

NOSEnews

JANUARY 2020



President's Report

Robert C. Kern MD,
FARS

I would like to wish you a Happy Holiday Season! We should all take great pride in another spectacular year for the American Rhinologic Society (ARS). The programs for RhinoWorld and the Fall Meeting in New Orleans were outstanding and we all owe the program committee a big thank you for the great service they provided to our society. One of the best aspects of our meetings is the exposure created for our younger faculty. Many emerging stars were on display this year in Chicago and New Orleans, demonstrating the deep bench of talent in the ARS. I would also like to especially thank our Industry partners, whose support was absolutely essential to the success of both meetings.

Our journal continues to thrive! We should take this time to thank our founding editor, David Kennedy, for the fantastic job creating the journal and nurturing it along to where it sits today as the premier rhinologic journal in the world! David is stepping down this coming year, with Tim Smith transitioning to the editor-in-chief position next Spring. We all look forward to continued success under his leadership.

The Winter Board meeting on January 18, 2020 will include our society retreat. At this event, we will take inventory of our past successes and discuss potential opportunities

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Don't miss the ARS Summer Sinus Symposium in Miami Beach, Florida on July 24-26, 2020! *See details inside.*

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Healthcare Committee and Coding Update

R. Peter Manes, MD, FACS, FARS, Chair, ARS Patient Advocacy Committee (PAC)



In November the Centers for Medicare & Medicaid Services (CMS) issued the CY2020 final rule on the Medicare Physician Fee Schedule (PFS). The Rule goes into effect on January 1, 2020.

Below are some of the rhinology highlights from the CY2020 regulations.

Nasal Sinus Endoscopy Surgeries

CMS has expanded their multiple endoscopy (ME) rules to include CPT code 31231 (Nasal endoscopy, diagnostic, unilateral or bilateral [separate procedure]), as well as the sinus surgery code family, beginning in CY2020. CPT Code 31231 serves as the base procedure for the remainder of the nasal sinus endoscopy codes. These special rules for ME procedures would apply when the nasal sinus endoscopy procedures are billed together for the same patient on the same day. CMS applies the ME payment rules to a code family before ranking the family with other procedures performed on the same day (for example, if multiple endoscopies in the same family are reported on the same day as endoscopies in another family, or on the same day as a non-endoscopic procedure). Under ME, Medicare pays the full value of the highest valued endoscopy plus the difference

between the next highest valued procedure and the base endoscopy.

ARS expressed concern about the ME expansion to nasal sinus endoscopies in our comment letter to CMS last year, explaining we did NOT support the application of ME payment rules if CMS applies a ME and an MPPR reduction on a single claim. The ARS PAC is urging ARS members to monitor their nasal endoscopy services closely as the ME expansion is put into place and will continue to advocate for its repeal.

Evaluation and Management (E/M) Services

CMS is proposing to adopt the following policies for office/outpatient E/M visits effective January 1, 2021:

- Separate payment for the five levels of office/outpatient E/M visit CPT codes, as revised by the CPT Editorial Panel effective January 1, 2021 and resurveyed by the AMA RUC, with minor refinement. This would include deletion of CPT code

99201 (Level 1 new patient office/outpatient E/M visit) and adoption of revised CPT code descriptors for CPT codes 99202-99215;

- Elimination of the use of history and/or physical exam to select among code levels;
- Choice of time or medical decision making (MDM) to decide the level of office/outpatient E/M visit;

Global Surgical Packages

CMS does NOT plan to apply these proposed increases to E/M services in the global surgery codes at this time. They continue to question the appropriate number of E/M services reflected in the values for global surgery procedures and argue that applying these increases could exacerbate relativity issues. ARS, along with the other medical specialty societies, will advocate for this policy to be changed prior to the CY2021 implementation.



9th Annual
**SUMMER
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American Rhinologic Society

Enjoy sunshine and palm trees at the
Best Sinus Course in the World:
Improving Rhinology from Office to OR

July 24-26, 2020
Loews Miami Beach Hotel, FL



Preview of the American Rhinologic Society Spring Meeting at COSM

Joseph Han, MD, FARS, President Elect and Program Chair

The American Rhinologic Society (ARS) Spring Meeting at COSM

will take place on April 23 and 24, 2020, at the Hilton in Atlanta, Georgia. The meeting will feature an impressive and comprehensive scientific and clinical content as over 200 abstracts were submitted for the program committee to review, making it a tough task to choose the best ones for the meeting. Our thanks to the program committee members, some new and some old, who have been able to develop a broad and diverse program. In addition to the oral scientific presentations, we will be having several noteworthy and practical panels throughout the scientific meeting spanning all day on Thursday and Friday afternoon.

