



WELCOME TO THE AAOA 2019 ANNUAL MEETING

Reimagine, Reinvent, and Reinvigorate Yourself and Your Practice

Cecelia Damask, DO, FAAOA *Coordinator of Education*

This September, join us in New Orleans and experience a city that has 300 years' worth of stories, celebrations, and one-of-a-kind culture. No city in North America can compete with New Orleans when it comes to culture, food, historic architecture, and joie de vivre. The Crescent City has suffered plagues, wars, imperial regime changes and devastating floods. Yet, it always wakes up with a smile on its face. New Orleans is often referred to as the Big Easy, perhaps because its inhabitants step to an easy beat first laid down three centuries ago. NOLA is known for its round-the-clock nightlife, vibrant live-music scene, and spicy, singular cuisine reflecting its history as a melting pot of French, African, and American cultures.

Join us at the Hilton New Orleans Riverside for our 2019 Annual Meeting. Building on the innovations in program and content implemented in Chicago and Philadelphia, this year's program promises a very different meeting with New Orleans as our back drop. Sitting on the Mississippi river, we are in the heart of the city, where you can walk to the French Quarter and Audubon Aquarium as well as countless restaurants from our hotel. This year's meeting assures to be interactive, practice-centered, and fun! *Laissez les bons temps rouler!*

FRIDAY: CLINICAL HOT TOPICS

On Friday we will be featuring new clinical, hot topics. We will kick off with **"What Is 'Appropriate' in CRS Diagnosis and Treatment?"**, a lively panel on the evaluation and management of your patients with chronic rhinosinusitis, including an update on chronic rhinosinusitis endotypes. This joint panel with the American Rhinologic Society will feature a very spirited discussion regarding the appropriate use of CT scans, appropriate medical therapy prior to surgery, appropriate use of cultures and bacterial/fungal sequencing in the clinical treatment of CRS patients, and appropriate use of allergy testing/treatment in CRS patients.

Back by popular demand, we will again be featuring **One-On-One with Dr. Jack Krouse**. This year, Dr. Krouse will be interviewing Dr. Tim Smith, the incoming editor for **International Forum of Allergy and Rhinology**, our society's journal which publishes high-quality, original research on the medical and surgical treatment of patients with otolaryngic allergy, rhinologic, and skull base conditions. It is a great opportunity to hear how Tim will build on Dr. Kennedy's success and his direction for the journal.

SLIT from the Practical Perspective panel is a must attend. This animated panel will discuss the concept of multi vs pauci immunotherapy and how this guides the decision of what to

put in a patient's vial, as well as the practical aspects of offering sublingual immunotherapy for your patients.

We are honored to have **John Drew Bird, MD**, the director of the Food Allergy Center at Children's Health and an associate professor of pediatrics and internal medicine in the Division of Allergy and Immunology at UT Southwestern Medical Center present the **3rd Annual BJ Ferguson Memorial Keynote Lecture** this year. His research interests are in understanding and treating life-threatening reactions to foods, and he is currently working with colleagues in several ongoing clinical trials using food proteins for immunotherapy.

Dr. Bird was the first recipient of the American Academy of Allergy, Asthma and Immunology/Food Allergy Initiative Howard Gittis Memorial Award, which allowed him to complete a clinical research fellowship in food allergy under the direction of Dr. Wesley Burks at Duke University. He will be giving us his insights into food allergy from primary prevention to treatment and intervention.

We will wrap up the educational content on Friday with two hours of breakout sessions featuring various clinical hot topics as well as business of medicine topics. Alternatively, you could choose to attend an optional paid workshop, **USP 797 Compliance and Media Fill Test**. The proposed <797> revision was posted for public comment in July of 2018 and closed November 2018. The intended publication date of <797> in USP is June 1, 2019 with December 1st being the anticipated official date. This session will help prepare your office for these anticipated changes.

TASTE OF NEW ORLEANS

On Friday evening, the AAOA will host an exhibitors' reception featuring New Orleans iconic culinary staples offering you a true taste of the Crescent City. During this authentic New Orleans experience, you will be able to mingle with the faculty and your peers to get some of your most important questions answered and share practice challenges while sampling true tastes of NOLA.

SATURDAY: MAP YOUR JOURNEY

Use Saturday to map your own attendee journey. With a mix of practical business of medicine sessions, clinical content, and the ever popular **ReCAP (Review of Core Allergy Principles)**, you can build your own unique experience or divide and conquer several sessions with your partners or staff to gain the most out of the AAOA program.

The AAOA convened a roundtable of thought leaders this past May to discuss the mechanism of action of various biologic

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agents and how these agents are currently being used for asthma, urticaria, atopic dermatitis, and EGPA. The roundtable also focused on completed and ongoing biologics trials in chronic rhinosinusitis with nasal polyposis. Saturday morning will kick off with a panel highlighting these discussions from the AAOA's roundtable. Join this panel for a better understanding of the latest research on biologics, what is on the horizon in terms of use of biologics in your rhinologic patients, and more insights into these novel pharmaceutical therapies.

Based on your feedback from last year, we will be offering business of medicine content as well as clinical content on Saturday. The business of medicine content will explore 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. The business of medicine focus is for Otolaryngologists at every stage of their career as well as for their practice administrators and billing staff. These sessions will help you improve your practice efficiencies for better overall patient care.

The business of medicine 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.

Small 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.

Cheyenne Brinson and Amy Boyer from KarenZupko Associates (KZA) will lead several of the breakout sessions. Internationally recognized, the KZA team advises physicians and healthcare managers about the challenges and trends impacting the practice of medicine. KZA'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, 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 ACAA 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.

Dan Shay, JD is back to offer insights into contracting. Contracting with employers, contracting with payors, licensing issues around EMRs, Stark Law issues and more. Whether you are considering practice transitions, undertaking contract negotiations, or trying to negotiate issues with Stark Laws, Dan offers some great insights.

We know that these business of medicine sessions 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 if you want to bring members of your team for these sessions only.

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.

Big Easy 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 New Orleans. We hope to blend a small amount of education with large amounts of fun. These



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sessions will be offered as walking tours or as a tour inside the Hilton hotel. New Orleans has so much to offer and we want to allow you to enjoy part of New Orleans while learning by taking the meeting out of the hotel and into the city. We highly recommend you bring walking shoes and summer attire to hit the streets of New Orleans for this unique learning experience.

New Orleans is a vibrant, bursting-at-the-seams melting pot of a city that famously inspires indulgence. This is the place to eat, drink, listen to jazz or R&B, take part in a parade, and immerse yourself in the atmosphere. Whether you have been to New Orleans before for Mardi Gras or the New Orleans Jazz and Heritage Festival or any other reason, a visit to this unique destination is never the same trip twice, but always memorable. Sugar-dusted beignets are a must, cocktail hour is anytime you want it, and the street musicians will have you dancing on the sidewalk.

Whatever your interests are, we hope that you will find our outside-the-classroom series fun and educational! There will be 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, SLIT, and a food allergy update.

Saturday Night Reception: Lagniappe

On Saturday evening, the AAOA, our faculty, and professional consultants will host a reception at the Chicory. Lagniappe is a unique New Orleans term that means a little something extra. Join us for a little something extra and a unique New Orleans experience, where you will be able to mingle with the faculty, consultants, and peers to get some of your most important questions answered, network about practice challenges, and share in the festive atmosphere of New Orleans.

In New Orleans, there's a story on every street corner. The Chicory's starts in 1852. In the 160+ years since, it has transitioned from a coffee warehouse to the city's premiere event venue.

Keeping with the authentic New Orleans experience, the Chicory completely preserved the building's architectural integrity, while adding modern amenities. From the pressed tin ceiling and gas lanterns to the exposed brick and beams, great care has been taken to retain the original character of the venue.

Sunday: Translational Science

A Cutting Edge Research to Case-Based Conversations & How the Art of Medicine blends Evidence and the Individual Patient. Sunday's program begins with the AAOA Foundation's **Breakfast Research Forum** highlighting AAOA Foundation-sponsored research, followed by **Cases, Conversations, and Collaborations**, which will be interactive sessions on Scary Cases, Evidence-based Immunotherapy, and role of sinus surgery. **Rapid Fire Learning** sessions will focus on the latest new information and ideas on a variety of topics including Allergy and Sleep. We will conclude on Sunday with some new **Workshops** on topics including Biologic Practicalities. We also have carried over some of the Practice Management sessions, including understanding the Patient Experience Journey through Your Office for Healthcare, Negotiation is Value Specific focused on how to determine what is important to you before you start negotiating, and our featured Coding and Reimbursement sessions.

There will be an optional paid workshop available on Sunday, **Crucial Conversations**. The book, **Crucial Conversations** is a New York Times business bestseller that has transformed organizations and changed the way millions of people communicate. The **Crucial Conversations** workshop will teach you skills for communicating when the stakes are high, opinions vary, and emotions run strong and give you the tools to prepare for high-stakes conversations, transform anger and hurt feelings into powerful dialogue, and make it safe to talk about almost anything. Get unstuck with best practice skills for high-stakes interactions. This is an ideal workshop for your whole office team to attend together.

We will be featuring a new platform, **OTO Shop**, throughout the meeting in the exhibit hall. You've heard of the popular *Car Talk Guys* from National Public Radio (NPR). The AAOA now presents **OTO Shop**, a series that will be illuminating and entertaining. The **OTO Shop** will feature two otolaryngologists debating all the possibilities from various real scenarios and sharing their rationale for their opinions. The **OTO Shop** will be open during the exhibitor breaks. We hope that you will catch an "episode" of **OTO Shop** during one of the breaks!

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 New Orleans, and come prepared to hear what the allergy practice of the future will be like. Return to your practice, recharged and refreshed and ready to take on the challenges ahead. We look forward to hosting you at our Annual Meeting in the wonderful city of New Orleans! Laissez les bons temps rouler!

