



14th Annual ARS Summer Sinus Symposium

PROGRAM GUIDE







Kevin C Welch, MD, FACS, FARS

# Welcome from the ARS President

#### Dear Colleagues,

On behalf of the ARS, and with great appreciation for the Course Directors, I enthusiastically welcome you to the Summer Sinus Symposium, at the Manchester Grand Hyatt, San Diego, CA, July 10-12, 2025.

Behind the support of Michael Setzen (president of the ARS in 2012) – Rick Chandra and I helped develop the first Summer Sinus Symposium in Chicago. It was rudimentary yet innovative. Over the years, the Summer Sinus Symposium has exploded in popularity – primarily due to the many excellent course directors and the unmatchable

faculty that have reframed, reimagined, and reinvigorated the conference into what it is today: The World's Best Sinus Course! The Summer Sinus Symposium highlights and explores the very core of what we rhinologists do, and that's taking care of patients. By having experts in the ARS give state of the art, yet clinically relevant, talks and by moderating panels that discuss controversies in patient management, attendees have opportunities to stay on the cutting edge of clinical rhinology. Attendees see how research has helped our clinical practice evolve. But most importantly, this is the meeting during which the crème de la crème comes to mix and mingle. It is THE place to learn rhinologic pearls.

Together with our corporate supporters and vendors alike, attendees will have the opportunities to explore the latest technological advancements – whether they be surgical instruments, surgical dressings, image-guidance developments, or state of the art medical therapies. Not only are they present to answer your questions, but they are here to support the ARS as well.

Nothing beats SoCal in the summer, and nothing beats this meeting. Welcome!

Sincerely,

Kevin C Welch, MD, FACS, FARS President, American Rhinologic Society

#### ARS 14TH ANNUAL SUMMER SINUS SYMPOSIUM HIGHLIGHTS:

- Expanded cadaver prosections
- · Keynote address "Al in the Future of Medicine" presented by David Dankes, MD
- Dedicated allergy, skull base, and business of medicine sessions
- · Symposia sessions
- "80's" Night Signature Event

# Welcome from the SSS Course Directors



Naveen Bhandarkar, MD, FARS



Rohit Garg, MD, FARS



Stella Lee, MD



Justin Turner, MD. FARS



Troy Woodard, MD. FARS

Dear Colleagues, Attendees, Vendors, and Corporate Sponsors,

It is our distinct pleasure to extend a warm welcome to you for the American Rhinologic Society's 14th Annual Summer Sinus Symposium, held on July 11-12, 2025, at the prestigious Manchester Grand Hyatt in San Diego.

This year's symposium promises to deliver an exceptional educational experience. We have curated a comprehensive program that will feature interactive panels, live cadaver dissections, and insightful clinical and technical discussions. Our sessions are designed to provide attendees with an in-depth understanding of the latest advancements in rhinology and skull base surgery.

We are excited to offer specialized sessions on key topics, including skull base surgery, allergy, and the business of medicine. Additionally, in response to last year's positive feedback, we will continue to explore emerging trends in rhinology, including innovations in technology and the growing role of artificial intelligence.

Beyond the educational sessions, we are pleased to offer a variety of networking and social opportunities. This is an ideal setting for attendees to connect with industry leaders, fellow professionals, and our valued vendors and sponsors. We are also delighted to host a live band at the hotel's pool deck, providing a lively atmosphere for relaxation and collaboration.

San Diego's vibrant location offers ample opportunities for exploration, with a wealth of activities and culinary experiences awaiting you. We look forward to welcoming you to what promises to be an enriching and unforgettable experience. Your participation will contribute greatly to the success of the ARS Summer Sinus Symposium, and we are excited to see you here!

ARS Summer Sinus Symposium Course Directors:

Naveen Bhandarkar, MD, FARS; Rohit Garg, MD, FARS; Stella Lee, MD; Justin Turner, MD, PhD, FARS; Troy Woodard, MD, FARS



# 2025 Program Information Invited Faculty

Ralph Abi Hachem, MD Omar Ahmed, MD, FARS Nadeem Akbar, MD Khalid Ali, MBChB, MD Mark Arnold, MD Fuad Baroody, MD, FARS Blair Barton, MD Pete Batra, MD, FARS Karen Bednarski, MD, FARS Jeffrey Bedrosian, MD, FARS Michael Benninger, MD, FARS Christopher Bergeron, MD Bradford Bichey, MD Benjamin Bleier, MD, FARS Robert Bridge, MD, FARS Roy Casiano, MD, FARS Yvonne Chan, MD, FARS Rakesh Chandra, MD, FARS Eugene Chang, MD, FARS Nikita Chapurin, MD Do-Yeon Cho, MD Eugene Chu, MD Andy Chua, MBBS John Clinger, MD David Conley, MD, FARS John Craig, MD, FARS Cecelia Damask, DO David Danks, MD Greg Davis, MD, FARS John Christopher Davis, MD Marc Dean, MD Adam DeConde, MD Anthony Del Signore, MD, FARS John DelGaudio, MD, FARS Martin Desrosiers, MD Kara Detwiller, MD, FARS Angela Donaldson, MD, FARS Jay Dutton, MD, FARS Charles Ebert, Jr., MD, FARS Jacob Eide, MD, FARS Alexander Farag, MD, FARS Nvssa Farrell, MD Christine Franzese, MD, FARS Rick Friedman, MD Scott Graham, MD, FARS Stacey Gray, MD, FARS Jessica Grayson, MD Joshua Greene, MD Ashleigh Halderman, MD, FARS Joseph Han, MD, FARS Leah Hauser, MD Andrea Hebert, MD Mamie Higgins, MD Thomas Higgins, MD, FARS Minh Hoang, MD

Karen Hoffman, MD

Peter Hwang, MD, FARS Elisa Illing, MD, FARS Alfred Iloreta, MD Christopher Ito, MD Enrique Iturriaga, MD Aria Jafari, MD Patricia Johnson, MD Ashutosh Kacker, MD David Kennedy, MD, FARS David Keschner, MD, FARS Eyad Khabbaz, MD Ashoke Khanwalkar, MD, FARS Adam Kimple, MD, FARS Anna Kniseley, MD, FARS Nadeem Kolia, MD Keonho Albert Kong, MD Ian Koszewski, MD, FARS Edward Kuan, MD, FARS Devyani Lal, MD, FARS Kent Lam, MD, FARS Andrew Lane, MD, FARS Jivianne Lee, MD, FARS Victoria Lee, MD, FARS Corinna Levine, MD, FARS Jonathan Liang, MD, FARS Alexander Limjuco, MD Michael Lipan, MD David Liu. MD Brian Lobo, MD, FARS Tran Locke, MD Nyall London, MD, FARS Erin Lopez, MD Amber Luong, MD, PhD, FARS Luis Fernando Macias-Valle, MD, **FARS** Chadi Makary, MD, FARS Li-Xing Man, MD, FARS Sonya Marcus, MD Michael Marino, MD, FARS Kashif Mazhar, MD Edward McCoul, MD, FARS Kibwei McKinney, MD Mark Mehle, MD Katie Melder, MD Emily Moldoff, NP, MS Shraddha Mukerji, MD Jayakar Nayak, MD Daniel O'Brien, MD, FARS Erin O'Brien, MD, FARS Osarenoma Olomu, MD, FARS Carolyn Orgain, MD

Randall Ow, MD, FARS

Monica Patadia, MD

James Palmer, MD, FARS

Chirag Patel, MD, FARS

Tapan Patel, MD, FARS

Vijay Patel, MD Zara Patel, MD, FARS Spencer Payne, MD, FARS Annette Pham, MD Jeffrey Paul Radabaugh, MD Roheen Raithatha, MD, FARS Murugappan Ramanathan, MD, FARS Sanjeet Rangarajan, MD, FARS Joey Raviv, MD Amrita Ray, MD Amelia Read, MD Douglas Reh, MD, FARS Kenneth Rodriguez, MD Christopher Roxbury, MD, FARS Lindsey Ryan, MD Madeleine Schaberg, MD Paul Schlach Lepe, MD Theodore Schuman, MD, FARS Brent Senior, MD, FARS Kachorn Seresirikachon, MD Michael Setzen, MD, FARS Liat Shama, MD Kornikiat Snidvongs, MD Alla Solyar, MD, FARS Satyan Sreenath, MD Toby Steele, MD Eric Succar, MD Jeffrey Suh, MD, FARS Bobby Tajudeen, MD, FARS Masayoshi Takashima, MD Jason Talmadge, MD Dennis Tang, MD, FARS Jordan Teitelbaum, MD, FARS Neville Teo, MD Charles Tong, MD, FARS Elina Toskala, MD, FARS Winston Vaughan, MD, FARS Ryan Vaughn, MD Maria Veling, MD Eugenia Vining, MD Danielle Warner, MD, FARS Brian Weeks, MD Kevin Welch, MD, FARS Andrew White, MD Bradford Woodworth, MD, FARS Arthur Wu, MD, FARS Carol Yan, MD William Yao, MD, FARS David Yen, MD Michael Yim, MD, FARS Frederick Yoo, MD

