

Schedule – At – A – Glance

FRIDAY ♦ SEPTEMBER 14

6:30 am – 10:30 am	FELLOW EXAM (Registered Candidates Only)
11:00 am – 12:00 pm	PANEL DISCUSSION <i>The Demise of the Sinus Surgeon</i> James Palmer, MD, <i>Moderator</i>
12:15 pm – 1:15 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>NIH Representative: Alkis Togias Interviewer: Jack Krouse, MD, PhD, MBA</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"> ❑ Allergy Emergencies/Wonders of Philly's Architecture Christopher Brook, MD and Michael Platt, MD ❑ Antigen Selection/A City of Murals Bruce Gordon, MD and Steven Houser, MD ❑ Chronic Cough/A City of Murals Melissa Hertler, MD and Monica Patadia, MD ❑ Concise History of Medicine in Philly J. Whit Mims, MD and Matthew Ryan, MD ❑ Food Allergy/Ben Franklin Parkway Glen Porter, MD; William Reisacher, MD and Maria Veling, MD ❑ Migraine/Wonders of Philly's Architecture Mark Mehle, MD ❑ Practice Pearls/The Roaring 20's and the History of the Loews Hotel Paul Fass, MD and Jack Fornadley, MD ❑ Reflux and Laryngeal Issues/Philly-A City of Firsts Alpen Patel, MD and Robert Stachler, MD ❑ Nasal Polyps/Philly in the 21st Century John Delgaudio, MD and Sarah Wise, MD ❑ Sinusitis/Philly & Its Public Art Charles Ebert, MD and Kenneth Rodriguez, MD ❑ SLIT/A Revolutionary City Sandra Lin, MD; Erik Swanson, MD; Wes VanderArk, MD and Kevin F. Wilson, MD
6:30 pm – 7:30 pm	TASTE OF PHILLY RECEPTION WITH EXHIBITORS <i>Philadelphia's iconic culinary staples will be featured</i>