SCHEDULE – AT – A – GLANCE

FRIDAY ♦ SEPTEMBER 13

6:45 am – 9:00 am	Fellow Exam
9:00 am	Exhibit Opening & OTO Shop <i>Practice Resource Toolkit</i>
10:00 am	Annual Meeting Kick Off Matthew Ryan, MD, <i>President</i>
10:10 am	AAOA-ARS Joint Session <i>What is 'Appropriate' in CRS Diagnosis and Treatment?</i> Sarah Wise, MD, <i>Moderator</i>
11:05 am	3rd Annual BJ FERGUSON MEMORIAL KEYNOTE LECTURE <i>Updates in Food Allergy Management and Investigational Efforts Promising New Therapeutics</i> Drew Bird, MD
12:00 pm – 1:00 pm	Non-AAOA Satellite Program
1:00 pm – 1:30 pm	Exhibit Break & OTO Shop <i>Laryngology & AAOHNS Initiatives</i>
1:30 pm – 2:30 pm	SLIT from a Practical Perspective William Reisacher, MD, <i>Moderator</i>
2:30 pm – 3:15 pm	One-On-One with Jack Krouse, MD, PhD, MBA Tim Smith, MD, <i>Guest Interviewee</i>
3:15 pm – 3:45 pm	Exhibit Break & OTO Shop <i>Biologics</i>
3:45 pm – 4:45 pm	CONCURRENT SESSIONS <ul style="list-style-type: none">  <input type="checkbox"/> Practical Approaches to Food Allergy Diagnosis Drew Bird, MD  <input type="checkbox"/> Smell: The Forgotten Sense Jennifer Villwock, MD  <input type="checkbox"/> Intranasal Findings in Allergy: It's Not What You Were Taught in Residency Edward McCoul, MD, <i>Moderator</i>  <input type="checkbox"/> Marketing: How to Leverage the Latest Trends Shantel Johnson, <i>Marketing Director</i>
3:45 pm – 5:45 pm	Optional Paid Workshop (2 Hours) USP 797 Compliance Training and Media Fill Test Doug Dawson, MD; Ayesha Khalid, MD; Wes VanderArk, MD
4:45 pm – 5:15 pm	Refresh with Exhibitors
5:15 pm – 6:15 pm	CONCURRENT SESSIONS <ul style="list-style-type: none">  <input type="checkbox"/> The Future of Food Allergy Glen Porter, MD  <input type="checkbox"/> Allergy Emergencies Mohamad Chaaban, MD; Farrah Siddiqui, MD  <input type="checkbox"/> Office Based Sinus Procedures John DelGaudio, MD; Sarah Wise, MD  <input type="checkbox"/> SoME Social Media Jennifer Villwock, MD, <i>Moderator</i>
6:15 pm – 7:30 pm	Annual Business Meeting and Taste of New Orleans Reception with Exhibitors

CONCURRENT SESSION KEY



Practice Management



Rapid Fire



Clinical Pathways



Cases, Conversations & Collaborations

SATURDAY ♦ SEPTEMBER 14

6:15 am – 7:15 am	Healthy Start: Jazz by Jogging Shoe
6:30 am – 7:30 am	Non-AAOA Satellite Program
7:30 am – 8:00 am	Coffee with Exhibitors
8:00 am – 9:00 am	Clinical Keynote: AAOA Biologics and Precision Medicine Roundtable Matthew Ryan, MD, <i>Moderator</i>
9:05 am – 10:05 am	<p>CONCURRENT SESSIONS</p> <ul style="list-style-type: none">  <input type="checkbox"/> Biologics Practicalities Workshop: Case Based Discussion Cecelia Damask, DO, <i>Moderator</i>  <input type="checkbox"/> Boosting Your Bottom Line Cheyenne Brinson, CPA, MBA  <input type="checkbox"/> Technology and Medicine: The Legal Side Daniel F. Shay, Esq, <i>Moderator</i>  <input type="checkbox"/> Building the Right Office Culture Amy Boyer, MBA <input type="checkbox"/> ReCAP: Hour 1 – The Principles of Allergic Disease Christopher Brook, MD; Jennifer Villwock, MD <i>Moderators</i>
10:05 am – 10:35 am	Exhibit Break & OTO Shop <i>Implementing Tonsillectomy Guidelines</i>
10:35 am – 11:35 pm	<p>CONCURRENT SESSIONS:</p> <ul style="list-style-type: none">  <input type="checkbox"/> AERD: Current Therapeutic Approaches Joshua Levy, MD; Anju T. Peters, MD, MSCI  <input type="checkbox"/> You Cannot Manage What You Do Not Measure: Using Reports and Data to Manage Your Allergy Service Line and Practice Flow Cheyenne Brinson, CPA, MBA  <input type="checkbox"/> Practice Transitions: Employment and Payer Contracts; What You Need to Know/Ask Before Signing Daniel F. Shay, Esq  <input type="checkbox"/> Migraine, Allergy and the Sinus Headache Patient: Practical Approach to Management Mark Mehle, MD <input type="checkbox"/> ReCAP: Hour 2 – Advanced Allergy Topics Christopher Brook, MD; Jennifer Villwock, MD, <i>Moderators</i>
11:40 am – 11:55 am	Exhibit Break & OTO Shop <i>Early Peanut Introduction</i>
12:00 pm – 1:00 pm	Non-AAOA Satellite Program
1:00 pm – 1:30 pm	Refresh with Exhibitors
1:30 pm – 2:30 pm	<p>CONCURRENT SESSIONS</p> <ul style="list-style-type: none">  <input type="checkbox"/> Antigen Selection Jeopardy Cindy Lee Neighbors, MD  <input type="checkbox"/> Practical Trouble Shooting J. Whit Mims, MD, <i>Moderator</i>  <input type="checkbox"/> Business Management - How to Stay in Private Practice - If You Want To Amy Boyer, MBA (KZA)  <input type="checkbox"/> Stop Denials in their Tracks and Plug Revenue Leaks Cheyenne Brinson, CPA, MBA (KZA) <input type="checkbox"/> ReCAP: Hour 3 – Allergy Testing and Immunology Christopher Brook, MD; Jennifer Villwock, MD, <i>Moderators</i>
2:35 pm – 3:35 pm	<p>CONCURRENT SESSIONS</p> <ul style="list-style-type: none">  <input type="checkbox"/> My First Case That Had Me Stumped Monica Patadia, MD, <i>Moderator</i>  <input type="checkbox"/> Efficiency: Not the Unattainable Holy Grail Cheyenne Brinson, CPA, MBA (KZA)

SCHEDULE – AT – A – GLANCE

SATURDAY ♦ SEPTEMBER 14 *(continued)*

2:35 pm – 3:35 pm

CONCURRENT SESSIONS *continued*



❑ **Expanding Scope of Practice: How To Expand Service Lines to Drive Patient Satisfaction**
 Dole Baker, MD, *Moderator*



❑ **Understanding Your Patient Compliance and Ways to Improve Compliance: Focus on Immunotherapy**
 Gavin Setzen, MD, *Moderator*

❑ **ReCAP: Hour 4 - Immunotherapy and Vial Preparation**
 Christopher Brook, MD; Jennifer Villwock, MD, *Moderators*

3:40 pm – 4:40 pm

CONCURRENT SESSIONS



❑ **Component Testing**
 Michael Benninger, MD



❑ **Understanding Stark and the Many Ways It Impacts Your Practice**
 Daniel F. Shay, Esq



❑ **Efficiency Panel**
 Douglas Dawson, MD, *Moderator*



❑ **Navigating Practice Models and Changing Markets: Lessons Learned in Different Practices or Why I Changed Practices**
 Elizabeth Mahoney Davis, MD, *Moderator*

❑ **ReCAP: Hour 5 - Anaphylaxis and Immunotherapy Practicum**
 Christopher Brook, MD; Jennifer Villwock, MD, *Moderators*

4:45 pm – 5:15 pm

Exhibit Break and Gather for Content Meets Culture Tours

5:15 pm – 6:45 pm

Content Meets Culture Tours *(please wear walking shoes and summer attire)*

7:00 pm – 8:30 pm

Lagniappe at the Chicory *(join us for a little something extra New Orleans' style)*

SUNDAY ♦ SEPTEMBER 15

6:15 am – 7:15 am

Healthy Start: Jazz by Jogging Shoe

7:00 am – 8:15 am

AAOA Foundation Research Forum Breakfast

Charles Ebert, MD; Kenneth Rodriguez, MD, *Moderators*

8:20 am – 9:20 am

CONCURRENT SESSIONS



❑ **Adding Allergy to Your Practice: What I Learned in Setting Up My Allergy Practice**
 Michelle Liu, MD



❑ **Coding Strategies-How To Avoid Billing Blunders and Keep Your Money**
 Teresa Thompson, BS, CPC, CMSCS, CCC



❑ **Negotiation Is Value Specific**
 Keith Sale, MD; Daniel F. Shay, Esq; Jennifer Villwock, MD



❑ **Your Rhinitis Patient Who Read the Textbook**
 Haidy Marzouk, MD

8:30 am – 11:30 am

Optional Paid Workshop (3 Hours)

Crucial Conversations Zoltan Hrotko, *VitalSmarts*

9:25 am – 10:25 am

CONCURRENT SESSIONS



❑ **Optimizing Patient Experience Through Practice Efficiency**
 Keith Sale, MD



❑ **Scary Cases**
 Michael Platt, MD, *Moderator*



❑ **Coding Hot Topics**
 Teresa Thompson, BS, CPC, CMSCS, CCC



❑ **Unified Airway Workshop**
 Cecelia Damask, DO; Paul Fass, MD; Michael Parker, MD

10:30 am – 11:30 am

CONCURRENT SESSIONS



❑ **Biologics and Office Practicalities Workshop**
 Cecelia Damask, DO, *Moderator*



❑ **Sleep and OSA: Where Does Allergy Play?**
 Douglas Dawson, MD; Andrea Lewis, MD; Alpen Patel, MD; Matthew Patterson, MD



❑ **Evidence-Based Immunotherapy**
 Hunter Hoover, MD

Friday, September 13 | 6:15 pm–6:45 pm

As is our tradition, the AAOA will hold its Annual Business Meeting during the 2019 Annual Meeting in New Orleans. Again this year, we are implementing our 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 held Friday, September 13th from 6:15 to 6:45 pm. This will be during the Taste of New Orleans reception, so you will have ample time to network and meet with peers, as well as 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 email 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 New Orleans in the Hilton New Orleans Riverside – Please join us in our Annual Business Meeting!

