vital to ensuring your practice's profitability. This session will help you determine which metrics to track and how you can spot problems before they become severe.

Review allergy and ENT-specific practice costs and revenue data from the 2017 MGMA Cost & Revenue survey.

□ Efficient Work Flow or Logjam? ... Is Your Practice Operationally Sound?

Introduction: **Rick Pillsbury, MD**

Speaker: **Cheyenne Brinson, CPA, MBA**

Is your otolaryngology practice running as smoothly as it could? Do your providers get behind or find themselves waiting around for patients to complete their paperwork? Do your sessions start on time? Do your staff members seem to be overwhelmed? Are you fielding patient complaints? If you answered yes to any of these questions, then there are likely operational challenges to address. This session explores common operational issues, beginning with the schedule. We will look at revamping the intake process, patient portal usage, perfecting patient flow, time saving tips for the clinical team, and how to leverage the electronic systems.

□ How to Improve Patient Compliance (IT + Beyond)

Moderator: **Erik Swanson, MD**

Panelists: **Christopher Brook, MD**; **Thomas Murphy, MD**; **Michael Platt, MD**; **Sarah Wise, MD**

Immunotherapy is only as effective as the patient is compliant. Do you know what your rate of conversion from a positive allergy test to immunotherapy is? Where is your typical immunotherapy drop off? What proactive tools do you and your staff employ to help circumvent drop off and assure compliance. Come join the engaging panel to review what the literature says about immunotherapy and compliance and to learn new ways to improve patient compliance and patient outcomes.

Practice Management and ReCAP

2:15 pm—3:15 pm

CONCURRENT SESSIONS

ReCAP

**RECAP Workshop (hour 3):
 Allergy Testing**

ReCAP Directors: **Matthew Ryan, MD** and **Christopher Brook, MD**

ReCAP will be taught in a rapid-fire format with brief lectures, a quiz show game, panel discussions, and opportunities to practice allergy test interpretation and immunotherapy dose calculation. Attendees should expect to walk away with key tools needed to incorporate or improve their delivery of allergy care for their patients

At the end of these sessions, attendees should be able to:

- 1 Integrate allergy testing into clinical practice: select patients to test, create a testing panel, administer skin tests and appropriately interpret allergy test results.
- 2 Recognize patients with food allergy and asthma, and initiate management.
- 3 Appropriately prescribe and mix allergy immunotherapy treatment vials and safely escalate immunotherapy to an effective dose.
- 4 Manage allergy emergencies including anaphylaxis.

3:15 pm—3:30 pm

Networking Break with Exhibitors

3:30pm—4:30 pm

CONCURRENT SESSIONS

PRACTICE MANAGEMENT

How Can You Work Efficiency Back into Your Practice Model

Moderator: **Douglas Dawson, MD**

Invited Panelists: **Keith Sale, MD; Dole Baker, MD**

Focusing on today's challenges of increasing costs and overhead in a tighter reimbursement market, this panel will discuss different methods and approaches to cutting costs without cutting care. Join the panel for a lively discussion around vendor negotiations; leveraging buying power for supplies and allergy serum; techniques to improve office efficiencies; and understanding payor profiles to help maximize payor value.

Advanced Coding: E/M Chart Audits Tied to ENT/Allergy Procedural Coding

Introduction: **Kristin Seiberling, MD**

Speaker: **Teresa Thompson, BS, CPC, MMSCS, CCC**

Teresa Thompson and AAOA leadership share their coding critique/suggestions by using their office notes as examples (all patient identifiers removed).

Utilizing several case studies, this session will walk you through key E/M coding issues in allergy practice.

