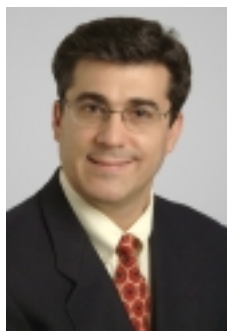


American Rhinologic Society - Volume 22:1 Fall 2002



Don Lanza, M.D.
President-Elect

It is an exciting time in Rhinology and it is great to be a part of the American Rhinologic Society in 2002. My mission in the coming year is to continue the work already underway, which is to strengthen the ARS infrastructure so that our society can better respond to the needs of our members.

Last year, several important changes occurred. Our committee structure is infused with energetic new leadership, new infrastructure efficiencies were introduced, and our website has become a model for other otolaryngic societies to follow. This year, Paul Toffel (Los Angeles, CA) appointed Daniel Becker (Philadelphia, PA), Chair of the Membership committee, Peter Hwang (Portland, OR), Chair of the Credentials Committee, Winston Vaughn (Palo Alto, CA), Chair of the Education Committee and Allen Seiden (Cincinnati, OH), Chair of the Awards Committee. Each of them will serve a once renewable, three-year term. Moreover, a three-year rolling calendar is planned that will mark important events and deadlines. This and a "Table of Organization", will be updated at each board meeting and made available on our website at www.american-rhinologic.org. Our Patient Advocate Committee (formerly known as the socioeconomic committee) headed by Joe Jacobs (NYC, NY) will continue to sort through the economic challenges confronting our patients.

Martin Citardi (Cleveland, OH), has spent many hours creating and improving the ARS website. The ARS e-abstract module will soon have additional improvements that will facilitate "turn-around-time", for abstract acceptance. Moreover, he is working to establish e-commerce for our society so that physicians can renew their membership online as well as eventually register for meetings. During the past year Fred Kuhn (Savannah, GA), Mike Sillers (Birmingham, AL) and Martin Citardi spent many evening hours and days away from home as representatives of our society for the revision of the practice expense component of Medicare RVU's. Jim Hadley (Rochester, NY) has worked hard to establish and maintain our By-laws and Policy and Procedure manual so as to reflect improvements acted upon at each of three Board of Directors meetings that are held annually. His experience as past-president of the AAOA and his work with the Sinus & Allergy Health Partnership has him well poised to act as program chair for the 2003 COSM in Nashville, TN and the Annual meeting in Orlando, FL. I would also like to thank Marvin Fried (NYC, NY) for stepping up to the plate and taking on a huge job as secretary and doing it well. He and his assistant Wendi Perez have worked very hard to bring this society into the 21st century. Also we must congratulate Brent Senior (Chapel Hill, NC) for taking the excellent work of J. David Osguthorpe (Charleston, SC) to a new height in producing this

"My mission...to strengthen the ARS infrastructure, so that our society can better respond to the needs of our members."

newsletter.

The winners of this year's ARS Research Award at COSM were Mobeen A. Shirazi, B.S., James M. Chow, M.D., James A. Stankiewicz, M.D., M. Rita I. Young, Ph.D., for their work in the "Analysis of Blood Leukotriene Levels in Aspirin Sensitive and Nonaspirin Sensitive Patients". In addition to this award and the Cottle Award that is given during the Annual meeting, we have instituted a new award to attract greater international interests in our society. "The International Rhinology Research Award" for the best international clinical or basic science research is valued at \$1,000.00 and will be granted at our annual meeting. Additionally, the ARS offers research grants annually which are offered as part of the C.O.R.E. initiative that has been established through the AAO-HNS. Our ARS representatives, Bradley Marple (Dallas, TX) and Thomas Tami (Cincinnati, OH) and Thomas McCaffrey (Tampa, FL), continue to invest considerable time and effort in this review process. Two such grants were given this year, one to Karen Fong (Portland, OR) for her research in olfaction the other to Martin Citardi for his work in eosinophils. These ARS research grants could not exist if it were not for the efforts of Paul Toffel who is responsible for raising more than \$290,000.00 in research dollars from

our corporate affiliates. He also began initiatives that jump-started our committee structure when he was chair of the Committee on committees. Furthermore, I would like to thank Dr. Toffel for his distinguished stewardship of the ARS during the past year as our president. While acknowledging Dr. Toffel it is import to thank his Administrative Assistant, Susan Arias, who has been an important resource for this Society in all its recent transitions.