The core of the meeting, however, will be superb podium presentations that will cover a wide range of topics, including clinical and basic science lectures in the pathophysiology

of chronic rhinosinusitis (CRS), olfaction research, the role of inflammation in CRS, and interesting emerging treatments for CRS. These scientific oral presentations will be complemented by over 100 posters covering every possible aspect of rhinology, skull base, and allergy/immunology.

We are also currently planning our annual meeting in Boston. Please share with me any ideas or topics you would like for me to consider as a topic for a provocative panel. We plan on having a large international involvement at the annual meeting. I would like to think that the American Rhinologic Society includes Otorhinolaryngologists from all the American countries in North, Central, and South America. Furthermore, the American Rhinologic society is an inclusive rhinology society welcoming any and all international attendees who want to come to our excellent meeting to discuss the latest in rhinology, skull base, and allergy/immunology.

At COSM, in addition to our regular and stimulating CME program, there will be a nonCME activity sponsored by the Women in Rhinology. This breakfast session will be on Thursday morning before the beginning of the ARS scientific sessions. I hope you will seriously consider coming to our COSM spring ARS meeting.

See you in Atlanta!

President's Report, cont'd.

going forward. We will keep the membership abreast of the results of this strategic assessment in the next edition of Nose News.

Lastly, I would like to send sincere Holiday Greetings to all our members and friends. Thank you all and I hope that 2020 brings us even greater success. The ARS wishes you and your loved ones a joyful, healthy and prosperous New Year!



COSM 2020 | April 23-24, 2020 Hilton Atlanta Hotel, Atlanta, GA



International Forum of Allergy & Rhinology Update

Read top research published in the International Forum of Allergy & Rhinology, 2018-2019:

Top 5 Downloaded Articles

1. Highlights of eosinophilic chronic rhinosinusitis with nasal polyps in definition, prognosis, and advancement (DOI: 10.1002/alr.22214)
2. Nasal saline irrigation: a clinical update (DOI: 10.1002/alr.22330)
3. ICAR: endoscopic skull-base surgery (DOI: 10.1002/alr.22326)
4. Microcurrent technology for rapid relief of sinus pain: a randomized, placebo-controlled, double-blinded clinical trial (DOI: 10.1002/alr.22280)
5. Topical antibiotic therapy in chronic rhinosinusitis: an update (DOI: 10.1002/alr.22338)

Top 5 Cited Articles

1. International Consensus Statement on Allergy and Rhinology: Allergic Rhinitis (DOI: 10.1002/alr.22073)
2. A phase 3 trial of mometasone furoate sinus implants for chronic sinusitis with recurrent nasal polyps (DOI: 10.1002/alr.22084)
3. Investigation of the abnormal nasal aerodynamics and trigeminal functions among empty nose syndrome patients (DOI: 10.1002/alr.22045)
4. Corticosteroid nasal irrigations are more effective than simple sprays in a randomized double-blinded placebo-controlled trial for chronic rhinosinusitis after sinus surgery (DOI: 10.1002/alr.22093)
5. Distinct gene expression profiles and regulation networks of nasal polyps in eosinophilic and non-eosinophilic chronic rhinosinusitis (DOI: 10.1002/alr.22083)

Top 5 Shared Articles (as determined by Altmetric score)

1. Induction of smell through transthyroid electrical stimulation of the olfactory bulb (DOI: 10.1002/alr.22237)
2. Etiology of subjective taste loss (DOI: 10.1002/alr.22263)
3. Predictors of efficacy for combination oral and topical corticosteroids to treat patients with chronic rhinosinusitis with nasal polyps (DOI: 10.1002/alr.22431)
4. Hypertonic saline and seawater solutions damage sinonasal epithelial cell air-liquid interface cultures (DOI: 10.1002/alr.22459)
5. ICAR: endoscopic skull-base surgery (DOI: 10.1002/alr.22326)

American Rhinologic Society Approves New Section: Allergy and Immunology in Rhinology

Amber Luong, MD, PhD, FARS, American Rhinologic Society Board of Directors, Chair, ARS Allergy and Immunology in Rhinology Section



The American Rhinologic Society (ARS) Executive Committee and Board of Directors approved the establishment of the Allergy and Immunology in

Rhinology (AIR) Section at the 2019 Annual Meeting in New Orleans, LA. The importance of allergy in sinonasal disease, along with the FDA approval of biologics as an add-on therapy for chronic rhinosinusitis with nasal polyps made the need for an AIR

Section evident. The mission of AIR is to provide educational resources and support to rhinologists involved in clinical care and research in allergy and immunology. All ARS members in good standing are eligible to participate in AIR leadership and activities. Amber Luong, MD, PhD, FARS was elected as its inaugural Chair. Future elections will be held at the 2020 ARS Annual Meeting.