**Contracts & Licensing Agreements:
 What You Need to Know/Ask before Signing**

Introduction: **Michael Platt, MD**

Speaker: **Daniel Shay, JD**

Contracts impact physician lives in many ways. This session will explore the nuances of EHR licensing agreements and payor contracts, the impact of Stark II on employed physicians and their staff, especially in relation to allergy services, considerations for mergers and practice sales, beyond yourself, what are the issues facing staff in the new group/employment model

Getting Started in Practice OR What We Wish We Would Have Known at Graduation

Moderator: **Kevin Wilson, MD**

This panel includes tips on starting a new practice for ENT's of any age and advice for those new to ENT allergy, and recent graduates. Strategies for how to choose your correct career path will be offered as well as a primer for getting started in practice, from preparing for interviews and contract negotiation strategies to now that I am here, how to I get patients. The presenters will cover the pros and cons of both private and academic practice. They will explore compensation models, impact of RVU-based compensation, and related practice challenges.

ReCAP

**RECAP Workshop (hour 4):
 Immunotherapy & Vial Preparation**

ReCAP Directors: **Matthew Ryan, MD** and **Christopher Brook, MD**

ReCAP will be taught in a rapid-fire format with brief lectures, a quiz show game, panel discussions, and opportunities to practice allergy test interpretation and immunotherapy dose calculation. Attendees should expect to walk away with key tools needed to incorporate or improve their delivery of allergy care for their patients

At the end of these sessions, attendees should be able to:

- 1 Integrate allergy testing into clinical practice: select patients to test, create a testing panel, administer skin tests and appropriately interpret allergy test results.
- 2 Recognize patients with food allergy and asthma, and initiate management.
- 3 Appropriately prescribe and mix allergy immunotherapy treatment vials and safely escalate immunotherapy to an effective dose.
- 4 Manage allergy emergencies including anaphylaxis.

4:30 pm—4:45 pm

Networking Break with Exhibitors

Practice Management and ReCAP

4:45 pm – 5:45 pm

CONCURRENT SESSIONS

PRACTICE MANAGEMENT

Physician Burnout: The Newest Epidemic and Why We Should Care

Moderator: TBD

Invited Panelists: Rick Pillsbury, MD; Michael Benninger, MD; Alpen Patel, MD; Douglas Dawson, MD; Ayesha Khalid, MD; Juliette Galbraith, MD, Psychiatrist from Penn

Burnout continues to be widespread in medicine. Often the suggested solution is more sleep, more work-life balance, yoga, and granola. The individual is not the problem. This session will talk about the realities of physician burnout and the impact on healthcare. While we do not suppose to have all the answers, engage in open dialogue to help recognize the symptoms of burnout and provide practical tips for both combating burnout and alleviating burn out for those on your healthcare team.

The Art & Practice of Strategic Thinking

Introduction: Wesley Vander Ark, MD

Speaker: Nick Hernandez, MBA, FACHE

Strategic planning is a process that brings to life the mission and vision of the medical practice. As the practice grows and the healthcare environment becomes more complex, the need for strategic planning becomes greater. A strategic plan, well-crafted and of value, considers the internal and external environment around the business.

Medical practices that consistently apply a disciplined approach to strategic planning are better prepared to evolve as the local market changes and as the healthcare industry undergoes reform. The benefit of the discipline that develops from the process of strategic planning, leads to improved communication. It facilitates effective decision-making, better selection of tactical options, and leads to a higher probability of achieving the physician owners' goals and objectives.

This session will focus on:

- 1 Understanding the importance of strategic planning
- 2 Learning the prerequisites of strategic thinking
- 3 Recognize the common strategic planning mistakes

Evaluating Service Lines & Practice Flow for Practice Sustainability

Introduction: Elizabeth Mahoney Davis, MD

Speaker: Cheyenne Brinson, CPA, MBA

Are you in it for the long haul? Is your allergy service line (or other ENT service lines) profitable? Are you generating monthly reports to evaluate service line revenue and expense? This session explores the steps to evaluate your allergy service line from finances to operations including ways to boost the bottom line, ensure an efficient workflow, and determine practice sustainability.

