

WELCOME TO THE 2022 AAOA ANNUAL MEETING

Innovate, Evolve and Transform Yourself and Your Practice

Join us in Philadelphia, where we are going back to the Loews for our first hybrid Annual Meeting. Members can choose how to participate. We know 2022 has been a busy year: Some of you are looking forward to the opportunity to meet and learn with peers face-to-face, and some are happy for the opportunity to participate without leaving your practice. Using the Whova app, both options give you a great way to learn the latest trends and network with peers.

For those choosing in person, staying in the AAOA Loews hotel room block will gain you a rebate on your meeting registration fee. You can apply this money to your 2023 dues!

Speaking of trends and learning, we are excited to bring back our ever-popular **Content-Meets-Culture Tours** for Saturday. This is your opportunity to gain some faculty and peer insight into hot clinical topics while also enjoying some of the history and art Philadelphia offers. We encourage early registration to make sure you gain a spot. The following are the Content-Meets-Culture tour topics that will be offered face-to-face (F2F) live and a virtual option:

- ❖ Sublingual Immunotherapy (F2F live)
- ❖ Biologics (F2F live)
- ❖ Laryngeal Allergy and Reflux (F2F live)
- ❖ AFS and CRS TH2 (F2F live)
- ❖ To give Immunotherapy or not? (F2F live)
- ❖ Complex CRS Patient With Severe Allergies (F2F live)
- ❖ Food Allergy (F2F live)
- ❖ Allergy Emergencies (F2F live)
- ❖ Staffing (F2F live and virtual non-walking group)
- ❖ Migraine (F2F live)

As a new, outside the classroom offering, Friday afternoon we will offer our **Amazing Case Race**. Using a scavenger hunt format, teams will travel through Philadelphia in search of clues and solving a typical patient case.

We will kick off Friday with our **Research Forum** moderated by Carlos Ebert, MD and Kenneth Rodriguez, MD from the AAOA Foundation. Join us to support our young investigators and gain insights on state-of-the-art research.

"Pardon the Interruption" will be the fast-paced, high-energy discussion for our hot debates panel. Join Michael Platt, MD, MSc, and our debating teams as they explore issues around SLIT vs SCIT, AERD: Biologics or Aspirin Desensitization, Selective vs Full-House FESS, Middle Turbinates: To Trim or Not to Trim; Oral Steroids, Timing, and ESS; CRS and Long-Term Antibiotics; Allergy Testing: Where Does Component Testing Fit. The audience will vote which side of the debate is more convincing.

"Wait, Wait Do Tell Me" is back. For 2022, Dr. Platt and Dr. Brook will pose questions on Immunotherapy and Dosing from the more recent literature for the esteemed panelists. It will be a great way to get the highlights of the latest journal publications and learn trends in practical immunotherapy.

Clinical medicine stands on the success of the practice. Saturday we will focus on hot topics in the business of medicine.

We will kick off the day with panel discussion around **"Where Sinus Surgery takes Place?"** With limited OR access due

to COVID restrictions, hospital staff limitations, and more, many ENTs are re-thinking how best to manage their surgical case load. Join us for the panel discussion that considers not only which patients and which options, but the challenges inherent in each.

Every new business venture should be vetted. Join our **Shark Tank** focused on Lines of Service. Our practitioners will pitch their idea for how to incorporate a new line of service – from SLIT or audiology to in office imaging and more. Our Investors will vet the ideas through QA. You, our audience, will get to up vote those pitches that make the most sense.

Revenue Management is the soul of a practice. Join Cheyenne Brinson as she explores best practices and shares challenges she has seen in practice to help you overcome those pitfalls.

Staff is your most expensive practice resource. So how do you help maintain your staff and keep them happy? Cheyenne Brinson will explore current staff culture, retention, and hiring trends to give you some market insights. We will also touch on the realities of burn out and solutions to offer some self-counseling options for you and your staff.

As a first-time joint venture, AAOA is partnering with the International Surgical Sleep Society to offer our collective insights in **The Role of the Nose: Impact of Nasal Breathing on OSA**, looking at mouth breathers, not just a social stigma, role of allergy testing and immunotherapy, and medical management of nasal obstruction.

Jennifer Villwock, MD will host a panel focused on managing **smell and taste disorders**, what is new, what works, and how to consider the impact of COVID.