There are several upcoming AIR educational activities scheduled for 2020. On March 7th, Virtual Rhinology V will focus on the medical management of allergy and related

surgical procedures. In addition, AIR will host a panel at the ARS 2020 COSM meeting which will provide an update on clinical immunology in chronic rhinosinusitis. In addition, there will be several AIR offerings at the 2020 Summer Sinus Symposium organized by Sarah Wise, MD, MSCR, FARS. On Friday, there will be a panel on biologics for nasal polyposis and a morning session on both Saturday and Sunday focused on allergy and immunology topics. I hope you all can join us

Summer Sinus Symposium Update

Course Directors: David Greg Davis, MD, FARS, Marc Dubin, MD, FARS, Doug Reh, MD, FARS,

The American Rhinologic Society (ARS)'s 9th Annual Summer Sinus Symposium (SSS) is going to be held in South Beach, Miami, Florida on July 24-26, 2020. The "Best Sinus Course in the World" will take place at the newly renovated Loews Hotel, directly on the beach. This dynamic course is intended for both the general otolaryngologist as well as sub-specialists in rhinology and endoscopic skull base surgery.

If you have not attended the SSS before, it is like no other ARS course. The course is thoughtfully designed to make your practice better, immediately. Leaders in our field, both academic and private practice, will moderate interactive panels to tackle the greatest challenges in rhinology. You will learn about the newest equipment, surgical techniques, medications, and devices to improve the care for your patients.

There will be an emphasis on in-office procedures, surgical coding, social media optimization, management of inflammatory sinus disease, and the newest techniques in skull base surgery.

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SSS On The Beach

*Best Sinus Course in the World:
Improving Rhinology from Office to OR*

July 24-26, 2020

Loews Miami Beach Hotel, FL

International Committee Update

Jose Gurrula II, MD, FARS



The American Rhinologic Society (ARS) International Committee (IC) serves as an advocate for our international members, continuously

seeking novel ways to ensure value and involvement for our colleagues from other countries. Recently, a trio of senior ARS members participated in an ARS-endorsed session in Cape Town, South Africa. Drs. James Palmer (UPENN), Alex Chiu (Kansas) and Bozena Wrobel (USC) served as representatives for the International ARS Sinus Course held at Stellenbosch University and Sunskill Laboratory in Cape Town, South Africa.

Dr. Marc Merven of Stellenbosch University served as co-coordinator, along with other South African leaders in Rhinology. Drs. Palmer, Chiu, and Wrobel joined the other faculty in leading a pre-course webinar followed by a two-day, hands-on sinus course. [A Medtronic International Division grant covered the cost of travel and accommodations for the ARS faculty with additional support for the course obtained via grant funding obtained by Stellenbosch University]. Interactive didactic sessions with complex cases and overviews of state-of-the-art treatment measures served as a prelude to a wet lab experience allowing attendees to perform all level of procedures from basic to expert level of complexity. Participants for webinar and on-site attendees provided excellent feedback for the courses.

As a world leader in rhinology, the ARS proudly recognizes the value of its international diversity and the ability to participate in these international educational exchanges. This 2019 effort represents the first of several international courses that will include a 2020 sinus course in China and a 2021 course in Poland.





Membership Committee Update

Murray Ramanathan, MD, FACS, FARS, Chair, American Rhinologic Society Mentorship Program

The American Rhinologic Society (ARS) mentorship program was created in 2012 through the vision of Peter Hwang, MD, FARS. The program was initiated with the principal goal of growing and mentoring the next generation of leaders in rhinology. I was a mentee in 2012-2014 and greatly valued the guidance and pieces of advice from my mentors Alex Chiu, MD, FARS and Marc Rosen, MD, FARS. The program continued to grow in depth and numbers under the leadership of Abtin Tabaei, MD,

FARS and recently, Ameet Singh, MD, FARS. In the fall of 2019, we made the decision to transition into an official ARS committee to coordinate all ARS mentoring activities under one umbrella. We intend to officially partner with the Women in Rhinology (WiR) Section, Research/Grants Committee, and the Residents/Fellows Committee to foster implementation of these interests.

