

2025 AAOA Annual Meeting Schedule

**Pre-Work
On-Demand
Available October 27**



Topic	Presenters
Introduction to Migraine and Sinus Headache This pre-work lecture is an introduction to sinus headache as a complaint and migraine headache as a diagnosis. Be sure to attend the live session given by Dr. Mark Mehle on Friday, November 8 at 4:30 PM PST on the Sinus Headache and the Allergy/Migraine Connection, which will expand on this pre-work lecture.	Faculty: Mark Mehle, MD
Joint AAOA-ARS Endotype Panel The panel will review Endotypes and Phenotypes, pathophysiology, immunology, discussion of institutional infrastructure for endotyping, preference for endotyping or classic phenotypic paradigm, clinical implications from endotyping, impact on medical and surgical management, utility for recalcitrant disease, followed by some case discussion to help elucidate role of endotyping.	Faculty: Peter Filip, MD, FAAOA; Dana Crosby, MD, FAAOA; Kara Detwiler, MD; Kent Lam, MD; and Mona Patadia, MD, FAAOA
If It Is Not Documented, It Didn't Happen – Coding Conundrums Join Teresa Thompson and Robert Puchalski, MD, FAAOA as they discuss common coding conundrums and best practices to avoid miscoding and reduce the likelihood of an audit. Ms Thompson and Dr. Puchalski review testing codes and when to bill EM, vial prep and the nuances of the CME billable unit and CPT dose, as well as the impact USP General Chapter <797> is having on payer compliance, and incident to and direct supervision. They also share some common payer denials and how to prevent those payment denials, as well as how to view audits as learning and teaching opportunities for better outcomes.	Faculty: Teresa Thompson, Robert Puchalski, MD, FAAOA
Easy Data Insights for ENT Practices	Faculty: Cheyenne Brinson
Case Study: AAOA Affinity Program Boosts Bottom Line Tips & Tricks from the Field – Join Cheyenne to gain insights into starting with different approaches to reducing practice costs. Tips will include examples on how the AAOA's Affinity program can save your practice both time and money.	Faculty: Cheyenne Brinson
Research Forum Abstracts Learn more about the AAOA Foundation Research Forum Abstracts here .	

2025 AAOA ANNUAL MEETING -HYBRID

Oct 27 – Pre-Work and Research Forum Videos
Nov 14-16 – Live Content in Oceanside, CA & Whova

#2025AnnualAAOA

2025 AAOA Annual Meeting Schedule

Friday
November 15



Time	Session	Presenters
10:00 AM – 10:45 AM	Welcome to 2025 Annual Meeting with Exhibitors We’re excited to kick off this year’s Annual Meeting with a special gathering in the Exhibit Hall. Join us for an exciting start where you can connect with our valued Exhibitors, network with fellow attendees, enjoy California-inspired refreshments, and discover exciting opportunities to win prizes!	
10:45 AM – 11:05 AM	Welcome to the 2025 AAOA Annual Meeting Dr. Robert Stachler officially kicks off the 2025 AAOA Annual Meeting! Get ready for some fun icebreakers.	Faculty: Robert Stachler, MD, FAAOA
11:05 AM – 11:20 AM	Evidence-Based immunotherapy This presentation 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. Data related to the appropriate frequency of injections as well as the proper duration of maintenance immunotherapy will also be presented. Although the primary focus will be on subcutaneous immunotherapy, the probable effective dose range for sublingual drops will also be discussed.	Faculty: Hunter Hoover, MD, FAAOA
11:20 AM – 11:55 AM	Pardon the Interruption This session promises to be a fast-paced, high-energy discussion for our hot debates panel. Join Michael Platt, MD, MSc and our debating teams as they explore a variety of issues. The audience will up vote which side of the debate is more convincing.	Moderator: Michael Platt, MD, MSc, FAAOA Panelists: Mark Mehle, MD; Tran Locke, MD, FAAOA; Jennifer Villwock, MD, FAAOA
11:55 AM – 12:15 PM	The Migraine/Allergy Connection and the Sinus Headache Patient 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.	Faculty: Mark Mehle, MD

2025 AAOA Annual Meeting Schedule

Friday
November 15
Cont.