FARS: Fellow of American Rhinologic Society

#### PROGRAM COMMITTEE

Noel Ayoub, MD Sei Chung, MD Rijul Kshirsagar, MD Justin McCormick, MD Isaac Schmale, MD, FARS Daniel Spielman, MD Michael Yong, MD

#### ARS EXECUTIVE COMMITTEE

PKevin Welch, MD, FARS President

Amber Luong, MD, PhD, FARS President-Elect

R. Peter Manes, MD, FARS Secretary

Benjamin Bleier, MD, FARS *Treasurer* 

Marc Dubin, MD, FARS First Vice President

Jivianne Lee, MD, FARS Second Vice President

Pete Batra, MD, FARS Immediate Past President

Michael Stewart, MD, MPH, FARS Executive Vice President

Brent Senior, MD, FARS VP Development and Strategic Initiatives

#### ARS BOARD OF DIRECTORS

Seth Brown, MD, FARS
Jean Kim, MD, FARS
Nyall London, MD, FARS
Elina Toskala, MD, FARS
Eric Wang, MD, FARS
Marilene Wang, MD, FARS
Edward Kuan, MD, FARS
(Education Coordinator)
Timothy Smith, MD, FARS
(Ex-Officio Member)

# ARS Summer Sinus Symposium Industry Symposia, Product Theater, & Ancillary Sessions

#### Thursday, July 11, 2025

4:00 pm - 7:00 pm

Stryker ENT Cadaveric Lab Location: Grand Hall D

Title: "Stryker ENT Cadaveric Lab"

Description: Experience hands-on physician training utilizing cadaveric specimen and head models, with the support of physician consultants. This local lab experience introduces Stryker technologies and products, with customized hands-on training featuring the entire Stryker ENT portfolio and surrounding Stryker technologies.

**Speakers:** Joshua Greene, MD; Amelia Read, MD; Ryan Vaughn, MD; Brian Weeks, MD This is non-CME event sponsored by Styker ENT. It is neither sponsored nor endorsed by the ARS.

5:00 pm – 7:00 pm **Faculty Reception** Bayview, 32nd Floor *By Invitation Only* 

## Friday, July 11, 2025

7:00 am - 8:00 am

Sanofi / Regeneron Breakfast Product Theater

Location: La Jolla AB

**Title:** Explore Sustained Control in CRSwNP **Description:** To educate physicians on Dupixent

and its FDA approved use in CRSwNP **Speaker:** David Yen, MD

This is a non-CME event sponsored by Sanofi / Regeneron. It is neither sponsored nor endorsed by

the ARS.

12:15 pm - 1:15 pm

**GSK Lunch Product Theater** 

Location: Hillcrest ABCD, 3rd Floor, Seaport

Tower

**Title:** "What's Driving Recurrent Disease in Your Patients? Targeting Eosinophils with a Biologic as an Option For Patients with Chronic Rhinosinusitis with Nasal Polyps"

**Description:** The program will review the clinical trial evidence for the use of a biologic, a nonsurgical trewatment option, in adult patients with CRSwNP. The presentation will incorporate a patient case and discuss the role of eosinophilic inflammation in recurrent nasal polyps.

Speakers: Robert Kern, MD, FARS and Jivianne

Lee, MD, FARS

This is non-CME event sponsored by GSK. It is neither sponsored nor endorsed by the ARS.

5:30 pm - 6:30 pm

Industry Thank You Reception Grand Hall A – Exhibit Hall

By Invitation Only

6:30 pm - 9:00 pm

Signature Event - 80's Night!!

4th Floor Pool Deck

#### Saturday, July 12, 2025

7:00 am - 8:00 am

Amgen / AstraZeneca Breakfast Product

Theater

Location: La Jolla AB

**Title:** "Investigating Epithelial-Driven Inflammation in CRSwNP: A New Perspective

From the Top of the Cascade"

Speakers: Joseph Han, MD, FARS; Andrew

White, MD

This is non-CME event sponsored by Amgen / AstraZeneca. It is neither sponsored nor endorsed by

the ARS.

12:15 pm - 1:15 pm

**Neurent Medical Lunch Symposium** 

Location: La Jolla AB

Title: Elevating PNN in Your Practice

Description: Discover how to integrate

NEUROMARK Posterior Nasal Nerve (PNN)

ablation into your practice to enhance patient
outcomes and expand treatment offerings. This
session will highlight new clinical evidence,
patient identification strategies, and real-world
implementation tips from leading ENT
specialists. Learn how elevating your approach
to PNN can bring meaningful relief to chronic
rhinitis patients while advancing the scope of
your practice.

**Speaker:** Jeffrey Bedrosian, MD, FARS This is non-CME event sponsored by Neurent Medical. It is neither sponsored nor endorsed by the ARS.

5:30 pm - 6:30 pm

Women in Rhinology Event

Bayview, 32nd Floor

"Developing Organizational Savvy and Negotiating the Organizational Matrix"

Supported by Stryker

6:00 pm - 6:45 pm

# Rhinologists in Private Practice Event Business Meeting

"Growing your business in an adverse economic environment - learnings and perspectives from a

turnaround CEO"
Speaker: Scott Vertrees
La Jolla AB, 2nd Level

6:45 pm - 7:30 pm

Rhinologists in Private Practice Networking Event

Old Town AB

Supported by Medtronic

7:00 pm - 8:00 pm

#### Rhinology Advanced Practice Providers Event

Balboa AB, 2nd Level

Introduction of the founding members of the Rhinology Advanced Practice Providers and overview of their goals with an opportunity to meet and network with APPs working in rhinology/otolaryngology and with MDs interested in integrating APPs into their practice. Supported by Advanced RX Compounding Pharmacy

# Visit with ARS Exhibitors and be entered to win prizes!

Visit with our exhibitors and earn a chance to win an iPad, Apple Watch, or Apple Air Pods. Each registered attendee (with the exception of spouses, guests, children under the age of 16, and exhibitors), will be given a raffle card for the Apple prizes. Drop by and visit each exhibitor and get your raffle card stamped. Once you have collected all the stamps, complete and sign the card and turn it in to the ARS staff at the Registration Desk. All raffle tickets must be turned in by 2:00 pm on Saturday, July 12th. The drawing will take place at 3:00 pm in the Exhibit Hall (Grand Hall A). Gift cards will be given out during the breaks and lunches. You must be present to win. Good Luck!

The ARS will retain control over the use of Educational Grants, and implement safeguards designed to ensure that educational programs are non-promotional and free from commercial influence and bias. All ancillary industry sponsored events are non-CME. They are neither sponsored by, nor endorsed by the ARS.

# **General Information**

#### **REGISTRATION HOURS**

Thursday, July 10: 2:00 pm - 6:30 pm Friday, July 11: 7:00 am - 5:00 pm Saturday, July 12: 7:00 am - 3:30 pm

# **Registration Substitution & Cancellation Policies**

**SUBSTITUTIONS:** Substitution of one individual for another is not allowed.

**MEETING CANCELLATION: Requests for refunds must be made in writing.** There is a \$50 handling fee for ALL returned checks. There is a 100% refund made prior to June 10, 2025. For cancellations received after June 10, 2025, there will be no refunds.

#### Maintenance of Certification (MOC)

The American Board of Otolaryngology actively sponsors and manages the Maintenance of Certification program, details of which can be found at www.aboto.org. As a service to both the American Rhinologic Society and the Otolaryngology community at large, the *ARS 2025 Summer Sinus Symposium* will offer education regarding the MOC process, and much of the course content will be relevant to rhinologic components of the MOC examinations.

#### **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 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity. CME must be claimed within 90 days of the meeting per our ACCME Guidelines that we are required to follow.

## **Optional Events**

Sponsored breakfast and lunch are included with registration. To help us ensure accurate food and beverage counts, *you will be asked which events you plan to attend.* 

#### **EXHIBIT HALL HOURS**

Friday, July 11: 7:00 am - 3:00 pm Saturday, July 12: 7:00 am - 3:30 pm

**NOTE:** Registration will be located at the Manchester Grand Hyatt. Badges must be worn to enter meeting rooms and exhibit hall. *Children under the age of 16 are not permitted in the exhibit hall.* Breakfast, lunch and coffee breaks will be served in the Exhibit Hall on Friday and Saturday. We encourage networking with our valuable exhibitors to learn about new technologies in our field.