We will pull our Shark Tank Lines of Service concepts and Revenue Management sessions together with a panel discussing the nuances of adding a line of service from staffing–realignment or new skills sets, payer coverage, bill, and tracking, and related challenges and considerations

Our meeting wraps on Sunday with a focus on biologics and where they fit in today's ENT practice. We will kick off with a joint **AAOA-ARS panel** considering **The Future of Rhinology** with lively discussion on current trends and the future direction of our field with emphasis on goals of surgery: minimal, maximal or reboot?, Office-based procedures, Multi-speciality treatment teams (include discussion of biologics), Fellowship training/Neurosinology, and more. Join us to gain some pearls from some of the leaders in the field

Anju Peters, MD, will be our featured BJ Ferguson Lecturer with a focus on **Clinical Treatment of Chronic Rhinosinusitis: Endotypes and Phenotypes**.

Additionally, she will join Jack Krouse, MD, PhD, MBA for his One-on-One session for more insights.

William Reisacher, MD is back as our favorite game show host. This year's game make-over: **AAOA's Biologics version of the Dating Game**. Join Dr. Reisacher and his bachelor/bachelorettes as they explore which biologic is appropriate for which patient and how best to discern.

We will close the meeting with our **Annual Business Meeting**, where you will elect the new Board.

SCHEDULE – AT – A – GLANCE

Sign Up Now for the 2022 Hybrid AAOA Annual Meeting

Registration is open now for the 2022 Annual Meeting. Join us at the Philadelphia Loews for a fast-paced meeting focused on hot topics in clinical care and the business of running an ENT practice post COVID. As our first hybrid Annual Meeting, you can join us live, face-to-face in Philly or join us virtually. WhoVa will be the featured meeting app connecting both audiences to expand your opportunities for networking and learning from your peers.

Those staying in the AAOA room block at the Philadelphia Loews will have their \$295 registration fee rebated back or applied toward their 2022 dues. Staying in the room block

makes meeting attendance easy, without the added need to uber. We are conveniently located within close proximity of the AAOHNSF meetings as well to help you maximize your CME opportunities in Philadelphia.

Like last year, our Annual Meeting will offer live-stream and on-demand content. Some content will be available for self-paced, on-demand viewing prior to the live stream sessions. Live-stream sessions will run from Friday, September 9th to Sunday, September 11th. Some of the live-stream content will be posted for time-limited on-demand access to expand your ability to view everything you want to watch to help your practice.

FRIDAY ♦ SEPTEMBER 9

7:00 am–8:00 am EDT	Examiner Briefing
8:00 am–9:30 am EDT	Fellow Exam
9:30 am–10:00 am EDT	Breakfast with Exhibitors
10:00 am–10:30 am EDT	Research Forum
10:30 am–11:45 am EDT	Pardon the Interruption: The Great Debates
12:00 pm–1:00 pm EDT	Non-AAOA Satellite Event
1:00 pm–1:30 pm EDT	Exhibit Break
1:30 pm–2:30 pm EDT	<i>Wait Wait Do Tell Me</i> Immunotherapy & Dosing
2:30 pm–3:15 pm EDT	Pharmacology vs. Surgery
3:15 pm–3:45 pm EDT	Exhibit Break
3:45 pm–6:15 pm EDT	Scavenger Hunt “Amazing Case Race”

SATURDAY ♦ SEPTEMBER 10

7:00 am–8:00 am EDT	Where Does Sinus Surgery Take Place?
8:00 am–9:00 am EDT	Non-AAOA Satellite Event
9:00 am–9:45 am EDT	Lines of Service SharkTank
10:15 am–10:45 am EDT	Breakfast with Exhibitors
10:45 am–11:45 am EDT	ENT Tonight
11:45 am–12:45 pm EDT	Non-AAOA Satellite Event
12:45 pm–1:05 pm EDT	Changes in “Independent” Practice, Billing, APPs: What You Need to Know
1:05 pm–2:00 pm EDT	Joint AAOA –Surgical Sleep Society Panel: Role of the Nose
2:00 pm–2:30 pm EDT	Exhibit Break
2:30 pm–3:15 pm EDT	Service Lines Panel: Value, Cost, How To in Adding, Managing, Staffing or Other Business of Medicine Panel
3:15 pm–3:45 pm EDT	Smell and Taste Panel
3:45 pm–4:30 pm EDT	Building and Retaining Your Dream Team

