

The official Member magazine of the American Academy of Otolaryngology—Head and Neck Surgery

**MAY 2016** 



16

# Experience value

The premier global education event for the specialty—the AAO-HNSF Annual Meeting & OTO EXPO<sup>SM</sup> will be held in San Diego this September

Board approves
10 Position Statements
12

Practice profile: Midwest ENT Centre 14

Regent<sup>sM</sup> designated QCDR by CMS 30

> AAO-HNSF MANAGAR LANDING & OTO EXPO

PRELIMINARY

Value 40

REGISTRATION NOW OPEN Learn more about the Annual Meeting & OTO EXPO<sup>SM</sup> with your Preliminary Program, included with this issue

## GOOD MEDICINE HAS Its rewards—\$370 million

# WE HAVE RETURNED OVER \$370 MILLION TO OUR MEMBERS THROUGH OUR DIVIDEND PROGRAM.

When our insured doctors keep patients safe and keep claims low, we all win. The Doctors Company is strong, with 78,000 members and \$4.3 billion in assets. This strength allows us to defend, protect, and reward the practice of good medicine like no other.

**10% DIVIDEND FOR QUALIFIED MEMBERS** 

JOIN YOUR COLLEAGUES AT THE DOCTORS COMPANY



800.352.0320









#### inside this issue

# bulletin

Volume 35, No. 4

The Bulletin (ISSN 0731-8359) is published 11 times per year (with a combined December/January issue) by the American Academy of Otolaryngology—Head and Neck Surgery 1650 Diagonal Road Alexandria, VA 22314-2857 . 1-703-836-4444

The Bulletin publishes news and opinion articles from contributing authors as a service to our readers. The views expressed the Bulletin in no way constitutes approval or endorsement by AAO-HNS of products or services advertised unless indicated as such.

President Sujana S. Chandrasekhar, MD Executive Vice President, CEO, Jeanne McIntyre, CAE bulletin@entnet.org

INQUIRIES AND SUBMISSIONS bulletin@entnet.org

Postmaster: Send address changes Otolaryngology—Head and Neck Surgery, 1650 Diagonal Road, Alexandria, VA 22314-2857

Return undeliverable Canadian addresses to PO Box 503, RPO West Beaver Creek, Richmond Hill, Ontario, Canada L4B 4R6 Publications Mail Agreement NO. 40721518

Otolaryngology—Head and Neck Surgery

BULLETIN ADVERTISING Ascend Integrated Media, LLC Suzee Dittberner Fax: 1-913-344-1492 sdittberner@ascendintegratedmedia.com

The Doctor's Management Company Front	Inside t Cover
AAO-HNSF Annual Meeting	
Doc's Proplugs	
Invotec	
AAO-HNSF Call for Applicants	
AAO-HNSF Home Study Course	
AAO-HNSF Regent <sup>SM</sup>	29
AAO-HNSF Harry Barnes	32
American Rhinologic Society	13
Arches Natural Products Back	< Cover
This advertiser index is for reader convenien- and is not part of the advertising agreement. every attempt is made to ensure accuracy, p cannot be held responsible for errors or omis	While ublisher



#### **MORE ON THE ANNUAL MEETING & OTO EXPO<sup>SM</sup>**

Annual Meeting & OTO EXPO <sup>™</sup> offers more value	
for Members	16
Registration rates and dates	18
Hot topics for 2016	19
More new and value-added events and activities	20
NEW! Get your badge onsite	21
Build your schedule, find a session room, stay connected, and more!	23
Interested in holding a meeting or reception at the Annual Meeting?	23
Legends of Otolaryngology	23
Schedule of events	24
Annual Meeting committee meetings	25
OTO Experience displays the future of the specialty	26
Classic California	28

#### departments

#### The leading edge

San Diego memories 3 by Sujana S. Chandrasekhar, MD Spring overture 5 by James C. Denneny III, MD

#### Experience value

The premier global education event for the specialty-the AAO-HNSF Annual Meeting & OTO EXPO<sup>SM</sup> will be held in San Diego this September





Practice

#### **2** Reg**ent** ENT CLINICAL DATA REGISTRY

Milestones: Regent<sup>SM</sup> designated QCDR by CMS

READ MORE ONLINE

#### At the forefront

BOG sessions add to a rewarding Annual Meeting Cleft lip, palate repair in Peru Advocacy acronyms and

committees . Academy updates CPT for ENT articles . Heed those EHR alerts . Board approves 10 Position Statements . Academy submits comments on episode groups to CMS

6

Longer articles available: Cleft lip, palate repair in Peru 7

#### JOIN US IN SAN DIEGO, CALIFORNIA, FOR OUR AAO-HNSF 2016 ANNUAL MEETING & OTO EXPO<sup>SM</sup>

### AAO-HNSF ANNUAL MEETING & OTO EXPO SEPTEMBER 18-21, 2016 SAN DIEGO, CA

# **REGISTRATION NOW OPEN**

Earn CME credit, tap the minds of leaders, see and touch the latest devices, expand your network, become a stronger professional, and enjoy a fabulous destination – all at one event! It's significant Value 4U.

As healthcare providers and otolaryngologist—head and neck surgeons, you owe it to yourself and to your patients to participate in the otolaryngology event of the year.

#### Register now at www.entnet.org/annual\_meeting



Empowering otolaryngologist-head and neck surgeons to deliver the best patient care

### San Diego memories

t is an exciting time as the Foundation gears up for the AAO-HNSF 2016 Annual Meeting & OTO EXPO<sup>SM</sup>. Although the San Diego, CA, location was decided years ago, this meeting is one that has special meaning for me as you will understand soon. The Foundation anticipates a healthy showing of physicians, nurses, allied health professionals, and industry attendees to pour into San Diego this September.

As President, this Annual Meeting is "my" meeting and brings me full circle, as San Diego was my first Annual Meeting, back in 1990, when I was an otolaryngology resident. After two years of every-other-night-call general surgery and just into my third year of ENT (where a "civilized" every third night call meant 70 hours of work every four days, and where my scrubs could practically stand up on their own), I had taken a vacation week, found some normal clothes, and flown across the country, tagging along with my father, **Hosakere K. Chandrasekhar, MD**, who was (and is) a perennial attendee, to see what this was all about.

When my husband, Kris Ramanathan, and I went to San Diego for an Annual Meeting planning visit in February, I recalled my younger self navigating the then-newly built Convention Center with my eyes wide. The most senior ENTs, whose names I knew from books and journals, were walking alongside newbies like me, gracious with their time and knowledge in the lecture halls and meeting rooms, in the hallways, and lining up for lunches on the exhibit floor!

For me, that first Annual Meeting was like being a kid let free in a candy shop. My mind went from focusing on the day-to-day of patient care to seeing and imagining the breadth of what otolaryngology was and could be in the future. I remember attending every single minute I possibly could. I loved the pomp, circumstance, and inspiration of the Opening Ceremony. I remember reciting the oath in unison with thousands of other voices. I went to every possible Miniseminar, Orals session, and Instruction Course I could, many on subjects I had read about, but not yet seen. I walked on the plush carpeting of the exhibit hall, "playing" with the newest "toys" of the trade. I took the time to peruse every scientific poster.

There was no organized residents' group such as the Section for Residents and Fellows-in-Training

(SRF), but we found and got to know each other from all over the country. And once the academics were done for the day, the socializing was wonderful, too! From the President's Reception with leaders in tuxes ready to shake our hands, to parties for residents, to the Alumni functions, all events made for forging life-long camaraderie and deep friendships. So, from then on, the Annual Meeting for me has represented not only a time to learn and teach, but to see friends, laugh, and share in each other's lives. That special protected time away from mundane concerns also allows energy for collaboration. More than a few of my papers and research ideas have emerged from convention center halls, and the Women in Otolaryngology endowment was born over networking at the Annual Meeting in Boston.

#### In praise of ribbons

Let's talk about ribbons. It's an ongoing joke that my ribbons from various Annual Meetings could easily be stitched together to make a dress. I had a plain badge back in 1990. I don't think the Academy had the "first time attendee" ribbons back then. But I saw people festooned with ribbons, busily going to and fro. A couple of years later, my first ribbon was "Presenter." I then joined in on my dad's temporal bone histopathology course and "got me" an "Instructor" ribbon. The floodgates had opened.

As I joined committees and continued participation in the BOG, WIO, ENT PAC, and Millennium Society, I went from yellow and white to an amazing technicolor assortment, drawing comments—and laughs—as I nearly tripped over them, now myself running busily to and fro! Some eschew ribbons as being showy. I view them as representing commitments met and as a way to inspire others to participate. And they're a great icebreaker!

Walking around San Diego this past February, I was transported back to the wonder and excitement I felt the first time, and that I still feel at every Annual Meeting. Every year the meeting is made better—"pay one price" registration started last year, and this year we have our International Symposium as well as a revamped Opening Ceremony. I hope you can join me and thousands of other otolaryngologists from around the country and around the world this September to experience that wonder together.





**Sujana S. Chandrasekhar, MD** AAO-HNS/F President



proplugs.com

#### and not a summer lost... even with ventilation tubes



# Please consider *DOC'S PROPLUGS* for all your patient's swimming and bathing needs



pink, non-vented\*



blue, non-vented\* \* don't use for scuba-diving





clear, vented –(safe for scuba)



red, vented -(safe for scuba)

International Aquatic Trades, Inc. ~ 719 Swift Street, Suite 56 ~ Santa Cruz, CA 95060 phone: 831.425.5920, ext. 119 ~ fax: 831 425-0178 ~ toll free: 800-521-2982 www.proplugs.com ~ info@proplugs.com

### Spring overture

egistration for this year's AAO-HNSF Annual Meeting & OTO EXPO<sup>SM</sup> in one of our favorite locations, San Diego, opened May 2. I encourage you to take advantage of the early registration discounts for what promises to be an exceptional meeting. This year we will continue to offer unlimited Instruction Courses as part of the registration fee as well as unopposed time for named Lectures, Committee Meetings, and exploration of the OTO Experience (the OTO EXPO<sup>SM</sup>, see page 26). We will also debut several new features for the Annual Meeting. The Opening Ceremony has been thoughtfully titivated and will feature a speaker that you will absolutely not want to miss.

Our new ceremony production company, Fusion, is recognized as one of the most pioneering enterprises in the industry. The inaugural Legends of Otolaryngology series presentation will feature **M. Eugene Tardy**, **Jr., MD**, the first awardee. We will present the latest update on our clinical data registry, Regent<sup>SM</sup>, which we anticipate to be in full operation by the Annual Meeting. An additional stimulating educational opportunity will also make its first appearance this year. The International Symposium will comprise papers and Miniseminars submitted by our international colleagues, extending an exceptional learning opportunity for both domestic and international attendees. The OTO Experience will offer an expanded "hands-on" demonstration lineup on the exhibit floor this year.

Months of hard work culminated in the recent CMS announcement granting Qualified Clinical Data Registry (QCDR) status to our clinical data registry, Regent<sup>SM</sup> (see page 30). This designation is a critical step in providing our Members expanded reporting options under the Physician Quality Reporting System (PQRS) and impending Merit-Based Incentive Payment System (MIPS) and sets the stage for developing more performance and outcomes measures.

Our goal of completing the pilot phase of our clinical data registry, Regent<sup>SM</sup>, and beginning the actual operation of the registry is on track. We have signed up a significant number of practitioners who are now pilot testing the measures that will be used for initial reporting and study. We have populated our Clinical Advisory panels including representatives from the clinically appropriate specialty societies and the American Board of Otolaryngology. We anticipate beginning registration and contracting for operation of the registry soon as the pilot

phase winds down. We're targeting the official launch of the registry around the time of the Annual Meeting. There is still much work to do to accomplish that. The power that Regent<sup>SM</sup> will bring our specialty is directly related to the penetration within practicing academic and private otolaryngologists and number of patient encounters we can document. I encourage our Members to join Regent<sup>SM</sup> and help take charge of your future.

#### The vote is now

This year we are in the middle of a volatile presidential election, but don't overlook our own AAO-HNS elections, which take place this month and next. Your Nominating Committee, chaired by Past-president **Gayle E. Woodson, MD**, has selected an exceptional slate of candidates well-qualified to represent you! Please review the candidates' statements and additional information on the ENTConnect "Candidate Forum" and then exercise your right as a Member to vote for your leaders. What happens over the next three-to-five years will likely shape your practice for decades.

This month we are launching a new feature that I hope will "put a face" to our Members and the increasing variety of practice situations they work in. We will highlight practices of all types across the country and the unique as well as shared problems they all face. This will give us the chance to clarify solutions available and educate our Members as to the efforts made on their behalf and in turn gather information from you to help direct our future areas of focus.

The FDA, stimulated by the President's Council of Advisors on Science and Technology (PCAST) report on strategies to increase access and affordability of hearing healthcare, held a workshop April 21 titled "Streamlining Good Manufacturing Practices for Hearing Aids." Consideration is being given for an entry-level hearing aid classification to be available over the counter and online. I presented the Academy's position at this workshop.

I also attended the Accreditation Council for Graduate Medical Education (ACGME) "Congress" concerning resident work hour regulations recently in Chicago over a two-day period. There was a great deal of discussion over the 80-hour workweek and adding some flexibility within the system to reflect different needs that exist in surgical training programs. Once the ACGME promulgates their new policy, we will report on it in the *Bulletin*. Until then, we are here for you.



James C. Denneny III, MD AAO-HNS/F EVP/CEO

Months of hard work culminated in the recent CMS announcement granting Qualified Clinical Data Registry (QCDR) status to our clinical data registry, Regent<sup>SM</sup>.

"

Find out what you should know about the new QCDR designation on page 30.

#### **BOARD OF GOVERNORS**

# BOG sessions add to a rewarding Annual Meeting

• Steven T. Kmucha, MD, JD, Chair, BOG Governance & Society Engagement



ith signs of spring appearing

in some parts, it is time to start thinking about the AAO-HNSF 2016 Annual Meeting & OTO EXPO<sup>SM</sup>, September 18-21, in San Diego, CA. Building on the many new and

popular changes implemented last year by the AAO-HNS Program Advisory and Instruction Course Advisory Committees, additional improvements this year will enhance



your meeting experience to allow you to better meet your professional, educational, and business needs.