SATURDAY ♦ SEPTEMBER 15

6:30 am – 7:00 am	Early Riser Coffee with Exhibitors
7:00 am – 8:00 am	Breakfast with Corporate Sponsor
8:00 am – 9:00 am	PRACTICE MANAGEMENT KEYNOTE LECTURE <i>Demonstrating the Value of the Otolaryngic Allergist</i> Nick Hernandez, MBA, FACHE
9:15 am – 10:15 am	CONCURRENT SESSIONS: Practice Management & ReCAP Practice Management <ul style="list-style-type: none"> ❑ How to Stay in Private Practice – If You Want To! Karen Zupko ❑ SoMe and Me – Where does Social Media Fit in Modern Clinical Practice? Jennifer Villwock, MD, <i>Moderator</i> ❑ Coding 101: Beyond Correct Coding – Getting Paid for What you Do and Avoiding Billing Blunders Kristin Vaughn, CPC, CGCS, CMSCS, CPMA, ICDCT-CM ❑ Benchmarking Basics: Key Indicators for a Healthy Practice Nick Hernandez, MBA, FACHE ReCAP <ul style="list-style-type: none"> ❑ Principles of Allergic Disease Christopher Brook, MD; Camysha Wright-Gooden, MD; Farrah Siddiqui, MD and Kevin Wilson, MD
10:15 am – 10:45 am	Networking Break with Exhibitors
10:45 am – 11:45 am	CONCURRENT SESSIONS: Practice Management & ReCAP Practice Management <ul style="list-style-type: none"> ❑ Expanding Scope of Practice: How to Expand Service Lines to Drive Patient Satisfaction Chuck Syms, MD, MBA, <i>Moderator</i> ❑ Coding Hot Topics: Coding Strategies for 2018 and Beyond Kristin Vaughn, CPC, CGCS, CMSCS, CPMA, ICDCT-CM ❑ Boost Your Bottom Line...Despite 2018 ENT Coding Cuts/High Deductible Health Plans: You Need A Plan Cheyenne Brinson, CPA, MBA ❑ Creating the Right Office Culture by Cultivating the Right Staff Jack Fornadley, MD and Jennifer Hodges, RN, <i>Moderators</i> ReCAP <ul style="list-style-type: none"> ❑ Advanced Allergy Topics Christopher Brook, MD; Cecelia Damask, DO; Michael Platt, MD and Matthew Ryan, 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, Moderator
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"> ☐ Negotiation is Value Specific Keith Sale, MD, Moderator ☐ Benchmarking Basics: Key Indicators for a Healthy Practice Nick Hernandez, MBA, FACHE ☐ Efficient Workflow or Log Jam: Is Your Practice Operationally Sound? Cheyenne Brinson, CPA, MBA ☐ How to Improve Patient Compliance (IT & Beyond) Erik Swanson, MD, Moderator ReCAP <ul style="list-style-type: none"> ☐ Allergy Testing Christopher Brook, MD; Douglas Dawson, MD and Josh Levy, 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"> ☐ How to Build Efficiency Back into Your Practice Model Douglas Dawson, MD, Moderator ☐ Advanced Coding: E/M Challenges Kristin Vaughn, CPC, CGCS, CMSCS, CPMA, ICDCT-CM ☐ EHR Licensing Agreements: What You Need to Know/Ask Before Signing Daniel Shay, JD ☐ Allergy Practice Models: What I Wish I Would Have Known Kevin Wilson, MD, Moderator ReCAP <ul style="list-style-type: none"> ☐ Immunotherapy & Vial Preparation Christopher Brook, MD; Elizabeth Mahoney Davis, MD; Ashleigh Halderman, MD; Kristin Marcum, MD and Matthew Ryan, MD
4:30 pm–4:45 pm	Networking Break with Exhibitors
4:45 pm–5:45pm	CONCURRENT SESSIONS: Practice Management & ReCAP Practice Management <ul style="list-style-type: none"> ☐ Physician Burnout: The Newest Epidemic and Why We Should Care Jami Lucas, Moderator ☐ The Art & Practice of Strategic Thinking Nick Hernandez, MBA, FACHE ☐ Evaluating Service Lines and Practice Flow for Practice Sustainability Cheyenne Brinson, MBA, CPA ☐ Employment & Payer Contracts: What You Need to Know/Ask Before Signing Daniel Shay, JD ReCAP <ul style="list-style-type: none"> ☐ Anaphylaxis & Immunotherapy Practicum Christopher Brook, MD; Glen Porter, MD and Matthew Ryan, MD
7:00 pm–9:00 pm	AAOA RECEPTION: Reading Terminal at 125 Years <i>(food samples from selected vendors served)</i> "Code on Badge is Required to Enter"

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, Moderators
9:00 am–10:00 am	CONCURRENT SESSIONS: Cases, Conversations, and Collaboration <ul style="list-style-type: none"> ☐ Office-Based Sinonasal Procedures John Delgaudio, MD and Sarah Wise, MD ☐ Challenges in Clinical Care: Practical Troubleshooting J. Whit Mims, MD, Moderator ☐ My First Cases That Had Me Totally Stumped Monica Patadia, MD, Moderator ☐ Smell: The Forgotten Sense Jennifer Villwock, MD ☐ Scary Allergy & Sinus Cases Michael Platt, MD, Moderator
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"> ☐ Managing the AERD Patient Nathan Deckard, MD, Moderator ☐ Sinusitis or Allergy? Both? Neither? John Delgaudio, MD and Sarah Wise, MD, ☐ Starting Your Allergy Practice: Practical Perspective William Reisacher, MD, Moderator ☐ Allergy & Sleep Douglas Dawson, MD and Andrea Lewis, MD
11:45 am–12:45 pm	CONCURRENT SESSIONS: Workshops <ul style="list-style-type: none"> ☐ Component Testing: Where We Are and Where We're Going Michael Benninger, MD ☐ Unified Airway & Asthma: What You Need to Know Michael Parker, MD ☐ Adding Biologics to Your Practice John Bosso, MD and James Palmer, MD, ☐ SLIT: How to Make It Work William Reisacher, MD, Moderator