Employment & Payer Contracts: What You Need to Know/Ask Before Signing

Introduction: Keith Sale, MD

Speaker: Daniel F. Shay, Alice Gosfield, Gosfield and Associates, PC

- 1 New physician employment/practice models (private practice (solo, group, multispecialty, virtual partnerships), employed physician models, academic, and system based)
- 2 Compensation models within various employment models
- 3 Stark II and Reimbursement Deeper Dive (Impact of Stark II laws on employment models; This impacts our members with how they are compensated for allergy testing, immunotherapy (vial prep) and shots since some "employers" consider the use of ancillary staff a referral in this setting.)
- 4 Issues in contracting: Both physician employment contracts and payors contracts
- 5 Not so voluntary repayment rules
- 6 Emerging challenges with patient portals

ReCAP

RECAP Workshop (hour 5): Anaphylaxis & Immunotherapy Practicum

ReCAP Directors: Matthew Ryan, MD and Christopher Brook, MD

ReCAP will be taught in a rapid-fire format with brief lectures, a quiz show game, panel discussions, and opportunities to practice allergy test interpretation and immunotherapy dose calculation. Attendees should expect to walk away with key tools needed to incorporate or improve their delivery of allergy care for their patients.

At the end of these sessions, attendees should be able to:

- 1 Integrate allergy testing into clinical practice: select patients to test, create a testing panel, administer skin tests and appropriately interpret allergy test results.
- 2 Recognize patients with food allergy and asthma, and initiate management.
- 3 Appropriately prescribe and mix allergy immunotherapy treatment vials and safely escalate immunotherapy to an effective dose.
- 4 Manage allergy emergencies including anaphylaxis.

7:00 pm – 9:00 pm

AAOA Soirée: Reading Terminal at 125 Years

Celebrate AAOA at one of America's largest and oldest public markets, housed since 1893 in a National Historic Landmark building. Celebrating its 125th year, the Market offers an impressive selection of locally grown produce, locally sourced meats and poultry, plus seafood, cheeses, baked goods, and confections. Sample the wares of select vendors as you map your way through the reception.

Cases, Conversations, and Collaborations/Rapid Fire/Workshops

6:00 am – 6:45 am

Healthy Start Fitness Sessions

7:30 am – 9:00 am

**Research Forum and Breakfast:
Trends in Allergy & Rhinology from the
Editor's Perspective**

Moderators: Charles Ebert, MD and Kenneth Rodriguez, MD,
AAOA Foundation

IFAR Editor: David Kennedy, MD

Sleep Dysfunction in Chronic Rhinosinusitis, Zachary Soler, MD

**Allergen-specific IgE in the esophageal mucosa of individuals with
eosinophilic esophagitis, William Reisacher, MD**

**Sensitivity and Specificity of Oral Mucosal Brush Biopsy for the
Diagnosis of Peanut Allergy, William Reisacher, MD**

**Cervical Intralymphatic Immunotherapy: A Pilot Study,
Christine Franzese, MD**

**Otolaryngic Allergy: A Contemporary Look At Clinical Trends And
Pathways To Competency, Will Harrill, MD**

9:00 am – 10:00 am

CONCURRENT SESSIONS

CASES, CONVERSATIONS, AND COLLABORATIONS

Office-based Sinonasal Procedures

Speakers: Sarah Wise, MD and John Delgado, MD

This workshop will discuss the performance of sinonasal procedures in the office. Specific diagnoses and indications for office rhinologic procedures will be discussed. Equipment, room set-up, and anesthetic procedures will be reviewed. Special attention will be paid to considerations related to informed consent for office-based rhinologic procedures. Finally, case-based examples will be discussed. Some of the cases include office polypectomy, endoscopic sinus surgery, drainage of mucocoeles, and removal of masses. The instructors are well-versed in office based rhinologic procedures and have published a book dedicated to this subject.

