

SCHEDULE – AT-A-GLANCE



Sign Up Now for the 2021 Virtual AAOA Annual Meeting

While our Education Committee is still working diligently to plan how best to leverage state-of-the-art content with best delivery methods for a virtual meeting, the program promises to be a “not-to-be-missed” event. Below is an overview of what we are working on and the program flow to help you plan.

Don’t forget, attendance at the AAOA Annual Meeting is part of your overall dues value—much like your access to advocacy support and subscription to **IFAR**. Make sure you have renewed your AAOA membership to help assure you can leverage your access to all this content at no additional cost. **Not an AAOA**

member? You still have time to submit your application for membership. New member candidates who complete their application by September 6th, 2021 will gain the Annual Meeting Member Benefit at no additional cost (**read: free!**)

Like last year, our Annual Meeting will offer live-stream and on-demand content. Some content will be available for self-paced on-demand viewing prior to the live stream sessions. Live-stream sessions will run from Saturday October 16th to Thursday, October 21st. Some of the live-stream content will be posted for time-limited on-demand access to expand your ability to view everything you want to watch to help your practice.

SATURDAY ♦ OCTOBER 16

Saturday features our international guest speakers, One-on-One with Jack Krouse, and our Joint AAOA-ARS Panel. Join us as Claud Bachert, MD explores inflammation and immunoglobulins in patients with CRSwNP; what you need to know to stay an expert on CRS; consideration of the rising costs of healthcare focusing on the cost of CRSwNP; insights into the CRS classification system, scientific discussions with the research videos PIs, and more

9:25 am–9:30 am EDT
6:25 am–6:30 am PDT

Daily Introduction

9:30 am–10:00 am EDT
6:30 am–7:00 am PDT

Virtual Expo/Networking

10:00 am–10:30 am EDT
7:00 am–7:30 am PDT

**Scientific Discussions with the Research Video PIs:
Clinical Implications of the Foundation Research**

10:30 am–11:15 am EDT
7:30 am–8:15 am PDT

**Featured International Guest Lecturer, Professor Claud Bachert, MD, PhD,
on Inflammation and Immunoglobulins in Patients with CRSwNP**

11:15 am–11:45 am EDT
8:15 am–8:45 am PDT

What You Need to Know to Stay an Expert on CRS

11:45 am–12:00 pm EDT
8:45 am–9:00 am PDT

Virtual Expo/Live Showcase

12:00 pm–12:45 pm EDT
9:00 am–9:45 am PDT

One-on-One with Jack Krouse—A Conversation about NIH with Alkis Togias

12:45 pm–1:45 pm EDT
9:45 am–10:45 am PDT

Non-AAOA Satellite Event

1:45 pm–2:30 pm EDT
10:45 am–11:30 am PDT

Where Do Biologics Fit into the Treatment Paradigm for CRSwNP?

2:30 pm–3:30 pm EDT
11:30 am–12:30 pm PDT

**AAOA-ARS PANEL: The US Burden of Rising Health Care Cost:
A Case Study in CRSwNP Treatment**

3:30 pm–3:45 pm EDT
12:30 pm–12:45 pm PDT

Virtual Expo/Live Showcase

3:45 pm–4:30 pm EDT
12:45 pm–1:30 pm PDT

**BJ Ferguson Lecturer Richard Harvey, MD, PhD—
CRS: Moving Beyond Polyps/No Polyps and the Concept of Maximal Medical Therapy**