Matthew Ryan, 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

- Developing member tools to assist members in ensuring compliance with USP 797

- 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

Christopher Vickery, MD | Patient & Professional Relations Chair

- Expanding online resources, including more patient education resources and a "Practice Management Toolkit"
- 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

Wesley D. VanderArk, MD | Membership

- 23 Associate members sat for Fellow Exam, helping us grow our Fellow base; for the first time, the written portion of the AAOA Fellow Exam was available online
- AAOA remains strong in its member base with high retention rates
- This year our member applications are strong

Michael Platt, MD | Treasurer

- 2018 Audit Results & overall snapshot of the organization's financial health

Kristin Seiberling, MD | Nominating Committee Chair

- Review of the Slate of Candidates for the 2019-2020 Leadership Year and Elections (see page VIII)

Alpen Patel, MD | 2019-2020 President

- Induction of the new president
- Looking ahead to 2020-2021

AAOA 2019 ANNUAL BUSINESS MEETING

Friday, September 13 | 6:15 pm–6:45 pm



Board Leadership | 2019–2020 Candidates

PRESIDENT ELECT.....	Wesley D. VanderArk, MD	AAO-HNS BOARD OF GOVERNORS.....	Doug Dawson, MD
SECRETARY.....	Ayesha Khalid, MD	DELEGATION	
TREASURER.....	Michael Platt, MD <i>(incumbent)</i>	AMA PHYSICIAN DELEGATE.....	Wesley D. VanderArk, MD <i>(incumbent)</i>
COORDINATOR OF EDUCATION.....	Cecelia Damask, DO <i>(incumbent)</i>	AMA PHYSICIAN ALTERNATE DELEGATE.....	Robert Puchalski, MD
DIRECTOR OF.....	Michael Parker, MD	AUDIT COMMITTEE MEMBER 2019-2022.....	Dole Baker, MD
EDUCATIONAL PROGRAMS		Alpen Patel, MD	<i>will succeed to President for a one-year term of 2019-2020</i>
DIRECTOR OF.....	Monica Patadia, MD <i>(incumbent)</i>	Matthew Ryan, MD	<i>will succeed to Immediate Past President for a one-year term of 2019-2020</i>
EDUCATIONAL ASSESSMENT			
PATIENT & PROFESSIONAL.....	Christopher Vickery, MD <i>(incumbent)</i>	THE REMAINING BOARD MEMBERS-AT-LARGE ARE:	
RELATIONS CHAIR		Stella Lee, MD	2017-2020
SOCIOECONOMIC CHAIR.....	Doug Dawson, MD <i>(incumbent)</i>	Kristen Seiberling, MD	2017-2020
		Adrienne Laury, MD	2018-2021
BOARD MEMBER-AT-LARGE 2019-2022		Andrea Lewis, MD	2018-2021
<i>(Two nominees are elected)</i>	Keith Sale, MD Farrah Siddiqui, MD Jennifer Villwock, MD Camysa Wright, MD	THE REMAINING AUDIT COMMITTEE MEMBERS ARE:	
		Jacques Peltier, MD	2017-2020
AAO-HNS BOARD OF DIRECTORS.....	Rob Stachler, MD <i>(incumbent)</i>	Kevin Wilson, MD	2018-2021
DELEGATION GOVERNOR			
AAO-HNS BOARD OF DIRECTORS.....	Dole Baker, MD <i>(incumbent)</i>		
DELEGATION LEGISLATIVE REPRESENTATIVE			

Past Presidents of the ASOAA and AAOA

Frank K. Hansel, MD.....	1941-1947	David A. Dolowitz, MD.....	1971-1972	James A. Hadley, MD.....	1995-1996
Byron Black, MD.....	1947-1948	Jake C. Clemis, MD.....	1972-1973	Jacquelynne P. Corey, MD.....	1996-1997
Rea F. Ashley, MD.....	1948-1949	Bernard M. Barrett, MD.....	1973-1974	Ivor A. Emanuel, MD.....	1997-1998
George E. Shambaugh, Jr, MD.....	1949-1950	W. Leonard Draper, MD.....	1974-1975	Stephen J. Chadwick, MD.....	1998-1999
William H. Evans, MD.....	1950-1951	James C. Whittington, MD.....	1975-1976	M. Jennifer Derebery, MD.....	1999-2000
Hugh A. Kuhn, MD.....	1951-1952	W. Hugh Powers, MD.....	1976-1977	Edwyn L. Boyd, MD.....	2000-2001
Kenneth L. Craft, MD.....	1952-1953	Richard H. Stahl, MD.....	1977-1978	Richard L. Mabry, MD.....	2001-2002
Albert D. Ruedemann, MD.....	1953-1954	Houston C. King, MD.....	1978-1979	Bruce R. Gordon, MD.....	2002-2003
F. Lambert McGannon, MD.....	1954-1955	Walter A. Ward, MD.....	1979-1980	John A. Fornadley, MD.....	2003-2004
Dean M. Lierle, MD.....	1955-1956	Fordyce Johnson, MD.....	1980-1981	Michael J. Parker, MD.....	2004-2005
Sam H. Sanders, MD.....	1956-1957	George Viscomi, MD.....	1981-1982	Kim E. Pershall, MD.....	2005-2006
Joseph W. Hampsey, MD.....	1957-1958	William P. King, MD.....	1982-1983	John H. Krouse, MD, PhD.....	2006-2007
Michael A. Barone, MD.....	1958-1959	James L. Baldwin, MD.....	1983-1984	Paul T. Fass, MD.....	2007-2008
Walter E. Owen, MD.....	1959-1960	Helen F. Krouse, MD.....	1984-1985	Richard Haydon, MD.....	2008-2009
Leland H. Prewitt, MD.....	1960-1961	John H. Boyles, Jr, MD.....	1985-1986	Berrylin J. Ferguson, MD.....	2009-2010
Edley H. Jones, MD.....	1961-1962	Marvin A. Singleton, MD.....	1986-1987	David K. Palmer, MD.....	2010-2011
Sylvester C. Missal, MD.....	1962-1963	Joseph R.B. Hutchinson, MD.....	1987-1988	Harold C. Pillsbury, MD.....	2011-2012
Daniel S. DeStio, MD.....	1963-1964	William B. Pierce, MD.....	1988-1989	Sandra Lin, MD.....	2012-2013
J. Matthews Robinson, Sr, MD.....	1964-1965	James L. Bryant, II, MD.....	1989-1990	Bradley Marple, MD.....	2013-2014
Linden J. Wallner, MD.....	1965-1966	Martin B. Trotsky, MD.....	1990-1991	Steven Houser, MD.....	2014-2015
Herbert P. Harkins, MD.....	1966-1967	Arnold S. Rapoport, MD.....	1991-1992	Maria C. Veling, MD.....	2015-2016
Herbert B. Goldman, MD.....	1967-1968	Richard J. Trevino, MD.....	1992-1993	J. Whit Mims, MD.....	2016-2017
Lewis E. Morrison, MD.....	1968-1969	D. Morton Boyette, MD.....	1993-1994	Christine B. Franzese, MD.....	2017-2018
Claude M. Warren, Jr, MD.....	1969-1970	J. David Osguthorpe, MD.....	1994-1995	Matthew Ryan, MD, FAAOA.....	2018-2019
Lup Q. Pang, MD.....	1970-1971				

We are once again offering the **Review of Core Allergy Principles (ReCAP)** during the 2019 Annual Meeting in New Orleans. 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 of 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 14th), 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, choose your own adventure allergy scenarios, 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.

ReCAP faculty, under the direction of Christopher Brook, MD and Jennifer Villwock, MD includes Doug Dawson, MD, Joshua Levy, MD, Michelle Liu, MD, Glen Porter, MD, Kenneth Rodriguez, MD, Keith Sale, MD and Farrah Siddiqui, MD.



Strategies & Tactics to Improve Efficiencies for Better Patient Care

Faculty Biographies

Drew Bird, MD

Dr. Drew Bird completed a Pediatrics residency in 2006 and then an Allergy and Immunology fellowship at Baylor College of Medicine in 2008. In 2009 he completed a clinical research fellowship in food allergy under the direction of Dr. Wesley Burks at Duke University. Since 2009 he has been a member of the faculty at UT Southwestern. He is the director of the Food Allergy Center at Children's Medical Center in Dallas, and Associate Professor of Pediatrics and Internal Medicine in the Division of Allergy and Immunology at UT Southwestern Medical Center. His research interests are in understanding and treating life-threatening reactions to foods, and he is currently working with colleagues in several ongoing clinical trials using food proteins for immunotherapy.



Prior to that, she was Director of Operations for the pediatric multi-specialty practices at Peyton Manning Children's Hospital at St. Vincent.

Before her time working in large healthcare systems, Amy managed a private solo surgical practice where she was responsible for all aspects of the administrative office, including clinic and surgery scheduling, check in and check out, prior authorization, coding and charge entry, accounts receivables, human resources, and accounts payable.

Amy has led multiple practice management and EHR software implementations, including Nextech, athena, and Cerner. She is well-versed in many others.

Amy earned an M.B.A. and a B.S. in General Studies from Indiana University, also completing the pre-med requirements.

Amy is a fitness enthusiast who competed in National Physique Committee (NPC) competitions. When she's not in the gym or traveling, she can be found playing with her canine companions, Brady and Pippa.

Amy Boyer, MBA

Amy is a dynamic and innovative problem-solver who is highly regarded by physicians for her engaging leadership style, intimate understanding of practice operations, and deep appreciation for the patient experience. She seeks solutions to the constantly evolving challenges and demands imposed on physicians and administrators by finding opportunities to streamline processes.



Amy's expertise comes from 15 years of working in physician offices, including private and hospital-based practices and an academic division before becoming a consultant. Her experiences provide a comprehensive understanding of practice operations, physician compensation, health information systems, marketing, financial management, and human resource management in each setting.

Prior to joining KarenZupko & Associates, Amy was the Service Line Administrator/Division Administrator for Plastic Surgery at Indiana University School of Medicine. There she held a dyad leadership role alongside the Chief of Plastic Surgery to manage and lead the clinical, education, and research missions of the division.

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.

Faculty Biographies

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.

Cheyenne is known for her love of Alabama football, spreading awareness for lipedema, and experimenting with Paleo dishes. She enjoys travel, Broadway shows, and culinary excursions.

Anju T. Peters, MD, MSCI

Dr. Peters completed her medical degree at University of Michigan after finishing undergraduate studies at Ohio State University. The rest of her training was completed at Northwestern University Feinberg School of Medicine including a residency in internal medicine and fellowship in allergy-immunology. After fellowship she joined the Division of Allergy & Immunology at Northwestern and currently is a professor of medicine and Associate Chief of Clinical Affairs, Education, and Research and is the Director of Clinical Research. She is a co-editor in chief of the Journal of Rhinology and Allergy and is on the editorial board of the Journal of Precision Respiratory Medicine.