Time	Session	Presenters
12:15 PM – 1:15 PM	Non- AAOA Satellite Event Learn More Here	
1:15 PM – 1:45 PM	Challenging Cases Our panel of experts will get together to discuss some of our most challenging cases when it comes to immunotherapy.	Moderator: Charles Ebert, MD, FAAOA Panelist: Christopher Brook, MD, FAAOA; Mona Patadia, MD, FAAOA; Tran Locke, MD, FAAOA; Bryan Leatherman, MD, FAAOA
1:45 PM – 2:15 PM	In-Office Treatment of Chronic Rhinitis and Nasal Congestion Chronic rhinitis and nasal congestion affect millions of patients and remain a significant cause of impaired quality of life and healthcare utilization. Advances in technology have enabled effective, minimally invasive in-office treatments that target the underlying neural and inflammatory mechanisms of disease. This session will review current understanding of chronic rhinitis and nasal congestion pathophysiology and compare available office-based treatment options – including posterior nasal nerve (PNN) ablation, targeted turbinate reduction, in office nasal valve and septum procedures, and discussion on emerging neuromodulatory approaches. Practical pearls and safety considerations will also be discussed.	Faculty: Mas Takashima, MD
2:15 PM – 2:45 PM	Bringing Surgery into the Office: Patient Selection, Anesthesia, and Office Flow In this panel discussion, we will describe the rhinologic conditions and cases most amenable to an in office procedure, discuss the anesthesia options for office based rhinology procedures and the safety measures behind an office anesthesia protocol, and describe the set up, office flow, and patient selection for in office procedures. Our dynamic panelists will offer practical tips from their practices in academic and private practice settings to allow otolaryngologists in attendance to start and expand their treatment of rhinologic disorders in the office setting. The panelists will also demonstrate the techniques in a model during the presentation allowing attendees to practice techniques in the Clinical Skills Workshop during the meeting.	Moderator: Arvin Rao, MD, FAAOA Panelists: Haidy Marzouk, MD, MBA, FAAOA; Peter Filip, MD, FAAOA; Scott Fortune, MD, FAAOA

2025 AAOA Annual Meeting Schedule

Friday
November 15
Cont.



Time	Session	Presenters
2:45 PM – 3:05 PM	Bringing Image Navigation into the Office As Office based rhinology procedures increase in number and complexity, adding technology such as Image Guidance Systems for endoscopic sinus surgery can become an important tool in the Otolaryngologist’s treatment room. This panel will explore topics surrounding use of image guidance systems in office rhinology; we will cover the topic from the perspectives of academia, private practice, and those who do not currently use image guidance systems in their office.	Moderator: Scott Fortune, MD, FAAOA Panelist: Mas Takashima, MD, FAAOA; Dole Baker, MD, FAAOA, Arvin Rao, MD, FAAOA; Christopher Brook, MD, FAAOA
3:05 PM – 3:35 PM	Exhibitor Meet & Greet: Networking Break with Exhibitors	
3:05 PM – 3:35 PM	Non-AAOA Clinical Skills Workshop Learn More Here	
3:35 PM – 3:55 PM	Review of the 2025 AAO-HNS Sinusitis Clinical Practice Guidelines – What You Need to Know and How It will Change Your Practice and are Review of Pertinent Challenging Cases We will review the new AAO-HNS guidelines on chronic sinusitis and discuss how these are best incorporated into your practice, particularly with challenging cases. Notably, we will discuss relevant updates of the current management of sinusitis including examples of biologics, antibiotics, and alternative medications, etc.	Faculty: Peter Filip, MD, FAAOA
3:55 PM – 4:25 PM	Shark Tank Join Dr. Sale and his team of Sharks as they assess two new practice management pitches. What do you think? Are the pitches worth the investment? Can they make an impact in your practice? Offer ROI? Dr. Sale will invite the audience to weigh in.	Host: Keith Sale, MD, FAAOA Sharks: Rebecca Kamil, MD, FAAOA; Wesley VanderArk, MD, FAAOA; Christopher Vickery, MD, FAAOA Pitchers: Robert Puchalski, MD, FAAOA; Michelle Liu, MD, FAAOA