Challenges in Clinical Care Practical Trouble Shooting

Moderator: J. Whit Mims, MD

Panelists: Cecelia Damask, DO; Elizabeth Mahoney Davis, MD; Michael Parker, MD

The panel will review common challenges in clinical care and ways to circumvent through practical trouble shooting.

My First Cases That Had Me Totally Stumped

Moderator: Monica Patadia, MD

A dynamic panel with physicians sharing challenging cases they faced early in their careers and how they managed them.

Smell: the Forgotten Sense

Jennifer Villwock, MD

Within the ENT sphere, olfaction is often an underappreciated sense. The KJ Lee Otolaryngology Review Book devotes a startling two paragraphs to olfaction, despite the fact that 30-70% of patients with CRS struggle with olfactory dysfunction (OD) and a significant proportion of our allergic patients do as well.

This session will present clinical cases related to olfaction as a segue to information regarding how humans evolved our sense of smell and practical tips like how to counsel patients with olfactory loss, prescribing olfactory training to boost probability of return of function.

Scary Allergy & Sinus Cases

Moderator: Michael Platt, MD

This interactive panel will take you through the minds of some of your peers and what scary allergy and sinus cases kept them up at night.

10:00 am – 10:30 am

Networking Break with Exhibitors

10:30 am – 11:30 am

CONCURRENT SESSIONS

RAPID FIRE LEARNING

Managing the AERD Patient

Panelists: Nathan Decker, MD; Josh Levy, MD; Elina Toskala, MD

This panel will engage the audience around a case(s)-based conversation on the management of AERD to include novel therapies, different approaches, practical trouble shooting, etc. to help understand the nuances of managing the AERD patient.

Sinusitis or Allergy? Both? Neither?

Speakers: Sarah Wise, MD and John Delgado, MD

During this session, 3 cases of diagnostic and/or therapeutic dilemmas in rhinology will be presented. The focus of this session will be where allergy does (or does not?) fit in to the diagnostic/therapeutic algorithm in the care of rhinologic patients. A particular highlight will be the identification of key elements of the patient history, physical exam findings, or imaging hints that can lead the practitioner toward (or away from) an allergic contribution to the disease process. The session will feature interactive learning throughout. We invite audience members to share their experiences... or sit back and learn from others. We are all faced with difficult cases in the rhinologic spectrum of disease. Sometimes a little hint can be a big help!

Starting Your Allergy Practice: Practical Perspective

Moderator: William Reisacher, MD

Panelists: Roy Lewis, MD; Kristin Marcum, MD; Elizabeth Shaw, MD; Erik Swanson, MD; Camysha Gooden-Wright, MD

Allergy & Sleep

Douglas Dawson, MD; Andrea Lewis, MD; Michael Parker, MD

Cases, Conversations, and Collaborations/Rapid Fire/Workshops

11:45 am—12:45 pm

CONCURRENT SESSIONS

WORKSHOPS

□ Component Testing:

Where We Are and Where We Are Going

Michael Benninger, MD

As allergy continues to steadily rise internationally, and as childhood allergy and asthma are becoming almost epidemic, capabilities in allergy testing has allowed for a better differentiation of specific proteins (components) that can refine not only allergy identification but focusing allergy treatment and immunotherapy. Molecular allergology enables a better viewpoint on the risks related to allergy sensitization, by allowing an identification at a molecular level the specific components to which an individual is sensitized, and in some cases stratifying severity of clinical response to individual components. Although component assessment has been shown to be of great value in food allergies, particularly peanuts, the role in respiratory allergy is dramatically expanding. This is particularly true as evidence has shown that there may be significant overlap in both skin and blood allergy tests between respiratory allergies due to overlapping components which may confuse identification of the clinical important allergy. Specific component identification can help isolate the true clinical allergy and focus therapy, particularly immunotherapy. This focused discussion will discuss the role of component testing as part of the overall allergy testing and evaluation process. The current status of component testing

in the US will be presented along with valuable resources that are available to better understand this growing part of allergy management. Specific cases will be used to highlight how component testing can be used in an otolaryngology allergy practice and may be helpful in identifying how the technology can be used to maximize the effectiveness of immunotherapy.