To achieve and experience the most from the Annual Meeting, it is important to prioritize your time.

I strongly encourage you to investigate the sessions provided by the Board of Governors (BOG) focusing on legislative, socioeconomic, and grassroots issues affecting every aspect of the practice of medicine. To assist you, the Academy developed an Annual Meeting planner that allows you to create a personalized schedule, easily find the BOG offerings that optimize your time, and deliver the most to improve your practice.

For instance, the BOG Miniseminar titled "BOG Hot Topics: How to Survive and Succeed in Practice in 2016" is formatted to explore the Physician Payments Sunshine Act, Merit-based Incentive Payment System (MIPS),



The BOG Miniseminar is formatted to explore the Physician Payments Sunshine Act, Merit-based Incentive Payment System (MIPS), Physician Consortium and Performance Improvement<sup>®</sup> (PCPI), and other regulations, identifying how physicians can understand the various rating systems and improve their quality scores.

Physician Consortium and Performance Improvement<sup>®</sup> (PCPI), and other regulations, identifying how physicians can understand the various rating systems and improve their quality scores. The BOG Miniseminar will also define how physicians are perceived by our patients and develop strategies to optimize public scores and enhance patient satisfaction.

In addition to the BOG Miniseminar, plan to join us for other BOG-related opportunities during the Annual Meeting. BOG committee meetings are held a day early, on Saturday, September 17, and are open to all U.S./Canadian attendees, and the BOG General Assembly is scheduled for Monday, September 19.

The BOG sessions are a great way to understand and utilize the many resources of the Academy and the BOG that help us practice the best medicine possible. Local, state, and regional BOG volunteers are monitoring legislation and policy development to help our Academy anticipate potential problems so they can be addressed before they become more onerous.

The BOG has also developed PROJECT 535 with the hope of matching an AAO-HNS Member with every legislator in Congress to establish a relationship that can allow a twoway conduit of information. This will allow our specialty to provide proactive insight and guidance to legislators during the development of legislation, rather than being forced to deal reactively after the legislation has already been enacted and implemented.

I look forward to seeing you all in San Diego, and please remember to add the BOG events to your Annual Meeting schedule. You won't regret it!

#### Cleft lip, palate repair in Peru

■ Tara Brennan, MD, University of New Mexico, Albuquerque, Humanitarian Travel Grant Awardee

As a fellow in facial plastic and reconstructive surgery at Lenox Hill Hospital and Manhattan Eye, Ear, and Throat Hospital last year, Tara Brennan, MD, travelled with Healing the Children Northeast on a mission trip to Ica, Peru.

"Our team performed five days' worth of non-stop surgery and speech therapy on kids and adults affected by cleft lip and palate and their sequelae from all over Peru," she reports. Dr. Brennan was part of a 36-member team of nurses, surgeons, anesthesiologists, speech pathologists, and care coordinators, which she describes as "energetic, compassionate, truly brilliant, and a blast to work with."

➡ READ MORE ONLINE





#### BrightStar II Advanced LED Headlamps

BrightStar II<sup>™</sup> LED energy efficient headlamps offer precise white light with a pivoting and focusable 50,000 hour LED light to ensure your headlamp will fuction perfectly each time, everytime. BrightStar II<sup>™</sup> offers all the features you need and want in a headlamp, backed by the dependability of a company you can trust.

Focusable, Bright LED light Lightweight and Comfortable New Quick Change Wireless Battery Option Rechargable Lithium Ion Battery Adjustable Head Band

800 998 8580 • www.invotec.net

Visit us at the COSM 2016 May 19 – 21th Hyatt Regency Chicago - Chicago, Illinois Booth #409

# Advocacy acronyms

B<sup>e</sup><sub>y</sub>

elow are key committees and acronyms you need to know to be an effective advocate for the specialty.

#### **Capitol Hill powerhouses**

**HELP:** U.S. Senate Committee on Health, Education, Labor, and Pensions. The committee has jurisdiction over multiple legislative issues, including some healthcare proposals.

**E&C:** U.S. House Committee on Energy and Commerce. The committee has principal jurisdiction over healthcare issues and related agencies, including the Department of Health and Human Services (HHS) and the Centers for Medicare & Medicaid Services (CMS).

**Finance:** U.S. Senate Committee on Finance. The committee has principal jurisdiction over matters relating to taxation and funding for programs such as Medicare and Medicaid.

**W&M:** U.S. House Committee on Ways and Means. The committee is the chief tax-writing committee in the U.S. House of Representatives, with jurisdiction over all taxation, tariffs, Social Security, unemployment benefits, Medicare, and welfare programs.

#### **Coalition concoction**

**CHHC:** Congressional Hearing Health Caucus. CHHC is a bipartisan caucus of members from the U.S. House and Senate committed to supporting the needs of people with hearing loss and other auditory disorders. The AAO-HNS is a member of the Friends of the CHHC.

**DHHA:** Deaf and Hard of Hearing Alliance. DHHA is a coalition that seeks changes to federal public policy to help improve the quality of life for people who are deaf, hard of hearing, or have hearing loss. The AAO-HNS is a member of the DHHA. **HCLA:** Health Coalition on Liability and Access. HCLA is a national advocacy coalition working to advance medical liability reform at the federal level. The AAO-HNS serves on the HCLA Board.

**PARTNERS:** Tobacco control coalition led by the Campaign for Tobacco Free Kids. The AAO-HNS is a member of this coalition effort.

#### Who's who in government

**CBO:** Congressional Budget Office. CBO produces independent analyses of budgetary and economic issues to support the Congressional budget process. CBO "scores" proposed bills to help lawmakers understand the cost or savings associated with a legislative proposal.

**CMS:** Centers for Medicare & Medicaid Services. CMS is a federal agency within the U.S. Department of Health and Human Services (HHS). It is responsible for administrating the Medicare program and working with states on administrating their Medicaid programs.

**IPAB:** Independent Payment Advisory Board. The IPAB is an unelected government body established under the Affordable Care Act (ACA, see below). It is charged with the responsibility for reducing the rate of growth in Medicare without affecting coverage or quality. At this time, no nominees have been nominated or appointed to the IPAB. The AAO-HNS supports repeal of the IPAB.

**MedPAC:** Medicare Payment Advisory Commission. MedPAC is an independent federal body established by the Balanced Budget Act of 1997. It is responsible for advising Congress on topics within the Medicare program, and more specifically, on issues dealing with payments to private health plans participating in Medicare and health providers that serve Medicare beneficiaries.

#### And other alphabet soup

**ACA:** Affordable Care Act. ACA is the healthcare reform law established in 2010. Some refer to the law as Obamacare.

ACO: Accountable Care Organizations. Groups of doctors, hospitals, and other healthcare providers, who come together to provide coordinated high quality care to their Medicare patients. Medicare offers several ACO programs: Medicare Shared Savings Program, Advance Payment ACO Model, and Pioneer ACO Model.

**APM:** Alternative Payment Model. Blanket term given to new payment models made for reimbursing healthcare providers. HHS has set a goal of tying 30 percent of Medicare fee-for-service payments to quality or value through APMs by 2016 and 50 percent by 2018.

**CR:** Continuing Resolution. A resolution made by Congress to continue funding for a program if the fiscal year ends without a new appropriation in place.

**EHR:** Electronic Health Records. Systemized collection of patient information in an electronically stored format. Ideally, these records can be shared across different settings and with other healthcare networks.

**HIT:** Health Information Technology. Software and computer systems to make medical records electronic, reducing paperwork and redundant forms. Federal and state governments are implementing policies to encourage the adoption of HIT while promoting quality initiatives and protecting patient privacy.

# and committees

**MIPS:** Merit-Based Incentive Payment System. Beginning in 2018, the MIPS establishes a streamlined and improved incentive payment program that would focus the feefor-service system on providing value and quality. The program would consolidate the three existing incentive programs, continuing the focus on quality, resource use, and meaningful EHR use with which professionals are familiar, but in a cohesive program that avoids redundancies.

**MLR:** Medical Liability Reform. MLR is a critical healthcare reform issue in the United States and a legislative priority for the AAO-

HNS. Proponents of MLR are working to implement or amend legislation to reduce or cap excessive liability insurance costs for physicians while ensuring fair compensation for patients injured by negligent actions.

**MU:** Meaningful Use. CMS program that awards incentives for using certified EHRs to improve patient care. To achieve MU and avoid penalties, healthcare providers must meet certain thresholds and reporting requirements.

**PAC:** Political Action Committee. PACs allow individuals with shared interests the

opportunity to pool their voluntary donations to make contributions to federal candidates on behalf of the entire group. PACs represent a legal and ethical way to participate in the election process. ENT PAC (www.entpac. org) is the political action committee of the AAO-HNS.

**TIA:** Truth in Advertising. The AAO-HNS and others in the physician community support state and federal efforts to implement TIA legislation requiring all healthcare providers to inform patients of their credentials and/or level of training in patient communications and marketing materials.

#### CALL FOR APPLICANTS:

#### **The Foundation Board of Directors is seeking applicants to serve as Coordinator for International Affairs** (*must be an otolaryngologist and full U.S. Fellow Member of the AAO-HNS/F).*

The Coordinator for International Affairs oversees implementation of the high-profile, important portfolio of AAO-HNSF's global outreach and programs and ensures alignment with the strategic plan. The successful candidate will:

- Coordinate and implement AAO-HNSF strategic plan to promote AAO-HNSF Annual Meeting & OTO EXPO<sup>SM</sup> attendance, products, membership, and activities to non-U.S. otolaryngologists.
- Represent the AAO-HNSF at international meetings and coordinate AAO-HNSF participation in Joint Meetings with International Corresponding Societies.
- Serve as a liaison and advocate for non-U.S. stakeholders to the Board, members, and staff.
- Serve as a member of the Executive Committee of the AAO-HNSF International Advisory Board, the Foundation's global governance body
- Coordinate global initiatives at the Annual Meeting & OTO EXPO<sup>SM</sup> such as the submissions review process and program development for the AAO-HNSF International Symposium.
- Supervise selection and administration of international awards and honors, e.g., the International Visiting Scholarships.
- Develop and grow relationships with national otolaryngology societies and thought leaders in other countries and territories.

If elected to this esteemed position by the Foundation Board, the Coordinator will serve a four-year term after a one-year coordinator-elect term.



AMERICAN ACADEMY OF OTOLARYNGOLOGY-HEAD AND NECK SURGERY

FOUNDATION

#### **APPLICATIONS ARE DUE MAY 20, 2016**

Visit http://www.entnet.org/content/international-outreach for a full job description and additional details.

# Academy updates CPT for ENT articles

A s part of a process to continue to provide the most up-to-date resources for our membership, Academy CPT experts have begun to reevaluate and update the Academy's list of CPT for ENT articles. CPT for ENT articles are a collaborative effort among the Academy's team of CPT Advisors, Members of the Physician Payment Policy (3P) Workgroup, and health policy staff. Articles are developed to address common coding questions received by the health policy team, as well as to clarify coding changes and correct coding principles for frequently reported ENT procedures. By updating these articles, the Academy continues to provide Members with the latest coding resources.

Academy CPT experts reviewed and updated the following CPT for ENT articles. *Cerumen Removal* 

■ Modifier -59 Scrutinized

Academy CPT experts decided to sunset the Cerumen Removal and Audiometry on the Same Date of Service CPT for ENT article. All updated CPT for ENT articles can be found at www.entnet.org/content/cpt-ents as part of the Academy's Coding Corner. In addition to CPT for ENT articles, the

Academy's Coding Corner offers access to AMA CPT Assistant articles, annual code change summaries, an updated annual list of the top 100 ENT billed services, template appeal letters, ICD-10 coding resources, and information on Centers for Medicare & Medicaid Services quality initiatives and reporting programs. All of these resources can be found at the Academy's Coding Corner, which can be accessed at www. entnet.org/content/coding-corner.

#### FROM ACADEMY ADVANTAGE PREMIER PARTNER: THE DOCTORS COMPANY Heed those EHR alerts: EHRs now a factor in malpractice suits

P atient harm caused at least in part by the use of electronic health records (EHRs) has now emerged in medical malpractice claims, according to a recent closed claims study by The Doctors Company. And alert fatigue—ignoring, overriding, or disabling EHR alerts because they are so frequent they become disruptive and annoying—has emerged as a top risk.

But there are strategies you can take to protect your patients and your practice from the liability risks of EHRs. The American Academy of Otolaryngology—Head and Neck Surgery (AAO-HNS) has partnered with The Doctors Company, an Academy Advantage Premier Partner, to provide Academy Members with an exclusive medical malpractice insurance program since 2003. In addition to providing industry-leading coverage, The Doctors Company has the largest patient safety department, offering closed claims studies, risk tips, and videos to help you reduce risk. Learn how to address EHR alert risks and read an otolaryngology case example at http://hubs.ly/H02hS8ZO.

As the nation's largest physician-owned medical malpractice insurer—insuring more than 1,000 otolaryngologists nationwide— The Doctors Company has unparalleled insight into the broad range of claims in otolaryngology. And backed by the financial strength of \$4.3 billion in assets and a membership of 78,000 physicians, The Doctors Company offers AAO-HNS Members a unique combination of coverage features, aggressive claims defense, and unrivaled protection. Qualified AAO-HNS Members receive a program discount of 5 percent and a claims-free credit of up to 25 percent, as well as participation in the company's multiyear dividend program.

AAO-HNS Members have access to free live and web-based CME, on-site surveys, and informed consent resources at **www.thed**octors.com/patientsafety. Members also receive the industry's most aggressive defense, beginning with the promise never to settle a claim without a member's consent, where permitted by law. This relentless defense includes litigation education retreats, which help members facing claims to master defense tactics, and educational videos showcasing actual claims experiences at www.youtube.com/doctorscompany.

Created in 2007, the Tribute<sup>®</sup> Plan is an unrivaled benefit that rewards The Doctors Company's members for their loyalty and their dedication to superior patient care with a significant financial award at retirement. How significant? The highest award to date to an otolaryngologist and AAO-HNS Member was \$33,554. Learn more about this groundbreaking benefit at **www.thedoctors.com/tribute**.