4:30 pm–5:00 pm EDT
1:30 pm–2:00 pm PDT

A Deeper Dive into CRS Classification

5:00 pm–5:05 pm EDT
2:00 pm–2:05 pm PDT

End of Day Wrap Up



SCHEDULE – AT – A – GLANCE

5:05 pm – 5:20 pm 2:05 pm – 2:20 pm PDT	<i>Virtual Expo/Live Showcase</i>
5:20 pm – 6:20 pm EDT 2:20 pm – 3:20 pm PDT	<i>Optional Slot for Satellite Event</i>
6:20 pm EDT 3:20 pm PDT	Adjourn for the Day
SUNDAY ♦ OCTOBER 17	
Sunday's focus is on your practice. Back again to help us explore everything from coding, new E/M usage, staffing, delivering 5-star customer service, and more, Cheyenne Brinson, Amy Anderson, and Teresa Thompson bring their consulting expertise to the AAOA.	
8:15 am – 9:15 am EDT 5:15 am – 6:15 am PDT	<i>Non-AAOA Satellite Event</i>
9:25 am – 9:30 am EDT 6:25 am – 6:30 am PDT	Daily Introduction
9:30 am – 10:00 am EDT 6:30 am – 7:00 am PDT	<i>Virtual Expo/Networking</i>
10:00 am – 11:00 am EDT 7:00 am – 8:00 am PDT	Building Your Dream Team
11:00 am – 11:45 am EDT 8:00 am – 8:45 am PDT	Basics for Allergy Coding
11:45 am – 12:00 pm EDT 8:45 am – 9:00 am PDT	<i>Virtual Expo/Live Showcase</i>
12:00 pm – 12:30 pm EDT 9:00 am – 9:30 am PDT	Advanced ENT/Allergy Coding
12:30 pm – 1:30 pm EDT 9:30 am – 10:30 am PDT	5-Star Customer Service
1:30 pm – 2:30 pm EDT 10:30 am – 11:30 am PDT	<i>Non-AAOA Satellite Event</i>
2:30 pm – 2:45 pm EDT 11:30 am – 11:45 am PDT	Biologics: Know Your Codes
2:45 pm – 3:30 pm EDT 11:45 am – 12:30 pm PDT	Creating an Efficient ENT Practice in 2022: Part One
3:30 pm – 3:45 pm EDT 12:30 pm – 12:45 pm PDT	<i>Virtual Expo/Live Showcase</i>
3:45 pm – 4:30 pm EDT 12:45 pm – 1:30 pm PDT	Creating an Efficient ENT Practice in 2022: Part Two
4:30 pm – 5:00 pm EDT 1:30 pm – 2:00 pm PDT	E/M Coding Today: Case-Based Discussion
5:00 pm – 5:05 pm EDT 2:00 pm – 2:05 pm PDT	End of Day Wrap Up
5:05 pm – 5:35 pm EDT 2:05 pm – 2:35 pm PDT	<i>Virtual Expo/Networking</i>
5:35 pm EDT 2:35 pm PDT	Adjourn for the Day
5:35 pm – 6:35 pm EDT 2:35 pm – 3:35 pm PDT	<i>Non-AAOA Satellite Event</i>

Please turn to pages IV-V for the weekly schedule

SCHEDULE – AT – A – GLANCE



As we roll into the week, we are bringing back our Surgeons' Lounges for a unique panel perspective on hot topics impacting practices today. Moving West with the time zones each day, our panel featuring the BrinsonAnderson team and renowned AAOA leaders will delve into how to use reports and data to better manage your practice and bouncing back from COVID. Building off the popular presentation entitled "You Cannot Manage What You Do Not Measure," we encourage you to carve out lunch one day between Monday and Thursday to participate in this unique version of the surgeons' lounge.

To expand your access options, we are using the weeknight evening for our Clinical Pearls segments. We recognize clinic time is precious, so we intentionally built the program around typical clinic hours. This year's Clinical Pearls topics span from new approaches to practice marketing, augmenting service lines with SLIT, latest and greatest you need to know on headaches and new meds available, office-based procedures, entrepreneurship, pearls for helping patients manage smoking cessation, and more. Many of the Clinical Pearls topics will also be featured with pre-work on-demand lectures to give you a deeper understanding and allow the panelists to address your questions during the live-stream segments

Our Clinical Pearls will be augmented with case-based discussions on dysphagia; hives; AERD and migraines; practicalities on the administrative side of adding biologics; our popular "Wait, Wait "DO" Tell Me! Journal club; proper dosing in SCIT and SLIT; and Dr. Reisacher is back to host the AAOA \$100,000 Pyramid – Immunotherapy Edition.

Don't forget to stay for the AAOA Annual Business Meeting. We will once again use the Town Hall format to give you, our members, a chance to share your insights into what could be useful and ways AAOA has and can continue to support our members.