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, and is a member of the American Health Lawyers Association.



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.

2019 AAOA CONTENT MEETS CULTURE TOURS IN NEW ORLEANS



Join Us for a Unique Experience – Explore the City of New Orleans While Learning From Your Peers on Hot Clinical Topics in Patient Care

Building on the success of Chicago and Philadelphia, New Orleans provides the perfect backdrop for our out-of-the-classroom Content Meets Culture Tours. In this unique educational programming, we marry a hot clinical topic with a unique tour of the city. From a medical education standpoint, each of these tours will feature content experts to engage the group in an open dialogue based on clinical cases around the topic. This is a great opportunity to learn from both the facilitators and your peers and discuss patient cases and clinical challenges in a networking fashion.

Below, we have highlighted the details of the New Orleans tours that have been married with each clinical topic to help you make your selection. **We encourage you to register early and tell us your three preferred options.** Due to the overwhelming popularity of the tours, these do fill up and we cannot guarantee your selection.

As a word of note, September in New Orleans can still be quite hot. We highly recommend walking shoes and summer clothing. For those not able to walk far, especially in humid heat, we recommend you select the in-house tour.

Tour #1

Allergy Emergencies & the Warehouse District

Faculty: Christopher Brook, MD; Michael Platt, MD

Vibe: Artsy, sophisticated and trendy

Nutshell: From museums to art galleries, the Warehouse/Arts District is a culture-seeker's playground.

Once an abandoned run-down part of the city, The Warehouse District was brought to life in 1984 when New Orleans hosted the World's Fair. When the fair closed, city leaders and developers began the transformation. The trendy Warehouse District has converted brick warehouses housing innovative restaurants, sleek coffee shops, eclectic boutiques and BBQ joints. Warplanes hang in a soaring pavilion at the renowned National WWII Museum, while the Ogden Museum of Southern Art shows regional works. Julia Street is lined with modern art galleries, and vendors hawk local produce and home-baked treats at Crescent City Farmers Market.

Tour #2

Antigen Selection & Architecture

Faculty: Doug Dawson, MD; Bruce Gordon, MD

Vibe: Eyes wide open and develop appreciation for design and attention to detail in both old and new buildings.

Nutshell: In New Orleans architecture, it's the little details that make everything so interesting.

"Architecture is a visual art and the buildings speak for themselves" Julia Morgan. View buildings with 150-year old façades and hear about specific varieties including: long and narrow single-story Shotgun Houses with wood exterior, many with Victorian embellishments beneath the large front eave; single-story colorful Creole Cottages with their pitched roofs and front porches that almost touch the street; narrow three-story American Townhouses of brick or stucco featuring asymmetric windows and iron balconies; two-story Double-Gallery Houses feature stacked and covered front porches, box columns and a front door off to one side; raised Center-Hall

Cottages are urban versions of French-Colonial plantations with porches stretched all the way across the front. What will you "hear" as you listen to the tones of New Orleans architecture?

Tour #3

Chronic Cough & Central Business District

Faculty: Melissa Hertler, MD; Monica Patadia, MD

Vibe: Energetic, innovative and exciting

Nutshell: Rub elbows with creative thinkers, glimpse at inventive restaurants, extensive shopping therapy

Central Business District connects the Warehouse District with The French Quarter. It is the heartbeat of the city. This dynamic area includes the South Market District, a micro-neighborhood of the CBD with transformed asphalt lots of urbanity where award-winning bakers and chefs serve up cuisine to visitors and locals in trendy eateries and restored theaters host incredible acts and Broadway shows. CBD is home to skyscrapers, professional office spaces and thousands of residents.

Tours #4 & #5

Food Allergy & Museums

Faculty: Christine Franzese, MD; Glen Porter, MD, Bill Reisacher, MD; Maria Veling, MD

Vibe: Discover art, history, culture and more

Nutshell: Fly-by museums close to the hotel and learn of offerings that lie inside and programs that enrich and entertain.

New Orleans has a deep appreciation for the arts and there are several museums close to the Hilton that offer something for everyone on this tour, history - contemporary - folk art and much more in between. Wouldn't it be nice to have been in the audience in 1796 when the curtain went up on the first documented opera in New Orleans or on the first ballet in 1799? Time restraints allow us to visit museum entryways and see some interesting pieces.

Tour #6

Migraines & Architecture

Faculty: Mark Mehle, MD

Vibe: Eyes wide open and develop appreciation for design and attention to detail in both old and new buildings.

Nutshell: In New Orleans architecture, it's the little details that make everything so interesting.

"Architecture is a visual art and the buildings speak for themselves" Julia Morgan. View buildings with 150 year old façades and hear about a specific varieties including: long and narrow single-story Shotgun Houses with wood exterior, many with Victorian embellishments beneath the large front eave; single-story colorful Creole Cottages with their pitched roofs and front porches that almost touch the street; narrow three-story American Townhouses of brick or stucco featuring asymmetric windows and iron balconies; two-story Double-Gallery Houses feature stacked and covered front porches, box columns and a front door off to one side; raised Center-Hall Cottages are urban versions of French-Colonial plantations with porches stretched all the way across the front. What will you "hear" as you listen to the tones of New Orleans architecture?

Tour #7

Sinusitis & Algiers

Faculty: Charles Ebert, MD; Kenneth Rodriguez, MD

Vibe: Authentic, fresh perspective, and the only Orleans Parish community located on the West Bank of the Mississippi River

Nutshell: Algiers Point, referred to as New Orleans' Brooklyn without the bustle, offers a dramatic transition from the city, great views of both the city skyline and the Mississippi River, and a fresh perspective of New Orleans.

Directly across the Mississippi River from Canal Street, this unique neighborhood has homes designed in a similar style to those in the Garden District but on a smaller scale. Known for its quiet, Algiers is a short ferry ride from hustle and bustle of Canal Street.

Tours #8 & #9

SLIT & the French Quarter

Faculty: Bryan Leatherman, MD; Sandra Lin, MD; Kristin Seiberling, MD; Wesley D. VanderArk, MD

Vibe: Jazz clubs, street performers, action (expected and unexpected) on every corner

Nutshell: The city's historic heart is famous for its vibrant nightlife and colorful buildings with cast-iron balconies.

The French Quarter is where New Orleans was born, it is the center of the city and everything grew from here. Learn the

history of Iberville and Bienville. Listen to the tales of the French Quarter that have been handed down for generations while passing crowd-pleasing clubs, Cajun eateries, and raucous bars on Bourbon Street. Quieter streets lead to the French Market, with gourmet food and local crafts, and to Jackson Square where street performers entertain in front of soaring St. Louis Cathedral.

Tour #10

Nasal Polyyps & Restaurants

Faculty: John DelGaudio, MD; Sarah Wise, MD

Vibe: Eclectic, never boring, curious about cuisine built on a tradition that stretches from Paris to Port au Prince and from Cadiz to the Congo.

Nutshell: The New Orleans dining scene is a brilliant reflection of the city's diverse history, culture, and neighborhoods.

New Orleans is known for its legendary family owned restaurants, block long wine cellars, private Mardi Gras krewe rooms and hidden patio dining spaces. Visit several well-known spots as well as a few new less familiar French Quarter dives. Learn why New Orleans cuisine is one of the reasons to live in New Orleans and why so many visitors flock to the city.

Tour #11

EpiPens & Restaurants

Faculty: Mohamad Chaaban, MD; Farrah Siddiqui, MD

Vibe: Eclectic, never boring, curious about cuisine built on a tradition that stretches from Paris to Port au Prince and from Cadiz to the Congo.

Nutshell: The New Orleans dining scene is a brilliant reflection of the city's diverse history, culture, and neighborhoods.

New Orleans is known for its legendary family owned restaurants, block long wine cellars, private Mardi Gras krewe rooms and hidden patio dining spaces. Visit several well-known spots as well as a few new less familiar French Quarter dives. Learn why New Orleans cuisine is one of the reasons to live in New Orleans and why so many visitors flock to the city.

Tour #12 - In House

Pearls from Practice & Nuances of New Orleans History and Culture

Faculty: Paul Fass, MD; Jack Fornadley, MD; Jacques Peltier, MD

Join us in the Riverside New Orleans for a local's perspective of life on the Mississippi and the history around New Orleans. Blended with this will be a unique opportunity to gain insights and practice pearls from renowned AAOA Past Presidents who are anxious to share the lessons they learned throughout their careers.

9:00 am–10:00 am

Exhibit Opening & OTO Shop
Practice Resource Toolkit

10:00 am

Annual Meeting Kick Off
 Moderator: Matthew Ryan, MD

10:10 am

AAOA-ARS Joint Session

Moderator: Sarah Wise, MD

Panel: Claire Hopkins, MD, *International Representative*;
 Sandra Lin, MD, *AAOA Representative*;
 Amber Luong, MD, PhD, *AAOA Representative*;
 Vijay Ramakrishan, MD, *ARS Representative*;
 Timothy Smith, MD, MPH, *ARS Representative*

"What is 'Appropriate' in CRS diagnosis and treatment?"

- (1) Appropriate use of CT scans (does this change our up-front diagnosis of CRS? When is empiric therapy indicated before a CT scan?)
- (2) Appropriate medical therapy prior to ESS and how this differs across CRS endotypes/patient populations
- (3) Appropriate use of cultures and bacterial/fungal sequencing in the clinical treatment of CRS patients
- (4) Appropriate use of allergy testing/treatment in CRS patients (i.e. pre-ESS vs. post, which CRS endotypes are appropriate allergy treatment candidates)

11:05 am

3rd Annual BJ Ferguson Memorial Keynote Lecture

Guest Lecturer: Drew Bird, MD, *UT Southwestern*

Updates in Food Allergy Management and Investigational Efforts Promising New Therapeutics

As a leader in the field, Dr. Bird will share his insights on current approaches to food allergy diagnosis and management; where the new food guidelines, including LEAP and LEAP ON, fit into the practice regimen; and consideration of new research on the horizon that will impact how food allergy is both diagnosed and managed.