Join your AAO-HNS colleagues as a member of The Doctors Company—find out how affordable the best medical mal-practice coverage for otolaryngologists can be at www.thedoctors.com/AAOHNS.



#### **NEW FOR 2016!**

#### "Home Study Course Online" Available Now

Residents and practicing physicians will benefit from the flexibility and convenience of accessing the Home Study Course online. Enhanced features make this essential learning tool better than ever!

# REGISTRATION NOW OPEN

Available through **www.AcademyU.org**, your otolaryngology education source.

#### Use on desktop, laptop, tablet, and mobile phone

- Read online, download to a computer, or print as a PDF
- Search within the articles in each section

OTOLARYNGOLOGY-HEAD AND NECK SURGERY

OUNDATION

- Bookmark key articles and link to complementary resources
- Save money with new purchasing options and discounts
- Take advantage of no subscription deadlines, single yearly exam deadline, and no late fees
- Access immediate exam scores and course completion transcripts
- Subscribe to the entire series or buy each section individually



www.AcademyU.org

### Board approves 10 Position Statements

osition Statements are used to designate a statement, policy, or declaration of the American Academy of Otolaryngology-Head and Neck Surgery and Foundation (AAO-HNS/F) on a particular topic or set of topics. This year at the March Board of Directors meeting, 10 Position Statements (two of which were new) were approved for use in state and federal regulatory or advocacy efforts, or to clarify the AAO-HNS/F approval or disapproval of certain practices in medicine. Beginning in August 2015, nine Academy committees worked in conjunction with the Physician Payment Policy (3P) Workgroup to provide revisions and/or recommend and develop new Position Statements. The following table provides more detail on the approved Position Statements and the Academy committees involved.

AAO-HNS/F Committees are working on 13 more Position Statements to be reviewed at the next Fall and Spring Board of Directors Meetings. New Position Statements are expected to be approved in the upcoming Board of Directors Meetings. If Academy Members are interested in developing new Position Statements, submissions are considered on an ongoing basis. For guidance on creating a new position statement, visit www.entnet.org/sites/default/files/ PositionStatementTemplateand DevelopmentProcess.pdf. ■

Approved Position Statement	Revised, reaffirmed, or newly proposed	AAO-HNS/F committee
Foreign Bodies of the Upper Aerodigestive Tract	Revised	Airway and Swallowing
Roles of Flexible Laryngoscopy/Videostroboscopy	Revised	Airway and Swallowing
Micropressure Therapy	Revised	Equilibrium
Ambulatory Procedures	Revised	3P
Medical Role in Cerumen Removal	Revised	Hearing
Hearing Aids	Revised	Hearing
Voice Therapy in the Treatment of Dysphonia	Reaffirmed	Voice
Physician Drug Dispensing	Revised	Medical Devices & Drugs
Hypoglossal Nerve Stimulation of Obstructive Sleep Apnea (OSA)	New	Sleep Disorders
Surgeon Performed Neck Ultrasound	New	Endocrine Surgery

# Academy submits comments on episode groups to CMS

s part of an ongoing effort to represent Members in the quickly changing healthcare payment landscape, on March 1, 2016, the Academy submitted comments to the Centers for Medicare & Medicaid Services (CMS) on the Request for Information (RFI) on Episode Groups. Episode groups are resource-use measurement methods that consist of care episode groups, patient condition groups, as well as patient relationship categories and codes. These resource-use measurement methods will be an important component for determining appropriate payment for physicians participating in Merit-Based Incentive Payment System (MIPS) and Alternative Payment Models (APMs).

In comments submitted to CMS, the Academy reiterated that it is essential that CMS allow for the widest range of innovative ideas to ensure the greatest numbers of physicians are able to not only participate, but succeed in future payment models. The Academy also emphasized the need for institutional flexibility in episode groups to continue to treat patients, even if the condition does not fit into a group, and CMS must not penalize physicians for providing treatment as part of a well-established pattern of care. Any episode groups developed by CMS should ensure that any quality program change comes with adequate technical support; the primary components of the proposed programs should be clearly defined; and that measure alignment should occur between MIPS and Medicare Access & CHIP Reauthorization Act of 2015 (MACRA)-defined APMs.

Members can access and read the full comment letter at www.entnet.org/content/ regulatory-advocacy.

#### **EPISODE GROUP DEFINITIONS**

Resource-use Measurement: One component of a practitioner's total MIPS score based on the care episode, patient condition, and patient relationship codes that will be submitted on Medicare Part A, B, and, if determined appropriate, Part D claims. Care Episode Groups: Groups that take into consideration a patient's clinical problems at the time items and services are furnished during an episode of care. Patient Condition Groups: Groups that take into consideration a patient's clinical history at the time of a medical visit, such as the patient's combination of chronic conditions, current health status, and recent significant history.

Patient Relationship Categories: Categories used to define and distinguish the relationship and responsibility of a physician with a patient at the time of furnishing an item or service.



#### Become a Member

Membership in the ARS places you in a highly respected professional organization that has a significant and far-reaching impact on the subspecialty of rhinology.

#### Online registration and membership forms available at: http://www.american-rhinologic.org/membership\_application

#### 5th Annual ARS Summer Sinus Symposium July 14-16, 2016 | Westin Michigan Hotel, Chicago, IL

#### Meeting Registration is **FREE** with paid ARS membership!

#### **MEETING HIGHLIGHTS:**

**Keynote Speaker:** David Kennedy, MD - Frontal Sinus Surgery Today - What's Changed and What's the Same?

- Pearls and Pitfalls: Safe and Successful Sinus Surgery
- Cases: Medical or Surgical Management
- Frontal Sinus: Tips, Tricks, and Tools
- Doc, I Still Got Sinus
- Uh Oh! What Do I Do Now? Managing Complications

- Preoperative Steps to Facilitate Sinonasal Surgery
- Postoperative Steps to Improve Surgical Outcomes
- Medical Malpractice: Steps to Avoid Being Sued
- Coding Update 2016: ICD-10, E&M and CPT
- Extending FESS Technique Beyond the Usual Bounds
- Innovations for Your Rhinology
  Practice
- Topical Therapies in Recalcitrant CRS
- Rhinoplasty for the Rhinologic Surgeon
- Immunotherapy Update 2016
- Allergy Testing and Safety Monitoring
- Medical Advances in the Management of AR/CRS/Asthma
- CF, Immunodeficiency & AERD: What You Need to Know & How to Treat
- Surgery in Pediatric Rhinosinusitis: Who, What, Where, When and How?
- Sinus Headaches: Medical or Surgical Management
- Debate: GERD Causes CRS
- Expanding Your Armamentarium: In-office Procedures
- Cadaver Dissection
- Meet the Professors All Past Presidents at the Conference

#### Details at http://www.american-rhinologic.org/sss

Accreditation Statement: The American Rhinologic Society (ARS) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. Credit Designation Statement: ARS designates this live activity for a maximum of 15.25 AMA PRA Category 1 Credits<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

#### **ARS 62nd Annual Meeting** September 16-17, 2016 | Manchester Grand Hyatt Hotel, San Diego, CA

#### **Special Guests: European Countries**

12th Annual Distinguished David W. Kennedy Lecturer: Ricardo Carrau, MD - Endoscopic Skull Base Surgery: State of the Art & Future Directions

#### Saturday, 9/17/16

#### Residents & Fellows in Training Luncheon

12:15pm - 1:00pm (Supported by Entellus Medical) "Five mistakes I made so you don't have to: How to succeed as a Young Rhinologist" - Moderator: Jamie Litvack, MD

#### **Women in Rhinology** 11:45am - 1:00pm Live Broadcasting for Intn'l Countries

Poster Presentations & International Countries Welcome Reception 5:30pm - 7:00pm

#### Abstract Deadline: 6/10/16; Manuscript Deadline: 8/19/16

#### **ANCILLARY NON-CME & Social Events**

• ARS Resident Course and Cadaver Lab with Satellite Symposia

#### Inaugural Residents Course

#### Thursday, 9/15/16

1:00pm - 5:00pm (Sponsored by Acclarent/Olympus) Didactic Session: To give a detailed overview of rhinologic topics directed at a resident audience. Topics will cover medical, surgical and practice related issues.

5:30pm - 7:00pm (Sponsored by Intersect ENT) Reception: To give the residents an opportunity to network with current leaders of the ARS and Fellowship directors who they will want to work with in the future. **Residents must obtain** housing via the housing link below.

#### Friday, 9/16/16

8:00am - 12:00pm (Sponsored by Acclarent/Olympus) Dissection Lab: The purpose of the cadaver dissection portion of the ARS Resident Course is to give residents an opportunity to see experts in the field prosecting specific rhinologic procedures and then getting the chance to practice those same techniques themselves via cadaver dissection.

**Details at:** http://www.americanrhinologic.org/annual meeting

#### HOUSING NOW OPEN: housing via the housing link b http://www.american-rhinologic.org/annual\_lodging

Questions: Contact Wendi Perez, Executive Administrator, ARS, PO Box 495, Warwick, NY 10990 Tel: 845-988-1631 | Fax: 845-986-1527 | wendi@amrhso.com

#### www.american-rhinologic.org

From left: Robert R. MacDonald, MD; Benjamin M. Conoyer, MD; J. Michael Conoyer, MD; J. Matthew Conoyer, MD; Karen E. Boone, MD; and Martin L. Willman, MD.



#### PRACTICE PROFILE

# Midwest ENT Centre

The practice provides a full spectrum of audiology services, allergy testing and immunotherapy services, office-based IAC, accredited CT imaging, and a wide array of in-office surgical solutions

idwest ENT Centre is a single-specialty group of six physician Members of the Academy, located in St. Peters, MO. An "oto family" connection ties three of the

#### New Bulletin feature

his month we introduce a new feature that will highlight and profile individual practices that represent otolaryngology today. The diverse nature of otolaryngologists and the clinical situations they practice in create unique needs based on the scope of care provided, practice location, employment status, and physician demographics. The creative solutions utilized by these representative practices will illustrate successful strategies employed by our Members as well as personalize the Academy's activities on behalf of the membership. We appreciate the willingness of Midwest ENT Centre to be the inaugural subject of our Practice Profile.

practice's physicians: J. Michael Conoyer, MD, is the father of J. Matthew Conoyer, MD, and Benjamin M. Conoyer, MD.

"We were not pushed into otolaryngology in any way," said Dr. Matthew Conoyer, Midwest ENT Centre president. "When I was a kid, I knew my father really liked what he did. He felt challenged by it, thought it was rewarding work, and he wasn't gone all the time. When you see someone close to you be that fulfilled by his vocation over a period of many years, it certainly attracts you."

Partnered with the Conoyers are **Martin** L. Willman, MD, Karen E. Boone, MD, and **Robert R. MacDonald**, MD. "We're all at the same practice as one big mostly functional family. Everyone gets along," said Dr. Conoyer. "We're blessed with a really good group."

Midwest ENT Centre is the main provider of otolaryngic care for St. Louis' largest suburban counties, serving a population of more than 350,000. The practice provides a full spectrum of audiology services, allergy testing and immunotherapy services, office-based IAC, accredited CT imaging, and a wide array of in-office surgical solutions.

"We're in an area with a large geographic draw, we offer a breadth of in-house services, and we happen to be in a pretty bad allergy and sinus area," Dr. Conoyer said. "And while I don't anticipate us being anything but a successful private practice in the future, there are definitely more hoops to jump through just to maintain our level of service."

Of particular concern to the practice as of late is where they as a group would fall on the so-called "quality-cost" curve. "Our diversification of services raises our perceived cost per patient treated. It has nothing to do with overuse or misuse of billable services," said Dr. Conoyer.

Under the model used by Midwest ENT, services are billed using the practice's tax ID number and are linked to each treating physician's NPI number. "It makes our costs for effectively treating some of our more complicated patients seem to exceed those of most of our medical colleagues," he explained.

The practice remains burdened with PQRS reporting as well. "At present, there is no registry available that an otolaryngology group can join with confidence. While the Academy's registry remains in development, we are left to join a general practice registry."

Like many private practitioners, Dr. Conoyer is concerned about the "unfunded reporting and technology mandates from CMS" as it influences the way they spend their business dollars and time. "The rules seem to change on a fairly regular basis. Edits come down from Medicare and they will be very different from what they read two weeks ago. It seems to be a moving target."

Dr. Conoyer and his partners have to put a lot of their business revenue toward compliance for government programs. "It's tough because there are only so many dollars to go around. A lot of our energy would usually be used toward offering new services, new products, and learning new procedures. Now that energy is diverted toward compliance issues. This is not why we do what we do; it's a reality that is forced upon us."

Midwest ENT prides itself on cohesive and convenient quality patient care. The physicians prepare in advance of patient appointments to make sure procedures and tests are preapproved by insurers and that a patient can get everything he or she needs done in one fell swoop. "The keys are common courtesy and good customer care," said Dr. Conoyer. "We want to be constantly improving, constantly bringing patients the best technologies at reasonable cost and convenience. Unfortunately, there are a whole lot of impediments to that. Only the Academy has the voice to advocate for the entrepreneurial wing of our specialty that provides patients the true clinical quality they need with the convenience they want."

According to Dr. Conoyer, one way the Academy can help is on a regulatory level. "One of the biggest challenges to running the business is the always-increasing regulatory burden. A lot of the regulations are written for primary care physicians, not specifically for otolaryngologists. The Academy is able to go to CMS or to the insurers and say 'You know, for our physicians this isn't really applicable. Let us help identify some metrics so that otolaryngologists don't have to go outside their scope of practice just to satisfy the requirements."

He also sees coding and reimbursement as an area for Academy assistance. "The lifeline of this business that employs 37 people is the ability to have the work that we do reimbursed at the appropriate rate," explained Dr. Conoyer. "There's always downward pressure on that and always new bundles and edits. Our individual appeals are cumbersome, but if the Academy can identify the patterns of denials and address them with payors, the process gets much more efficient and practices' cash flow improves."

Dr. Conoyer and the other Academy Members at Midwest ENT have said that they need the Academy to both advocate for and advise its Members. "Some changes, such as those brought by CMS, can only be addressed by otolaryngologists speaking with one voice," he emphasized.

### 66

Only the Academy has the voice to advocate for the entrepreneurial wing of our specialty that provides patients the true clinical quality they need with the convenience they want.