SCHEDULE – AT – A – GLANCE

4:30 pm – 4:45 pm EDT	Exhibit Break
4:45 pm – 6:45 pm EDT	Content Meets Culture Tours
7:00 pm – 8:00 pm EDT	Non-AAOA Satellite Event
SUNDAY ♦ SEPTEMBER 11	
7:00 am – 8:00 am EDT	Joint AAOA-ARS Panel: The Future of Rhinology
8:00 am – 9:00 am EDT	Non-AAOA Satellite Event
9:00 am – 10:00 am EDT	BJ Ferguson Lecture: Clinical Treatment of Chronic Rhinosinusitis: Endotypes and Phenotypes
10:00 am – 10:30 am EDT	One-on-One with Jack Krouse, MD, PhD, MBA
10:30 am – 11:00 am EDT	Breakfast with Exhibitors
11:00 am – 11:30 am EDT	Business of Biologics: Dating Game: Biologics Edition
11:30 am – 12:30 pm EDT	Non-AAOA Satellite Event
12:30 pm – 1:00 pm EDT	AAOA Business Meeting

*This is a preliminary schedule and it subject to change.
The final schedule will be posted at www.aaoallergy.org and the Whova app.*

GOALS & OBJECTIVES

Goal of the AAOA CME Program

The AAOA CME program is intended to advance physician competence and performance and is intended to result in improved patient care outcomes.

Overall Annual Meeting Learning Objectives

At the conclusion of the program, attendees should be able to:

- ◆ Recognize and identify the current-evidence based concepts in the evaluation and testing of the allergic rhinitis patient
- ◆ Employ current evidence-based concepts in the treatment and management of the allergic rhinitis patient
- ◆ Apply current evidence-based concepts of the conditions associated with the allergic rhinitis patient
- ◆ Integrate basic science, basic anatomy, epidemiology, genetics, immunology and pathophysiology of allergic disease and associated conditions
- ◆ Recognize trends in current practice management systems



ACCREDITATION INFORMATION

Accreditation Statement

The American Academy of Otolaryngic Allergy is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

AMA Credit Designation Statement

The American Academy of Otolaryngic Allergy designates this live activity for AMA PRA Category 1 Credit(s)[™]. The amount will be determined based on the final agenda. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

ABOHNS Continuing Certification Recognition Statement

Successful completion of this CME activity, which includes participation in the evaluation component, enables the participant to earn their required annual part II self-assessment credit in the American Board of Otolaryngology - Head and Neck Surgery's Continuing Certification program (formerly known as MOC). It is the CME activity provider's responsibility to submit participant completion information to ACCME for the purpose of recognizing participation.

Disclosures

In compliance with ACCME Accreditation Criteria, the American Academy of Otolaryngic Allergy, as the accredited provider of this activity, must ensure that anyone in a position to control the content of the educational activity has disclosed all relevant financial relationships with any commercial interest. All reported conflicts are managed by a designated official(s) to ensure bias-free presentations. A list of financial disclosures will be shared with Annual Meeting participants.

10:00 am–10:30 am

Research Forum

Moderators: Carlos Ebert, MD & Kenneth Rodriguez, MD
Augmenting the pre-recorded scientific abstract presentations posted on the WhoVa App, Dr. Ebert and Dr. Rodriguez will sit down with our featured PI's to explore their studies and how the results impact clinical care. We encourage you to watch the presentations prior to the session and share your questions in the WhoVa App. Research has really been handstrung throughout COVID, and our Research Forum is a special opportunity to give voice to those dedicated to research and the future of otolaryngology.

10:30 am–11:45 am

Pardon the Interruption: AAOA Version

Host: Michael Platt, MD, MSc

Join us for this fast-paced, high-energy debate-style discussion on hot topics in allergy and inflammatory disease. Michael Platt, MD, MSc, and our debating teams will explore the pros and cons around SLIT vs SCIT, AERD: Biologics or Aspirin Desensitization, Selective vs Full-House FESS, Middle Turbinates: To Trim or Not to Trim; Oral Steroids, Timing, and ESS; CRS and Long-Term Antibiotics; Allergy Testing: Where Does Component Testing Fit. The audience will up vote which side of the debate is more convincing.

1:30 pm–2:30 pm

Wait, Wait Do Tell Me:

Dosing & Immunotherapy Version

Hosts: Michael Platt, MD, MSc & Christopher Brook, MD

Panelists: Carlos Ebert, MD, Joshua Levy, MD, Kenneth Rodriguez, MD *Invited*

"Wait, Wait Do Tell Me" is back. For 2022, Dr. Platt and Dr. Brook will pose questions on Immunotherapy and Dosing from the more recent literature for the esteemed panelists. It is a great way to get the highlights of the latest journal publications and learn trends in practical immunotherapy.