Finally, I would like to thank Charlie Gross (Charlottesville, VA), Mike Benninger (Detroit, MI) and Fred Kuhn who were members of the nominating committee the year I was elevated to Second-vice President. A special thanks however is in order to Dr. Kuhn, for I believe that without his support and guidance I would not be President -elect. Moreover, I would like to voice the opinion of many otolaryngologists in saying thank you to Fred for his educational and scientific contributions to our Society, his vision, and focus on the value of a strong ARS. Lastly, this career path of mine would not exist if it were not for the patience, brilliance and mentorship



San Diego: Site of the ARS Annual Meeting, September, 2002

of David W. Kennedy (Philadelphia, PA), and to him I am forever grateful. It is my hope that in the coming year, I can have a positive impact for our membership and continue to maintain the banner of excellence that has been set so high by my predecessors. I look forward to seeing you in San Diego for a great meeting!

ARS Annual Meeting San Diego Preview



Photo Courtesy San Diego Convention and Visitors Bureau

This year's annual meeting will be held at The San Diego Convention Center on September 21st and our dinner symposium will be in the adjoining San Diego Marriott Hotel & Marina. It promises to be one of the most clinically relevant and controversial meetings ever. The competition for presentation to our society continues to increase as excellent abstracts had to be turned away. Nine countries will be represented at this meeting. Each paper and poster is assigned an expert discussant with ample time for good audience participation. The first, of two panels, is moderated by Joseph Jacobs, MD will discuss Coding Issues Confronting Rhinologists. The second panel hosted by Marvin P. Fried, MD will present Controversies & De-

velopments in Computer Aided Surgery. Moreover, we are fortunate to have Heinz Stammberger, MD as our International Guest of Honor. He has two presentations: Technical Advances in Sinus and Skull Base Surgery during the morning session; and during the ARS dinner symposium he will discuss Pathogenesis & Treatment of Nasal Polyposis: A European Perspective. The ARS dinner symposium, with limited seating, offered on a first come, first serve basis, via invitation, is made possible by through an unrestricted educational grant from Merck & Co., Inc. This is the first year we will offer 1.5 CME credit hours for our dinner symposium. The evening begins at 6 pm with a cocktail reception and some light hors d'oeuvres followed by our distinguished panel including Heinz Stammberger, MD, B.J. Ferguson, MD, Steven M. Parnes, MD, and Jack Krouse, MD, PhD. A fabulous sit-down dinner is to follow.

WHAT'S AHEAD?

September 20-21, 2002	ARS Fall Meeting, San Diego, California
November 1, 2002	Abstract Deadline for ARS Spring Meeting
December 16, 2002	Letter of Intent for CORE Research Award
January 15, 2003	Application for CORE Research Award
March 21-23, 2003	Cherry Blossom Conference, Rhinologic and Otologic Aspects of Skull Base Medicine and Surgery, Arlington, Virginia
May 2-3, 2003	ARS Spring Meeting, Nashville, TN
September 20, 2003	ARS Fall Meeting, Orlando, FL

CALL FOR PAPERS

The Spring Meeting of the American Rhinologic Society will be held in Nashville, TN at Opryland Hotel May 2-3, 2003.

With its time-honored tradition of hospitality at its finest, you'll find nine acres of lush indoor gardens, winding pathways, and sparkling waterfalls. Surrounding all of this are 2881 guest rooms and 220 suites with a variety of restaurants, lounges, and specialty shops. For country music fans, nearby is the world famous Grand Ole Opry.

ABSTRACT DEADLINE

November 1, 2002

GoTo: www.american-rhinologic.org

SEE YOU IN NASHVILLE!



2002 ARS Corporate Affiliates (through July 2002)

Platinum (\$10,000)

Aventis Pharmaceuticals

Schering

Gold (\$5,000)

Gyrus ENT

Karl Storz Endoscopy-America

Silver (\$2,500)

Bayer Pharmaceuticals

Medtronic-Xomed

Ortho McNeil Pharmaceuticals

Richard Wolf Medical Instr. Corp

Bronze (\$1,000)

GE Medical Systems Navigation and Visualization

Muro Pharmaceuticals

Steere Pharmaceuticals

Sinus Pharmacy

Friend of our Society (\$500)

BrainLab

Your ARS

Paul H. Toffel, MD.
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Donald C. Lanza, MD.
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Thomas V. McCaffrey, MD.

Robert M. Myers, MD.

Michael Sillers, MD.

Consultants

Brent Senior, MD.

Winston Vaughan, MD.

Steven Marks, MD.

Daniel Becker, MD.

Carlos Cuilby-Sillers, MD.