## **Housing Information**

We have secured excellent discounted rates at the Manchester Grand Hyatt for participants attending the meeting. To obtain the necessary amount of meeting and exhibit space at the Manchester Grand Hyatt, the ARS must commit to using a minimum number of guest rooms. If that commitment is not met, the ARS will incur significant financial penalties and it will cause a major impact on the future programs that ARS is able to offer. By booking your room at the Manchester Grand Hyatt you will help ARS meet their hotel obligation. We thank you in advance for your assistance.

#### **Manchester Grand Hyatt**

1 Market Place, San Diego, CA 92101

Room Rate: Starts at \$349 per night, plus taxes

Reservations Deadline: June 19, 2024 by 5:00 pm or when room block sells out, whichever comes first.

#### Housing:

https://www.hyatt.com/en-US/group-booking/SANRS/G-ARSS

# **Registration Questions**

Phone: 973-545-2735

**Email:** wendi@american-rhinologic.org or tammy@american-rhinologic. org. Confirmations will be sent within 10 working days. Individuals who require special assistance should contact Wendi Perez at wendi@american-rhinologic.org or 973-545-2735, ext. 4105.



# 2025 ARS SUMMER SINUS SYMPOSIUM SUPPORT

The American Rhinologic Society gratefully acknowledges the following companies for their support of the 14th Annual Summer Sinus Symposium.

# **EXHIBITORS**

3-D Matrix

Acclarent, An Integra Lifesciences Company

Advanced RX Compounding Pharmacy

Aerin Medical

Amgen / Aztra Zeneca

Amgen / Aztra Zeneca Medical

Brainlab

Carestream Dental, LLC

Cascade Specialty Pharmacy

**GSK** 

Hemostasis Fiagon

KARL STORZ United States

Medical Center Specialty

Pharmacy

Medtronic

NeilMed

Neurent Medical

Olympus America Inc.

Prosidio

Sanofi Regeneron

Smith+Nephew

Stryker

Sutter Medical Technologies,

USA

**Tungsten Medical Network** 

# **SUPPORTERS**



sanofi

**REGENERON**°

**Gold Sponsor** 

**Gold Sponsor** 

# *s*tryker

**Gold Sponsor** 



**Silver Sponsor** 

**Medtronic** Silver Sponsor

Acclarent an Integra Lifesciences Company Medtronic

**Grant Support** 

Acclarent an Integra Lifesciences Company
Aerin Medical | Hemostasis Fiagon | Medtronic
Neurent Medical | Olympus America Inc. | Stryker
In Kind Equipment / Product

Sanofi Regeneron Meeting WiFi

# Women in Rhinology

"Developing Organizational Savvy and Negotiating the Organizational Matrix" Stryker

Rhinologists in Private Practice Business Mtg & Cocktail Hour Medtronic

Rhinology Advanced Practice Providers Event
Advanced RX Compounding Pharmacy

## Thursday, July 10, 2025

4:00 pm - 7:00 pm

Stryker Dissection Lab - Grand Hall D

5:00 pm - 7:00 pm

Faculty Reception in Bayview

Friday, July 11, 2025 General Session Grand Hall B 7:45 am – 5:30 pm

Time/Topic

7:00 am - 7:45

Sanofi Regeneron Breakfast Product Theater

La Jolla AB, 2nd Level

7:00 am - 7:45

Breakfast with Exhibitors in Grand Hall A

7:45 am - 8:00 am

Welcome

8:00 am - 8:45 am

**Practice Evolution: Transformative Insights to Elevate Your Practice** 

- Identify the major advancements in clinical care, technology, and patient management that have influenced practice evolution over the past five years
- Discuss emerging tools, techniques, and approaches that have become integral to optimizing patient outcomes
- Explore the latest research, evidence, and practical aspects of how the evolution of surgical tools, instruments, and techniques have enhanced your practice
- Engage in interactive discussion on how these advancements in addressing refractory sinus disease and improving quality of life

8:45am - 09:30 am

Pushing the Boundaries of In-Office Rhinology Procedures

- · Learn different anesthesia techniques available to perform in-office rhinology procedures
- Understand specific instrumentation needed for simple and complex procedures performed in the office
- Gain exposure to techniques used to obtain hemostasis during in-office rhinology procedures

9:30 am -10:15 am

When Things Go Wrong: Managing Sinus Surgery Complications

- Learn evidence-based strategies to minimize risks during sinus surgery, including proper surgical planning, anatomical assessment, and intraoperative techniques
- Gain proficiency in managing complications as they arise during surgery, such as hemostasis for bleeding, repair of mucosal injuries, and response to orbital or cranial complications
- Participate in case-based discussions featuring challenging sinus surgery complications, with a focus on decision-making and problem-solving
- · Learn how to document complications and manage medicolegal risks effectively

Moderator/Speaker

**Panelists** 

Naveen Bhandarkar, MD Rohit Garg, MD, FARS Stella Lee, MD Justin Turner, MD, FARS Troy Woodard, MD, FARS

Brent Senior, MD, FARS

Roy Casiano, MD, FARS David Kennedy, MD, FARS Kevin Welch, MD, FARS

Greg Davis, MD, FARS

John Del Gaudio, MD, FARS Kent Lam, MD, FARS Tran Locke, MD, FARS Arthur Wu, MD, FARS

James Palmer, MD, FARS

Ralph Abi Hachem, MD Pete Batra, MD, FARS Angela Donaldson, MD, FARS David Kennedy, MD, FARS

Time/Topic **Panelists** Moderator/Speaker 10:15 - 10:45 Break with Exhibitors in Grand Hall A 10:45 am -11:30 am Unlocking the Controversies: Critical Questions and Debates on Utilization Rakesh Chandra, MD, FARS Amber Luong, MD, PhD, FARS of Biologics Cecelia Damask, DO Compare biologics to traditional therapies like nasal corticosteroids and Martin Desrosiers, MD surgery in terms of effectiveness and patient outcomes Joseph Han, MD, FARS · Debate the appropriateness of biologics in the perioperative period · Determine the aspects of who is best suited to be prescribing biologics · Examine patient selection criteria for biologic therapy and the challenges of personalized medicine in CRS treatment 11:30 am - 12:15 pm Keynote Lecture: David Danks, MD Al in the Future of Medicine Professor of Data Science, Philosophy, & Policy Chair, Faculty Council, HDSI University of California, San Diego 12:15 pm - 1:15 am **GSK Lunch Product Theater** Hillcrest ABCD, 3rd Level 12:15 pm - 1:15 pm Lunch with Exhibitors in Grand Hall A 1:15 pm - 2:00 pm Refractory Sinusitis: The Next Steps in Challenging Cases David Conley, MD, FARS John Craig, MD, FARS · Analyze complex, real-world case studies to determine appropriate diagnostic Corinna Levine, MD, FARS work-ups and management strategies David Liu, MD · Explore options in surgical intervention escalation versus medical therapy, Bradford Woodworth, MD, FARS including biologics and immunotherapy · Use interactive case scenarios to differentiate between different types of refractory sinusitis · Discuss the role of patient comorbidities e.g., asthma, allergy, immunodeficiency) in Modifying treatment strategies for refractory sinusitis 2:00 pm - 2:45 pm Mastering Rhinologic Procedures: Technical Pearls for In-Office and OR Techniques Douglas Reh, MD, FARS Leah Hauser, MD • Demonstrate applications of new in-office/OR procedures for nasal obstruction, Moderator Dissector rhinitis, and chronic rhinosinusitis · Explain the technique, patient selection, and step-by-step procedure for performing these procedures · Identify, manage, and prevent potential complications related to new technologies for in-office/OR procedures Discuss the benefits, limitations, and evidence supporting these new