□ Unified Airway & Asthma: What You Need to Know

Speaker: Michael Parker, MD

This workshop will review management of the upper and lower respiratory tract, impact of the new asthma guidelines, and practical issues around pulmonary function tests, patient compliance, and how to integrate asthma management in your practice.

□ Adding Biologics to Your Practice

Speakers: James Palmer, MD and John Bosso, MD

Chronic sinusitis with nasal polyposis has a detrimental impact on quality of life and may exacerbate coexisting conditions such as asthma. This workshop will outline the latest theories on disease pathogenesis as well as promote rational medical and surgical strategies for severe nasal polyposis management, specifically the two toughest areas of nasal polyposis to treat - Allergic Fungal Sinusitis (AFS) and Asprin-Exacerbated Respiratory Disease (AERD) Treatments designed to decrease reliance on systemic steroids including surgical methods and complementary medical therapeutics such as topical steroid irrigations, macrolides, and anti-leukotrienes will be discussed. A panel of experts will provide the latest innovations in medical and surgical treatments through a case-based approach of difficult patients and strategies for success illustrating these advancements.

□ SLIT: How to Make It Work

Moderator: Sandra Lin, MD

Invited Panelists: Jack Fornadley, MD; Steven Houser, MD; William Reisacher, MD

Sublingual Immunotherapy (SLIT) is rapidly becoming a preferred method of allergen-specific immunotherapy. High profile media coverage and large scale Pharma trials tout the benefits of SLIT, and patients are listening. Increased public awareness means patients will be coming to your practice interested in this 'new' method of treating allergies. Our panel of experts will explain how you can make SLIT a valuable part of your allergy practice. We will discuss everything from marketing SLIT to building your practice, how to get the best supplies and choose the best dosing for your patients, to common sense safety precautions, the role of tablets in your armamentarium and how to blend immunotherapy delivery methods to give your patients the best results.



The AAOA would like to recognize and thank all of our Corporate Partners for their continued support and commitment to the 2018 AAOA Meetings.

We would like to offer special recognition to our 2018 Commercial Supporters. In addition to exhibiting, each of these companies has partnered with us to help make our programs a success.

AstraZeneca
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We would also like to thank the following companies for their in-kind contributions:
ALK Inc., HollisterStier Allergy, Edge Pharmaceuticals, Lincoln Diagnostics, Inc.

ALK, Inc.

1700 Royston Lane | Round Rock, TX 78664
 800-325-7354

ALK is a research driven, global pharmaceutical company focusing on allergy treatment, prevention and diagnosis. As the world leader in allergy immunotherapy, a treatment given to increase immunity to substances causing allergic symptoms, ALK is devoted to improving the quality of life for people with allergies by creating products that treat the cause of allergies. ALK is also committed to supporting the business of allergy by providing diagnostic tools, automation software and customized business, technical and clinical consulting services.

Allergy & Asthma Network

8229 Boone Blvd., Suite 260 | Vienna, VA 22182
 703-641-9595 | slockwood@allergyasthmanetwork.org

Allergy & Asthma Network is the Nation's leading patient advocacy organization that works to connect the collaborative care team for people who suffer with allergies, asthma and related conditions. The Network's mission is to end needless death due allergies, asthma, food allergies and related conditions through outreach, education, advocacy and research.

Alletess Medical Laboratory

14 Howard Street | Rockland MA 02370
 781-871-4426 | info@alletess.us

Alletess Medical Laboratory is a world leader in allergy and immunology testing. For over 38 years we have provided excellent service to practitioners worldwide.