Preliminary Program

American Rhinologic Society Annual Meeting

The San Diego Convention Center & The San Diego Marriott
Hotel & Marina

September 21st, 2002
San Diego, California

Paul H. Toffel, MD

President
American Rhinologic Society

Donald C. Lanza, MD

President-elect
American Rhinologic Society

Heinz Stammberger, MD

Honored International Guest
Professor & Chair Otolaryngology
Graz, Austria

ARS Program Committee Abstract Committee

Chair: Donald C. Lanza, MD
Marvin P. Fried, MD
Martin J. Citardi, MD
James A. Hadley MD
Peter H. Hwang, MD
Joseph B. Jacobs, MD
Steven C. Marks, MD
Paul H. Toffel, MD
Richard R. Orlandi, MD
Erin D. Wright, MD

9/20/02 American Rhinologic Board of Directors Meeting

9/20 1:00- 2:30 p.m. Committee groups meet (Chairperson to
arrange schedule for committees)

9/20 1:00- 2:30 p.m. Executive Committee meeting

9/20 2:30- 6p.m. - 10:00 .m. Board of Directors Meeting

9/21 7:30- 8am ARS Registration

8:00-8:10am ARS Annual Meeting Scientific Session Opening
Remarks – Paul H. Toffel, MD/ Donald C. Lanza, MD

8:10 –8:40 Coding Issues Confronting Rhinologists Moderator:
Joseph B. Jacobs, MD

Re-imburement for debridement, concurrent
turbinate and septoplasty during ESS. Randa S.
Blackwell Financial Counselor, Univ. of Maryland
Dept. Otolaryngology

Coding & Re-imburement for Image Guided
Surgery, Frederick A. Kuhn, MD
CPT Coding issues yet to come,
Michael J. Sillers, MD
Responding to the ARS memberships survey,
Joseph B. Jacobs, MD

Immune Response & Fungus Moderators: Heinz
Stammberger, MD & Thomas V. McCaffrey, MD, PhD

8:45 Cell-mediated Immune Function in Chronic Refractory
Sinusitis, Robert D. Thomas, MD

8:52 Fungal-Specific Immunoglobulin Levels in Nasal Mucus and
Peripheral Blood in Patients with Chronic Rhinosinusitis and
Healthy Controls, Larry K. Burton, Jr., MD

8:59 Discussion & questions: Heinz Stammberger, MD

9:04 Treatment of Refractory Chronic Rhinosinusitis with Amphotericin-B Nasal Irrigations. Ashutosh Kacker, MD

9:11 Fungal elements are present in tissue specimens of patients
with chronic rhinosinusitis. Jan Gosepath M.D.

9:18 Discussion & questions : Thomas V. McCaffrey, MD, PhD
Medical Therapies for Chronic Rhinosinusitis:

Moderators: Richard R. Orlandi, MD & David R. Edelstein, MD

9:23 Serial minimal invasive endoscopic surgery and debridement
for invasive fungal sinusitis. Rajendra Bhayani, MD

9:30 Nasal mucosal absorption of nebulized betamethasone
Frederick A. Kuhn, MD

9:37 Discussion & Questions: Richard R. Orlandi, MD

9:45-10:15 Break with Exhibitors

Medical Therapies for Chronic Rhinosinusitis

(Cont.) Moderators: Richard R. Orlandi, MD & David R. Edelstein, MD

10:15 Patient Use of Alternative Therapies for Sinusitis
Winston C. Vaughan, MD

10:22 Intravenous Antibiotics for Refractory Rhinosinusitis in
Nonsurgical Patients: A Prospective Study. H. Levine, MD

10:29 Discussion & questions: David R. Edelstein, MD

Wound Healing & FESS Moderators: Stilianos Kountakis, MD,
PhD & Peter H. Hwang, MD

10:34 Effects of Topically Applied Biomaterials on Paranasal Sinus
Mucosal Healing. Mendy Maccabee MD

10:41 Bioengineering of Cartilage using Human Nasal
Chondrocytes propagated in Microcarrier Spinner Culture
Alan H. Shikani MD

10:48 Discussion & questions: Stilianos E. Kountakis, MD, PhD

10:53 Long-term Subjective Outcomes following Functional
Endoscopic Sinus Surgery (FESS). Ayesha N. Khalid, MD

11:00 Revision endoscopic sinus surgery: Reasons for failure of
primary surgery. Pierre Musy, MD

11:07 Discussion & questions: Peter H. Hwang, MD

11:15 –11:45 Technical advances in surgery of the sinuses and
anterior skull base. Heinz Stammberger, MD

11:45-12:15pm Poster Moderator Comments, Issues Confronting
Practicing Rhinologists & Business Meeting of ARS
Moderator: Paul H. Toffel, MD