The ARS mentorship program will now offer the option of mentoring from WiR members, Clinical/Basic Science Researchers, or from academic or private practice rhinologists. Based on feedback

from trainees, our new initiative for 2020 will be to establish a mentoring program for residents and fellows with mentors that are in their first 3 years in practice. As always, success of this program depends on 'matchmaking': the ideal mentor is connected with a best fit mentee based on myriad criteria. Please sign up to participate when formal emails will go out in late December. As a new committee, we welcome interested members to join the committee as we are always looking for novel ideas of how we can better serve the ARS membership. Please feel free to contact me at mramana3@jhmi.edu.

save the date



ARS FELLOWS COURSE: Advance Sinus and Skull Base Surgery Course

Course: May 15-16, 2020
Location: Evanston, IL

Arrival: May 14, 2020 by 5:00pm
Departure: May 16, 2020

Registration: american-rhinologic.org/meetings

ARS Fellows Course Directors

Joseph Han, MD
Eastern Virginia Medical School

Seth Brown, MD
University of Connecticut

Joey Raviv, MD
University of Chicago

Dear Rhinology Fellow,

We would like to invite you to our 2020 Advanced Sinus and Skull Base Course. The course is designed with interactive and practical lectures, a full day of hands-on cadaveric dissection, and networking opportunities with the faculty and your peers. The program has been specifically designed with your needs in mind.

Course: May 15-16, 2020
Arrival: May 14, 2020 by 5:00pm
Location: Evanston, IL

This educational event is sponsored by the American Rhinologic Society, KARL STORZ Endoscopy-America, Inc. and Medtronic.

Hope to see you there!

Joseph Han, MD
HanjK@EVMS.edu



Friends in Research Campaign

We want to express our sincere thanks for the generous donations to the **2019 ARS Friends in Research Campaign**. We again launch our quest to raise money for research with the 2019 ARS Friends in Research Campaign. With your support, we can continue to fund the studies that provide clinical insights valuable to the care of our patients.

In the past, these efforts have helped to establish the ARS and its members as the leaders in rhinologic research. This work not only advances the care of our patients through scientific innovation, but also generates important data establishing the efficacy and cost effectiveness of our care.

In the current financial landscape, this is equally important to ensure that our patients have access to the treatment necessary to address their complaints. We thank you again for your help in this worthy endeavor.

2019 Friends in Research Fund Supporters

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Joshua Levy, MD, FARS

Jonathan Overdeest, MD, PhD

Austin Rose, MD, FARS

Christopher Roxbury, MD

Kristine Smith, MD

Jessica Southwood, MD

Friend

Abdullah Alsharif, MBBS

Gretchen Oakley, MD

As of 12-31-19

ARS Corporate Partners Group

The American Rhinologic Society would like to express our deepest thanks and appreciation to the participants of our Corporate Partners Program. Our corporate partnerships have been invaluable in their support of ARS initiatives to promote excellence in rhinology and skull base surgery. Through our ongoing collaborative relationships, we hope to continue to mutually develop exciting and lasting opportunities for our members to enhance education, investigation, clinical care, and patient advocacy in the future.



The American Rhinologic Society would like to thank our 2019 Corporate Partners Group for their support:

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Benefits of ARS Membership

Membership in the American Rhinologic Society provides critical support that strengthens its ability to speak out on behalf of you, and all those practicing rhinology. The ARS promotes excellence in clinical care, investigation and education in Rhinology.

The ARS is dedicated to providing communication and fellowship to its members through ongoing continuing medical education, economic and social programs.

Your 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. The ARS is dedicated to promoting excellence in clinical care, investigation, education, and patient advocacy in the field of rhinology.

Membership benefits include:

- Complimentary subscription to the Society's prestigious peer-reviewed journal, International Forum of Allergy and Rhinology
- Opportunity to join leadership and participate in standing committees of the Society to develop and implement programs to advance the interests of the specialty
- Networking in the largest group of Rhinologists worldwide
- Discounted meeting registration for the Society's annual meeting
- Information and opportunities for action on legislative and regulatory issues affecting rhinology and sinus surgery
- Member listing on the ARS Membership Directory
- Online services and personal web page on the ARS network
- "Find a Specialist" listing on the ARS web page making you contact information available to patients and referring physicians
- Access to members only section of webpage which includes advocacy, coding strategies, position statements, education and research and much more
- Patient Education Handouts
- Patient and Caregivers section of website
- Webinars and how to videos for members only
- ARS Endoscopic Surgical Dissection Video Series
- Complimentary subscription the Society's newsletter, Nose News
- Discounted rates for educational products and services offered by the Society
- Early access to third-party symposia associated with ARS meetings
- Discounted services and early access to other services and products provided by the Society
- Advocacy and representation on issues that influence the field of rhinology including those that establish physician reimbursement