12:00 pm–1:00 pm

Non AAOA Satellite Program

1:00 pm–1:30 pm

Exhibit Break & OTO Shop
Laryngology & AAOAHNS Initiatives

1:30 pm

SLIT ... from a Practical Perspective

Moderator: William Reisacher, MD

Invited Panel: Bryan Leatherman, MD; Sandra Lin, MD; Michael Platt, MD

Join Dr. Reisacher and his panelists as they discuss the practicalities of augmenting your allergy patient care to include sublingual immunotherapy. The panel will consider issues around multi/pauci allergen management; marketing sublingual immunotherapy with your patients, with your referral base, and with your medical community; patient compliance and the value of shared-decision making, as well as other pearls learned along the way.

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.

2:30 pm

One-on-One with Jack Krouse, MD, PhD, MBA

Sit back and learn about the future of publishing, impact on science, especially medicine, and how this translates for AAOA and its journal, *International Forum for Allergy & Rhinology*. Dr. Krouse will interview Tim Smith, MD. Tim will succeed David Kennedy, MD, founding editor for *IFAR*. Come learn about Dr. Smith's plans and direction for our journal.

3:15 pm–3:45 pm

Exhibit Break & OTO Shop
Biologics

CONCURRENT SESSION KEY



Practice Management



Rapid Fire



Clinical Pathways



Cases, Conversations & Collaborations

3:45 pm–4:45 pm

CONCURRENT SESSIONS

CLINICAL PATHWAYS

Practical Approaches to Food Allergy Diagnosis

Presenter: Drew Bird, MD

We know what the guidelines say, but how does this translate? Dr. Bird will review the latest trends in food allergy diagnosis and offer tips and practical approaches to how you deal with the food allergy patient.

RAPID FIRE

Smell: The Forgotten Sense

Speaker: Jennifer Villwock, MD

Within the ENT sphere, olfaction is often an under-appreciated sense. The K J 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 and prescribing olfactory training to boost probability of return of function.

CASES, CONVERSATIONS & COLLABORATIONS

Intranasal Findings in Allergy: It's Not What You Were Taught in Residency

Moderator: Edward McCoul, MD

Panelists: John DelGaudio, MD; Richard Harvey, MD; Sarah Wise, MD

The evaluation of allergic rhinitis has traditionally relied upon systemic testing for atopy, with a limited role for the physical examination. Recent evidence now suggests that intranasal findings, such as from nasal endoscopy, can provide valuable information to the clinician who evaluates patients for possible allergic disease. Components of the intranasal examination will be presented in clinical case scenarios for discussion by a panel of experts in the field. Characteristic radiographic imaging findings will also be presented and discussed as they pertain to the diagnosis of allergic rhinitis and related disease. Discussion will include how to differentiate between allergic and non-allergic polyposis, as well as findings of the newly-described central compartment atopic disease.

PRACTICE MANAGEMENT

Marketing: How To Leverage the Latest Trends

Presenter: Shantel Johnson, MBA, Marketing Director, North Oaks Health System

Consumerism is changing the face of healthcare marketing. Hear about the latest trends and resources available to reach your target audience.

There is an additional \$ fee for this workshop. Please register early to reserve your seat!

3:45 pm–5:45 pm

OPTIONAL PAID WORKSHOP (2 hours)

Member (individual): \$125

NonMember (individual): \$350

USP 797 Compliance Training and Media Fill Test

Facilitators: Doug Dawson, MD; Ayesha Khalid, MD; Wes VanderArk, MD

The USP guidelines are due to go into effect by the end of the year. Take advantage of this opportunity to have your staff review compliance training (note: laptop/tablet required) and check that box for the year. The AAOA is rolling out its new online compliance training module to help you and your staff stay ahead of the curve and make sure everyone is practicing within the new USP 797 protocol. In addition to USP compliance, we are offering a media fill kit to complete the compounding training.

4:45 pm–5:15 pm

Refresh with Exhibitors



5:15 pm–6:15 pm

CONCURRENT SESSIONS

CLINICAL PATHWAYS

❑ **The Future of Food Allergy**

Presenter: Glen Porter, MD

Food allergy is a rapidly increasing problem. This workshop will address evidence-based workup and management of food allergy. We will also review the latest research in food desensitization and 3 classes which address the following: 1. The basics of food allergy: fact vs. fiction. 2. Pediatric food allergy 3. What's new in food allergy: desensitization strategies. Each class will include a traditional didactic portion followed by small group discussions of clinical cases. A "wrap up moment" will end each session.

CASES, CONVERSATIONS & COLLABORATIONS

❑ **Allergy Emergencies**

Presenters: Mohamad Chaaban, MD; Farrah Siddiqui, MD

Allergy emergencies such as anaphylaxis can lead to fatal outcomes. Known patient risk factors need to be identified and controlled before skin testing or performing allergy immunotherapy. In the event of an emergency, the physician and office staff need to be well trained in responding expediently. The best way to understand these emergencies is through case-based discussions. Patient and clinic staff education is further improved by the provision of concise, understandable handouts and/or flowsheets.

RAPID FIRE-PROBLEM-BASED LEARNING

❑ **Office-Based Sinus Procedures**

Presenters: John DelGaudio, MD; Sarah Wise, MD

This session 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, casebased 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.

PRACTICE MANAGEMENT

❑ **SoME Social Media**

Moderator: Jennifer Villwock, MD

Invited Panel: Steve Houser, MD; Shantel Johnson, Marketing Director, North Oaks Health System; Chris Vickery, 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.

6:15 pm–7:30 pm

AAOA Annual Business Meeting and Taste of New Orleans Reception with Exhibitors



6:15 am–7:15 am

Healthy Start: Jazz by Jogging Shoe

6:30 am–7:30 am

Non AAOA Satellite Program

7:30 am–8:00 am

Coffee with Exhibitors

8:00 am–9:00 am

Clinical Keynote

AAOA Biologics and Precision Medicine Roundtable

Moderator: Matthew Ryan, MD

Invited Panel: Cecelia Damask, DO; Sandra Lin, MD; Anju T. Peters, MD, MSCI; Michael Platt, MD

The AAOA convened a roundtable of thought leaders to discuss the mechanism of action of various biologic agents and how these agents are currently being used for asthma, urticaria, atopic dermatitis, and EGPA. The roundtable also focused on completed and ongoing trials of biologics in chronic rhinosinusitis with nasal polyposis. This morning's panel will be highlighting of the discussions of the AAOA's roundtable. Join this panel for a better understanding of the latest research on biologics, what is on the horizon in terms of use of biologics in your rhinologic patients, and more insights into these novel pharmaceutical therapies.

9:05 am–10:05 am

CONCURRENT SESSIONS

CASES, CONVERSATIONS & COLLABORATIONS

Biologic Practicalities Workshop:

Case Based Discussion

Invited Panel: Cecelia Damask, DO; Christine Franzese, MD; Anju T. Peters, MD, MSCI; Matthew Ryan, MD

Biologics are the newest pharmaceutical intervention on the market for disease ranging from asthma to urticaria and atopic dermatitis. We expect FDA approval for the use of one of the biologics in chronic rhinosinusitis patients with nasal polyps to happen this summer with other agents to follow possibly next year. With multiple choices available in the future for these agents, how will you be able to choose the right biologic for the right patient? Join us for this session as we work through some case examples. We will discuss the appropriate work up of the patient, what factors might influence the decision of one biologic or another, and finally how to assess the patient's response to these agents.

PRACTICE MANAGEMENT

Boosting Your Bottom Line

Presenter: Cheyenne Brinson, CPA, MBA, KarenZupko Associates

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.

PRACTICE MANAGEMENT

Technology and Medicine: The Legal Side

Presenter: Daniel F. Shay, Esq, Gosfield & Associates

Recognizing that there is now a slew of "tech-oriented" stuff impacting medicine that create legal ramifications, this session will cover hot topics around EHR license agreements and what to expect, issues transitioning from one EHR to another and patient portals, social media, and their intersection with HIPAA.

PRACTICE MANAGEMENT

Building the Right Office Culture

Presenter: Amy Boyer, MBA, KarenZupko Associates

Selecting the right staff and building a strong culture is key to a successful practice. This session provides practical proven strategies for interviewing and hiring, dealing with conflict, and nurturing top performers.

RECAP: HOUR 1

The Principles of Allergic Disease - Diagnosis and Treatment

Moderators: Christopher Brook, MD; Jennifer Villwock, MD

- Antigen Characteristics - Farrah Siddiqui, MD
- Environmental Control - Kenneth Rodriguez, MD
- Pharmacotherapy Panel (case-based)

10:05 pm–10:35 pm

Exhibit Break & OTO Shop

Implementing Tonsillectomy Guidelines

CONCURRENT SESSION KEY



Practice Management



Rapid Fire



Clinical Pathways



Cases, Conversations & Collaborations

10:35 am–11:35 am

CONCURRENT SESSIONS

CASES, CONVERSATIONS & COLLABORATIONS

❑ AERD: Current Therapeutic Approaches

Moderator: Joshua Levy, MD

Invited Panel: Anju T. Peters, MD, MSCI

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.

PRACTICE MANAGEMENT

❑ You Cannot Manage What You Do Not Measure: Using Reports and Data to Manage Your Allergy Service Line and Practice Flow

Presenter: Cheyenne Brinson, CPA, MBA, Karen Zupko Associates

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 determine the financial health of your allergy service line and entire practice.

PRACTICE MANAGEMENT

❑ Practice Transitions: Employment and Payer Contracts; What You Need to Know/Ask Before Signing

Moderator: Daniel F. Shay, Esq, Gosfield & Associates

This session will cover several key components of contracting

1. New physician employment/practice models (solo, group, multispecialty, virtual partnerships, physicians as employees, academic and systems based)
2. Compensation models within the various employment models; nuances and what to consider in negotiations
3. Issues to consider with contracts – both employment and payer agreements
4. Not so voluntary repayment rules
5. Emerging challenges with patient portals and EMRs

RAPID FIRE

❑ Migraine, Allergy and the Sinus Headache Patient: Practical Approach to Management

Presenter: Mark Mehle, MD

Migraine and allergy are both common diseases. Many patients suffer from both, and the vast majority of patients with “sinus headache” complaints are found to have migraine, making migraine identification important to otolaryngic allergists. This review will confirm that allergy and migraine are comorbid conditions, focusing on epidemiology, shared biochemical pathways, and underlying mechanisms. Therapeutic implications of this relationship have been the subject of several recent studies, making a review of this association timely and prudent. This presentation will walk through some practical approaches to managing this patient.