J. Matthew Conoyer, MD

"

# Academy attuned to practice needs

Midwest ENT is concerned with many of the same things that bother a great number of our Members including adapting their practice to fall favorably on the "quality-cost" curve, complying with meaningful use of EHR, reporting PQRS and clinical quality measures, providing a full spectrum of audiology services, allergy testing and subsequent immunotherapy services, office-based CT imaging and in office surgical care in an environment of ever-changing regulatory burden.

The unsettling nature of shifting requirements facing all of our Members as they try to do what they chose as a life calling—taking the best care of patients possible—has not been lost on the Academy. We will continue to address these issues as they arise knowing that realistically we cannot completely resolve all of them but can, hopefully, influence a positive progression to relieve at least a portion of the burden faced by our Members.

In addition to our "core" Health Policy Advocacy, including both governmental and private entities, the Academy is well down the path of its most ambitious endeavor of recent times. We have set up a clinical data registry that will empower our participating Members to define what is the "best care" for otolaryngologic diseases and procedures, accurately inform payers as to "individual physician quality" based on actual transparent validated measures and patient outcomes, meet reporting requirements, and participate in MOC activities designed to improve patient-based results. We are just beginning the pilot phase of registry operations and expect to begin full data collection by this fall.

We invite you to take advantage of this exciting opportunity to join our "Members only" registry, Regent<sup>SM</sup>, and help shape and take some measure of control of your future! We also solicit your thoughts and suggestions on how we can most effectively help you, our Members, take the best care of your patients. ■

# Experience AAO-HNSF 2016 ANNUAL MEETING &

# The premier global education event for the specialty will be held in San Diego this September



When you arrive in San Diego for the 2016 Annual Meeting & OTO EXPO<sup>SM</sup>, you'll experience a meeting like no

other—a meeting focused solely on bringing you robust education, networking, and most of all VALUE! To assist you, the Academy developed an Annual Meeting planner that allows you to create a personalized schedule to optimize your time and learn/experience the most to improve yourself and your practice.

Every year the program coordinators,

committee Members, Academy staff, and hundreds of strategic partners work together to develop a meeting that is educational, memorable, and a gathering you look forward to attending.

Innovation is a key aspect when we develop the Annual Meeting & OTO EXPO<sup>SM</sup>. Last year we introduced all-inclusive pricing where full access to the expert-led Instruction Courses was included in the registration fee. This year, in addition to all-inclusive pricing, your registration fee will include even more value in the form of a revitalized **Opening Ceremo**ny, a new **International Symposium** track, **Legends Lecture, Lunch with the Experts**, and much more.

#### CME opportunities and the educational program

This year the **Opening Ceremony** will kick off on Sunday, September 18, at 8:30 am with a newly designed program format that will include a prominent keynote speaker you will not want to miss. Stay tuned for more information as we unveil this outstanding speaker.

#### Annual Meeting & OTO EXPO<sup>SM</sup> offers more value for Members

n last month's issue of *Bulletin*, we introduced our new membership campaign, Value 4U. Through our

many programs and resources, we help

Members achieve excellence and provide the best ear, nose, and

throat care and navigate the unknowns in the current healthcare system.

One of our most valuable offerings is the Annual Meeting & OTO EXPO<sup>SM</sup>, which arms you with new research findings, treatment options, and practice management guidance to help you deliver excellent patient care and stay on top of the business of medicine.



Earn CME credit, tap the minds of leaders, see and touch the latest devices, expand your network, become a stronger profession-

al, and enjoy a fabulous destination—all at one event! It's significant Value 4U.

**Experience Annual Meeting value** Education

Stay up-to-date with the latest research and best practices and earn up to 26 AMA

PRA Category 1 Credits<sup>™</sup> with our leading-edge Instruction Courses, Miniseminars, Master of Surgery Video Presentations, International Symposium, and Scientific Oral Presentations—all included in the price of registration. Your choice of more than 400 continuing education sessions will equip you with new skills you can put into practice right away.

#### Networking

Gain new insights and perspectives from the experiences of other otolaryngology-head and neck surgery professionals, and build

#### ANNUAL MEETING & OTO EXPO<sup>SM</sup>

# Value oto exposm

Unparalleled education is what makes the Annual Meeting & OTO EXPO<sup>SM</sup> the world's premier event in otolaryngology. Debuting in 2016 will be a new track called the **International Symposium**. This track, included within the education program, will focus on topics generated by our international colleagues. The symposium will kick off with an official ribbon cutting ceremony on Sunday, September 18, at 1:00 pm, followed by the Global Otolaryngology opening session.

This year will be the premiere of the **Legends Lecture**. As the Annual Meeting brings the brightest minds in otolaryngology together, it's only fitting that **M. Eugene Tardy, Jr, MD**,

the strength of the community by sharing your experiences and knowledge with fellow colleagues.

#### **Global perspectives**

Learn from and network with the brightest and most talented medical experts from around the globe. The all-new International Symposium showcases cutting-edge content, including Instruction Courses and Miniseminars, presented by international physicians. Leadership

Leaders and dedicated Members meet during governance meetings, section general assemblies, and committee meetings to develop plans that promote our mission and advance the specialty.

\$26 value er credit for Members 66

The Annual Meeting as currently designed is intended to serve a range of clinical subspecialties and provide an opportunity to learn the latest medical and surgical management of diseases in otolaryngology. Reconnecting with colleagues and committee presentations are always an added bonus!

**Eben L. Rosenthal, MD** coordinator for Scientific Program

receives the honor of being the first Legends Lecturer. During his career, Dr. Tardy held the title of professor of clinical otolaryngology at the University of Illinois and Indiana University School of Medicine, as well as instructor at Northwestern University. Among other professional leadership roles, Dr. Tardy was elected as president of the American Academy of Otolaryngology-Head and Neck Surgery in 1986, and has received honorary fellowships and memberships by the Jacques Joseph Society, The Royal College of Medicine of Great Britain, the Australian Society of Otolaryngology, the South African Society of Otolaryngology, the European Academy of Facial Plastic Surgery, the German Society of Plastic and Reconstructive Surgery, the Austrian Academy of Otolaryngology, the German Society for ENT-Head and Neck Surgery, the Rhinoplasty Society, the Polish Society of Rhinology, the Philippine Society of Otolaryngology, and the Brazilian Society of Plastic Surgery.

The San Diego Annual Meeting will introduce even more opportunities to rub shoulders with leading voices in the field of otolaryngology. **Lunch with the Experts** provides an opportunity for conference attendees to interact with otolaryngology superstars. Held in the lunch area of the OTO Experience, an intimate atmosphere will be created for peer exchange and discussion.

While the education program is extensive, we have learned that it is easier to navigate when it's categorized by specialty track. NEW! This year you will be able to build

#### Register by July 8 to save!

May 2 Registration and housing open

July 8

Last day to register at the early discounted rate

#### August 22

Last day to register at the advance discounted rate

#### August 22

Hotel reservation deadline

your entire schedule, which includes the **Miniseminars, Instruction Courses**, etc., through the mobile app scheduler or website scheduler linked to your mobile app. We urge you to use the technology to aid you in navigating the program and keeping track of your schedule. Be sure to download the Mobile App to design your own personalized schedule. Instructions can be found online at **www.entnet.org/annual\_meeting**.

The education opportunities don't end on September 21. You may now experience the Annual Meeting year round earning AMA PRA Category 1 Credit<sup>™</sup> in AcademyU<sup>®</sup>. Annual Meeting Expert Series, one of the latest additions to the AcademyU<sup>®</sup> catalog, will provide access to hundreds of Annual Meeting session recordings, many offering CME credit. ■

<b>REGISTRATION RATES</b>	EARLY MAY 2-JULY 8		ADVANCE JULY 9-AUGUST 22		<b>REGULAR</b> AUGUST 23-SEPTEMBER 21	
	ENTIRE MEETING	DAILY	ENTIRE MEETING	DAILY	ENTIRE MEETING	DAILY
Member						
Physicians/Non-Physician Clinicians	\$680	\$365	\$1,015	\$415	\$1,130	\$455
Resident/Fellow-in-Training/Medical Student*	\$240	\$130	\$365	\$140	\$400	\$155
Non-Member						
Physicians/Non-Physician Clinicians	\$1,015	\$550	\$1,515	\$615	\$1,680	\$680
Resident/Fellow-in-Training/Medical Student*	\$460	\$245	\$685	\$275	\$765	\$305
Other						
OTO Experience Daily Pass	\$100		\$125		\$150	
Guest	\$225		\$255		\$285	
Exhibitor Full Access Pass	\$865		\$1,365		\$1,530	
*Verification is required to obtain the resident, fellow-in-training, or medical student rates for non-members.						

# Hot topics for 2016

W ith such an extensive education program, we have learned that it is easier to navigate when it's categorized by specialty track. Here are the 2016 tracks.

PSQIBusiness of Medicine/<br/>Practice ManagementMOCMaintenance of CertificationESEndocrine SurgeryONOtology/NeurotologyFPRSFacial Plastic and Reconstructive SurgeryPSQIPatient Safety and Quality ImprovementFPRSFacial Plastic and Reconstructive SurgeryPEDPediatric OtolaryngologyGOGeneral OtolaryngologyRARhinology/AllergyHNSHead and Neck SurgerySMSleep MedicineLBELaryngology/Broncho-EsophagologyFS

#### Business of Medicine/ Practice Management

- Leadership Lessons: Strategies for Success—Samantha Anne, MD, MS; Mona M. Abaza, MD, MS; Carol R. Bradford, MD; John H. Krouse, MD, PhD, MBA; Lee D. Eisenberg, MD, MPH; Stacey L. Ishman, MD, MPH; Matt Donnelly, MD
- The Future Is Now, Regent: The First Otolaryngology-Specific Clinical Data Registry—James C. Denneny III, MD (moderator); Lisa E. Ishii, MD, MHS; H. Louise Eddy, MS, CCC-A, FAAA; Tim Pari

#### **Facial Plastic and Reconstructive**

 AAO-HNSF Clinical Practice Guideline: Rhinoplasty—Lisa E. Ishii, MD, MHS; Richard M. Rosenfeld, MD, MPH; Travis T. Tollefson, MD, MPH; Gregory J. Basura, MD, PhD; Edward Farrior, MD

#### **General Otolaryngology**

- Best of "Orals" Presentations
- Ear Pressure and Pain—William H. Slattery, MD; Eric Wilkinson, MD
- Masters of Surgery Video Presentations
- Pearls of Dysphagia Management in the Older Patient—Ozlem E. Tulunay-Ugur, MD; Michael Pitman, MD
- View from the Editors: Peer Review and the Editorial Process—Michael G. Stewart, MD, MPH (moderator); John H. Krouse, MD, PhD, MBA; Jay F. Piccirillo, MD;

David W. Kennedy, MD; Ehab Y. N. Hanna, MD; Robert T. Sataloff, MD; Bert W. O'Malley, MD

 Wow! That's a Lot of Blood: Expert Management of Epistaxis—David M.
 Poetker, MD (moderator); Douglas D. Reh, MD; Bradford A. Woodworth, MD

#### **Head and Neck Surgery**

 American Thyroid Association Guidelines and Papillary Cancer Nodes—Gregory W. Randolph, MD

#### Laryngology/Broncho-Esophagology

It's Not Always Reflux: What Are We Missing!—Michael J. Pitman, MD; Johnathan M. Bock, MD

#### **Otology/Neurotology**

- A Practical Approach to Assessment of Dizzy Patients—Steven D. Rauch, MD
- AAO-HNSF Clinical Practice Guideline (Update): BPPV—Neil Bhattacharyya, MD; Samuel P. Gubbels, MD; Seth R. Schwartz, MD, MPH; Michael Seidman, MD
- AAO-HNSF Clinical Practice Guideline (Update): Cerumen Impaction—Seth R. Schwartz, MD, MPH; Anthony E. Magit, MD; Richard M. Rosenfeld, MD, MPH
- An Evidence-based Approach to Practice Management of Dizzy Patients—David R. Friedland, MD, PhD
- Endoscopic Ear Surgery: Tips and Pearls—

#### ANNUAL MEETING & OTO EXPO<sup>SM</sup>



Joao F. Nogueira, MD (moderator); Muaaz Tarabichi, MD; Daniele Marchioni, MD; Livio Presutti, MD; David D. Pothier, MD; Daniel J. Lee, MD; Alejandro Rivas, MD

- Endoscopic Middle Ear Anatomy— Daniele Marchioni, MD ; Livio Presutti, MD; Muaaz Tarabichi, MD
- Sudden Hearing Loss: What Every Otolaryngologist Needs to Know—Lawrence Lustig, MD (moderator); Cliff A. Megerian, MD; George B. Wanna, MD; Daniel M. Zeitler, MD; David S. Haynes, MD

#### Patient Safety and Quality Improvement

Thinking Differently about Thinking: Improving Your Decision-Making—Ellis M.
 Arjmand, MD; Karthik Balakrishnan, MD;
 Daniel L. Wohl, MD; Andrew J. Tompkins, MD; David E. Eibling, MD

#### **Pediatric Otolaryngology**

- Chronic Cough in Children—Samantha Anne, MD, MS; Alessandro De Alarcon, MD, MPH
- Chronic Rhinosinusitis in Children—Fuad M. Baroody, MD; Hassan Ramadan, MD, MSc

#### **Rhinology/Allergy**

- Ask the Experts: An Endoscopic Potpourri—David W. Kennedy , MD (moderator); James N. Palmer, MD; Peter H. Hwang, MD; Peter J. Wormald, MD; S. James Zinreich, MD; Eugenia M. Vining, MD
- Frontal Sinus Surgery: A Stepwise Approach (presented in Spanish)—J. Pablo Stolovitzky, MD (moderator); Roy R. Casiano, MD; Ricardo L. Carrau, MD
- Frontal Sinus Surgery: Basic and Advanced Technique—Roy R. Casiano, MD; Adam J. Folbe, MD

#### **Sleep Medicine**

 Office Management of Snoring in 2016— Scott E. Brietzke, MD, MPH; Peter
 O'Connor, MD

# More new and value-added events and activities

he 120th Annual Meeting & OTO EXPO<sup>SM</sup> has several new and stimulating activities planned for 2016.