Break with Exhibitors in Grand Hall A

technological procedures and ways to optimize outcome

• Encourage participants to think creatively about solving complex problems

in rhinology

•	•	
Time/Topic	Moderator/Speaker	<u>Panelists</u>
<ul> <li>3:15 pm - 4:00 pm</li> <li>Cough Chronicles: A Deep Dive into Difficult Postnasal Challenges</li> <li>Master diagnostic approaches to chronic cough, review typical/atypical etiologies and diagnostic tools</li> <li>Discuss the mechanisms of cough reflex hypersensitivity and its triggers in the upper airway</li> <li>Explore evidence-based management strategies for postnasal drainage-related cough</li> <li>Explore the role of superior laryngeal nerve injections for cough suppression in cases of cough reflex hypersensitivity</li> </ul>	Michael Benninger, MD, FARS	Patricia Johnson, MD Ashoke Khanwalker, MD, FARS Liat Shama, MD Eric Succar, MD
<ul> <li>4:00 pm - 4:45 pm</li> <li>Navigating the Frontal Frontier: Cutting-Edge Surgical Techniques</li> <li>Provide technical pearls in performing advanced procedures for refractory frontal sinus disease</li> <li>Review demonstrations of mucosal flap creation, stent placement, and challenging frontal sinus dissections</li> <li>Recognize common complications, such as restenosis or infection, and learn how to address them effectively</li> <li>Discuss the indications, types, and placement techniques of stents for maintaining frontal sinus patency in challenging cases</li> </ul>	Jivianne Lee, MD, FARS	Thomas Higgins, MD, FARS Erin O'Brien, MD, FARS Spencer Payne, MD, FARS Kornkiat Snidvongs, MD, PhD
<ul> <li>4:45 pm - 5:30 pm</li> <li>Beyond the Basics: Advanced Techniques for Nasal Obstruction</li> <li>Discuss the impact of various structural abnormalities (such as caudal (in database) septal deviations, nasal valve collapse, and other anatomic variations) on nasal obstruction</li> <li>Provide strategies for addressing caudal septal deviations</li> <li>Identify appropriate candidates for functional septorhinoplasty for complex nasal obstruction</li> <li>Practice diagnostic and surgical planning for real-world scenarios, including when and how to escalate to advanced techniques like septorhinoplasty</li> </ul>	Jay Dutton, MD, FARS	Khalid Ali, MBChB, MD Eugene Chu, MD Michael Yim, MD
5:30 pm - 6:30 pm Industry Thank You Event in Grand Hall A 6:30 pm - 9:00 pm Signature Event – "80's Night – 4 <sup>th</sup> Floor Pool Deck		
Friday, July 11, 2025 New and Emerging Topics - Breakout Room Grand Hall D 1:15 pm - 5:30 pm		
12:15 pm - 1:15 am  GSK Lunch Product Theater - Hillcrest ABCD, 3rd Level		
12:15 pm - 1:15 pm Lunch with Exhibitors in Grand Hall A		
1:15 pm - 2:00 pm  Rhinology Shark Tank: Big Ideas, Big Impact  Learn to critically assess research ideas based on feasibility, innovation and potential clinical or scientific impact  Participate in interactive discussions where peers and experts provide feedback on proposed research ideas  Recognize how working with cross-disciplinary teams, including engineers, statisticians, and industry experts, can enhance research outcomes	Carol Yan, MD	Paramesh Gopi, PhD Peter Hwang, MD, FARS Enrique Iturriaga, MD Victoria Lee, MD, FARS

2:00 pm - 2:45 pm  The All Revolution in Rhinology: Transforming Practice Today and Tomorrow  • Discuss how Al algorithms analyze clinical data and imaging to support decision-making in minologic practice  • Evaluate case studies where Al has been effectively integrated into rhinologic care for improved accuracy and efficiency  • Understand challenges such as data quality, algorithm bias, and the ethical considerations of All implementation in clinical settings  • Discuss best practices for integrating Al tools into clinical practice, including team training and patient education  2:45 pm -3:15 pm  Break with Exhibitors in Grand Hall A  3:15 pm -4:00 pm  From Exam Room to Zoom: Best Practices in Telemedicine Rhinology  • Peview case studies highlighting both successful and problematic telemedicine consultations to understand its impact on patient outcomes  • Discuss how telemedicine consultations to understand its impact on patient outcomes  • Discuss chronological solutions to enhance telemedicine capabilities, such as patient-operated endoscopic devices and Al-supported assessments  • Learn how to blend telemedicine and in-person visits effectively to enhance care delivery without compromising diagnostic accuracy  4:00 pm -4:45 pm  The Sinus Microbiome: A New Era for CRS and Targeted Therapies  • Learn how net-generation sequencing is used to understand microbial perturbations and infections in patients with chronic sinus infections  • Discuss energing therapies targeting the nasal microbiome, including probiotics, topical antibiotics, and bacteriotherapy  • Discuss energing therapies trageting the nasal microbiome, including probiotics, topical antibiotics, and bacteriotherapy  • Discuss energing therapies trageting the nasal microbiome, including probiotics, topical antibiotics, and bacteriotherapy  • Discuss energing therapies trageting the nasal microbiome, including probiotics, topical antibiotics, and bacteriotherapy  • Discuss energing therapies trageting the nasal microbiome, including antibiotic resi	Time/Topic	Moderator/Speaker	<u>Panelists</u>
De Care Provided in Althrology: Transforming Practice Today and Tomorow  Discuss brow Algorithms analyse clinical data and imaging to support decision-making in thinologic practice  Evaluate case studies where A has been effectively integrated into thinologic care for improved accuracy and efficiency  Understand challenges such as data quality, algorithm bias, and the ethical considerations of Al implementation in clinical settings  Discuss best practices for integrating Al tools into clinical practice, including team training and patient education  2.45 pm – 3.15 pm  — 3.15 pm — 3.15 pm  — 3.15 pm and patient education  3.15 pm – 3.15 pm brown to Zoom: Best Practices in Telemedicine Rhinology  From Exam Room to Zoom: Best Practices in Telemedicine Rhinology  Rower Case suckers highlighting both successful and problematic telemedicine consultations to understand its impact on patient outcomes  Discuss brown the emedicine can integrate with traditional in-office visits to optimize patient outcomes  Discuss brown devices and Al-supported assessments  Learn how to blend telemedicine and in-pareno visits effectively to enhance care delivery without componising diagnostic accuracy  4.00 pm - 4.45 pm  The Sinus Milcrobiome: A New Era for CRS and Targeted Therapies  The Sinus Milcrobiome: A New Era for CRS and Targeted Therapies  Discuss benthed piperapies angling the nase individual problematic and problematic and in-pareno visits effectively to enhance care delivery without componising diagnostic accuracy  4.00 pm - 4.45 pm  Discuss chiral applications and inflations in discince personalize microbiome-based therapies  Discuss emerging therapies angling the nase individual problematics, and bacteriotherapy  Discuss chiral applications and inflations of different testing modalities and how to choose the appropriate test for specific clinical scenarios  Discuss the optimization  Discuss the optimization and implications of platelet-fich plasma in treating olfactory dystunction  Understand has advantages and limitations			
Break with Exhibitors in Grand Hall A  3:15 pm – 4:00 pm  From Exam Room to Zoom: Best Practices in Telemedicine Rhinology  From Exam Room to Zoom: Best Practices in Telemedicine Rhinology  Review case studies highlighting both successful and problematic telemedicine consultations to understand its impact on patient outcomes  Discuss the velemedicine can integrate with traditional in-office visits to optimize patient outcomes  Discuss technological solutions to enhance telemedicine capabilities, such as patient-operated endoscopic devices and Al-supported assessments  Learn how to blend telemedicine and in-person visits effectively to enhance care delivery without compromising diagnostic accuracy  4:00 pm - 4:45 pm  The Sinus Microbiome: A New Era for CRS and Targeted Therapies  Learn how next-generation sequencing is used to understand microbial perturbations and infections in patients with chronic sinus infections  Publicuss emerging therapies targeting the nasal microbiome, including probiotics, topical antibiotics, and bacteriotherapy  Discuss clinical applications and limitations in talloring personalize microbiome-based therapies  Explore potential long-term consequences, including antibiotic resistance, unintended microbial imbalances and safety concerns  4:45 pm - 5:30 pm  The Science of Scent: Practical Insights in Olfactory Dysfunction and the Evidence for Novel Treatments  Understand the advantages and limitations of different testing modalities and how to choose the appropriate test for specific clinical scenarios  Discuss the key components of a smell clinic, including equipment, staffing, and patient flow optimization  Discuss the potential risks, benefits, and limitations of platelet-rich plasma in treating olfaciopy dysfunction  Understand how incovations in smell science are shaping the future of patient care and therapeutic interventions  5:30 pm -6:30 pm  Industry Thank You Event in Grand Hall A	<ul> <li>The Al Revolution in Rhinology: Transforming Practice Today and Tomorrow</li> <li>Discuss how Al algorithms analyze clinical data and imaging to support decision-making in rhinologic practice</li> <li>Evaluate case studies where Al has been effectively integrated into rhinologic care for improved accuracy and efficiency</li> <li>Understand challenges such as data quality, algorithm bias, and the ethical considerations of Al implementation in clinical settings</li> <li>Discuss best practices for integrating Al tools into clinical practice, including team training and patient education</li> </ul>	Bobby Tajudeen, MD, FARS	Sanjeet Rangarajan, MD, FARS
From Exam Room to Zoom: Best Practices in Telemedicine Rhinology  Review case studies highlighting both successful and problematic  telemedicine consultations to understand its impact on patient outcomes  Discuss how telemedicine can integrate with traditional in-office visits to optimize patient outcomes  Discuss technological solutions to enhance telemedicine capabilities, such as patient-operated endoscopic devices and Al-supported assessments  Discuss technological solutions to enhance telemedicine capabilities, such as patient-operated endoscopic devices and Al-supported assessments  Discuss technological solutions to enhance telemedicine capabilities, such as patient-operated endoscopic devices and Al-supported assessments  Discuss technological solutions to enhance telemedicine capabilities, such as patient-operated endoscopic devices and Al-supported assessments  The Sinus Microbiome: A New Era for CRS and Targeted Therapies  Deveno CRS, MD, FARS  Yvonne Chan, MD, FARS  Omar Ahmed, MD, FARS  Omar Ahmed, MD, FARS  Do-Yeon Cho, MD  John Craig, MD, FARS  Martin Desrosiers, MD  Portine Chan, MD, FARS  Do-Yeon Cho, MD  John Craig, MD, FARS  Martin Desrosiers, MD  The Science of Scent: Practical Insights in Olfactory Dysfunction and the Evidence for Novel Treatments  Discuss the key components of a smell clinic, including equipment, staffing, and patient flow optimization  Discuss the key components of a smell clinic, including equipment, staffing, and patient flow optimization  Discuss the potential risks, benefits, and limitations of platelet-rich plasma in treating olfactory dysfunction  Understand how innovations in smell science are shaping the future of patient care and therapeutic interventions  1. Understand how innovations in smell science are shaping the future of patient care and therapeutic interventions			
The Sinus Microbiome: A New Era for CRS and Targeted Therapies  Learn how next-generation sequencing is used to understand microbial perturbations and infections in patients with chronic sinus infections  Discuss emerging therapies targeting the nasal microbiome, including probiotics, topical antibiotics, and bacteriotherapy  Discuss clinical applications and limitations in tailoring personalize microbiome-based therapies  Explore potential long-term consequences, including antibiotic resistance, unintended microbial imbalances and safety concerns  4:45 pm - 5:30 pm  The Science of Scent: Practical Insights in Olfactory Dysfunction and the Evidence for Novel Treatments  Understand the advantages and limitations of different testing modalities and how to choose the appropriate test for specific clinical scenarios  Discuss the key components of a smell clinic, including equipment, staffing, and patient flow optimization  Discuss the potential risks, benefits, and limitations of platelet-rich plasma in treating olfactory dysfunction  Understand how innovations in smell science are shaping the future of patient care and therapeutic interventions  5:30 pm - 6:30 pm Industry Thank You Event in Grand Hall A  6:30 pm - 9:00 pm	Review case studies highlighting both successful and problematic telemedicine consultations to understand its impact on patient outcomes     Discuss how telemedicine can integrate with traditional in-office visits to optimize patient outcomes     Discuss technological solutions to enhance telemedicine capabilities, such as patient-operated endoscopic devices and Al-supported assessments     Learn how to blend telemedicine and in-person visits effectively to enhance	Brian Lobo, MD, FARS	Mamie Higgins, MD Christopher Roxbury, MD, FAR
The Science of Scent: Practical Insights in Olfactory Dysfunction and the Evidence for Novel Treatments  • Understand the advantages and limitations of different testing modalities and how to choose the appropriate test for specific clinical scenarios  • Discuss the key components of a smell clinic, including equipment, staffing, and patient flow optimization  • Discuss the potential risks, benefits, and limitations of platelet-rich plasma in treating olfactory dysfunction  • Understand how innovations in smell science are shaping the future of patient care and therapeutic interventions  5:30 pm - 6:30 pm Industry Thank You Event in Grand Hall A	<ul> <li>The Sinus Microbiome: A New Era for CRS and Targeted Therapies</li> <li>Learn how next-generation sequencing is used to understand microbial perturbations and infections in patients with chronic sinus infections</li> <li>Discuss emerging therapies targeting the nasal microbiome, including probiotics, topical antibiotics, and bacteriotherapy</li> <li>Discuss clinical applications and limitations in tailoring personalize microbiome-based therapies</li> <li>Explore potential long-term consequences, including antibiotic resistance,</li> </ul>	Yvonne Chan, MD, FARS	Do-Yeon Cho, MD John Craig, MD, FARS
Industry Thank You Event in Grand Hall A  6:30 pm - 9:00 pm	The Science of Scent: Practical Insights in Olfactory Dysfunction and the Evidence for Novel Treatments  • Understand the advantages and limitations of different testing modalities and how to choose the appropriate test for specific clinical scenarios  • Discuss the key components of a smell clinic, including equipment, staffing, and patient flow optimization  • Discuss the potential risks, benefits, and limitations of platelet-rich plasma in treating olfactory dysfunction  • Understand how innovations in smell science are shaping the future of patient	Andrew Lane, MD, FARS	Li-Xing Man, MD, FARS