2025 AAOA Annual Meeting Schedule

Friday
November 15
Cont.



Time	Session	Presenters
4:25 PM – 4:45 PM	Antigen Selection: How to Define & Refine Testing and Treating Panel A discussion of how different panelist select their testing and treatment panels. Additionally, we will discuss how the panel evolves and changes over time.	Moderator: Christopher Brook, MD, FAAOA Panelist: Hunter Hoover, MD, FAAOA; Kevin Wilson, MD, FAAOA; Glen Porter, MD, FAAOA
4:45 PM – 5:05 PM	Better Outcomes Through Better Questions: How to Ask the Right Questions to Get the Results You Want Join us for this unique format to both learn how to reframe challenges to find solutions and to consider crowdsourced challenges with peers to ask questions to build a better framework around the problem to get to better solutions. Common challenges reported on our crowdsourcing center on practice costs from labor and patient no shows to supplies, practice challenges from patient flow to growing practice, including finding new partners, payor issues, and patients from compliance, non-responders, escalation, managing patient expectations, food allergy, and more. Each group will use “questions bursts” to help reframe the question and identify 2-3 catalytic questions to help solve the challenge, sharing what they do and where they are challenged in these areas.	Faculty: Robert Stachler, MD, FAAOA
5:05 PM – 5:25 PM	Optimizing Nasal Airflow: Tailoring Treatment to the Individual Patient With multiple medical and surgical strategies available to improve nasal airflow, determining the most effective approach for each patient can be challenging. This session will review treatment options including surgical and in office strategies and and provide practical guidance to help select the best, individualized treatment plan for each patient.	Faculty: Mona Patadia, MD, FAAOA; Dole Baker, MD, FAAOA
5:30 PM – 6:45 PM	Reception with Exhibitors – AAOA Californication: Sun, Fun, Sneezing, and Sinuses Unwind and connect at our lively evening reception, where the West Coast vibe meets networking opportunities. Enjoy refreshments, light bites, lawn and beach games, and casual conversations with exhibitors in a relaxed, California-inspired atmosphere.	

2025 AAOA Annual Meeting Schedule

Saturday
November 16



Time	Session	Presenters
7:00 AM – 8:00 AM	Non-AAOA Satellite Event Learn More Here	
7:30 AM – 8:00 AM	Coffee & Connections: Coffee with Exhibitors	
8:00 AM – 9:00 AM	AAOA Foundation Research Forum Moderated by Carlos Ebert, MD, FAAOA and Kenneth Rodriguez, MD from the AAOA Foundation, join us to support our young investigators and gain insights on their state-of-the-art research. This roundtable discussion will be based on pre-work Research video presentations.	Moderators: Charles Ebert, MD, FAAOA; Kenneth Rodriguez, MD
9:00 AM – 9:15 AM	New Research on Value of Nasal Breathing Review Nasal breathing is important part of treating allergic rhinitis patients but can be often overlooked in treatment of other Otolaryngologic complaints such as poor sleep and sore throat. This session will discuss the value of nasal breathing in our patient population.	Faculty: Christine DeMason, MD, FAAOA
9:15 AM – 9:45 AM	Team-Approach to Nasal Breathing Complaints This session will look at difficult cases and the importance of a team approach in managing these patients.	Moderator: Christine DeMason, MD, FAAOA Panelist: Robert Stachler, MD, FAAOA; Wesley VanderArk, MD, FAAOA; Hunter Hoover, MD, FAAOA; Haidy Marzouk, MD, FAAOA
9:45 AM – 10:15 AM	Exhibitor Meet & Greet: Networking Break with Exhibitors	
10:15 AM – 10:35 AM	Staffing and Staff Retention How to build the organization you want to work at. Practical tips on building your team and the importance of organizational leadership. What techniques and skills have you learned over the years to effectively lead an organization? How do you find staff?	Moderator: Cheyenne Brinson Panelist: Robert Puchalski, MD, FAAOA; Kevin Wilson, MD, FAAOA; Glen Porter, MD, FAAOA; Alpen Patel, MD, FAAOA