JOIN AT: <https://www.american-rhinologic.org/NewMember.cfm>

Fellow of the American Rhinologic Society (FARS)

For this issue of Nose News, we would like to encourage all members to explore the possibility of becoming a Fellow of the American Rhinologic Society (FARS). This special membership category is an exceptional way to show your expertise in the field of Rhinology, your dedication to rhinologic practice, and your support of the American Rhinologic Society. Please visit the website, <http://www.american-rhinologic.org/fars> to learn more about the application process and the necessary qualifications. We encourage every ARS member to investigate this option and apply if they are interested. Current ARS members seeking FARS designation can submit a letter of intent, an updated curriculum vitae, a rhinologic case log and sponsorship letters from two FARS members to membership@amrhso.org. Currently there are over 200 FARS members in our society, and we would like our entire membership to be aware of this special distinction. Please inquire about this membership category, especially if you are interested in becoming more involved in the ARS. We look forward to your application!

Forgot to pay your dues? Renew now! Call 973-545-2735, x2 or renew online at <https://www.american-rhinologic.org/NewMember.cfm>



ARS Rhinology Training Council Update

David Poetker, MD, MA, FARS, Chair, ARS Rhinology Training Council

2019 was a very busy year for the Rhinology Training Council (RTC). As of our last update, we had 29 programs apply for

the NeuroRhinology and Advanced Sinus Surgery approval. Those programs were presented to the American Rhinologic Society (ARS) Board of Directors at the Winter Board meeting and all 29 programs were granted Provisional Approval contingent upon the Program Interview.

All 29 Program Interviews were conducted at RhinoWorld Chicago in June. The RTC members were sequestered for two full days to meet with every program director during the meeting. I am very happy to report that we have some great fellowships that are doing a wonderful job training the next generation of rhinologists.

The Program Interviews were scored, and the scores tabulated. In November, the programs were presented to the ARS BOD and all programs that interviewed were approved:

- University of Alberta*
- University of Arizona*
- Medical College of Georgia/Augusta University*
- Cleveland Clinic*
- Emory University*
- Johns Hopkins*
- Indiana University*
- Jefferson University*
- Kaiser Permanente*
- University of Kansas*
- Massachusetts Eye and Ear Infirmary*
- University of Miami*
- Mt. Sinai*
- Medical University of South Carolina*
- Northwestern University*
- New York Presbyterian*
- Oregon Health & Science University*
- University of Pennsylvania*
- University of Pittsburgh*
- Rush*
- Rutgers New Jersey Medical School*
- Stanford University*
- University of Washington*
- UCLA*

- University of North Carolina*
- UT Houston*
- UT Southwestern*
- University of Utah*
- Vanderbilt University*

Congratulations to all the approved programs.

New programs may apply yearly. Applications will be due by July 1 of each year. See the ARS website for more details.

Women in Rhinology Update

At the recent American Rhinologic Society (ARS) Fall Meeting in New Orleans, the Women in Rhinology (WiR) Section, Mentorship Committee, and Residents & Fellows Committee co-hosted a lunch-time lecture given by Maisie Shindo, MD from OHSU entitled "Coaching Resiliency in Residents and Preventing Physician Burnout." The lecture was a huge success and we thank all those who attended! We are working on the final details of the WiR breakfast event at ARS at COSM in

Atlanta, which will be a panel of senior female rhinologists discussing important work and life-related topics. Please stay tuned for further details!

The WiR governing council continues to work on a research grant that will be available within the next year, and is working with the Mentorship committee to revamp the current mentorship program within the ARS. We are also in the process of establishing an ARS WiR research consortium

and invite anyone who might be interested in contributing to join! Lastly, the WiR is still looking for female speakers to add to our speakers bureau, so please email patricia.loftus@ucsf.edu with your areas of interest and expertise.



To keep up-to-date on WiR events and initiatives, please follow us on Twitter (@women_rhinology) and IG (women_in_rhinology).

- Jivianne T. Lee, MD, FARS - Chair: JTlee@mednet.ucla.edu
- Elina Toskala, MD, FARS – Chair Elect: Elina.Toskala@tuhs.temple.edu
- Patricia Loftus, MD, FARS – Information Officer: Patricia.Loftus@ucsf.edu
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- Danielle Warner, MD – Member at Large: Dcwarner7@gmail.com
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