Saturday, July 12, 2025 General Session Rhinology Grand Hall B 8:00 am - 5:30 pm

10:15 am - 10:45 am

Break with Exhibitors in Grand Hall A

Time (Tanila	Madaustau/Ouraliau	Daniel Late
Time/Topic  7:00 am - 8:00 am  Amgen/AstraZeneca Breakfast Product Theater  La Jolla AB, 2nd Level	Moderator/Speaker	<u>Panelists</u>
7:00 am - 8:00 am  Breakfast with Exhibitors in Grand Hall A		
8:00 am - 8:45 am  Little Noses, Big Challenges: Interactive Pediatric Rhinology Cases  • Review recent advancements in pediatric rhinology, including novel diagnostic technologies and surgical techniques  • Utilize real-world complex cases to apply diagnostic and management strategies for pediatric chronic rhinosinusitis  • Explore the influence of systemic conditions, such as cystic fibrosis, primary ciliary dyskinesia, and immune deficiencies, on pediatric nasal and sinus health  • Review the latest clinical guidelines and advancements in pediatric sinusitis management	Fuad Baroody, MD, FARS	Adam Kimple, MD, FARS Vijay Patel, MD Jordan Teitelbaum, DO, FARS
8:45 am - 09:30 am  Advanced Techniques in Revision Sinus Surgery: Mastering Draf III  Frontal Sinusotomy  Identify clinical scenarios where Draf III is indicated, such as refractory frontal sinus disease, extensive scarring, masses or persistent obstruction  Learn step-by-step techniques for performing different variations of Draf III frontal sinusotomy  Explore the use of advanced instrumentation, such as angled endoscopes, microdebriders, and drills, to enhance surgical precision  Understand how to minimize complications, such as cerebrospinal fluid leaks, bleeding, and orbital injury	Pete Batra, MD, FARS Moderator	Stacey Gray, MD, FARS Dissector
<ul> <li>9:30 am - 10:15 am</li> <li>Sinus Surgery Showdown: When to Go Big, When to Go Small?</li> <li>Review the indications for conservative (small) versus extensive (big) approaches in managing sinus disease</li> <li>Compare the short- and long-term outcomes of minimal versus extensive approaches, including symptom relief, complication rates, and revision needs</li> <li>Work through real-world clinical scenarios, presenting arguments for both small and big surgical approaches</li> <li>Discuss the use of endoscopic tools and advanced visualization techniques in executing both conservative and more extensive procedures</li> </ul>	Devyani Lal, MD, FARS	lan Koszewski, MD, FARS Victoria Lee, MD, FARS Michael Marino, FARS Dennis Tang, MD, FARS