RECAP: HOUR 2

❑ Advanced Allergy Topics

Moderators: Christopher Brook, MD; Jennifer Villwock, MD

- Asthma - Keith Sale, MD
- Food (LEAP, LEAP On, Non-IgE) - Kenneth Rodriguez, MD
- Jeopardy Wrap Up - Christopher Brook, MD; Jennifer Villwock, MD

11:40 am–11:55 pm

Exhibit Break & OTO Shop

Early Peanut Introduction

12:00 pm–1:00 pm

Non AAOA Satellite Program

1:00 pm–1:30 pm

Refresh with Exhibitors



1:30 pm–2:30 pm

CONCURRENT SESSIONS

RAPID FIRE

❑ **Antigen Selection Jeopardy**

Moderator: Cindy Lee Neighbors, MD

This presentation will be designed to be an interactive jeopardy challenge highlighting modern practices in allergy featuring the following 5 categories: 'Manage Me Doc,' 'Ah- Choo,' 'Buzzwords,' 'What's New?' and 'Trees, Bees, Wheeze, Oh My!' These 5 categories will encompass some high-yield fast facts in allergy & immunology as well as draw upon modern advances in the field such as sublingual therapy, intranasal sprays, multi-modal regime, SCIT and SLIT testing, comorbidities, testing for food allergies as well as the work-up and management of both pediatric and adult patients.

CASES, CONVERSATIONS & COLLABORATIONS

❑ **Practical Trouble Shooting**

Moderator: J. Whit Mims, MD

Invited Panel: Cecelia Damask, DO; Michael Parker, MD; Jacques Peltier, MD

Whether you are new to adding allergy to your practice or an experienced professional, we each struggle with day-to-day challenges. This interactive panel will seek to identify problems encountered in everyday practice and discuss approaches panelists and the participants use. From non-compliant patients to SLIT vs SCIT, we all face the same dilemmas. Join us for Practical Troubleshooting with Jacques, Mike, Cecelia, and Whit.

PRACTICE MANAGEMENT

❑ **Business Management – How to Stay In Private Practice – If You Want To!**

Presenter: Amy Boyer, MBA, KarenZupko Associates

If your goal is to maintain a healthy, viable private practice (and avoid the open arms of a hospital administrator), this course is for you. From business system improvements to referral building this course provides a practical "to do" list to bolster your practice for long term success.

PRACTICE MANAGEMENT

❑ **Stop Denials in Their Tracks and Plug Revenue Leaks**

Presenter: Cheyenne Brinson, CPA, MBA KarenZupko Associates

Savvy billing offices leverage technology tools to reduce the volume and impact of denials from insurance companies. In this session, we will explore how to incorporate payor medical necessity guidelines into EHR templates to increase pre-authorization approvals, decrease the number of peer to peer reviews, and reduce the number of denials for medical necessity. Staying abreast of changing payor payment polices by reviewing payor newsletters is one strategy. Learn how to utilize technology and denial management tools and write successful appeals. We will examine the five most common revenue leaks in an otolaryngology practice and how to plug them.

RECAP: HOUR 3

❑ **Allergy Testing and Immunotherapy**

Moderators: Christopher Brook, MD; Jennifer Villwock, MD

- Skin Testing (IDT, MQT, Skin Testing) - Doug Dawson, MD
- In Vitro Testing - Joshua Levy, MD
- Worksheets for Testing (endpoint glossary) - Christopher Brook, MD; Doug Dawson, MD

2:35 pm–3:35 pm

CONCURRENT SESSIONS

RAPID FIRE

❑ **My First Case That Had Me Stumped**

Moderator: Monica Patadia, MD

Invited Panel: Matthew Patterson, MD

A dynamic panel with physicians sharing challenging cases they faced early in their careers and how they managed them. Opportunity to engage with peers around practical trouble shooting and how challenges cases helped improve overall practice and how to approach different patient situations.

PRACTICE MANAGEMENT

❑ **Efficiency: Not the Unattainable Holy Grail**

Presenter: Cheyenne Brinson, CPA, MBA KarenZupko Associates

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.

2:35 pm–3:35 pm

CONCURRENT SESSIONS *continued*

PRACTICE MANAGEMENT

Expanding Scope of Practice: How to Expand Service Lines to Drive Patient Satisfaction

Moderator: Dole Baker, MD

Invited Panel: Doug Dawson, MD; Chuck Syms, MD

Otolaryngology practices offers 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.

PRACTICE MANAGEMENT

Understanding Your Patient Compliance and Ways to Improve Compliance: Focus on Immunotherapy

Moderator: Gavin Setzen, 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.

RECAP: HOUR 4

Immunotherapy and Vial Preparation

Moderators: Christopher Brook, MD; Jennifer Villwock, MD

- Immunology of Immunotherapy - Michelle Liu, MD
- Vial Prep & Administration - Jennifer Villwock, MD; Christopher Brook, MD
- SLIT Vial Prep & Administration - Michelle Liu, MD

3:40 pm–4:40 pm

CONCURRENT SESSIONS

CLINICAL PATHWAYS

Component Testing

Moderator: 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.

PRACTICE MANAGEMENT

Understanding Stark and The Many Ways It Impacts Your Practice

Moderator: Daniel F. Shay, Esq, Gosfield & Associates

This session will explore the nuances and impact of Stark regulations, especially as it relates to employed physicians, their staff and allergy services. Session offers a deeper dive on Stark impact on employment models, compensation and ancillary staff.

PRACTICE MANAGEMENT

Efficiency Panel

Moderator: Doug Dawson, MD

Invited Panel: Dole Baker, MD; Amy Boyer, MBA, KarenZupko Associates; Cheyenne Brinson, CPA, MBA, KarenZupko Associates; Keith Sale, 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.

CONCURRENT SESSION KEY



Practice Management



Rapid Fire



Clinical Pathways



Cases, Conversations & Collaborations

PRACTICE MANAGEMENT

☐ **Navigating Practice Models and Changing Markets: Lessons Learned in Different Practices or Why I Changed Practices**

Moderator: Elizabeth Mahoney Davis, MD

Invited Panel: Melissa Hertler, MD; Roy Lewis, MD; Alpen Patel, MD

This panel includes tips on starting a new practice for ENTs 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 do I get patients. The presenters will cover the pros and cons of different practice types from hospital or system-based employees to private group practice. They will explore compensation models, impact of RVU-based compensation, and related practice challenges.

RECAP: HOUR 5

☐ **Anaphylaxis and Immunotherapy Practicum**

Moderators: Christopher Brook, MD; Jennifer Villwock, MD

- Anaphylaxis - Glen Porter, MD
- Immunotherapy Practicum - Jennifer Villwock, MD; Christopher Brook, MD

4:45 pm–5:15 pm

Exhibit Break and Gather for Content Meets Culture Tours



5:15 pm–6:45 pm

Content Meets Culture Tours

(see pages XII–XIII for more information)

New Orleans can be hot and sticky in September. We recommend wearing walking shoes and Summer attire for these tours.

☐ **#1: Allergy Emergencies**

Moderators: Christopher Brook, MD; Michael Platt, MD

Rapporteur: Todd Berinstein, MD

☐ **#2: Antigen Selection**

Moderators: Doug Dawson, MD; Bruce Gordon, MD

Rapporteur: Christine DeMason, MD

☐ **#3: Chronic Cough**

Moderators: Melissa Hertler, MD; Monica Patadia, MD

Rapporteur: Michelle Liu, MD

☐ **#4 and #5: Food Allergy**

Moderators: Christine B. Franzese, MD; Glen Porter, MD; William B. Reisacher, MD; Maria C. Veiling, MD

Rapporteur: Erik Swanson, MD; Camysha Gooden-Wright, MD

☐ **#6: Migraine**

Moderator: Mark Mehle, MD

Rapporteur: Jamey Cost, MD

☐ **#7: Sinusitis**

Moderators: Charles Ebert, MD; Kenneth Rodriguez, MD

Rapporteur: Joseph Sciarrino, MD

☐ **#8 and #9: SLIT**

Moderators: Bryan Leatherman, MD; Sandra Lin, MD; Kristin Seiberling, MD; Wesley D. VanderArk, MD

Rapporteur: Patrick Maiberger, MD; Natalie Sciarrino, MD

☐ **#10: Nasal Polyps**

Moderators: John DelGaudio, MD; Sarah Wise, MD

Rapporteur: David Hill, MD

☐ **#11: EpiPens**

Moderators: Mohamad Chabaan, MD; Farrah Siddiqui, MD

Rapporteur: Haidy Marzouk, MD

☐ **#12: Pearls from Practice**

Moderators: Paul Fass, MD; Jack Fornadley, MD; Jacques Peltier, MD

Rapporteur: Michael Rodriguez, MD

7:00 pm–8:30 pm

Lagniappe at the Chicory

Annual Meeting attendees are admitted for free, with confirmed RSVP on registration form! Please register your plus one for \$125!

6:15 am–7:15 am

Healthy Start: Jazz by Jogging Shoe

7:00 am–8:15 am

AAOA Foundation Research Forum Breakfast

Moderators: Charles Ebert, MD & Kenneth Rodriguez, MD

Join us for breakfast and a glimpse into cutting edge research you will see in future issues of the *International Forum on Allergy & Rhinology*, the AAOA's official journal.

8:20 am–9:20 am

CONCURRENT SESSIONS

RAPID FIRE

Adding Allergy to Your Practice: What I Learned in Setting Up My Allergy Practice

Invited Presenter: Michelle Liu, MD

Join us to hear how early career otolaryngologists worked to add allergy to their practice. Hear about challenges and pitfalls; solutions and opportunities they encountered; and the sage 20/20 hindsight perspective. This session will engage attendees to share their experiences as well.

PRACTICE MANAGEMENT

Coding Strategies - How To Avoid Billing Blunders and Keep Your Money

Presenter: Teresa Thompson, BS, CPC, CMSCS, CCC

Appeals for denied claims? This session will cover the most common denials from the payers. 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

Negotiation Is Value Specific

Panel: Keith Sale, MD; Daniel Shay, JD, Gosfield & Associates; Jennifer Villwock, MD

We face negotiating challenges every day. Whether starting your career, changing or building practices – or convincing your children to eat broccoli – this session will provide simple tools that will lead to more satisfying outcomes and demystify negotiation and provide practical tips for increasing comfort with and ability to successfully advocate for yourself.