ARS Business Meeting – all ARS members invited

1:00 Controversies & Developments in Computer Aided Surgery
Moderator: Marvin P. Fried, MD

AAO-HNS position on indications for image guided surgery Future
directions in Computer Assisted Surgery Simulators in training
Sinus Surgeons Coding and re-imburement for Image guided
sinus surgery. James M. Chow, MD Martin J. Citardi, MD Marvin
P. Fried, MD Frederick A. Kuhn, MD

FESS Outcomes/ Imaging/ Technical Advances
 Moderators: James A. Hadley, MD & Robert M. Myers, MD

1:40 pm Endoscopic Sinus Surgery in the Older Adult Population
 Amy L. Sanders, MD

1:47 Outcome of Image Guided Endoscopic Sinus Surgery (IGESS)
 – A Five Year Study. Ashutosh Kacker, MD

1:54 Discussion & questions: James A. Hadley, MD

1:59 The Low Skull Base: An Invitation to Disaster
 James A. Stankiewicz, M.D.

2:06 Surgical techniques for the removal of frontal recess cells
 obstructing the frontal ostium. Peter John Wormald, MD

2:13 Discussion & questions: Robert M. Myers, MD
 Olfaction/Adenoid Disease Moderators: Karen J. Fong, MD &
 Winston Vaughn, MD

2:18 The effect of cigarette smoking and ethanol on olfactory
 mucosa. Sande Bartels, MD

2:25 Olfactory function before and after FESS for chronic sinusitis
 Brian Perry, MD

2:32 Polymerase Chain Reaction Analysis of Adenoid Tissue in
 Chronic Sinusitis versus Obstructive Sleep Apnea in the
 Pediatric Population - Preliminary Results. Ertan Esmer, MD

2:39 Discussion & questions K. Fong, MD & W. Vaughn, MD

2:45- 3:15pm BREAK with Exhibitors
 Office Based Procedures & Advances Moderator: Howard L.
 Levine, MD

3:15 Guarded Transnasal Endoscopic Sphenopalatine Ganglion
 Phenolization for Facial Neuralgias in Twenty Patients
 P. Perry Phillips M.D.

3:22 An Internet Otolaryngology Referral Center: A Preliminary
 Report. Eric D. Baum, MD

3:29 Discussion & questions Howard L. Levine, MD
 Neoplasia and Their Management Moderators: Carol R.
 Bradford, MD & Randal S. Weber, MD

3:34 A Novel Pathological Staging System of Sinonasal Inverted
 Papilloma (IP). Hwan-Jung Roh, MD

3:41 Endoscopic Management of Sinonasal and Skull Base
 Tumors. Amin R. Javer, MD

3:48 Discussion & questions Carol R. Bradford, MD

3:53 Endoscopic Resection of Sinonasal Malignancies: A Prelimi
 nary Report. Hwan-Jung Roh, MD

4:00 Patterns of treatment failure in nasal cavity cancer.
 Rick A. Fornelli, M.D.

4:07 Discussion & questions, Randal S. Weber, MD
 Surgery for Nasal Obstruction/ CSF Leaks Moderators Brent A.
 Senior, MD & Martin J. Citardi, MD

4:12 Advantages of Complete Endoscopic Septoplasty?
 Scott R. Schaffer, MD

4:19 The Utility of Acoustic Rhinometry Data in the Pre and Post-
 Operative Evaluation of Patients Undergoing Functional
 Rhinoplasty. Minas Constantinides, M.D

4:26 Nasal Valve Obstruction. Hani Ibrahim, MD

4:31 Discussion & questions Brent A. Senior, MD

4:36 Elevated Intracranial Pressures in Spontaneous Cerebrospi
 nal Fluid (CSF) Leaks. Rodney J. Schlosser, MD

4:43 The bath-plug closure of anterior skull base cerebro-spinal
 fluid (CSF) leaks. PJ Wormold, MD

4:50 Sellar Reconstruction; is it necessary? R. Sonnenburg, MD

4:57 Discussion & questions Martin J. Citardi, MD

5:00-5:15 pm Award Presentations & Adjourn Annual Meeting
 Moderators: Paul Toffel, MD & Donald C. Lanza, MD

9/21/02 Poster sessions Moderator: Steven Marks, MD

P The Use of Fibrin Glue as a Hemostatic in Endoscopic Sinus
 Surgery. Michael Vaiman, MD

P Recording of Electro-olfactograms using externally placed
 electrode. Churunah Hari, MD

P Radiologic Evaluation of the Fovea Ethmoidalis. Charles Oh, MD

P The Learning Curve in Minimally Invasive Pituitary Surgery
 Robert Sonnenburg, MD

P Sinonasal infantile myofibroma: an extremely rare entity
 Carrie A. Roller, M.D.