#### **NEW TO THE MEETING**

#### SATURDAY AAO-HNSF Hands-On Salivary Endoscopy Course

This one-day course held Saturday, September 17, will address current advances in minimally invasive salivary gland surgery. The morning will feature didactic lectures by leaders in this cutting-edge field. Following lunch, attendees will be given the opportunity to practice these surgical techniques on cadavers with expert feedback.

#### SATURDAY

#### AOA Business of Medicine Workshop

In partnership with the Association of

Otolaryngology Administrators (AOA) this workshop was developed to cover the topics of ENT coding, value-based medicine, compliance, and top ENT business strategies. The program is scheduled for Saturday, September 17, from 12:30 pm to 5:00 pm.

#### SATURDAY

#### **Community Giveback Program**

With a greater emphasis on giving back to our host city, the AAO-HNS/F is proud to be partnering with the San Diego Neighborhood House Association in our first Community Giveback Program. The Neighborhood House Association is an organization that helps underserved children and families in the community by providing a wide array of services. Physicians may volunteer to take part in the program that will take place the afternoon of Saturday, September 17.

#### SUNDAY THROUGH WEDNESDAY International Symposium

This track, which is included in the education program, will focus on topics generated by our international colleagues. The symposium will have a dedicated room with programming running Sunday through Wednesday. The symposium will kick off with an official ribbon cutting ceremony at 1:00 pm on Sunday followed by the Global Otolaryngology opening session.

#### SUNDAY THROUGH TUESDAY Lunch with the Experts

This event will provide an opportunity for conference attendees to interact with otolaryngology legends during lunch breaks, Sunday through Tuesday. Held in the lunch area of OTO Experience, an intimate atmosphere will be created for peer exchange and discussion.

#### ANNUAL MEETING & OTO EXPO<sup>SM</sup>



#### MONDAY OTOs on the Run (5K run)

Plan for an early morning run on Monday, September 19, at 6:00 am by participating in the OTOs on the Run (5K run). The run will provide attendees an opportunity to appreciate the beautiful vistas of San Diego while contributing to the Foundation.

#### MONDAY Legends Lecture

**M. Eugene Tardy, Jr., MD**, will speak on medical aspects of the Lewis and Clark expedition. The lecture is scheduled Monday, September 19, 2:15 pm-3:15 pm.

#### MONDAY

#### Simulation Demonstration Reception

For those who are interested in simulation, this is the place to be. There will be a simulation display competition from the experts in the field. The reception will take place Monday, September 19, 5:30 pm to 7:00 pm. If you are interested in presenting your simulation, please check the Annual Meeting website for details on how to submit an abstract providing details about your simulation project.

#### **OTO EXPERIENCE**

#### Simulation center in the exhibit hall

Medical simulation is the modern-day methodology for training healthcare professionals through the use of advanced education technology. Here a collection of simulation devices will be clustered to hone physicians' skills.

#### EVERGREEN 'Green' venue

The AAO-HNSF is proud to hold the 2016 Annual Meeting & OTO EXPO<sup>SM</sup> in the San Diego Convention Center. This

#### **NEW!** Get your badge onsite

n an effort to cut down on paper and continue encouraging sustainable practices, the attendee meeting badges will not be mailed this year. All registered attendees will receive an email badge confirmation with a barcode that they can bring onsite to the registration kiosks to scan in order to print their badge.

This year's badges will help you in tracking the sessions you attend and evaluate for your CME credits. Continuing with our efforts to keep the meeting green, we will not be printing session tickets as a requirement for entrance to the Instruction Course sessions. In fact, as long as you are registered for the Annual Meeting, you will not need a ticket to attend any sessions.

#### ANNUAL MEETING & OTO EXPO<sup>SM</sup>

66

The Annual Meeting will continue to evolve to meet the needs of its attendees. In response to our Member feedback, we have added the Hands-On Salivary Endoscopy Course, Lunch with the Experts, and International Symposium. We will also be highlighting simulation and community outreach. This, in addition to the integrated meeting format, will provide ample opportunities for attendees to learn and interact with colleagues.

Sukgi S. Choi, MD coordinator for Instruction Courses

center is committed to supporting and encouraging sustainable practices. Their highly successful conservation and recycling efforts have earned them LEED Silver Certification from the U.S. Green Building Council and dozens of state and city awards for eco-conscious initiatives throughout the years.

#### **RETURNING FAVORITES**

In addition to the new items, the 2016 Annual Meeting & OTO EXPO<sup>SM</sup> will continue to provide these popular value-added events and activities:

#### SATURDAY

The highly rated **ACS Ultrasound Course**:



Thyroid and Parathyroid Ultrasound Skills-Oriented Course will be presented

again this year on Saturday, September 17.

#### SUNDAY

Sunday night's **President's Reception** is a must-attend event featuring local cuisine from Southern California and breathtaking vistas of the San Diego Bay.

#### SUNDAY AND TUESDAY

International Members have always been a major component of the Annual Meeting. With San Diego as the venue, the Academy hopes to draw large numbers from our non-U.S.-based colleagues. The AAO-HNS/F President Sujana S. Chandrasekhar, MD, has selected Brazil, India, Nicaragua, and Singapore as the 2016 International Guests of Honor. The International Guest of Honor recipients will be acknowledged during the **Opening Ceremony** and paid tribute during the **International Reception** Tuesday, September 20, at 8:00 pm.

#### MONDAY

The **AAO-HNS Career Fair** provides the opportunity for candidates in all subspecialties and levels of training to speak face-to-face with hiring representatives from healthcare facilities around the country. HealtheCareers is the only true single source for all of your healthcare recruitment needs, providing unparalleled

# Build your schedule, find a session room, stay connected, and more!

his year's meeting app will provide many more functionalities and services to make it easier to navigate the Annual Meeting program and build a customized schedule. It offers the ability to select any session (Instruction Courses, Miniseminars, Honorary Guest Lectures, International Symposium, etc.) to add to your schedule. The app syncs across multiple devices to allow access to your personalized schedule, bookmarked exhibitors, etc., from all devices.

The app will also include the following:

- Access to session handouts
- Speaker listing with bios
- Audience Response System (ARS) to participate in the sessions\*
- Convention Center map to help navigate to the session rooms with three tools:
  - □Locate Me: Pinpoint location on interactive exhibit hall
  - □Booth Routing: Pinpoint location and

then route to an exhibitor booth or session location

- □ Session Room Locator: Pinpoint and route session room location on interactive venue floor plans
- CME evaluation form
- Shuttle bus locator
- Exhibitor listing and Exhibit Hall map
- City guide and restaurant listing
- Annual Meeting official hotels listing
- Link to the *Meeting Daily*
- Link to the *Otolaryngology–Head and Neck* Surgery journal
- Link to Academy social media (Facebook, Twitter, etc.) feeds
- Notetaking capability

The app will be available mid-summer in the Apple store and Google Play, as well as a web-based module . Find more information on the meeting website at www.entannualmeeting.org.

\*Limited to ARS sessions only.

#### access to job seekers across all disciplines and specialties. Employers can leverage this opportunity to personally engage with numerous qualified job seekers at one time.

#### TUESDAY

Don't forget to attend the annual Alumni Receptions on the evening of Tuesday, September 20. These receptions provide yet another opportunity to visit with your friends and colleagues from your own and other institutions while enjoying a lavish selection of delicious appetizers and treats.

This year's Annual Meeting & OTO EXPO<sup>SM</sup> is not one to miss! Join in the excitement by registering and booking your hotel room today at www.ennet.org/ annual\_meeting and we'll see you September 18-21 in San Diego.

#### Interested in holding a meeting or reception at the Annual Meeting?



#### Benefits of holding a meeting through AAO-HNSF

- Promote your events—Meeting/event will be included in the mobile app, published online, and in the Final Program read by all attendees.
- Convenience—Ease of being able to meet near the conference activities.
- Professional assistance—Experienced staff work with you on your meetings/events. If you have any questions, please email

alsa@entnet.org. ■

#### Legends of Otolaryngology

he AAO-HNSF Legends of Otolaryngology is a new initiative beginning this fall. The Legends of Otolaryngology is a fundraising program that will honor those individuals who

have made significant contributions to the field of otolaryngology-head and neck surgery. Our first Legend is **M. Eugene Tardy**, **Jr., MD**.



In 1982, as the

merger of the AAO-HNS and the ACO formed the AAO-HNS/F, Dr. Tardy was one of its first presidents (preceded by Drs. Pratt, Sisson, Gross, and Boles). He understood the importance of his role. His first *Bulletin* column began this way, "It is safe to state that we have emerged from a major organizational metamorphosis to create a democratic, professional, and business-like medical specialty organization now well prepared to encounter and exercise judgment and control over the future affairs of the specialty."

His vision and sense of purpose continued to define Dr. Tardy's professional life and his influence on this specialty for many years.

During this year's Annual Meeting, Dr. Tardy will offer the first "Legends" presentation. He plans to engage attendees, departing from the usual state-of-the-art speech to uncover details of a "legend" with which he has long been fascinated: the unimaginable medical aspects of the Lewis and Clark expedition.

"The presentation, will take a story form that follows the expedition chronologically over two years, discussing and illustrating the expected and unexpected medical conditions that could have, but did not, doom the expedition. There will be, of course, an emphasis on otolaryngologic medical events," he said.

The presentation title and content will be further defined in subsequent publication. Look for it soon, and add it to your meeting calendar.

### Schedule of events



#### ANNUAL MEETING & OTO EXPO<sup>SM</sup>

### Annual Meeting committee meetings

pen to all AAO-HNS Members, committee meetings are listed alphabetically. Dates and times are correct as of May 5, 2016, but subject to change. Please refer to the online

schedule at www.

entannualmeeting.

org/16/content/

committee-meetings

or the mobile app for the

latest listings.

AAO-HNS/F Board of Directors Meeting Saturday, September 17 8:00 AM - 17:30 AM

AAO-HNS/F Executive Committee Meeting (by invitation only) Friday, September 16 5:00 PM - 7:00 PM

Airway and Swallowing Committee Monday, September 19 10:00 AM - 11:00 AM

Allergy, Asthma and Immunology Committee Tuesday, September 20 9:45 AM -10:45 AM

Annual Meeting Program Committee Tuesday, September 20 2:15 PM - 3:15 PM

Board of Governors (BOG) Executive Committee (by invitation only) Sunday, September 18 3:30 PM - 5:30 PM

Board of Governors (BOG) Legislative Affairs Committee Saturday, September 17 1:00 PM - 2:45 PM

Board of Governors (BOG) Governance and Society Engagement Committee Saturday, September 17 11:00 AM - 11:55 AM

Board of Governors (BOG) Socioeconomic and Grassroots Committee Saturday, September 17 3:00 PM - 4:45 PM Complementary/Integrative Medicine Committee Monday, September 19 2:30 PM - 3:30 PM

Comprehensive Curriculum Task Force Monday, September 19 7:00 AM - 8:00 AM

Credentials and Membership Committee Saturday, September 17 1:00 PM - 2:00 PM

Development Committee Sunday, September 18 7:00 AM - 8:00 AM

**Diversity Committee** Saturday, September 17 2:15 PM - 3:15 PM

Education Steering Committee Saturday, September 17 4:00 PM - 6:00 PM

Endocrine Surgery Committee Monday, September 19 10:00 AM - 11:00 AM

Equilibrium Committee Monday, September 19 2:30 PM - 3:30 PM

Ethics Committee Saturday, September 17 3:00 PM - 5:00 PM

Facial Plastic and Reconstructive Surgery Education Committee Sunday, September 18 2:15 PM - 3:15 PM

Finance and Investment Subcommittee (FISC) (by invitation only) Saturday, September 17 3:15 PM - 4:15 PM

General Otolaryngology Education Committee Sunday, September 18 2:15 PM - 3:15 PM

Geriatric Otolaryngology Committee Tuesday, September 20 9:45 AM -10:45 AM

Head and Neck Surgery and Oncology Committee Tuesday, September 20 2:15 PM - 3:15 PM

Head and Neck Surgery Education Committee Tuesday, September 20 2:15 PM - 3:15 PM

Hearing Committee Monday, September 19 10:00 AM - 11:00 AM

History and Archives Committee Saturday, September 17 11:00 AM - 12:00 PM Humanitarian Efforts Committee Monday, September 19 2:30 PM - 3:30 PM

Humanitarian Efforts Committee Forum Saturday, September 17 1:00 PM - 3:00 PM

Imaging Committee Tuesday, September 20 9:45 AM -10:45 AM

Implantable Hearing Devices Committee Monday, September 19 7:00 AM - 8:00 AM

Infectious Disease Committee Tuesday, September 20 9:45 AM -10:45 AM

Instruction Course Advisory Committee Monday, September 19 2:30 PM - 3:30 PM

International Otolaryngology Committee Monday, September 19 10:00 AM - 11:00 AM

International Steering Committee Tuesday, September 20 2:15 PM - 3:15 PM

Joint Education Committees Meeting Sunday, September 18 7:00 AM - 8:00 AM

Laryngology and Bronchoesophagology Education Committee Tuesday, September 20 9:45 AM - 10:45 AM

Media and Public Relations Committee Monday, September 19 10:00 AM - 11:00 AM

Medical Devices and Drugs Committee Sunday, September 18 2:15 PM - 3:15 PM

Medical Informatics Committee Saturday, September 17 2:15 PM - 3:15 PM

Microvascular Committee Tuesday, September 20 2:15 PM - 3:15 PM

Nominating Committee (by invitation only) Saturday, September 17 1:00 PM - 2:00 PM

Otolaryngology-Head and Neck Surgery Journal Editoral Board Meeting Tuesday, September 20 9:15 AM - 10:45 AM Otology and Neurotology Education Committee Monday, September 19 2:15 PM -3:15 PM

Outcomes Research and Evidence Based Medicine Committee Monday, September 19 2:30 PM - 3:30 PM

Panamerican Committee Tuesday, September 20 9:45 AM -10:45 AM

Patient Safety and Quality Improvement Committee Saturday, September 17 7:00 AM - 8:00 AM