2:30 pm–3:15 pm

Pharmacology vs Surgery

Moderators: Meha Fox, MD, Tran Locke, MD

Panelists: Mas Takashima, MD, FACS, Jennifer Villwock, MD, Jivianne Lee, MD, Amber Luong, MD, PhD, FACS

Title: *Resolving Rhinitis: Finding the Balance Between Pharmacologics and Procedures:*

Objectives:

- Understand the different types of rhinitis
- Describe the work-up recommended for the diagnosing of rhinitis
- Highlight the various pharmacologic therapies available
- Evaluate effectiveness of in-office procedures
- Understand how to select appropriate patients for in-office procedures
- Explore tips on how to successfully perform a procedure
- Discuss access to in-office procedures

Description:

Rhinitis is a common medical condition with significant impairment in quality of life. The condition can be classified into three subgroups: allergic rhinitis (AR), infectious rhinitis, and non-allergic rhinitis (NAR) [1] In the United States (U.S.), AR and NAR affect 58 million and 19 million people, respectively. [2] The economic impact of rhinitis can be significant, particularly if untreated as it is a risk factor for comorbidities such as asthma and sinusitis. [1] In the U.S., the direct medical costs for evaluation and treatment of rhinitis rose from \$6.1 billion in 2000 to 11.2 billion in 2005. [3] Treatment of rhinitis is dependent upon etiology and includes avoidance of etiologic triggers, pharmacotherapy, and immunotherapy. [4-5] Newer therapies are being studied, including the use of capsaicin, botox, biologics, and in-office procedures addressing the posterior nasal nerve. [6-9]

Finding the optimal balance between medical therapy and in-office procedures can be challenging. The purpose of this expert panel is to explore the available treatment modalities for management of rhinitis, determine appropriate indications for in-office procedures, and navigate access and billing for these therapies.

3:45 pm–6:15 pm

AAOA Amazing Case Race

Hosts: Dana Crosby, MD, Michelle, Liu, MD, Mona Patadia, MD, Jennifer Villwock, MD

Using a scavenger hunt format, teams will travel through Philadelphia in search of clues and solving a typical patient case.

7:00 am–8:00 am**Where Does Sinus Surgery Take Place?**

Panelists: Dole Baker, MD, Jack Fornadley, MD, Hunter Hoover, MD, Nora Perkins, MD, Bob Puchalski, MD, Gavin Setzen, MD

With limited OR access due to COVID restrictions, hospital staff limitations, and more, many ENTs are re-thinking how best to manage their surgical case load. Join us for the panel discussion that considers not only which patients and which option, but the challenges inherent in each.

9:00 am–9:45 am**AAOA Shark Tank:****Business Concepts to Improve Practice**

Host: Ayesha Khalid, MD, MBA

Every new business venture should be vetted. Join our Shark Tank focused on Lines of Service. Our practitioners will pitch their idea for how to incorporate a new line of service – from SLIT or audiology to in office imaging and more. Our Investors will vet the ideas through Q&A. You, our audience, will get to vote for those pitches that make the most sense.

10:45 am–11:45 AM**“ENT Tonight” the Authoritative Source on ENT Practice Management**

Host: Cheyenne Brinson

Cheyenne Brinson hosts “ENT Tonight” bringing you exclusive practice management insights from the front lines with hot topics on reimbursement issues plaguing allergy practices, the latest in practice efficiencies, and the top items practices must have on their agenda for the year. Featuring special guest interviews from successful ENT practices.

12:45 pm–1:05 PM**Changes in “Independent” Practice, Billing, APPs: What You Need to Know**

Moderator | Presenter: Keith Sale, MD *Invited*

CMS is considering changes in “independent practice”. Join us to learn the latest and how it will impact you and your practice.

1:05 pm–2:00 pm**AAOA-ISSS Joint Panel: Role of the Nose**

Moderator: Nick Busaba, MD

Chair: Brian Rotenberg, MD

Panelists:

Erica Thaler, MD (impact of nasal breathing on OSA)
Marianna Evans, MD (mouth breather, not just a social stigma)
Alpen Patel, MD (medical mgmt of nasal obstruction)
Matthew Patterson, MD (role of allergy testing & Immunotherapy)

As a first-time joint venture, AAOA is partnering with the International Surgical Sleep Society to offer our collective insights in The Role of the Nose: Impact of Nasal Breathing on OSA, looking at mouth breathers, not just a social stigma, role of allergy testing and immunotherapy, and medical management of nasal obstruction.