Time/Topic	Moderator/Speaker	<u>Panelists</u>
<ul> <li>10:45 am - 11:30 am</li> <li>Optimizing Epistaxis Management with Advanced Techniques and Tools</li> <li>Review the latest clinical guidelines, innovations in treatment, and ongoing research in epistaxis management</li> <li>Implement techniques in hemostasis in advanced sinus and skull base surgery including TIVA, topical agents, IV therapies, positioning, instrumentation</li> <li>Review algorithms for managing refractory or complex cases, including when to escalate to surgical or radiological intervention</li> <li>Analyze real-world case studies to identify the best practices and appropriate interventions for managing complex epistaxis</li> </ul>	Joey Raviv, MD	Nyssa Farrell, MD Keonho Albert Kong, MD Michael Marino, MD, FARS Danielle Warner, MD, FARS
<ul> <li>11:30 am - 12:15 pm</li> <li>Advanced Insights into Facial Pain, Headache, and Rhinologic Connections</li> <li>Apply diagnostic and treatment strategies to real-world cases, focusing on the intersection of headache, facial pain, and rhinology</li> <li>Identify the overlap and distinguishing features of primary headache disorders, sinus-related pain, and neuropathic facial pain</li> <li>Evaluate evidence-based criteria for differentiating between rhinogenic and non-rhinogenic pain</li> <li>Discuss collaborative strategies with neurology, pain management, and otolaryngologists for comprehensive care</li> <li>12:15 pm - 1:15 pm</li> <li>Neurent Medical Lunch Symposium</li> </ul>	Ryan Vaughn, MD	Jeffrey Bedrosian, MD, FARS Karen Hoffman, MD Mark Mehle, MD Amelia Read, MD
La Jolla AB, 2nd Level  12:15 pm - 1:15 pm  Lunch with Exhibitors in Grand Hall A		
<ul> <li>1:15 pm - 2:00 pm</li> <li>Interactive Case Studies at the Intersection of Sleep Medicine and Rhinology</li> <li>Identify common sleep disorders (e.g., obstructive sleep apnea, insomnia, and restless leg syndrome) that are influenced by or contribute to rhinologic conditions</li> <li>Analyze real-world case studies that explore the interplay between sleep medicine and rhinology, recognizing how nasal and sinus conditions can exacerbate sleep disorders and vice versa</li> <li>Evaluate diagnostic approaches for sleep-disordered breathing in patients with CRS, including the use of polysomnography, home sleep testing, and nasal airflow assessment</li> <li>Utilize interactive, case-based learning to collaborate with peers in identifying effective management plans that integrate both rhinologic and sleep medicine perspectives, improving patient outcomes</li> </ul>	Randall Ow, MD, FARS	Jolie Chang, MD Christopher Ito, MD, FARS Paul Schalch Lepe, MD Daniel O'Brien, MD
<ul> <li>2:00 pm - 2:45 pm</li> <li>Optimizing Techniques and Outcomes in Skull Base Surgery: Key Insights</li> <li>Learn step-by-step methods for accessing key regions of the skull base while minimizing tissue disruption and preserving function</li> <li>Understand the principles of identifying and repairing CSF leaks during skull base surgery</li> <li>Work through real-world scenarios of skull base pathologies and how to manage them effectively in a multi-disciplinary setting</li> <li>Demonstrate intraoperative tools, including navigation systems, angle endoscopes, and high-speed drills, to enhance precision and safety</li> </ul>	Edward Kuan, MD, FARS Moderator	Elisa Illing, MD, FARS Dissector
2:45 pm - 3:15 pm Break with Exhibitors in Grand Hall A		

working in rhinology/otolaryngology and with MDs interested in integrating

APPs into their practice. Balboa AB, 2nd Level

-	•	
<u>Time/Topic</u>	Moderator/Speaker	<u>Panelists</u>
<ul> <li>3:15 pm - 4:00 pm</li> <li>Rethinking Eustachian Tube Dysfunction: From Diagnosis to Innovative Treatments</li> <li>Review the latest updates in clinical trials, technology, and materials used in treating ETD and patulous disorders</li> <li>Analyze real-world patient cases to identify clinical presentations of eustachian tube dysfunction and patulous ET, and develop evidence-based treatment plans tailored to individual patient needs</li> <li>Evaluate the role of newer interventions such as balloon dilation and surgical techniques for persistent ETD</li> </ul>	David Keschner, MD, FARS	Marc Dean, MD Rick Friedman, PhD Emily Moldoff, NP Shraddha Mukerji, MD
<ul> <li>4:00 pm - 4:45 pm</li> <li>Empty Nose Syndrome Debate: Does it Exist?</li> <li>Discuss the key arguments for and against the recognition of ENS as a distinct clinical entity</li> <li>Evaluate the role of turbinate surgery and its impact on nasal airflow and sensory feedback</li> <li>Discuss diagnostic tools and criteria used to evaluate suspected cases of ENS</li> <li>Participate in a structured debate to weigh the evidence for and against the existence of ENS, fostering critical thinking and professional dialogue</li> </ul>	Edward McCoul, MD, FARS	Jayakar Nayak, MD Spencer Payne, MD, FARS Madeline Schaberg, MD William Yao, MD, FARS
<ul> <li>4:45 pm - 5:30 pm</li> <li>Targeted Treatments for CRSwNP: The Latest Breakthroughs in Biologic Treatments for CRSwNP</li> <li>Compare different biologic agents in terms of efficacy, safety, and indications</li> <li>Use evidence-based guidelines and practical strategies for incorporating biologic therapies into treatment strategies</li> <li>Use patient scenarios to identify candidates for biologic therapy and tailoring treatment approaches</li> <li>Analyze the latest research and clinical trial data on biologic therapies, including novel agents in development, and explore their potential to reshape the future of CRSwNP management</li> </ul>	Christine Franzese, MD, FARS	Pete Batra, MD, FARS Joseph Han, MD, FARS Neville Teo, MBBS Andrew White, MD
5:30 pm - 6:30 pm  Women in Rhinology Event  "Developing Organizational Savvy and Negotiating the Organizational Matrix"  Bayview, 32nd Floor		
6:00 pm - 6:45 pm  Rhinologists in Private Practice Business Meeting  "Growing your business in an adverse economic environment - learnings and perspectives from a turnaround CEO"  Speaker: Scott Vertrees  La Jolla AB		
6:45 pm - 7:30 pm  Rhinologists in Private Practice Networking Event Old Town AB		
7:00 pm – 8:00 pm  Rhinology Advanced Practice Providers Event Introduction of the founding members of the Rhinology Advanced Practice Providers and overview of their goals with an opportunity to meet and network with APPs working in rhinology/stolaryngology and with MDs interested in integrating		

Saturday, July 12, 2025
Business of Medicine - Breakout Room
Grand Hall D
8:00 am - 12:15 pm

8:00 am – 12:15 pm		
<u>Time/Topic</u>	Moderator/Speaker	<u>Panelists</u>
7:00 am - 8:00 am Industry Breakfast Symposium		
7:00 am - 08:00 am  Amgen/AstraZeneca Product Theater  La Jolla AB, 2nd Level		
8:00 am - 8:45 am  Coding and Billing 2025: Payment Considerations for New Devices and Technologies  • Explore changes in billing regulations and payment policies for 2025 and beyond Discuss best practices for accurate documentation to support coding for new procedures  • Review tips for streamlining billing workflows and ensuring compliance with payer requirements  • Work through real-world coding scenarios identifying appropriate codes, modifiers, and payment pathways in complex cases	Toby Steele, MD, FARS	Mark Arnold, MD Bradford Bichey, MD Erin Lopez, MD Jason Talmadge, MD
<ul> <li>8:45 am - 9:30 am</li> <li>The Business Case for Incorporating Allergy Into Your Practice</li> <li>Understand the staffing, equipment, and space considerations needed to successfully integrate allergy testing and treatment</li> <li>Work through scenarios of integrating allergy services into a variety of practice settings</li> <li>Learn the appropriate coding for allergy testing and treatment to optimize reimbursement</li> <li>Learn how offering allergy services can diversify revenue streams and enhance practice profitability</li> </ul>	Cecelia Damask, DO	Robert Bridge, MD, FARS Andy Chua, MD Kashif Mazhar, MD Tapan Patel, MD
<ul> <li>9:30 am - 10:15 am</li> <li>Local Anesthetic for In-Office Procedures: Tips for Successful Procedures</li> <li>Master injection and application techniques including step-by-step approaches for effective infiltration and topical anesthesia</li> <li>Learn sedation adjuncts and post-procedure care to enhance the overall patient experience</li> <li>Identify and treat potential complications, such as systemic toxicity, allergic reactions, or inadvertent vascular injection</li> <li>Review real-world scenarios to practice selecting the appropriate anesthetic, calculating dosages, and managing complications</li> </ul>	David Yen, MD	Ashutosh Kacker, MD Annette Pham, MD Brian Weeks, MD
10:15 am - 10:45 am  Break with Exhibitors in Grand Hall A		
10:45 am - 11:30 am  Marketing and Reputation Management: It's Not Just a Word of Mouth Anymore	Winston Vaughan, MD, FARS	Nadeem Akbar, MD