Pediatric Otolaryngology Committee Sunday, September 18 7:00 AM - 8:00 AM

Pediatric Otolaryngology Education Committee Monday, September 19 10:00 AM - 11:00 AM

Physician Resource Committee Sunday, September 18 2:15 PM - 3:15 PM

Plastic and Reconstructive Surgery Committee Monday, September 19 10:00 AM - 11:00 AM

Practice Management Education Committee Monday, September 19 2:30 PM - 3:30 PM

Program Advisory Committee Saturday, September 17 1:00 PM - 2:00 PM

Regent Executive Committee Please refer to online schedule for date and time

All Regent Clinical Committees Meeting followed by individual Committee Meetings Please refer to online schedule for date and time

Research and Quality Steering Committee Tuesday, September 20 2:15 PM - 3:15 PM

Rhinology and Allergy Education Committee Monday, September 19 10:00 AM - 11:00 AM

Rhinology and Paranasal Sinus Committee Saturday, September 17 11:00 AM - 12:00 PM

Science and Education Committee Saturday, September 17 4:15 PM - 5:15 PM Section for Residents and Fellows-in-Training Governing Council Meeting (by invitation only) Tuesday, September 20 9:45 AM - 11:45 AM

Simulation Education Committee Tuesday, September 20 9:45 AM - 10:45 AM

Skull Base Surgery Committee Saturday, September 17 1:00 PM - 2:00 PM

Sleep Disorders Committee Saturday, September 17 3:00 PM - 4:00 PM

Specialty Society Advisory Council (SSAC) (by invitation only) Monday, September 19 2:30 PM - 4:30 PM

Trauma Committee Sunday, September 18 2:15 PM - 3:15 PM

Voice Committee Sunday, September 18 2:15 PM - 3:15 PM

Women in Otolarnygology (WIO) Endowment Committee Monday, September 19 10:00 AM - 11:00 AM

Women in Otolaryngology (WIO) Communications Committee Tuesday, September 20 9:45 AM - 10:45 AM

Women in Otolaryngology (WIO) Governing Council Meeting (by invitation only) Tuesday, September 20 2:15 PM - 3:15 PM

Women in Otolaryngology (WIO) Leadership Development and Mentorship Committee Sunday, September 18 2:15 PM - 3:15 PM

Women in Otolaryngology (WIO) Program Committee Saturday, September 17 10:00 AM - 11:00 AM

Women in Otolaryngology (WIO) Research and Survey Committee Saturday, September 17 3:30 PM - 4:30 PM

Young Physicians Section Governing Council (by invitation) Tuesday, September 20 8:30 AM - 9:30 AM

# OTO **EXPerience** displays





Attendees can try out devices and tools at the Hands-on Demonstration and Training Lab.

hen you walk through the doors of the OTO Experience, you embark on an experiential learning journey like no other. Start with seeing and

touching the most innovative surgical equipment and then take part in hands-on and simulation activities to improve your skills. Chat with the specialty's top experts over lunch, asking your toughest questions and gaining critical knowledge. It's more than an expo—it's a oneof-a-kind experience: It's the OTO Experience. Combining products, services, networking, and supplemental education all in one place, the OTO Experience is not to be missed.

The OTO Experience includes:

- More than 300 exhibiting companies
- Device manufacturers, pharmaceutical companies, surgical instruments, EMR systems, waiting room solutions, financial management firms, and more.
- ENTConnect Portrait Studio Have your free professional headshot taken for use on ENT-Connect and other social media platforms.

# the future of the specialty



Hands-on Demonstration and Training
 Lab Touch and use medical devices and tools in a lab- or facility-like setting.

 NEW! Lunch with the Experts Enjoy lunch with otolaryngology experts in an intimate setting designed for peer exchange and discussion.



Another Product Theater has been added for this year's AAO-HNSF Annual Meeting & OTO EXPO<sup>SM</sup>.

- Networking opportunities Meet colleagues and industry representatives.
- Product Theater Presentations from corporate partners discussing their products and services.
- NEW! Simulation Center Showcasing companies that offer simulation equipment for training through the use of advanced

educational technology.

The OTO Experience complements the learning you receive in the education sessions by allowing you to use more of your senses in an energetic environment. Complete your Annual Meeting & OTO EXPO<sup>SM</sup> experience by visiting the OTO Experience!

## 66

The 2016 Annual Meeting continues to build on the change in curriculum instituted last year. Seamlessly integrating Instruction Courses and Miniseminars into specialty tracks will improve the educational experience of attendees. This year we will be adding various innovative opportunities to participate in new learning processes. There will be lots of opportunity to visit friends and colleagues, and an exciting exhibit hall.

> Mark K. Wax, MD Annual Meeting program coordinator-elect



# Classic California

an Diego is the eighth largest city in the United States, and one of the easiest to enjoy. It is a vibrant city with breathing room.

San Diego's largest employer's "fluid" workforce, the U.S. Navy, keeps some of its residents out of town. In September, summer tourists are back home, while some San Diego residents take advantage of the proximity to Mexico to the south, or head

out for one of the many resort areas just to the north. With temperatures in the 70s and near-constant sunshine, San Diego is as close to perfect in the fall as anywhere in the U.S. contiguous states.

#### **Getting there**

Numerous airlines fly into San Diego International Airport (SAN, www.san.org), called Lindbergh Field locally, including JetBlue, Delta, Continental, and American.

A recent online search found flights on Continental from Newark Liberty International Airport starting at \$415 round trip for travel in September.

Transportation to the convention center and close-by hotels is a quick 10-minute trip. Options for transport includes the Metropolitan Transit System (MTS, www.sdmts. com/home). Its Flyer, MTS bus route 992, provides direct service between downtown and the airport.

#### International travel tips

Visitor visas aren't necessary for citizens of Australia, Canada, the United Kingdom, or most citizens of European Union countries coming for tourism and staying for fewer than 90 days. If you require a visa, check now on the expected waiting time, depending on where you live. Apply for a visa at the U.S. consulate in your place of residence. Check the U.S. State Department's special

visa website for further information.

#### Cuisine

San Diego has it all when it comes to fresh and varied cuisine, artisanal breweries, local bistros, and gourmet restaurants. Top notes in international flavors include in Mexican, Brazil-

ian, and Japanese dining with notable other favorites in Indian, Thai, Vietnamese, French, and Italian restaurants. Seafood gets top billing in local food traditions, and sourced California freshness enhances every experience. Check out these sources to plan for a flavorful stay:

- www.zagat.com/san-diego
- www.fodors.com/world/north-america/ usa/california/san-diego/restaurants/ downtown
- sandiego.eater.com/maps/the-38essential-san-diego-restaurants

#### Culture

San Diego boasts nine arts districts in one vibrant city. Should you linger in the city, its website (www.sandiego.org/what-todo/arts-culture.aspx) entices you to see them all. Meeting attendees have a simple starting place for adults and families alike, Balboa Park. Designated a National Historic Landmark District in 1977, the park and its historic Exposition buildings, dating from 1915 and 1935, hosts its year-long centennial celebration of the 1915-16 exposition. Among its 1,200 acres, find the renowned San Diego Museum of Art; San Diego Zoo; Mingei International Museum; and the Tony Award-winning Old Globe Theatre (www. sandiego.gov/arts-culture).



PHOTO BY KEN BOHN/SAN DIEGO TOURISM AUTHORITY

#### **Crafted for fun**

One of America's most family-friendly cities, San Diego is home to LEGOLAND, the New Children's Museum, and the famous San Diego Zoo.

The 59-mile coastline invites exploration as it winds around sandy beaches, surfing hot spots, and marinas with boating options to get on the water. Downtown visitors have easy access to many cruises and charters the sunset specials are especially worthwhile.

Sports and sporting events are more enticing than ever here, given the fabulous geography and weather. Golfing is one of the biggest draws attracting both serious and casual golfers. The Padres will be playing the Giants at home as the meeting concludes and the Chargers schedule will be out soon.

What more can a city offer? Find out at www.sandiego.org. ■

#### HARNESS THE POWER OF DATA



**Regent<sup>sM</sup>** is an ENT qualified clinical data registry that will become the foundation for quality improvement and research, and will support certification and licensure.

For more information about Regent<sup>SM</sup> please visit **www.entnet.org/Regent** 

#### **REGENT<sup>SM</sup> MILESTONES**

# CMS grants Qualified Clinical

#### WHY QCDR STATUS IS IMPORTANT

- Patient care is improved as Members engage with their own performance data in Regent<sup>SM</sup> and track to national benchmarks.
- Allows Members participating in Regent<sup>SM</sup> more seamless CMS quality reporting in 2016 and will address new reporting requirements under the Merit-Based Incentive Payment System (MIPS).
- Members will find more meaningful measures as the Qualified Clinical Data Registry designation affords the AAO-HNSF the opportunity to create up to 30 otolaryngology-head and neck surgery-related quality measures for quality reporting and quality improvement.
- It's physician-friendly. With little data entry burden to physicians and staff, patient data will be extracted, transformed, and loaded into Regent<sup>5M</sup> from the practice's electronic health record system, practice management system, or administrative data system.
- Members' reporting burden is eased as Regent<sup>™</sup> qualifies as a specialized registry for Meaningful Use (MU) Modified Stage 2 and 3 for Eligible Professionals.
- It affirms the AAO-HNSF Regent<sup>™</sup> governance and oversight, performance measures, data security and privacy procedures, and data auditing procedures meet CMS requirements.

44

#### Pilot testing begins, full membership launch planned for summer

he American Academy of Otolaryngology—Head and Neck Surgery and its Foundation are pleased to announce that its clinical data registry, Regent<sup>SM</sup>, has

been approved as a Qualified Clinical Data Registry (QCDR) by the Centers for Medicare & Medicaid Services (CMS).

Regent<sup>SM</sup> is the otolaryngology-specific clinical data registry that allows Members to report on quality measures for federal and private programs. With Regent<sup>SM</sup>, AAO-HNSF is investing in our Members' future, a future that will increasingly involve payment based on quality of care and performance measurement. The registry will become the foundation for quality improvement and research, will define quality for the specialty, and will support certification and licensure.

The QCDR designation provides the ability to satisfy requirements for the Physician Quality Reporting System (PQRS) based on participation. A QCDR is a CMS-approved entity that collects clinical data to foster improvement in the quality of care furnished to patients.

"Securing QCDR status for Regent<sup>SM</sup> is critical, particularly as payment for quality continues its evolution both with CMS and private payers,"

**Q** Regent

said **James C. Denneny III, MD**, executive vice president and CEO of the AAO-HNS/F. "Regent<sup>SM</sup> data will be invaluable in documenting the value of care provided by

our Members, creating measures for public and private payment programs, and enabling research around multiple disease conditions."

"Having a clinical data registry with QCDR designation is a great advantage for our specialty," said AAO-HNS/F President **Sujana S. Chandrasekhar, MD**. "Regent<sup>SM</sup> will report the standard PQRS measures we are familiar with, but it also allows us to create up to 30 otolaryngology-specific quality measures."

#### **Pilot testing underway**

The Regent<sup>SM</sup> pilot is underway and AAO-HNSF staff members are working closely with FIGmd, our vendor, to onboard the remaining sites com-CONTINUED ON PAGE 32

### This effort affords otolaryngologists in all practice environments the ability to meet the changing demands of capturing and reporting quality data.

H. Louise Eddy, MS, CCC/A, FAAA executive director of Texas Ear, Nose & Throat Specialists, P.A., in Houston, TX



# Data Registry designation

#### Regent<sup>sm</sup> pilot sites

he AAO-HNSF is delighted to be working with the following sites in testing registry elements to ensure the highest user satisfaction and site functionality. Our heartfelt thanks extend to:

Advanced ENT & Allergy Advanced ENT Augusta ENT Colorado ENT & Allergy Dr. Steven Peskind, MD and Associates Ear, Nose & Throat Clinics of San Antonio East Alabama Ear, Nose and Throat, P.C. ENT and Allergy Associates Hebert Medical Group

Pinnacle Ear Nose & Throat Associates, LLC Premier Medical Group Select Physicians Alliance, PL South Florida ENT Texas Ear, Nose & Throat Specialists, P.A. University of Alabama, Birmingham Hospital White Rock ENT

Watch for updates as more sites are on the way.

Patient Safety	Person & Caregiver- Centered Experiences & Outcomes	Communication & Care Coordination	Effective Care	Community/ Population Health	Efficiency & Cost Reduction
Selection of Prophylactic Antibiotic		Medication Reconciliation	Pharmacologic Therapy for Persistent Asthma	Influenza Immunization	Appropriate Treatment for Children with URI
Discontinuation of Prophylactic Parenteral Antibiotic		Care Plan	AOE: Topical Therapy	Pneumonia Vaccination Status for Older Adults	Appropriate Testing for Children with Pharyngitis
VTE Prophylaxis		Pain Assessment & Follow-Up	Sleep Apnea: Assessment of Sleep Symptoms	BMI Screening	AOE: Avoidance of System ic Antimicrobial Therapy
Documentation of Current Medications		Biopsy Follow-Up	Sleep Apnea: Severity Assessment at Initial Diagnosis	Tobacco Use: Screening and Cessation Intervention	Adult Sinusitis: ABX Pre- scribed for Acute Sinusitis (Overuse)
Falls: Risk Assessment		Falls: Plan of Care	Sleep Apnea: PAP Therapy Prescribed	Screening for High Blood Pressure & Follow-Up	Adult Sinusitis: Amoxicillin w/wo Clavulanate Pre- scribed for ABS
			Sleep Apnea: Assessment of Adherence to PAP	Tobacco Use & Help with Quitting Among Adolescents	Adult Sinusitis: CT for Acute Sinusitis (Overuse)
			Optimal Asthma Control		Adult Sinusitis: More than One CT Within 90 Days fo Chronic Sinusitis (Overuse
Regent <sup>™</sup> Measures: N	Ion-PQRS (Physician Q	uality Reporting Syster	m) Measures		
Primary Post-Tonsillectomy Hemorrhage in Children*	Resolution of OME in Children*		OME: Assessment of TM Mobility		
Primary Post-Tonsillectomy Hemorrhage in Adults*	Resolution of OME in Adults*		OME: Hearing Testing**		
Secondary Post- Tonsillectomy Hemorrhage in Children*			OME: Avoidance of Antihistamines or Decongestants**		
Secondary Post-Tonsillectomy Hemorrhage in Adults*			OME: Avoidance of Systemic Antimicrobials**		
			OME: Avoidance of Systemic Corticosteroids**		
			OME: Avoidance of Topical		

\*\* Denotes measures that will be tracked in Regent<sup>SM</sup>, but not available for CMS Quality Reporting in 2016

mitted to Regent's successful pilot. Regent's list of proposed measures for quality reporting is just the beginning. The Regent<sup>SM</sup> Executive Committee is in place and seven Clinical Advisory Committees are being developed to create measures covering the depth and breadth of the specialties of otolaryngology-head and neck surgery.