CASE, CONVERSATIONS, COLLABORATIONS

Your Rhinitis Patient Who Read the Textbook

Presenter: Haidy Marzouk, MD

Meet Leslie...She is our prototype patient. She is 19 and recently moved off to college and living in a dorm. She is always tired and sick since starting college with a "cold". She thinks it might be stress and late nights and desperately wants to feel better. Throughout her case presentation, we will cover in rapid fashion:

1. Tell tale symptoms or allergic rhinitis
2. Pathophysiology
3. Physical exam and testing strategies - pros and cons
4. Initial treatment options that are evidence based
5. How to gauge severity and control of allergic rhinitis
6. When to consider immunotherapy, and how to start based on different testing modalities

Case scenarios in which some otolaryngologists may move toward a surgical intervention for a patient where others may consider allergy testing and management to provide more optimal results without surgical intervention.

There is an additional fee for this workshop. Please register early to reserve your seat!

8:30 am–11:30 am

OPTIONAL PAID WORKSHOP (3 hours)

- Member (individual): \$175**
- Member Practice Groups (1-3 from practice): \$300**
- NonMember (individual): \$350**
- NonMember Practice Groups (up to 3 from practice): \$600**

Crucial Conversations

Presenter: Zoltan Hrotko, VitalSmarts

Based on the best selling book, "*Crucial Conversations*," and set in a very engaging, interactive format, bring your staff to learn techniques to improve in office communication to help improve over all office culture, productivity, and patient care. Open, transparent communication is key in the workplace and to help teams work toward success. This approach is even more crucial in healthcare where teams are working together to help assure the best patient outcomes. The VitalSmarts team has develop engaging tools and scenarios to help you assess what kind of communicator you as well as how those around you communicate. Armed with this knowledge, Zoltan Hrotko will walk you through some scenarios to help you improve how you and your team communicate. We highly recommend signing up as a team to maximize the effectiveness. Individuals can benefit as well. Communications is crucial in healthcare. Take this unique opportunity to work with industry leaders to improve your own skills.

9:25 am–10:25 am

CONCURRENT SESSIONS

PRACTICE MANAGEMENT

Optimizing Patient Experience Through Practice Efficiency

Moderator: Keith Sale, MD

Have you ever contemplated what your patients' experience as they navigate your office in an effort to feel better? As physicians we focus on the health care we provide, but our patients and outside entities measure us on the complete patient experience. We will explore the patient journey from first contact to clinic discharge and discuss common hurdles to patient flow and a great healthcare experience. Join us as we review different components of the patient experience and consider ways to improve practice efficiency and enhance your patients' journey.

CASE, CONVERSATIONS, COLLABORATIONS

Scary 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.

PRACTICE MANAGEMENT

Coding Hot Topics

Presenter: Teresa Thompson, BS, CPC, CMSCS, CCC

Frustrated by claims 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.

CASE, CONVERSATIONS, COLLABORATIONS

Unified Airway Workshop

Panel: Cecelia Damask, DO; Paul Fass, MD; 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.

10:30 am–11:30 am

CONCURRENT SESSIONS

PRACTICE MANAGEMENT

Biologics and Office Practicalities Workshop

Invited Panel: Cecelia Damask, DO; Christine Franzese, MD; Tara Hite; Teresa Thompson, BS, CPC, CMSCS, CCC

Biologics are the newest pharmaceutical intervention on the market for disease ranging from asthma and EGPA to urticaria and atopic dermatitis. While these are pharmaceutical therapies, their use, approval, reimbursement and related patient care protocols are not the typical "write a script and hand it to the patient." This panel will review the nuances of incorporating biologics into your patient care regimen. This panel is timely as we expect FDA approval for the use of one of the biologics in chronic rhinosinusitis patients with nasal polyps to happen this summer. Join us to consider ways to augment your patient care tools.

RAPID FIRE

Sleep and OSA: Where Does Allergy Play?

Moderators: Doug Dawson, MD; Andrea Lewis, MD

Invited Panel: Alpen Patel, MD; Matthew Patterson, MD

Many - more than most ENT specialty societies - AAOA members are boarded in sleep medicine. Is it merely scope of practice for general ENT or is there a need to augment your allergy patient care with current trends, evidence-based knowledge, and tools to help manage concomitant disease tied to sleep. With the blend of specialists involved in sleep medicine, this Rapid Fire session will focus on what the current treatment approaches are, how this ties to ENT, and more specifically how this ties to your allergy patients. Focusing on both typical patients and typical case challenges, this session will offer tips and tools for managing co-morbidities tied to allergy and sleep.

CLINICAL PATHWAYS

Evidence-Based Immunotherapy

Presenter: Hunter Hoover, MD

How does a physician decide when to stop build-up and begin maintenance immunotherapy for a patient? This course will review the studies demonstrating the dose required for immunotherapy to be superior to placebo. The difficulties in converting that data to current commercially-available U.S. products will be discussed. Ultimately, the primary focus of the course will be how to apply all that information to clinical practice. Specific recommendations will be made on the volume of various antigen extracts that should be delivered with each maintenance injection. As a bonus, data related to the appropriate frequency of injections as well as the proper duration of maintenance immunotherapy will be presented. Although the primary focus will be on subcutaneous immunotherapy, the probable effective dose range for sublingual drops will also be discussed.

2019 CORPORATE SPONSORS & EXHIBITORS



The AAOA would like to recognize and thank all of our Corporate Partners for their continued support and commitment to the 2019 AAOA Meetings.

We would like to offer special recognition to our 2019 Corporate Partners. In addition to exhibiting, each of these companies has partnered with us to help make our programs a success.

ALK-Abello Inc.

AstraZeneca

Novartis Pharmaceuticals

The AAOA would like to acknowledge our 2019 Foundation Partner: Lincoln Diagnostics, Inc.

We would also like to thank our Corporate Partners for their in-kind contributions:

ALK-Abello Inc., HollisterStier Allergy, Edge Pharmaceuticals, Lincoln Diagnostics, Inc., Stallergenes Greer

Alletess Medical Laboratory

14 Howard Street | Rockland, MA 02370
800-225-5404 | sales@foodallergy.com

Alletess Medical Laboratory is a world leader in allergy and immunology testing. For 40 years we have provided excellent service to practitioners worldwide.

Our quick turn-around time, transparent pricing and unrivaled customer service make us the best choice for your serum allergy, allergen component, food sensitivity and immunology testing needs.

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.

ALK-Abello, Inc.

135 Route 202/206, Suite 3 | Bedminster, NJ 07921
800-325-7354

ALK, Inc. is the world leader in Allergy Immunotherapy and devoted to improving the quality of life for people with allergies. Our goal is to build an effective future growth platform to engage with allergic patients and connect them with allergy specialists earlier in the disease progression.

AstraZeneca

1800 Concord Pike | Wilmington, DE 19850
800-236-9933

AstraZeneca is a global, science-led biopharmaceutical company that focuses on the discovery, development and commercialization of prescription medicines, primarily for the treatment of diseases in three main therapy areas - Oncology, Cardiovascular, Renal & Metabolism and Respiratory. The Company also is selectively active in the areas of autoimmunity, neuroscience and infection. AstraZeneca operates in over 100 countries and its innovative medicines are used by millions of patients worldwide. For more information, please visit www.astrazeneca-us.com and follow us on Twitter @AstraZenecaUS.

Audigy Medical

11201 NE 9th St. | Suite #300 | Vancouver, WA 98684
877-775-9498

The end-to-end allergy software Clarity, will automate your most time consuming allergy processes, allowing you to be more efficient, reduce medical errors and provide a better patient experience.

Edge Pharmaceuticals

7264 NW 63rd Terrace | Parkland, FL 33067
1181 S. Rogers Circle | Suite #14 | Boca Raton, FL 33487
877-580-3343 | sales@edgepharmaceuticals.com

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 with you. Please stop by our booth to see us.

Fuel Medical Group

314 NE Birch Street | Camas, WA 98607
360-210-5658 | info@fuelmedical.com

We are the leading business advisory company serving ENTs, Otolologists, Audiology Practices and Universities. We provide and implement custom insights, tools, and actionable solutions that enhance practice performance and impact patient outcomes. By combining best practice business strategies with analytics, Fuel Medical helps members achieve their goals by more effectively managing talent, information and patients.



2019 CORPORATE SPONSORS & EXHIBITORS

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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.

Innovation Compounding

6095 Pine Mountain Rd. NW | Suite 108 | Kennesaw, GA 30152
800-547-1399 | accounts@innovationcompounding.com

Innovation Compounding is a specialty compounding pharmacy focused on individualized pharmaceutical care. We support 6000 prescribers and 65,000 patients across the nation and provide over 60,000 prescriptions annually. Our mission is to serve as a Wellness Advocate to enhance our patient's quality of life.

Lincoln Diagnostics

P.O. 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.

Modernizing Medicine

4850 T-Rex Ave | Suite 200 | Boca Raton, FL 33431
561-235-7505 | info@modmed.com

Modernizing Medicine® and its affiliated companies empower otolaryngologists with a suite of mobile, specialty-specific solutions that transform how healthcare information is created, consumed and utilized to increase practice efficiency and improve patient outcomes. modmed® Otolaryngology includes EMA™, the otolaryngology-specific EHR system; Practice Management; Revenue Cycle Management; and Analytics. www.modmed.com

Novartis Pharmaceuticals

One Health Plaza | East Hanover, NJ 07936
862-778-8300

Novartis provides innovative healthcare solutions that address the evolving needs of patients and societies. Headquartered in Basel, Switzerland, Novartis offers a diversified portfolio to best meet these needs: innovative medicine, cost-saving genetic and biosimilar pharmaceuticals and eye care.

Sanofi Consumer Health

55 Corporate Drive | Bridgewater, NJ 08807
800-981-2491

Sanofi is dedicated to supporting people through their health challenges. We are a global biopharmaceutical company focused on human health. We prevent illness with vaccines, provide innovative treatments to fight pain and ease suffering. We stand by the few who suffer from rare diseases and the millions with long term chronic conditions.

With more than 100,000 people in 100 countries, Sanofi is transforming scientific innovation into healthcare solutions around the globe. Sanofi, Empowering Life

Stallergenes Greer

639 Nuway Circle NE | PO Box 800 | Lenoir, NC 28645
828-759-7333 | uscustomecare@stallergenesgreer.com

Headquartered in London (UK), Stallergenes Greer plc is a global healthcare company specializing in the diagnosis and treatment of allergies through the development and commercialization of allergy diagnostic and immunotherapy products and services. Stallergenes Greer plc is the parent company for GREER Laboratories, Inc (whose registered office is in the US) and Stallergenes SAS (whose registered office is in France). Additional information is available at: www.stallergenesgreer.com.