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We are well positioned to support you, your practice and your patients. Visit our booth or check our website, foodallergy.com, for detailed information about our range of services

Audigy Medical

11201 NE 9th St, Suite 300 | Vancouver, WA 98684
 877-609-0865 | info@audigy.com

"With a focus on low-effort, high-impact strategies, Audigy Medical simplifies complex decision making for your practice through a comprehensive suite of services, implemented by a dedicated team of specialists.

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2018 Corporate Sponsors & Exhibitors



Edge Pharmaceuticals

7264 NW 63rd Terrace | Parkland, FL 33067
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Edge Pharmaceuticals specializes in allergy products and services. We supply a variety of sublingual (SLIT) metered dose delivery systems and accessories. We also provide allergy testing and treatment materials. Our compounding pharmacy, Edge Pharmacy Services, compounds named patient treatment sets as well as ready to administer medications for patient specific and office use. We look forward to meeting you. Please stop by our booth to see us.

Fuel Medical Group

314 NE Birch Street | Camas, WA 98607 | 360-210-5658

Fuel Medical Group is the leading member-focused advisory company serving ENT's, Otolologists, and Audiology Private Practices. We provide and implement insights, tools, and actionable solutions to positively transform practice performance and impact patient outcomes. By combining best practice business strategies with analytics Fuel Medical helps members realize outsized returns by more effectively managing talent, information, and patients.

Our Allergy EDGE program is the best-practice solution for the provision of allergy immunotherapy. Our comprehensive program helps you handle the common clinic issues of patient flow, reporting, and patient & practice safety. In addition, it can be a key component in monitoring outcomes and satisfaction to help you ensure maximum reimbursement.

HollisterStier Allergy

3525 N. Regal St. | Spokane, WA 99207 | 509-482-3283

With nearly 100 years of leadership in research, extract production, and immunotherapy products, doctors around the world choose HollisterStier Allergy. Our promise has always been to provide quality products, services, and resources to physicians and allergy patients – and we remain committed to those ideals today. Our complete line of high quality products—including phenol-free extracts—and testing supplies, allow physicians to provide patients with the best possible care. Allergy experts since 1921. Commitment since day one.

Lincoln Diagnostics, Inc.

PO Box 1128 | Decatur, IL 62525
800-537-1336 | jlenski@lincolndiagnostics.com

Lincoln Diagnostics is displaying state-of-the-art, safety-engineered skin testing devices manufactured under ISO 13485 quality standards; Multi-Test® PC (Pain Control), UniTest® PC (Pain Control), Multi-Test® II, Multi-Test®, Duotip-Test® II and Duotip-Test®. Please visit our exhibit to learn about the economic value of using Lincoln's devices and why they are the most widely used and most extensively published on devices available.

Stallergenes Greer

639 Nuway Circle NE | PO Box 800 | Lenoir, NC 28645 | 828-759-7333

Headquartered in London, and with offices and locations in the US, Stallergenes Greer is a global company specializing in the development and commercialization of allergy immunotherapy products and services for use in the diagnosis and treatment of allergies. Additional information is available at www.stallergenesgreer.com

Teva Respiratory

41 Moore Road | Frazer, PA 19355 | 888-482-9522

Teva Respiratory develops and delivers high-quality treatment options for respiratory conditions, including asthma, COPD and allergic rhinitis. Our portfolio of products is centered on optimizing respiratory treatment for patients and healthcare providers through the development of novel delivery systems and therapies that help address unmet needs. Through research and clinical development, Teva Respiratory continually works to expand, strengthen and build upon its treatment portfolio to positively impact the lives of the millions of patients living with respiratory disease. Stop by our booth to learn more.

Xtract Solutions

9954 SW Arctic Drive | Beaverton, OR 97005
503-379-0110 | scott@xtractsolutions.com

Xtract Solutions provides the finest software applications for allergen immunotherapy. We work with clinics who are frustrated that their allergy shot practice is technologically behind the times. Some are unsatisfied that their EMR doesn't have a good immunotherapy solution. Others are in fear of making a mistake while mixing or delivering allergy shots. Whatever the issues might be, Xtract Solutions has the experience and know-how necessary to solve most problems that modern allergy practices face daily. Contact us if any of the above sounds familiar, or if you have a different immunotherapy workflow issue you're interested in solving.