Each specialty will have measures contained in Regent<sup>SM</sup>. The registry is being constructed in a modular format with measures development and quality improvement as the focus in alignment with public and private quality reporting. Over time and as data is gathered, Regent<sup>SM</sup> will support research, clinical effectiveness, and device surveillance.

"We are proud to be part of the Regent<sup>SM</sup> pilot and are looking forward to its successful launch. This effort affords otolaryngologists in all practice environments the ability to meet the changing demands of capturing and reporting



quality data. Additionally, Regent<sup>SM</sup> will offer a specialty-centric platform for achieving this and much more in one secure, user-friendly location. Data is critical to the delivery of high-quality patient-centered care and Regent is the future," said H. Louise Eddy, MS, CCC/A, FAAA, executive director of Texas Ear, Nose & Throat Specialists, P.A., in Houston, TX.

The Regent<sup>SM</sup> pilot sites represent the vast expanse of otolaryngology practice settings, including hospital-based practices, academic medical center practices, and private practitioners. The pilot phase is a critical step in the development of Regent<sup>SM</sup> and will enable the AAO-HNSF to test its performance measures and ensure accuracy and reliability of extracted data.

Once the pilot phase is complete and the registry is fully tested, it will be launched to the full membership in the summer of 2016. Data will be continually evaluated, CMS reporting will commence in early fall, and a portfolio of new measures addressing all of the specialties of otolaryngology will be developed.

#### THE HARRY BARNES TRAVEL GRANT Submission Deadline: Monday, July 18, 2016 **GRANT APPLICATION REQUIREMENTS:** Current resident Member of the Academy of Otolaryngology—Head and Neck Surgery (AAO-HNS) in good standing. Person of African descent from the United States, Caribbean or Canada. Submit a 500-word essay on the topic: How I Can Promote the Charge of the Diversity Committee? Required to attend the Diversity Committee meeting to be held during the Annual Meeting in San Diego, California, in September 2016. Submit a 750-word post-meeting essay about your meeting experience. This essay will be published in the Bulletin. AMERICAN ACADEMY OF OTOLARYNGOLOGY-For more information, please contact memberservices@entnet.org or 1-703-836-4444. **HEAD AND NECK SURGERY** FOUNDATION

#### courses & meetings **\_ classifieds \_**

#### 16TH ANNUAL Charleston Magnolía Conterence June 3 - 4, 2016 - GUEST SPEAKERS -Gerald S. Berke, M.D. Professor and Chair Department of Head and Neck Surgery UCLA Medical Center, Los Angeles, CA Jeffrey M. Bumpous, M.D., FACS Professor and Chief Department of Surgery - Division of Otolaryngology Otolaryngology Residency Program Director University of Louisville, Louisville, KY David S. Haynes, M.D., FACS Vice Chair & Chief Academic Officer Professor, Otolaryngology, Neurosurgery, Hearing and Speech Sciences Cochlear Implant Program Director Vanderbilt University Medical Center, Nashville, TN - TOPICS -

#### Col. L.

Chronic Rhinosinusitis • Sialadenitis • Hearing Loss Chronic Ear Disease • Cochlear Implants • Pediatric Thyroid Disease Dysphagia • Head & Neck Cancer • Office Laryngology Vascular Malformations • Facial Plastic Surgery – RECREATION –

eaches | Golf | Historic Charleston | Spoleto Arts Festival USA

MUSC | Otolaryngology - Head & Neck Surgery Contact: 843-876-0493 • Email: mansfiee@r http://ENT.musc.edu

#### 22ND ANNUAL UTAH OTOLARYNGOLOGY UPDATE

June 24 - 25, 2016, Salt Lake City, UT

#### **Guest Speakers:**

Andrew F. Inglis, MD Steven Gray Memorial Lecturer University of Washington School of Medicine

Colin L. W. Driscoll, MD James Parkin Lecturer Mayo Clinic, Rochester, MN

Randal S. Weber, MD David Dolowitz Memorial Lecturer University of Texas MD Anderson Cancer Center

**For more information visit:** https://umarket.utah.edu/um2/otoupdate

### CPOP

#### Certificate Program for Otolaryngology Personnel

The CPOP program is a three-phase training program to teach basic hearing evaluation.

For Information, contact:

Alison Devine Michigan Ear Institute 248-865-4135 • earmei@aol.com

Registration Deadline: June 1, 2016 Fee: \$1750 (includes course materials and a 2-1/2 day workshop). Book, travel & lodging not included.

http://www.michiganear.com/confrences-and-courses.html

<u>Co-coordinators</u>: Eric Sargent, MD (Michigan Ear Institute) & Jeffrey Weingarten, MD (Ear, Nose & Throat Consultants)

Licensed program of the American Academy of Otolaryngology - Head and Neck Surgery. This three-phase program is designed to be a cost-effective way to increase office efficiency and provide basic audiology services. OTOtechs allow audiologists to provide advanced hearing and balance services.

Each CPOP registrant must be sponsored by an otolaryngologist who will provide guidance and oversight. The otolaryngologist is responsible for monitoring the OTOtech's progress and specifying the role of the tech in the office.

The three phases of training are: 1) self study; 2) hands-on workshop; and 3) sixmonth period of supervised patient testing. A Certificate of Completion will be issued after satisfying requirements.

**Important Note:** In June 2010, CMS clarified the Medicare policy on billing for audiology services. Not all services learned in this course are eligible for Medicare reimbursement in most states. Most commercial insurances do reimburse for services provided by OTOtech staff.

#### July 15 - 17, 2016: Providence Park Hospital Novi, Michigan

#### AN INVITATION FROM THE CHAIRS

We have radically redesigned the program this year by creating topic-focused tracks--whether you are interested primarily in rhinoplasty, facelift, eyelid surgery, the aging face, non-surgical aesthetics, we have created useful programs that allow attendees to maximize their educational time. There are comprehensive sessions on non-invasive techniques, emerging technologies, reconstruction, business and practice management, and office-staff training.

We have gathered many new speakers, some world-wide experts; we have also included some of our talented but less frequent speakers. We have worked tirelessly to structure a beneficial program that is all-inclusive and maximizes the use of time. Whether or not you've attended an AAFPRS Annual Fall Meeting, this year will set the new standard for meetings.

We hope to see you in Nashville -- at the Music City Center -- a perfect venue for what promises to be an unforgettable educational experience.



•New speakers, new ideas, new design

- Three days of rhinoplasty
- \*Three days of surgical facial rejuvenation
- •One day of non-invasive and new technology
- Three days of reconstructive surgery
- Three days of business and practice management
- •Three days of office staff program
- \*Three days of exhibition with nearly 100 companies

www.aafprs.org • info@aafprs.org • (703) 299-9291

courses & meetings \_ employment \_ classifieds \_



Atlanta, GA, USA

Department of Otolaryngology - Head and Neck Surgery

#### **Course Faculty:**

Kavita Dedhia, MD Douglas E. Mattox, MD Malcolm D. Graham, MD N.Wendell Todd, MD, MPH Esther X. Vivas, MD

#### **Temporal Bone Surgical Dissection Courses**

<u>5 Day Courses</u> November 14 - 18, 2016 April 3 - 7, 2017 November 13 - 17, 2017 April 2 - 6, 2018 November 12 - 16, 2018

Fee: \$1800 Physicians in Practice \$1500 Residents (with letter from chief) CME: 45 Category 1 Credits

For more information, please visit our website at: www.otolaryngology.emory.edu or you may email us at: emoryotolaryngology@emory.edu



#### A PROMEDICA

#### JOIN THE PROMEDICA FAMILY

#### Otolaryngologist Opportunity in Toledo, Ohio

ProMedica Physicians Ear, Nose and Throat is seeking highly motivated, personable BC/BE otolaryngologists to join their progressive and expanding practice. The practice consists of five ENT physicians and is the only ENT practice in Toledo with fellowship-trained otolaryngologists in head and neck surgical oncology and neurotology. We offer a full range of services including allergy testing and treatment, and complete audiology and vestibular services including ENG, rotary chair, posturography, and cochlear implantation and mapping.

We are seeking candidates who excel at general ENT or with advanced subspecialty interest and fellowshiptrained in head and neck surgical oncology, laryngology, and neurotology.

- Full employment with ProMedica Physicians
- "Built in" referral base and high volume

• Call shared equally among all members (currently 1:5)

PROMEDICA

- · Trauma call is optional and paid separately
- · Opportunity for teaching residents and medical students
- All members participate in weekly board meetings
- · Competitive compensation and generous benefits package
- Relocation paid up to \$10K
- · Perfect balance of work and lifestyle

#### Please visit www.promedica.org/doctors

Toledo, Ohio is home to an extensive Metropark system, Toledo Zoo, Toledo Museum of Art, and excellent institutions of higher education.

Contact: Denise Johnston, physician recruiter, at 419-824-7445, denise.johnston@promedica.org.

ProMedica is a tobacco-free employer. EOE



Bassett Healthcare Network Bassett Medical Center

#### Otolaryngology

**Bassett Healthcare Network**, a progressive health care network in central New York and major teaching affiliate of Columbia University, is seeking a hospital-employed, full-time BC/BE Otolaryngologist to join as Chief of a busy expanding OHNS practice.

The Division of Otolaryngology-Head & Neck Surgery offers a full range of services including otology, laryngology, facial plastic surgery, sinus surgery, head and neck surgery, research and teaching opportunities. Training in surgical oncology is encouraged but not a requirement.

Bassett Healthcare Network is an integrated health care system that provides care and services to people living in an eight county region covering 5,600 square miles in upstate New York. The organization includes six corporately affiliated hospitals, as well as skilled nursing facilities, community and school-based health centers, and health partners in related fields.

Nestled in the foothills of the Adirondack and Catskill Mountains, Bassett Medical Center is located in Cooperstown, New York, a beautiful resort village on Otsego Lake.

#### For confidential consideration, please contact:

Debra Ferrari Bassett Medical Center One Atwell Road, Cooperstown, NY, 13326 phone: 607-547-6982 • fax: 607-547-3651 email: debra.ferrari@bassett.org or visit our website: www.bassettopportunities.org

EEO Employer



#### Otologist/Neurotologist Massachusetts Eye and Ear

The Department of Otolaryngology at the Harvard Medical School is seeking an Otologist/Neurotologist with special interest in the vestibular system for a clinical and research faculty position at the Massachusetts Eye and Ear. An appointment at the level of Instructor, Assistant Professor or Associate Professor is anticipated, depending upon the level of the candidate's qualifications. The successful candidate must have completed fellowship training in the area of Otology/Neurotology or equivalent expertise, a track record of effective teaching, and is expected to be engaged in clinical, translational, and/or basic research in dizziness, balance or the vestibular system.

Please send inquiries, CV and letters of interest to:

#### Steven D. Rauch, M.D. Professor and Search Committee Chair Department of Otolaryngology Massachusetts Eye and Ear Harvard Medical School 243 Charles Street, Boston, MA 02114 Steven\_Rauch@meei.harvard.edu

The Massachusetts Eye and Ear and Harvard Medical School are Equal Opportunity/Affirmative Action Employers. Women and minorities are encouraged to apply.



#### employment **\_ classifieds \_**



BREAKTHROUGHS FOR LIFE.\*

#### UNMC Otolaryngology Faculty Opportunities

The Department of Otolaryngology – Head and Neck Surgery at the University of Nebraska Medical Center in Omaha, Nebraska is rapidly growing and actively seeking BC/BE physicians with fellowship training in the following subspecialties:

- Head & Neck Surgical Oncology
- LaryngologySleep Medicine
- Pediatric Otolaryngology in affiliation with Children's Hospital & Medical Center

These positions include opportunities for premier educational program teaching, innovative research and extraordinary patient care in a world renowned academic environment.

Faculty members enjoy the benefit of new clinical facilities with a robust general Otolaryngology practice in partnership with subspecialists in neurotology, laryngology, head and neck surgical oncology, facial plastic and reconstructive surgery, rhinology and base of skull surgery, pediatric otolaryngology and allergy. We offer a highly competitive benefits package and rank and salary commensurate with qualifications.

Candidates interested in working within a dynamic and stimulating setting are encouraged to send a current CV to:

Dr. Dwight Jones, Professor and Chair Department of Otolaryngology – Head & Neck Surgery Email: ent@unmc.edu • Phone: 402.559.7978

Individuals from diverse backgrounds are encouraged to apply.

#### Do you have a position, course, or meeting you would like to promote?



#### Head and Neck Surgery Fellowship

The Head and Neck Fellowship is a comprehensive one-year fellowship, encompassing a full spectrum of Head and Neck Oncology, Multidisciplinary management of head and neck cancer patients, with clinical research involvement.

Clinical Focus: Head and Neck Oncologic Surgery, Microvascular Reconstructive Surgery, Skull Base Surgery, Minimally Invasive Endocrine Surgery, Transoral Laser Surgery, Transoral Da Vinci Robotic Surgery, and management of skin cancers, including melanoma, and sentinel lymph node biopsy.

Admission to the fellowship is contingent upon completion of one of the ACGME-accredited residency programs in Otolaryngology, Plastic Surgery or General Surgery and eligibility to sit for board examination in applicant's respective specialty. Applicants must be eligibile for a medical license in the state of Kansas.

All interested candidates should apply via the American Head and Neck Society Match.

www.ahns.info/residentfellow



DEPARTMENT OF OTOLARYNGOLOGY -HEAD AND NECK SURGERY

> Contact: Samantha Hall Senior Coordinator at 913-588-6739 or shall7@kumc.edu www.kuent.info

#### Rhinology and Skull Base Surgery Fellowship

The Department of Otolaryngology-Head & Neck Surgery at the University of Kansas Medical Center has added a new Rhinology and Skull Base Surgery Fellowship and is currently accepting applications for the 2017-2018 academic year.