2025 AAOA Annual Meeting Schedule

Saturday
November 16
Cont.



Time	Session	Presenters
10:35 AM – 11:20 AM	One-on-One with Jack Krouse Practice mergers, consolidations, and acquisitions are becoming commonplace in medicine. Private equity funding has been flowing into otolaryngology. Payment patterns have evolved to include a growing range of risk-based strategies. Precertifications are becoming more prevalent, even in test programs among Medicare participants in six states. With these changes, otolaryngologists must remain vigilant and learn the best ways to advocate for their patients and themselves. In this one-on-one, Dr. Jack Krouse will be discussing important issues in practice management with Dr. Beth Greenwood, the VP of Medical Affairs for Consensus Medical Group, the fastest growing independent physician group in New Jersey. Dr. Greenwood is responsible for overseeing this rapidly evolving range of topics and will be sharing her insights into drivers behind these practice changes, as well as discussing ways that otolaryngologists can interface with primary care physicians and risk-based medical programs. Please join this important conversation to gain insight from an industry leader on these important topics! Learn more in this video	Host: John Krouse, MD, PhD, MBA, FAAOA Guest: Beth Greenwood, MD – Learn More About Dr. Greenwood
11:20 AM – 11:50 AM	ABCs of Allergy Billing & Coding Allergy services are a valuable service line and revenue stream for ENT practices. This comprehensive session will break down everything you need to know—from supervision requirements and proper documentation to accurate billing and collecting. Learn how to avoid common pitfalls, ensure compliance, and maximize reimbursement for allergy testing, vial preparation, and immunotherapy. Whether you’re new to allergy billing or looking for expert-level guidance, this session will provide the practical tools and strategies needed to streamline your processes and optimize financial performance.	Faculty: Cheyenne Brinson – Learn More About Cheyenne Brinson
12:00 PM – 1:00 PM	Non-AAOA Satellite Event Learn More Here	
1:00 PM – 1:20 PM	Craziest Denials and Appeal Approach This is an informative panel that enumerates typical denial situations, why denials happened and strategies on how to avoid typical pitfalls.	Moderator: Cheyenne Brinson Panelist: Robert Stachler, MD, FAAOA; Peter Filip, MD, FAAOA; Arvin Rao, MD, FAAOA; Rebecca Kamil, MD, FAAOA

2025 AAOA Annual Meeting Schedule

Saturday
November 16
Cont.