Discuss strategies to monitor, manage, and respond to online reviews effectively

· Work through real-world scenarios to develop responses to negative reviews,

· Learn how to establish a consistent and professional brand that reflects your

· Learn how to track key performance indicators such as website traffic, social

create engaging social media campaigns

media engagement, and patient conversion rates

values and expertise

Eyad Khabbaz, MD

Anna Kniseley, MD, FARS

Alexander Llmjuco, MD

Time/Topic	Moderator/Speaker	<u>Panelists</u>
<ul> <li>11:30 am -12:15 pm</li> <li>Use of In-Office CT Scans: Improving Efficiency in Your Practice</li> <li>Review the key features and capabilities of in-office CT systems, including imaging protocols and resolution options</li> <li>Understand the workflow for integrating CT imaging into practice operations, from scheduling to interpretation</li> <li>Discuss the cost-benefit analysis of implementing in-office CT technology, including potential revenue streams and ROI</li> <li>Participate in case discussions involving the use of in-office CT scans for common and complex rhinologic conditions</li> <li>12:15 pm - 1:15 pm</li> <li>Lunch with Exhibitors in Grand Hall A</li> </ul>	Michael Lipan, MD	Karen Bednarski, MD John Christopher Davis, MD Roheen Raithatha, MD, FARS Alla Solyar, MD, FARS
12:15 pm - 1:15 pm  Neurent Medical Lunch Symposium  La Jolla AB, 2nd Level		
Saturday, July 12, 2025 Skull Base - Breakout Room Grand Hall D 1:15 pm - 5:30 pm		
Time/Topic	Moderator/Speaker	<u>Panelists</u>
<ul> <li>1:15 pm - 2:00 pm</li> <li>Inverted Papilloma 360°: Cutting Edge Diagnostics and Surgical Mastery</li> <li>Work through real-world cases involving the imaging, diagnosis, new surgical techniques in the management and surveillance of inverted papilloma</li> <li>Learn the role of advanced imaging modalities, such as high-resolution CT and MRI in identifying IP and differentiating it from other sinonasal masses</li> <li>Discuss the risk of malignant transformation and its implications for treatment and surveillance</li> <li>Explore how machine learning algorithms are being developed to predict malignancy risk and optimize treatment planning</li> </ul>	Nyall London, MD, FARS	John Clinger, MD Andrea Hebert, MD Zara Patel, MD, FARS Charles Tong, MD, FARS
<ul> <li>2:00 pm - 2:45 pm</li> <li>Sinonasal Cancers: Role of Induction, Next Gen Sequencing, and Endoscopic vs Open Resection</li> <li>Explore the use of induction therapy in the management of sinonasal cancers, focusing on its benefits and limitations in improving patient outcomes</li> <li>Discuss how next-generation sequencing can guide personalized treatment strategies and enhance the precision of diagnosing and treating sinonasal malignancies</li> <li>Examine the advantages and challenges of endoscopic versus open surgical approaches for sinonasal cancer resections, considering factors such as tumor location, patient characteristics, and long-term outcomes</li> </ul>	Anthony Del Signore, MD, FARS	Nikita Chapurin, MD Jacob Eide, MD, FARS Ashleigh Halderman, MD, FARS Kibwei McKinney, MD
2:45 pm - 3:15 pm  Break with Exhibitors in Grand Hall A		
3:15 pm - 4:00 pm  CSF Leak Management Made Practical: Essential Innovations and Techniques  Learn how to determine when surgical intervention is necessary based on leak severity, location, and patient symptoms  Work through real-world scenarios to practice diagnosing, planning, and performing CSF leak repairs	Satyan Sreenath, MD	Jean Anderson Eloy, MD, FARS Scott Graham, MD, FARS Edward Kuan, MD, FARS Chirag Patel, MD, FARS

#### Time/Topic **Panelists** Moderator/Speaker · Understand strategies for addressing challenges such as recurrent leaks, meningitis, or graft failure · Review the latest research on novel materials, techniques, and technologies for CSF leak repair 4:00 pm - 4:45 pm Chris Bergeron, MD **Comprehensive Orbital Management for the Practicing Rhinologist:** Jessica Grayson, MD Pathology, Surgical Corridors, and Advanced Techniques Alfred Marc Iloreta, MD Aria Jafari, MD, FARS · Discuss common orbital pathologies encountered in rhinology, such as inflammatory diseases, tumors, and trauma Jonathan Liang, MD, FARS · Explore management strategies for nasolacrimal duct obstruction or injury during orbital and sinonasal procedures · Work through clinical scenarios involving orbital pathologies and their surgical management as well as the role of Transorbital Neuroendoscopic Surgery (TONES) Learn protocols for monitoring orbital function, managing edema, and addressing complications such as diplopia or visual loss 4:45 pm - 5:30 pm Optimizing Wound Healing in Sinonasal and Skull Base Surgery: Blair Barton, MD Bobby Tajudeen, MD, FARS Managing Crusting, Purulence, Exposed Bone, and Osteomyelitis Nadeem Kolia, MD · Participate in case discussions highlighting real-world scenarios of Kachorn Seresirikachorn, MD, PhD postoperative wound complications Frederick Yoo, MD • Explore evidence-based techniques for promoting optimal healing, including debridement, saline irrigation, and topical therapies • Discuss patient-specific and surgical factors, such as comorbidities, infection, and technique, that impact healing outcomes · Explore the latest evidence on managing specific complications and optimizing outcomes in postoperative care 5:30 pm - 6:30 pm Women in Rhinology Event "Developing Organizational Savvy and Negotiating the Organizational Matrix" Bayview, 32nd Floor 6:00 pm - 6:45 pm Rhinologists in Private Practice Business Meeting "Growing your business in an adverse economic environment - learnings and perspectives from a turnaround CEO" Speaker: Scott Vertrees La Jolla AB 6:45 pm - 7:30 pm **Rhinologists in Private Practice Networking Event** Old Town AB 7:00 pm - 8:00 pm **Rhinology Advanced Practice Providers Event** Introduction of the founding members of the Rhinology Advanced Practice Providers and overview of their goals with an opportunity to meet and network with APPs working in rhinology/otolaryngology and with MDs interested in integrating APPs into their practice.

Balboa AB, 2nd Level

Saturday, July 12, 2025 Allergy - Breakout Room Grand Hall C 1:15 pm - 5:30 pm

respond to biologics, including surgical interventions and emerging therapies
Review the latest research and clinical guidelines on managing biologic-

refractory CRSwNP, incorporating emerging treatments

1:15 pm - 5:30 pm		
Time/Topic	Moderator/Speaker	<u>Panelists</u>
<ul> <li>1:15 pm - 2:00 pm</li> <li>Surgical vs. In-Office Treatment for Chronic Rhinitis</li> <li>Compare and contrast the advantages and limitations of surgical and in-office treatments for chronic rhinitis</li> <li>Evaluate the effectiveness of various treatment modalities, including endoscopic surgery, radiofrequency ablation, and medical therapies</li> <li>Discuss potential risks and benefits of each treatment approach, considering patient-specific factors such as age, comorbidities, and symptom severity</li> <li>Understand post-treatment care and expected outcomes for patients undergoing either surgical or in-office procedures for chronic rhinitis</li> </ul>	Omar Ahmed, MD, FARS	Benjamin Bleier, MD, FARS John Christopher Davis, MD Charles Ebert, MD, FARS Amrita Ray, MD, FARS
<ul> <li>2:00 pm - 2:45 pm</li> <li>Unraveling Controversies in Allergen Immunotherapy</li> <li>Examine the current controversies surrounding allergen immunotherapy (AIT), including debates on single vs. multi-antigen therapy, patient selection, and treatment duration</li> <li>Evaluate the clinical evidence for and against the use of sublingual immunotherapy (SLIT) compared to traditional subcutaneous immunotherapy (SCIT)</li> <li>Identify challenges in patient adherence to allergen immunotherapy, including barriers to treatment acceptance and strategies to improve adherence</li> <li>Discuss the future of AIT, including potential breakthroughs in therapy and how they may reshape the management of allergic diseases</li> <li>2:45 pm - 3:15 pm</li> <li>Break with Exhibitors in Grand Hall A</li> </ul>	Elina Toskala, MD, FARS	Christine Franzese, MD, FARS Minh Hoang, MD Kashif Mazar, MD Maria Veling, MD
<ul> <li>3:15 pm - 4:00 pm</li> <li>Tackling Recalcitrant CRS Without Nasal Polyps: Redefining Treatment Frontiers</li> <li>Identify key clinical features that differentiate CRS without polyps from other forms of rhinosinusitis, including its diagnostic criteria and clinical presentation</li> <li>Develop a comprehensive treatment plan for recalcitrant CRS without nasal polyps</li> <li>Apply evidence-based guidelines and recent research findings to optimize the treatment of patients with recalcitrant CRS without nasal polyps</li> <li>Apply case-based learning to analyze complex scenarios of recalcitrant CRS without nasal polyps, developing individualized management strategies based on patient-specific factors, diagnostic findings, and the latest evidence-based treatments</li> </ul>	Chadi Makary, MD, FARS	Andy Chua, MD, FARS Carolyn Orgain, MD Lindsey Ryan, MD Jeffrey Suh, MD, FARS
4:00 pm - 4:45 pm  CRSwNP Conundrum: Mastering Treatment When Biologics Don't Work  Utilize case-based learning to optimize patient outcomes and enhance clinical decision-making in the setting of biologic treatment failure  Identify clinical criteria on treatment success and patient-specific factors that may predict response to different therapeutic options  Evaluate alternative treatment options for CRSwNP patients who do not	Kent Lam, MD, FARS	Adam DeConde, ND Kara Detwiller, MD, FARS Joseph Han, MD, FARS Luis Fernando Macias-Valle, MD, FARS