Xtract Solutions

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

Xtract Solutions offers the only complete solution to provide compliant immunotherapy. Our system combines Xtract Immunotherapy Software and the option to outsource compounding of SCIT/SLIT through Edge Allergy. This solution brings allergy clinics into compliance with the USP 797 requirements for facilities, cleaning, fingertip sampling, media fill testing, SOPs, annual written exams, and extensive documentation.

REGISTER TODAY FOR THE 2019 AAOA ANNUAL MEETING



Laissez les bons temps rouler and join us at the Hilton New Orleans Riverside, in New Orleans, LA from September 13-15, for the 2019 AAOA Annual Meeting! Continuing on the concept that a meeting should be more than just educational content shared in meeting rooms, and where the city should be an integral part of the experience, the 2019 AAOA Annual Meeting features the art, food, culture, and architecture of New Orleans blended with content for your otolaryngology practice.

Registration for the 2019 AAOA Annual Meeting is open online: <http://www.aaoallergy.org/education/aaoa-annual-meeting-2019/> or you can call the AAOA office at 202-955-5010 and register over the phone during business hours.

In order to expand and enrich our membership benefits and promote peer networking at our Annual Meeting, the 2019 AAOA Annual Meeting registration is FREE to all 2019 renewing AAOA members and member candidates. 1-Day passes are available if you would like to bring someone who might benefit from the content of a particular day of the Annual Meeting. Guest passes for the New Orleans Lagniappe Evening Experience are available for adults over 21.

ALL-INCLUSIVE REGISTRATION FEES!

Fellow Member.....	FREE
Associate Member.....	FREE
International Member.....	FREE
NP/PA Member.....	FREE
Allied Health Member.....	FREE
Resident/Fellow-in-Training Member.....	FREE
All Member Candidates*.....	FREE
Non-Member.....	\$795
One Day Pass.....	\$495
Plus 1 Pass for the New Orleans Lagniappe.....	\$125

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

Book Your Hotel Room Today!

The AAOA is pleased to offer a discounted room rate of \$249 (plus taxes). Room rates are based on availability, and the AAOA cannot guarantee room availability. Book your room at the Hilton New Orleans Riverside today by calling 1-504-584-3999 (*reference the AAOA Annual Meeting*) or you can make reservations through our website > 2019 AAOA Annual Meeting > Travel and Location. **Reservation deadline is August 7, 2019.**

About Hilton New Orleans Riverside Hotel

It's all about location in New Orleans and the Hilton New Orleans Riverside places one at the center of it all. Nestled against the banks of the Mississippi, guests can watch the ships come sailing in or dive into the city life just steps away. Grab a beignet, listen to live jazz, ride a streetcar, or hop into a parade, you never know what you'll experience in the vibrant culture and excitement of New Orleans just outside the Hilton New Orleans Riverside's front door.

The Hilton New Orleans Riverside is....

- Located on the River, downtown in the Warehouse and Arts District
- Within walking distance of the French Quarter and Jackson Square
- Home to Drago's Restaurant, Riverblends Café, Spirits Bar and Public Belt
- Equipped with two outdoor pools and a Health Club by Hilton Fitness
- Attached to the Outlet Collection shops, within access to Morial New Orleans Convention Center, an easy walk to the Audubon Aquarium and close to countless restaurants, art galleries, antique shops, and entertainment venues.

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 14 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.



REGISTRATION APPLICATION FORM 2019 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

Registrant Name _____

Name on Badge _____

Address _____ City _____ State _____ Zip _____

Office Phone _____ Cell Phone _____ Email Address _____

CONTENT MEETS CULTURE TOURS SATURDAY, SEPTEMBER 14

5:15 pm–6:45 pm
(see pages XII–XIII for more information)
Please indicate your top 3 tour preferences.
We recommend wearing walking shoes and Summer attire for these tours.

- #1: Allergy Emergencies
- #2: Antigen Selection
- #3: Chronic Cough
- #4 and #5: Food Allergy
- #6: Migraine
- #7: Sinusitis
- #8 and #9: SLIT
- #10: Nasal Polyps
- #11: EpiPens
- #12: Pearls from Practice

PLEASE INDICATE THE COMPLIMENTARY SPECIAL EVENTS YOU ARE ATTENDING

FRIDAY, SEPTEMBER 13
6:15 pm–6:45 pm

- Annual Business Meeting

FRIDAY, SEPTEMBER 13
6:45 pm–7:30 pm

- Taste of New Orleans Reception with Exhibitors

SATURDAY, SEPTEMBER 14
7:00 pm–8:30 pm

- Lagniappe at the Chicory
Please indicate your +1 Guest for \$125 to the right

**Please continue to the next page to select
your Concurrent Sessions**

REGISTRATION FEES FOR THE 2019 AAOA ANNUAL MEETING

Please indicate all that applies below. Please add up the total and send your check to AAOA. You can also contact us with your credit card information.

- 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**

LAGNIAPPE AT THE CHICORY

Saturday, September 14

- + 1 GUEST **\$125**

WORKSHOPS

3:45 pm - 5:45 pm – FRIDAY, SEPTEMBER 13

USP 797 Compliance Training and Media Fill Test

- AAOA Member (individual) **\$125**
- Non-Member (individual) **\$350**

8:30 am - 11:30 am – SUNDAY, SEPTEMBER 15

Crucial Conversations

- AAOA Member (individual) **\$125**
- Member Practice Groups (1-3 from practice) **\$300**
- NonMember (individual) **\$350**
- NonMember Member Practice Groups
(up to 3 from practice) **\$600**

Please indicate your total below

\$ _____

REIMAGINE | REINVENT | REINVIGORATE

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 8/7/19. Cancellations received after 8/7/19 are non-refundable.

REGISTRATION APPLICATION FORM

2019 AAOA ANNUAL MEETING



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.

We look forward to seeing you in New Orleans!

CONCURRENT SESSIONS FRIDAY, SEPTEMBER 13	CONCURRENT SESSIONS SATURDAY, SEPTEMBER 14 <i>continued</i>
<p>3:45 pm–4:45 pm</p> <ul style="list-style-type: none"> <input type="checkbox"/> Practical Approaches to Food Allergy Diagnosis <input type="checkbox"/> Smell: The Forgotten Sense <input type="checkbox"/> Intranasal Findings in Allergy: It's Not What You Were Taught in Residency <input type="checkbox"/> Marketing: How to Leverage the Latest Trends 	<p>2:35 pm–3:35 pm</p> <ul style="list-style-type: none"> <input type="checkbox"/> My First Case That Had Me Stumped <input type="checkbox"/> Efficiency: Not the Unattainable Holy Grail <input type="checkbox"/> Expanding Scope of Practice: How To Expand Service Lines to Drive Patient Satisfaction <input type="checkbox"/> Understanding Your Patient Compliance and Ways to Improve Compliance: Focus on Immunotherapy <input type="checkbox"/> ReCAP: Hour 4 - Immunotherapy and Vial Preparation
<p>5:15 pm–6:15 pm</p> <ul style="list-style-type: none"> <input type="checkbox"/> The Future of Food Allergy <input type="checkbox"/> Allergy Emergencies <input type="checkbox"/> Office Based Sinus Procedures <input type="checkbox"/> SoMe Social Media 	<p>3:40 pm–4:40 pm</p> <ul style="list-style-type: none"> <input type="checkbox"/> Component Testing <input type="checkbox"/> Understanding Stark and the Many Ways it Impacts Your Practice <input type="checkbox"/> Efficiency Panel <input type="checkbox"/> Navigating Practice Models and Changing Markets: Lessons Learned in Different Practices or Why I Changed Practices <input type="checkbox"/> ReCAP: Hour 5 - Anaphylaxis and Immunotherapy Practicum
CONCURRENT SESSIONS SATURDAY, SEPTEMBER 14	CONCURRENT SESSIONS SUNDAY, SEPTEMBER 15
<p>9:05 am–10:05 am</p> <ul style="list-style-type: none"> <input type="checkbox"/> Biologics Practicalities Workshop: Case Based Discussion <input type="checkbox"/> Boosting Your Bottom Line <input type="checkbox"/> Technology and Medicine: The Legal Side <input type="checkbox"/> Building the Right Office Culture <input type="checkbox"/> ReCAP: Hour 1 - The Principles of Allergic Disease 	<p>8:20 am–9:20 am</p> <ul style="list-style-type: none"> <input type="checkbox"/> Adding Allergy to Your Practice: What I Learned in Setting Up My Allergy Practice <input type="checkbox"/> Coding Strategies - How to Avoid Billing Blunders and Keep Your Money <input type="checkbox"/> Negotiation is Value Specific <input type="checkbox"/> You Rhinitis Patient Who Read the Textbook
<p>10:35 am–11:35 am</p> <ul style="list-style-type: none"> <input type="checkbox"/> AERD: Current Therapeutic Approaches <input type="checkbox"/> You Cannot Manage What You Do Not Measure: Using Reports and Data to Manage Your Allergy Service Line and Practice Flow <input type="checkbox"/> Practice Transitions: Employment and Payer Contracts; What You Need to Know/Ask Before Signing <input type="checkbox"/> Migraine, Allergy and the Sinus Headache Patient: Practical Approach to Management <input type="checkbox"/> ReCAP: Hour 2 - Advanced Allergy Topics 	<p>9:25 am–10:25 am</p> <ul style="list-style-type: none"> <input type="checkbox"/> Optimizing Patient Experience Through Practice Efficiency <input type="checkbox"/> Scary Cases <input type="checkbox"/> Coding Hot Topics <input type="checkbox"/> United Airway Workshop
<p>1:30 pm–2:30 pm</p> <ul style="list-style-type: none"> <input type="checkbox"/> Antigen Selection Jeopardy <input type="checkbox"/> Practical Trouble Shooting <input type="checkbox"/> Business Management - How To Stay in Private Practice - If You Want To <input type="checkbox"/> Stop Denials in Their Tracks and Plug Revenue Leaks <input type="checkbox"/> ReCAP: Hour 3 - Allergy Testing and Immunotherapy 	<p>10:30 am–11:30 am</p> <ul style="list-style-type: none"> <input type="checkbox"/> Biologics and Office Practicalities Workshop <input type="checkbox"/> Sleep and OSA: Where Does Allergy Play? <input type="checkbox"/> Evidence-Based Immunotherapy

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