Under the mentorship of Drs. Alexander Chiu and David Beahm, this one-year fellowship will facilitate exposure to a large volume of sinus and skull base procedures. The fellow will also be afforded tremendous opportunities for clinical and/ or translational research within the department's research program. The fellow will learn medical management of sinonasal disease and otolaryngic allergy practice via experience in outpatient clinics.

Eligibile applicants must have successfully completed an ACGME-accredited Otolaryngology residency training program, are expected to be American Board certified/eligible and must be able to obtain a Kansas and Missouri medical license.

All interested candidates should apply via the SFMatch.

www.SFMatch.org

#### classifieds \_ employment



Ear, Nose Throat Associates of New York, P.C. Hear Better, Breathe Better, Feel Better www.nyents.com



#### Unique

Distinguished Practice for BE/BC Otolaryngologists

#### Advanced

State-of-the-Art Facilities Offering Allergy and Immunology, Audiology, Speech Pathology, and On-Site CT Imaging



Superior Compensation with No Buy-In or Buy-Out

#### **BE PART OF NEW YORK'S PREMIER ENT PRACTICE**

One of the largest and most established private practices in the northeast specializing in all facets of General Otolaryngology, Facial Cosmetic Surgery, Laryngology, and Otology.

A combined workforce of over 200 individuals committed to delivering high-quality medical care in a patient-friendly environment.

Offices conveniently located in Queens, the Bronx, Brooklyn, and Long Island.

For more information contact Carlos Lopez at 516.220.6448 or nyents@optonline.net

\*\*On-site interviews will be available at the AAO-HNSF Annual Meeting & OTO EXPO<sup>SM</sup> in San Diego, CA, September 18 - 20.\*\*

#### employment **\_ classifieds \_**

#### Turn-Key Private Practice South Carolina

25-year practice with large database of dedicated patients finds itself in immediate need of a competent, caring, board-certified/ eligible otolaryngologist. Benefit to physician has been \$500K+ the past several years.

This rare opportunity is for a highly motivated ENT capable of directing their own practice the way they desire. Although my practice concentrated in nose, sinus, and facial surgery; you could tailor yours to your interests. The referral base is broad. I have shared call on the weekends and when needed with 5 other ENTs. Hospital call is compensated. If desired, I could assist you the first year by introducing you to staff, colleagues, and community leaders.

Rock Hill is a bedroom community of Charlotte, North Carolina. We are centrally located between the beach and the mountains. The region offers an abundance of cultural and recreational opportunities. Winthrop University is three miles away. Living is affordable with local Christian schools.

The hospital and Outpatient Surgery Center are across the street. This opportunity is to purchase the practice, not the building. You could lease the furnished building if desired, if it is still available.

If interested, email letter of inquiry to: NoseDocMan@gmail.com

#### **Otolaryngology Opportunity**

#### Southern California, Los Angeles County

Busy ENT practice, with high volume patient referral, is seeking a BC/BE Otolaryngologist. Practice covers all areas of ENT, including Head & Neck Surgery, Audiology/Hearing Aids, and Allergy services.

#### We offer:

- Excellent Salary
- Equally Shared Call Partial Relocation
- Health InsuranceMalpractice InsurancePartial RelocatioReimbursement
- Malpractice InsurancePension Plan
  - Partnership Track
- Paid Vacation

Contact : Donna Olivieri, Practice Administrator Phone: (626-506-1177) E-Mail: entlb@yahoo.com

#### Head & Neck Oncologist North Carolina

Busy eight physician single-specialty ENT private practice is currently seeking a Board Certified/Board Eligible otolaryngologist to join the practice. The practice focuses on quality care and an excellent patient experience at our well-equipped center.

Our physician owned practice is the Otolaryngology Head & Neck Surgery department for Vidant Medical Center and has an affiliation with the Brody School of Medicine at East Carolina University. Ownership interest in SurgiCenter and numerous academic and clinical programs are available at our 900-bed tertiary teaching hospital, the Children's Hospital, the East Carolina Heart Institute and a new \$200 million Cancer Center currently under construction at Vidant Medical Center.

Please send letter of inquiry to: Office Manager Eastern Carolina Ear, Nose & Throat – Head & Neck Surgery, PA P.O. Box 5007, Greenville, NC 27835 252-752-5227 • aventers@easterncarolinaent.com

With a long-standing practice, there is a broad referral base and great opportunity for the physician. Head and neck fellowship is desired but not required. We offer a competitive salary, productivity bonus incentive, generous benefits package, along with partnership opportunities and possible loan forgiveness.

Modern, spacious office includes allergy, audiology, video stroboscopy with speech language pathology and onsite CT. A large university in town offers numerous performing arts events, sports, as well as other activities. The proximity to the coast makes for easy and frequent opportunities to explore and enjoy.



#### THE UNIVERSITY of TENNESSEE

Head and Neck Surgeon – The Department of Otolaryngology Head and Neck Surgery of University of Tennessee Health Science Center is recruiting a Head and Neck Cancer surgeon to lead its Division of Head and Neck Surgery. This individual must have a proven record of collaborative multi-specialty clinical experience, an interest in clinical translational research, be well published, and nationally recognized. Tenure status is negotiable, and the rank of Assistant/ Associate Professor will be offered. Faculty rank is commensurate with education, credentials and experience. The individual will join another surgeon, and be a leader in a large established multispecialty Cancer Treatment Team, The West Group, as well as be closely affiliated with Methodist University Hospital.

Responsibilities include continued development of a strong clinical practice with other members of the Head and Neck Oncology Team, resident and medical student education, and clinical or basic science research.

#### Candidates must be able to obtain a Tennessee medical license.

Letters of inquiry and curriculum vitae should be sent to:

Jerome W. Thompson, M.D., MBA, Chairman Department of Otolaryngology-Head and Neck Surgery The University of Tennessee Health Science Center 910 Madison Avenue, Suite 408 Memphis, TN 38163

Or email to: jkeys@uthsc.edu

The University of Tennessee is an EEO/AA/Title VI/Title IX/Section 504/ADA/ADEA/V institution in the provision of its education and employment program and services.

#### THE UNIVERSITY OF NORTH CAROLINA SCHOOL OF MEDICINE OTOLOGY FELLOWSHIP

The Department of Otolaryngology-Head and Neck Surgery at the University of North Carolina, School of Medicine is pleased to announce the availability of a one-year fellowship in Advanced Otology. This fellowship will focus on development of skills necessary to medically and surgically manage hearing loss, complex chronic ear disease, vestibular disorders, skull base tumors and temporal bone malignancy. The fellowship is ideally suited for the residency graduate that wishes to expand a general otolaryngology practice into more complicated ear surgery.

Our group has the largest cochlear implant center in the United States and a rich and varied chronic ear experience. This is also an aggressive skull base program, typically performing 80-100 lateral skull base cases per year. This fellowship has been active since 2010.

The opening has a start date of July 2016 pending medical licensure in the state of North Carolina. Due to time constraints in obtaining visas, US citizenship is a requirement.

A letter of interest, and curriculum vitae should be sent to:

Harold C. Pillsbury Ill, MD Kevin D. Brown, MD, PhD Director, Otology Fellowship Program 170 Manning Drive, Physicians Office Building, CB #7070 University of North Carolina School of Medicine Chapel Hill, NC 27599-7070 Phone (919) 966-3341 • Fax (919) 966-7941 Email kevin\_d\_brown@med.unc.edu

*The University of North Carolina at Chapel Hill is an equal opportunity/ ADA employer.* 



#### Head and Neck Surgery and Reconstruction Fellowship

The Department of Otolaryngology-Head and Neck Surgery in conjunction with University Hospitals Case Medical Center and the Seidman Cancer Center is proud to continue its competitive one-year Head & Neck Surgery and Reconstruction fellowship beginning **July 2017**. The head and neck surgical team includes **Drs. Pierre Lavertu, Rod Rezaee, Nicole Fowler** and **Chad Zender**.

#### This one year fellowship offers advanced training in:

- Microvascular free tissue transfer
- Over 150 cases per year
- Endoscopic and open skull base surgery
- Minimally invasive head and neck surgery
- Transoral laser and transoral robotic surgery
- Sentinel node mapping for head and neck melanoma

#### Applicant requirements:

- Completion of an ACGME accredited Otolaryngology-Head and Neck surgery residency
- ABO board eligible or certified
- Ohio Medical license eligible

#### Fellowship requirements and opportunities include:

- Clinical duties
- Teaching residents and medical students
- 1-12 call
- Clinical or basic science research
- Participation in our resident microvascular course and skull base workshop
- Travel and presentation at national meetings
- Productivity bonus in line with a **competitive fellowship** salary

#### Please visit <u>http://uhhospitals.org/ENT</u> to view the position online and to submit CV for consideration.

For more information please contact:

Chad Zender, MD, FACS

Associate Professor • Director of Head and Neck Fellowship • Vice Chair of Clinical Affairs and Translational Research University Hospital-Case Medical Center • Department of Otolaryngology-Head and Neck Surgery Chad.Zender@UHhospitals.org • 216-844-5307

#### SOUTH FLORIDA ENT ASSOCIATES

**South Florida ENT Associates**, a fifty-five physician group practice operating in Miami-Dade, Broward and Palm Beach Counties, has immediate openings for full-time ENT Physicians. South Florida ENT Associates is the second largest ENT group in the country and the largest in the state of Florida. We provide full service ENT including Audiology, Hearing Aid Sales, Allergy, Facial Plastics, Robotics and CT services.

We offer an excellent salary/bonus with partnership track, health insurance, paid vacation time, malpractice insurance and CME reimbursement, plus other benefits.

Candidate must have strong clinical knowledge, excellent communication skills, be highly motivated and hardworking.

This position will include both office and hospital settings.

#### **Requirements:**

Board Certified or Eligible preferred MD/DO from approved medical/osteopathy school and graduation from accredited residency program in ENT Current Florida license Bilingual (English/Spanish) preferred Excellent communication and interpersonal skills F/T - M-F plus call For more information about us, please visit <u>www.sfenta.com</u>.

> Contact Information: Contact name: Stacey Citrin, CEO Phone: (305) 558-3724 • Cellular: (954) 803-9511 E-mail: scitrin@southfloridaent.com

# AIC

Arizona Otolaryngology Consultants is seeking to recruit a BC/BE fellowship trained Otologist- Neurotologist interested in joining a growing practice with an established referral base.

AOC, one of the largest single specialty groups in the Valley since 1997, is comprised of 13 physicians and 6 doctors of Audiology. Our group consists of multiple subspecialists, emphasizing all aspects of Otolaryngology/Head & Neck Surgery, including cochlear implant mapping, audiology services, hearing aid sales and CT scanning. We offer patients ease of access at any of our 5 office locations and many surgery options as a result of over a dozen hospital affiliations.

Our physicians are very active in the community and play an integral role in collaborative care. The selected candidate will have an opportunity to participate as a member of Barrow Neurological Institute's Skull Base Team, in addition to assisting in the development of Banner University Medical Center's Head and Neck Institute.

#### Employment opportunities with AOC include:

- Excellent salary with
- Paid time off
- partnership trackCompetitive health benefits
- Malpractice insurance
   OME mimburgers and
- nearth benefits

CME reimbursement

Interested candidates please submit your current CV and letter of interest to:

Alison Scott, Practice Manager 602-476-5019 • Alisons@aocphysicians.com

For more information about our practice, please visit: www.AOCPhysicians.com.

#### Head and Neck Surgical Oncologist/ Microvascular Reconstructive Surgeon FULL-TIME BE/BC FACULTY FELLPSHIP TRAINED FACULTY

The Department of Otolaryngology at UTMB Health in Galveston, Texas is actively recruiting enthusiastic candidates for a full-time position. This job entails opportunities to participate in all aspects of clinical practice, as well as resident and medical student teaching. UTMB Health is undergoing rapid growth as exemplified by the building of two cutting-edge surgical hospitals and the acquisition of a third. With a light call schedule and generous benefits, this is an outstanding opportunity in one of the fastest growing geographic regions in the country. Clinical research is encouraged but not mandatory.

Please direct your Letter of Interest and CV to: Vicente Resto, MD, PhD, FACS Chair, Department of Otolaryngology, UTMB Health 301 University Boulevard, Galveston, TX 77555-0521 Email: varesto@utmb.edu Phone: 409-772-2701



#### Candidates of all backgrounds are encouraged to apply.



#### **Otolaryngology** Call This Top 10 Community Home



- daVinci Robot and the Olympus Video System
- In-office laryngeal biopsies
- New state-of-the-art minor procedure room
- Epic EMR System
- Weekly cancer case conference
- Established, collegial team and support staff
- Physician owned and governed
- Large, established referral network
- One of the least litigious states in the country



EEO/AA Employer/Protected Vet/Disabled

Contact Doug Kenner 866.670.0334 or dkenner@mountainmed.net







#### The Evidence-based Treatment for Persistent Tinnitus

Randomized controlled trials<sup>\*</sup> using the high-quality, standardized Ginkgo biloba extract EGb 761 have demonstrated positive results in relieving tinnitus, compared with placebo or reference drugs. Other RCTs, involving lower-quality ginkgo, have not shown the same results.

The proprietary ginkgo extract used in Arches Tinnitus Formula<sup>®</sup> meets and exceeds EGb 761 in purity and potency. A Certificate of Analysis is available on request.

Arches Tinnitus Formula® is the evidence-based option for treating persistent tinnitus.

Visit our website or contact us to request a Physician's Booklet, patient brochures, and clinical studies.

Arches Natural Products, Inc., est. 1998 Call 800-350-8981 or email md@archesnp.com www.tinnitusformula.com/md



\*See Holstein N. Ginkgo special extract EGb 761 in tinnitus therapy: An overview of results of completed clinical trials. *Fortschr Med* 2001 Jan 11; 118(4): 157-64. Also: Von Boetticher A. Ginkgo biloba extract in the treatment of tinnitus: a systematic review. *Neuropsychiatr Dis Treat* 2011; 7:441-447.