2:30 pm–3:15 PM**Service Lines: Value, Cost, How To in Adding, Managing, Staffing or Other Business of Medicine Panel**

Panel featuring: Cheyenne Brinson

Building off our Shark Tank, this panel will share pearls from their experience building and growing their practice. Topics will range from service lines, impact on staffing, payer mix, and more. Here is your chance to share topics you would like to ask the panel to discuss. Have a hot topic? Email: meetings@aaallergy.org

3:15 pm–3:45 pm**Smell & Taste**

Moderator: Jennifer Villwock, MD

Panelists Invited: Michelle Liu, MD, Melissa Hertler, MD, William Reisacher, MD

COVID brought smell and taste conditions to the forefront. Join us to learn the latest in diagnosis, management, setting up treatment oils with insights on diagnostic algorithms, accessing treatment oils, and more.



SATURDAY | SEPTEMBER 10

3:45 pm–4:30 pm

Building and Retaining Your Dream Team: How to Hire, Train, and Develop Employees into a High Performing Team and Build a Positive Practice Culture

Presenter: Cheyenne Brinson

Your employees are your largest expense and should be your greatest asset - you can't afford for them not to be. Drawing on over two decades of practice experience, Cheyenne Brinson will share practical, specific techniques for hiring the right people, equipping them to do their job, and retaining them. We will also touch on the realities of burn out and solutions to offer some self-counseling options for you and your staff.

4:45 to 6:45 pm

Content Meets Culture Tours

Join us for this ever-popular unique opportunity to discuss clinical challenges, learn from your peers, and gain practice insights all while discovering what makes Philadelphia the City of Brotherly love and all it has to offer. Each tour will marry a clinical topic with a featured tour. Post-COVID, this is a great way to build your peer network and share your practice challenges and clinical successes with each other.

These are walking tours and will be roughly 1+ miles and over 1.5 hours. Please wear appropriate shoes and clothing.

- ❖ Sublingual Immunotherapy (F2F live)
- ❖ Biologics (F2F live)
- ❖ Laryngeal Allergy and Reflux (F2F live)
- ❖ AFS and CRS TH2 (F2F live)
- ❖ To give Immunotherapy or not? (F2F live)
- ❖ Complex CRS Patient With Severe Allergies (F2F live)
- ❖ Food Allergy (F2F live)
- ❖ Allergy Emergencies (F2F live)
- ❖ Staffing (F2F live and virtual non-walking group)
This "in-house" tour is designed specifically for our virtual audience and those who choose not to walk. Virtual attendees can only participate in this tour.
- ❖ Migraine (F2F live)



Photo credit: Tim Hawk

7:00 am–8:00 am

AAOA-ARS Joint Panel: The Future of Rhinology

Moderator: Jennifer Villwock, MD

Panelists: Dana Crosby, MD, Sandra Lin, MD, Anju Peters, MD, Jim Stankiewicz, MD

Join us for a lively debate into the future treatment of nasal polyps, what will we be doing in 2032 (surgery vs. medical therapy), the role of multispecialty teams, and where teaching rhinology will go and consideration of what we need to do better.

9:00 am–10:00 am

BJ Ferguson Lecture: Clinical Treatment of Chronic Rhinosinusitis: Endotypes and Phenotypes

Presenter: Anju Peters, MD

Chronic rhinosinusitis is a disease near and dear to our hearts. Dr. Anju Peters is honored to give the BJ Ferguson lecture. BJ was a patient advocate and caring for her patients meant the world to her. In her honor, Dr. Peters will share insights into chronic rhinosinusitis, which is important to all of us that take care of patients with this disease.

10:30 am–11:00 am

One-on-One with Jack Krouse

Host: Jack Krouse, MD, PhD, MBA

Guest: Anju Peters, MD

Join Dr. Krouse as he and Dr Peters further explore the role of biologics, nuances of the clinical trials, and the impact on medicine and how we manage rhinologic disease.

11:00 am–11:30 am

Dating Game: The Biologics Edition

Host: William Reisacher, MD

Bachelor: Michael Platt, MD, MSc

Bachelor/Bachelorettes:

Mona Patadia, MD as Dupilumab

Haidy Marzouk, MD as Mepolizumab

Chris Vickery, MD as Omalizumab

Lauren Roland, MD, MSCI as Benralizumab

Join us for this fun approach to learning the nuances of the different biologics available for the management of chronic sinusitis with nasal polyposis – Mechanisms of action, delivery, in-office vs self administered, costs, reimbursement, pre-authorization needs, and more.

12:30 pm–1:00 pm

AAOA Annual Business Meeting

Chair: Michael Platt, MD, MSc, AAOA President

We invite the voting members of the AAOA to join us for this town hall approach to our Annual Business meeting for insight into your AAOA and the culmination of the 2022 leadership year. Watch your email for your proxy ballot to elect your 2022-2023 leadership.