Register Today for the 2018 AAOA Annual Meeting

Reimagine Your Learning Roadmap

Join us at the Loews Hotel in Philadelphia, PA from September 14–16 for the 2018 AAOA Annual Meeting, featuring the food, art, and architecture of Philadelphia, thoughtfully blended with content for your otolaryngology practice.

Registration for the 2018 AAOA Annual Meeting is available online: <http://www.aaoallergy.org/education/aaoa-annual-meeting-2018/>

As an association we are always looking for better ways to help our Members get and stay engaged, and to expand and enrich their network of peers. To that end, for 2018, we are introducing a new Member benefit for all renewing AAOA Members and Member Candidates: **FREE Registration for the 2018 AAOA Annual Meeting in Philadelphia, PA!**

One-day passes are also available if you'd like to bring someone who might benefit from the content of a particular day of the Annual Meeting.

Book Your Hotel Room Today!

The AAOA is pleased to offer a discounted room rate of \$219 (plus 15.5% tax). Room rates are based on availability, and the AAOA cannot guarantee room availability. Book your room at the Loews Philadelphia Hotel today by 1-888-575-6397

(Reference the Group Code **AAOA09**).

Reservation Deadline: August 14, 2018



About the Loews Philadelphia Hotel

Loews Philadelphia's landmark structure was America's first skyscraper, rising a commanding 33 stories into the air. Using curved glass and bold geometric shapes, it was constructed in the Art Deco period and was home to our country's first savings bank. Rare woods along with marble and granite from over 30 countries were utilized to dramatic effect, and clocks by Cartier made sure everyone was on time.

From 20 miles away, you can still catch sight of the undisturbed sign of the original owners—The Philadelphia Savings Fund Society—as PSFS glows in glorious red neon. Today, you can still see the imposing bank vault doors in the hotel lobby—an homage to our history and a striking art installation.

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Non-Member.....	\$795
One Day Pass.....	\$495

* *A Member Candidate must have completed the membership application before the Application Deadline (45 days prior to the annual business meeting, approximately July 31st).*

Goals and Objectives

Goal of the AAOA CME Program

The AAOA CME program is intended to advance physician competence and performance and is intended to result in improved patient care outcomes.

Overall Annual Meeting Learning Objectives

At the conclusion of the program, attendees should be able to:

- ◆ Recognize and identify the current-evidence based concepts in the evaluation and testing of the allergic rhinitis patient
- ◆ Employ current evidence-based concepts in the treatment and management of the allergic rhinitis patient
- ◆ Apply current evidence-based concepts of the conditions associated with the allergic rhinitis patient
- ◆ Integrate basic science, basic anatomy, epidemiology, genetics, immunology and pathophysiology of allergic disease and associated conditions
- ◆ Recognize trends in current practice management systems

Accreditation Information

Accreditation Statement

The American Academy of Otolaryngic Allergy is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

AMA Credit Designation Statement

The American Academy of Otolaryngic Allergy designates this live activity for a maximum of **15 AMA PRA Category 1 Credits™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Disclosure

In compliance with ACCME Accreditation Criteria, the American Academy of Otolaryngic Allergy, as the accredited provider of this activity, must ensure that anyone in a position to control the content of the educational activity has disclosed all relevant financial relationships with any commercial interest. All reported conflicts are managed by a designated official(s) to ensure bias-free presentations. A list of financial disclosures will be distributed at the registration desk at the Annual Meeting.