# Time/Topic 4:45 pm - 5:30 pm Accurately Identifying Immunodeficiency in CRS for Tailored Treatment • Identify signs and symptoms of immunodeficiency in CRS patients, understanding how underlying immune dysfunction can complicate CRS management and contribute to chronicity • Assess diagnostic tools and strategies (including immunodeficiency identify immunodeficiency) Theodore Schuman, MD, FARS genetic screenings, and biomarkers) to effectively identify immunodeficiency

5:30 pm - 6:30 pm

#### Women in Rhinology Event

specific immune profiles

in patients with CRS

"Developing Organizational Savvy and Negotiating the Organizational Matrix" Bayview, 32nd Floor

 Apply case-based learning to evaluate different types of immunodeficiencies in CRS patients, developing individualized treatment plans based on patient-

 Review the latest evidence on managing CRS in the context of immunodeficiency, including emerging therapies and treatment paradigms based on recent clinical research and case studies

6:00 pm - 6:45 pm

#### **Rhinologists in Private Practice Business Meeting**

"Growing your business in an adverse economic environment - learnings and perspectives from a turnaround CEO"

Speaker: Scott Vertrees

La Jolla AB

6:45 pm - 7:30 pm

#### **Rhinologists in Private Practice Networking Event**

Old Town AB

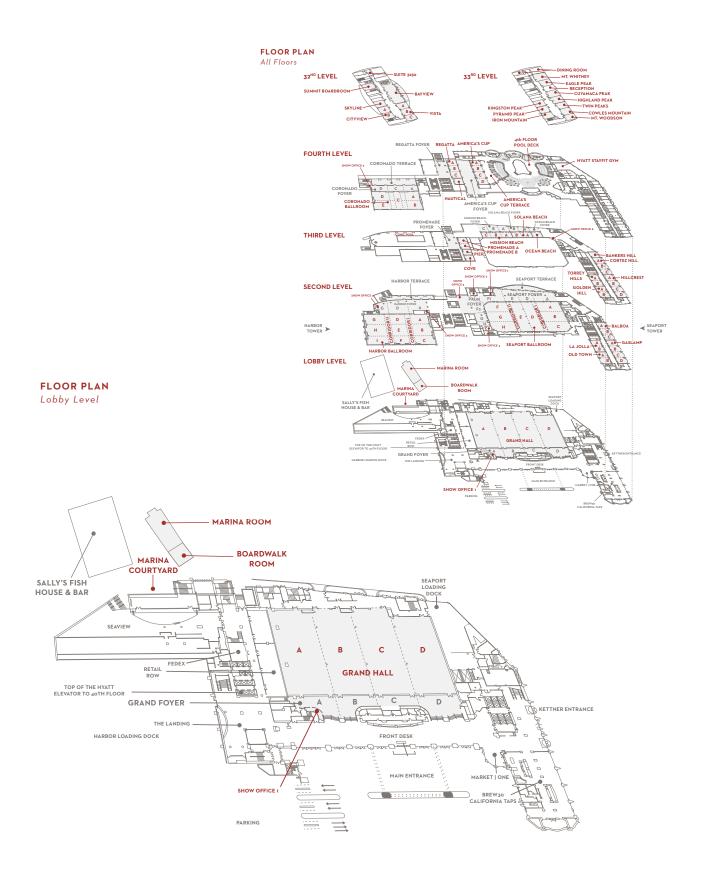
7:00 pm - 8:00 pm

#### **Rhinology Advanced Practice Providers Event**

Introduction of the founding members of the Rhinology Advanced Practice Providers and overview of their goals with an opportunity to meet and network with APPs working in rhinology/otolaryngology and with MDs interested in integrating APPs into their practice.

Balboa AB, 2nd Level

# **Manchester Grand Hyatt - Floor Plans**



# **ARS 2025 FRIENDS IN RESEARCH**

#### **Diamond**

Michael Stewart, MD, FARS

#### **Platinum**

J. Noble Anderson, MD Michael Armstrong, MD Roy Casiano, MD, FARS Chris Davis, MD Greg Davis, MD, FARS The Eloy Family Charitable Fund Adam Folbe, MD, FARS David Kennedy, MD, FARS & Elina Toskala, MD, FARS Devyani Lal, MD, FARS Marc Rosen, MD, FARS
Masayoshi Takashima, MD, FARS
Jonathan Ting, MD, FARS
Marilene Wang, MD, FARS
Sarah Wise, MD, FARS

# Omar Ahmed, MD, FARS Nadeem Akbar, MD Chris Bergeron, MD John Craig, MD, FARS Steven Davis, MD Angela Donaldson, MD, FARS

#### Gold

Charles Ebert, Jr., MD, FARS
Judd Fastenberg, MD
David Gudis, MD, FARS
Ashoke Khanwalkar, MD, FARS
Adam Kimple, MD, FARS
Kent Lam, MD, FARS
Corinna Levine, MD, FARS

Micah Likness, MD Brian Lobo, MD, FARS Chadi Makary, MD, FARS Edward McCoul, MD, FARS Amrita Ray, MD, FARS Jordan Teitelbaum, MD, FARS

# **Silver**

Aria Jafari, MD, FARS
Eyad Khabbaz, MD
Tran Locke, MD, FARS
Patricia Loftus, MD, FARS
Michael Marino, MD, FARS
Austin Rose, MD, FARS
Christopher Roxbury, MD, FARS
B. Todd Schaeffer, MD
Stacey Silvers, MD, FARS

## **Bronze**

Sanford Archer MD, FARS
Rohit Bawa, MD
Daniel Beswick, MD, FARS
Robert Bridge, MD, FARS
Jay Chavda, MD
Rohit Garg, MD, FARS
Nyall London, MD, FARS
Sonya Marcus, MD
Mr. Russell Reitz
Lindsey Ryan, MD

# **Friend**

Abib Agbetoba, MD
John Butler, MD
Carolyn Orgain, MD
Annette Pham, MD
Brian Song, MD
Jessica Southwood, MD
Jason Talmadge, MD
Hisham Wasl, MD
Carol Yan, MD

As of 7/1/25







# What to do in San Diego

California's third-largest city, San Diego is brimming with art, culture, culinary prowess, entertainment, and natural beauty.

But it also boasts one thing that has long drawn visitors: It has perhaps the best weather in the United States, with typically more than 260 sunny days a year.

Get ready for an unforgettable journey to the heart of Southern California with our guide to the best things to do in San Diego. Known for its idyllic climate, sandy beaches, and vibrant cultural scene, San Diego offers various attractions that cater to every type of traveler.

From the historic charm of the Gaslamp Quarter to the natural beauty of Balboa Park and the cutting-edge exhibits at the USS Midway Museum, this coastal city on the Pacific Ocean promises to make your visit truly memorable.

For further details, visit

https://travel.usnews.com/San Diego CA/Things To Do/

San Diego Travel Guide

https://www.sandiego.org/articles/travel-guides/first-time-in-san-diego.aspx





# **ARS 71st Annual Meeting**

October 9-11, 2025 Indianapolis Marriott East, Indianapolis, IN



# SAVE THE DATE



**COSM 2026** April 25-26, 2026

Phoenix Convention Center, Phoenix, AZ

Highlights: Keynote speakers, President's Reception, Expert panels, Cutting edge research, Poster presentations



**ARS 15th Annual Summer Sinus Symposium** July 23-26, 2026

Loews Miami Beach Hotel, Miami, FL

Highlights: Women in Rhinology Networking Event, Cadaver Prosections, Allergy Program, Symposia Sessions, Signature Event



ARS 72nd **Annual Meeting** October 16-17, 2026

Los Angeles, CA

Highlights: 22nd Annual David Kennedy Lectureship, 5th Annual Hwang Family Lectureship, Symposia Sessions, Fall Film FESStival, Guest Countries

Contact: Wendi Perez, ARS Executive Administrator Tel: 973-545-2735, Ext. 4105 Email: wendi@american-rhinologic.org

american-rhinologic.org

X / Facebook / Instagram: @amrhinosociety