MONDAY ♦ OCTOBER 18

EASTERN DAYLIGHT TIME LOUNGE: MOVING BEYOND COVID CONVERSATION

11:45 am EDT
8:45 am PDT

Virtual Expo/Networking

12:00 pm EDT
9:00 am PDT

Moderator: Michael Platt, MD, MSc
Invited Panelists: Mike Parker, MD, Christopher Brook, MD, Joshua Levy, MD, MPH, Dole Baker, MD

EVENING SESSIONS

6:00 pm – 7:00 pm

Non-AAOA Satellite Event

6:45 pm – 7:00 pm

Virtual Expo / Networking

7:00 pm – 8:00 pm

Practice Marketing Solutions that Work

8:00 pm – 9:00 pm

Non-AAOA Satellite Event

9:00 pm – 10:00 pm

Understanding Migraine: Diagnosis and Management

TUESDAY ♦ OCTOBER 19

CENTRAL DAYLIGHT TIME LOUNGE: MOVING BEYOND COVID CONVERSATION

12:45 pm EDT
9:45 am PDT

Virtual Expo/Networking

12:00 pm CDT
1:00 pm EDT

Moderator: Douglas Dawson, MD
Invited Panelists: Keith Sale, MD, Jennifer Villwock, MD, Robert Stachler, MD, Andrea Lewis, MD

EVENING SESSIONS

6:00 pm – 7:00 pm

Non-AAOA Satellite Event

6:45 pm – 7:00 pm

Virtual Expo/Networking

7:00 pm – 8:00 pm

Office-Based Procedures & ENTrepeneurship

8:00 pm – 9:00 pm

Non-AAOA Satellite Event

9:00 pm – 10:00 pm

WAIT, WAIT "DO" TELL ME! – THE JOURNAL CLUB EDITION



SCHEDULE – AT – A – GLANCE

WEDNESDAY ♦ OCTOBER 20

MOUNTAIN DAYLIGHT TIME LOUNGE: MOVING BEYOND COVID CONVERSATION

11:45 am MDT
1:45 pm EDT
10:45 am PDT

Virtual Expo/Networking

12:00 pm MDT
2:00 pm EDT
11:00 am PDT

Moderator: Alpen Patel, MD
Invited Panelists: Kevin Wilson, MD, Glen Porter, MD,
Rob Puchalski, MD, Farrah Siddiqui, MD, Tina Elkins, MD

EVENING SESSIONS

6:00 pm – 7:00 pm

Non-AAOA Satellite Event

6:45 pm – 7:00 pm

Virtual Expo/Networking

7:00 pm – 7:30 pm

Case Discussions: A Patient with Dysphagia and Another with Hives

7:30 pm – 8:00 pm

Practicalities of Biologics: How to Obtain Biologics for Your Patients

8:00 pm – 9:00 pm

Non-AAOA Satellite Event

9:00 pm – 9:30 pm

How To Actually Facilitate Smoking Cessation with Your Patients

9:30 pm – 10:00 pm

AERD Update

THURSDAY ♦ OCTOBER 21

PACIFIC DAYLIGHT TIME LOUNGE: MOVING BEYOND COVID CONVERSATION

11:30 am PDT
2:30 pm EDT

Virtual Expo/Networking

12:00 pm PDT
3:00 pm EDT

Moderator: Wesley VanderArk, MD
Invited Panelists: Adrienne Laury, MD, Kristin Seiberling, MD,
Ayesha Khalid, MD, Chris Vickery, MD

EVENING SESSIONS

6:00 pm – 7:00 pm

Non-AAOA Satellite Event

6:45 pm – 7:00 pm

Virtual Expo/Networking

7:00 pm – 8:00 pm

How Important Is Proper Dosing in SCIT and SLIT?

8:00 pm – 9:00 pm

\$100,000 Pyramid – Immunotherapy Edition

9:00 pm – 10:00 pm

AAOA Annual Business Meeting – Town Hall
AAOA voting members only (active Fellows & Associates)

9:30 – 10:00 pm

Annual Meeting concludes