Register Today for the 2018 AAOA Annual Meeting



Please complete this form and return it with a check to the address below or call the AAOA office at (202) 955-5010 x101 to pay by credit card:
AAOA | 11130 Sunrise Valley Drive | Suite 100 | Reston, Virginia 20191

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Registration Fees

- AAOA Member (any status).....FREE
- Non-Member Physician\$795
- Non-Member NP/PA\$795
- Non-Member Allied Health.....\$795
- Industry Representative.....\$795

DAY PASS

- Non-Member One-Day Pass
- FRI SAT SUN.....\$495

Please select the Complimentary
Special Events you plan to attend:

Friday, September 14

- Annual Business Meeting

Friday, September 14

- Taste of Philly Reception

Saturday, September 15

- Reading Terminal Reception

Content Meets Culture— Conversations with Experts!

Please indicate your top 3 session preferences. Tours will be assigned based on space available. Note: These are walking tours!

Friday, September 14, 2018

- Allergy Emergencies: Ben Franklin Parkway
- Antigen Selection: A City of Murals
- Chronic Cough: A City of Murals
- Concise History of Medicine in Philly
- Food Allergy: Ben Franklin Parkway
- Migraine: Wonders of Philly's Architecture
- Nasal Polyps: Philly in the 21st Century
- Practice Pearls: The Roaring 20s and the History of the Loews Hotel
- Reflux and Laryngeal Issues: Philly—A City of Firsts
- Sinusitis: Philly and Its Public Art
- SLIT: A Revolutionary City

New educational formats, based on adult learning principles, will be offered during concurrent sessions. To assist with planning, please indicate the top session that you are most interested in learning about in each time slot

CONCURRENT TRACKS Saturday, September 15, 2018

Practice Management 9:15 am—10:15 am

- Key Indicators for a Healthy Practice
- Coding 101—Beyond Correct Coding
- ENT Guide to Making a Business Plan
- Social Media in Modern Clinical Practice
- ReCAP: The Principles of Allergic Disease

10:45 am—11:45 am

- Coding Hot Topics
- Cultivating the Right Staff
- Expanding Scope of Practice
- High Deductible Health Plans
- ReCAP: Advanced Allergic Topics

2:15 pm—3:15 pm

- Efficiency Work Flow or Log Jam?
- How to Improve Patient Compliance
- Key Indicators for a Healthy Practice
- Negotiation is Value Specific
- ReCAP: Allergy Testing

Practice Management 3:30 pm—4:30 pm

- Advanced Coding: E/M Chart Audits Tied to ENT/Allergy Procedural Coding
- Contracts: What You Need to Know/Ask before Signing
- How Can You Work Efficiency Back Into Your Practice Model
- Getting Started in Practice or What We Wish We Would Have Known at Graduation
- ReCAP: Immunotherapy and Vial Preparation

4:45 pm—5:45 pm

- Am I Strong Enough to Sustain Myself? or Evaluating Service
- Employment & Payer Contracts: What You Need to Know Before Signing
- Physician Burnout: The Newest Epidemic and Why We Should Care
- The Art and Practice of Strategic Thinking
- ReCAP Workshop: Anaphylaxis and Immunotherapy Practicum

CONCURRENT TRACKS Sunday, September 16, 2018

Cases, Conversations and Collaborations 9:00 am—10:00 am

- Challenges in Clinical Care
- My First Cases That Had Me Totally Stumped
- Smell: The Forgotten Sense
- Office-Based Sino-Nasal Procedures
- Scary Allergy & Sinus Cases

Workshops

11:45 am—12:45 pm

- Adding Biologics to Your Practice
- Unified Airway & Asthma

Rapid Fire Learning 10:30 am—11:30 am

- Managing the AERD Patients
- Sinusitis or Allergy? Both...or Neither?
- Sleep and Allergy
- Starting Your Allergy Practice

- SLIT: How to Make it Work
- Component Testing: Where We Are and Where Are We Going

CANCELLATION/REFUND POLICY: Registration fees are non-transferable. Refunds (less a 50% administration fee) may be considered for cancellations received in writing by the AAOA prior to 8/14/18. Cancellations received after 8/14/18 are non-refundable.