Time	Session	Presenters
1:20 PM – 1:50 PM	Master ENT Denials and Get Paid! Never do a peer-to-peer again! Maybe not never, but learn to significantly reduce the number of prior authorization denials, requests for peer-to-peers, and how to successfully avoid and appeal common denials in otolaryngology practices. Gain valuable insights and strategies for appealing denials with detailed responses and documentation requirements. Enhance your practice’s efficiency and revenue with expert advice and practical tips from industry leaders.	Faculty: Cheyenne Brinson
1:50 PM – 2:10 PM	Beyond Algorithms: Practical AI Applications for Your Practice Whether you’re looking to improve patient outcomes, streamline operations, or simply understand how AI is changing the world around us, this session will offer practical insights and real-world examples tailored to the ENT community. Come see what’s possible—and what’s next.	Faculty: Keith Sale, MD, FAAOA
2:10 PM – 2:40 PM	Practice Consolidations, Effective Negotiation, and Private Equity Otolaryngologists have enjoyed significant autonomy and decision-making authority in their practices. Traditional models of private practice, however, have evolved considerably over the past several decades, with more physicians employed by large multispecialty groups, hospitals, or academic institutions. Economic pressures have triggered consolidation of practices, with external funding from private investment groups often driving otolaryngologists to consider a range of options for practice. In this panel, Dr. Jack Krouse will moderate a discussion among three otolaryngologists – Dr. Bob Puchalski, Dr. Alpen Patel, and Dr. Erik Swanson – and the VP of Medical Affairs for a large private equity funded physician group, Dr. Beth Greenwood. In this far-reaching conversation, we anticipate a lively dialogue on private funding and its impact on otolaryngology practice. Please attend to learn how best to approach these discussions if you are considering your potential employment options and opportunities. Learn more in this video	Moderator: John Krouse, MD, PhD, MBA, FAAOA Panelist: Beth Greenwood, MD; Robert Puchalski, MD, FAAOA; Alpen Patel, MD, FAAOA; Erik Swanson, MD, FAAOA
2:40 PM – 3:10 PM	Exhibitor Meet & Greet: Networking Break with Exhibitors	

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Time	Session	Presenters
3:10 PM – 3:30 PM	Solving Real World Case Challenges Using an Interactive Peer-to-Peer Approach Using “storyboarding” concepts, each group will collaborate to “solve” a case challenge. Using the Hear-Absorb-Conceptualize-Apply model, each group will brainstorm on real-world case challenges to build the best approach to diagnose and manage the case for the best outcomes. Cases will be pulled from member submissions on the registration form or in Whova. Come to this session to get common challenges explored!	Faculty: Robert Stachler, MD, FAAOA
3:30 PM – 3:50 PM	Thriving, Not Just Surviving: Take Your Allergy Practice to the Next Level Running a successful allergy practice is no small feat—it takes clinical excellence, strategic leadership, and efficient practice management to deliver top-tier patient care while maintaining a thriving business. This high-energy session will equip physicians with the essential skills to optimize workflows, enhance patient access, and maximize financial performance. Get ready to explore real-world strategies for improving scheduling efficiency, strengthening revenue cycle management, retaining top staff, and navigating compliance challenges with confidence. We’ll also uncover how leveraging technology, data-driven decision-making, and patient engagement can fuel long-term success. Whether you’re new to practice or a seasoned physician looking for fresh strategies, this session will provide practical, game-changing insights to help your ENT practice not just survive—but thrive!	Faculty: Cheyenne Brinson
3:50 PM – 4:20 PM	Growing Patient Base, Reputation Management, Improve Searchability Join a panel of leading ENT physicians for a dynamic discussion on strategies to expand and strengthen your allergy and ENT services. This session will cover key drivers of sustainable growth, including building a strong digital reputation, optimizing referral networks, engaging with your local community, and boosting patient retention.	Moderator: Rebecca Kamil, MD, FAAOA Co-faculty: Scott Fortune, MD, FAAOA; Steven Houser, MD, FAAOA

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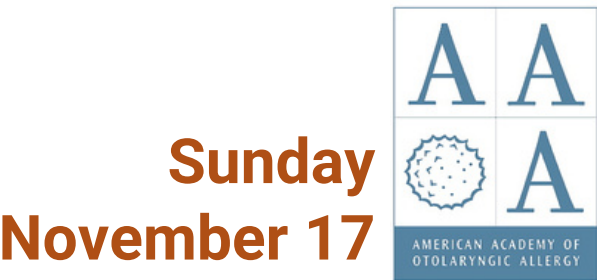
Saturday
November 16
Cont.



Time	Session	Presenters
4:20 PM – 5:05 PM	Global Allergy In this session we will take a world tour of allergy and explore cultures influence on how allergies are viewed and treated. Furthermore, we will explore how we can learn from different cultural practices that may influence atopy. Lastly, we will see how we can use a balanced approach of cultural humility AND evidence based medicine to give our patients a positive experience.	Moderator: Haidy Marzouk, MD, MBA, FAAOA Michael Platt, MD, MsC, FAAOA, Kenneth Rodriguez, MD; Michelle Liu, MD, MPH, FAAOA
5:05 PM – 5:50 PM	TikTok Myths and How to Help Educate Patients Case-based discussion on how media influences some of the questions our patients ask in terms of nasal airflow and breathing. Learn More Here	Faculty: Christine DeMason, MD, FAAOA
6:00 PM- 10:30 PM	Firepit Chats 6:00 PM - 8:00 PM Beach Firepit Chat Optional: Peer-to-Peer Beach Firepit Chat Networking (non-CME) Join Dr. Stachler and several peers as they share practice challenges from conundrums to more operational questions with the waves and sand as the back drop. Meet in the Grand Coastal Foyer to head out to the beach. 8:30 PM - 10:30 PM Outside Firepit Chat Optional Peer-to-Peer Firepit Chat Networking (non-CME) Join Dr. Baker and several peers as they share practice challenges from conundrums to more operational questions with the oceanside and seaside sights as the back drop. Meet Dr. Baker at the reserved outside firepit. Faculty: Dole Baker, MD, FAAOA	Faculty: Dole Baker, MD, FAAOA; Robert Stachler, MD, FAAOA



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7:00 AM – 8:00 AM	Non-AAOA Satellite Event Learn More Here	
7:30 AM – 8:00 AM	Coffee & Connections: Coffee with Exhibitors	
8:00 AM – 8:15 AM	Children and Immunotherapy Allergy testing and immunotherapy is challenging in children but can be rewarding with some of these tips and tricks to adding it to your practice.	Faculty: Haidy Marzouk, MD, MBA, FAAOA
8:15 AM – 8:35 AM	Challenging Allergy Treatment with Special Populations Case-based discussion on what do with some of the most challenging patient populations and allergic rhinitis therapy.	Moderator: Christine DeMason, MD, FAAOA Panelist: Bryan Leatherman, MD, FAAOA; Monica Patadia, MD, FAAOA; Kevin Wilson, MD, FAAOA
8:35 AM – 8:55 AM	Unique Mechanical Irritants Review mechanical irritants and discuss what patients perceive as “allergy”.	Faculty: Scott Hardison, MD, FAAOA
8:55 AM – 9:20 AM	Exhibitor Meet & Greet: Networking Break with Exhibitors	
9:20 AM - 9:40 AM	Elderly and Allergies Case-based discussions on some of the issues related to geriatrics in terms of allergy management including immunotherapy challenges as well as polypharmacy and co-treating for aging rhinitis.	Moderator: Christine DeMason, MD, FAAOA Panelist: Michelle Liu, MD, MPH, FAAOA; Keith Sale, MD, FAAOA; Charles Ebert, MD, FAAOA
9:40 AM – 10:10 AM	From Guidelines to Daily Practice: Allergy Masterclass In the panel discussion, we will discuss select recommendations from the AAO-HNS clinical practice guidelines on allergic rhinitis. We’ll learn how these guidelines can be applied to daily practice, balancing these recommendations with real-world constraints.	Moderator: Kevin Wilson, MD, FAAOA Panelist: Bryan Leatherman, MD, FAAOA; Christopher Vickery, MD, FAAOA; Kenneth Rodriguez, MD, FAAOA; Michelle Liu, MD, FAAOA
10:10 AM – 10:30 AM	AAOA Annual Business Meeting – <i>Voting Members Only</i> Join your AAOA Leadership for an AAOA update and the 2025 Leadership Election	