P Diagnosis and Management Principles of Silent Sinus Syndrome
 Ravi Dahiya, MD

P Endoscopic Surgery of Benign Sinonasal Tumors
 Tarika Bhuta, MD

P Endoscopic Ligation of the Sphenopalatine Artery as Primary
 Management in Coagulopathy with Severe Posterior Epistaxis
 Anand G. Shah, M.D.

P AIDS Presenting as an Atypical Nasal Infection. R. Cullen, MD

P The Utility of Acoustic Rhinometry Data in the Pre and Post-
 Operative Evaluation of Patients Undergoing Septorhinoplasty
 Minas Constantinides, M.D

P Management of silent sinus syndrome without primary orbital
 reconstruction. Andrew N. Karpenko, MD

P Clinical Acoustic Rhinometry Assessment of Patients With
 Nasal Blockage. Ilknur Haberal, MD

P Septal Perforation After Nontransseptal Sphenoid Sinus
 Surgery. Jerome S. Schwartz, MD

P Massive sinonasal mucocoeles: diagnosis and treatment
 Carrie A. Roller, M.D.

P Allergic Fungal Sinusitis- Changing concepts. P. Baruah, MD

P Midline Necrotizing Sinonasal Lesions: Diagnosis and Treatment
 Algorithm with Clinicopathologic Correlates. R. Westreich, MD

P Inferior Turbinate Infusion : A New Route into Systemic Circula
 tion (Pathologic Aspect). Shahriar Nazari, MD

P Endoscopic Removal of Inverted papilloma of Nose and
 Paranasal Sinuses. Ramesh Chandra Deka New Delhi, India

P Office Based Anterior "Snare" Mini Turbinectomy – 40 Proce
 dures with Acoustic Rhinometric Analysis. R. Bhayani MD

ARS DINNER SYMPOSIUM

San Diego Marriott Hotel & Marina
 Sponsored through an Unrestricted Educational Grant
 from Merck & Co. Inc.

Due to limited seating admittance ticket is
 required and is available by invitation only.

Novel Treatment Strategies for Rhinosinusitis

6:00-6:30 Cocktail reception
 6:35-6:45 Introduction. Donald C. Lanza, MD

6:45-7:10 Pathogenesis of nasal polyposis: An Update on a
 European Perspective. Heinz Stammberger, MD

7:10 –7:15 Q & A

7:15-7:35 Leukotrienes and the pathogenesis of airway inflammat
 ion. Berrylyn Ferguson, MD Steven Parnes, MD

7:35-7:45 Interleukin therapy and anti-IgE therapy. J. Krouse, MD

7:45-8:00 Panel Q & A
 Dinner



Planning for Our Fiftieth

Marvin Fried, MD Secretary

The American Rhinologic Society will celebrate its Fiftieth Anniversary in 2004. Our Scientific Meeting that year will be held in New York City in September, just before the American Academy of Otolaryngology-Head and Neck Surgery Annual Meeting. Our President will be Jim Hadley, and President-Elect, Joe Jacobs. It is entirely appropriate that these will be our officers since both practice in the State of New York. The Society has grown over the past fifty years, and now numbers over 1,200 members from across the United States, and the world. We hold two Scientific Meetings, one in the fall, and the second in conjunction with the Combined Otolaryngology Springs Meetings. The quality of the scientific presentations at these gatherings is superb, and continues to get better with every passing year. Under the leadership of our current President, Paul Toffel, the corporate research sponsorship has grown to over \$288,500. Our research grants support our members, as well as residents, annually, and stimulates the finest of new inquiry. Our official journal, The American

Journal of Rhinology under the Editorship of David Kennedy, has grown in stature. The impact factor for 2000 was 0.937 and 1.021 in 2001, placing The American Journal of Rhinology high in the ranking compared to other otolaryngologic journals.

Rhinology represents one of the core subspecialties of otolaryngology, and reflects the entire gamut of patient care for those who are afflicted with nasal and paranasal sinus disorders. We have incorporated the newest techniques in the diagnostic and therapeutic care of our patients, and remain on Medicine's cutting edge. We are greatly indebted to the foresight of those who have come before us, and to the young clinicians and investigators who represent the best and brightest of our specialty.

So, 2004 will be a true celebratory occasion for the ARS. A Silver Anniversary Committee is now being formed, under the leadership of Drs. Hadley and Jacobs, with plans beginning for a superb scientific program, and celebratory events. New York is the perfect venue for our Silver Anniversary, and I personally look forward to your participation and support. Your input is more than welcome.

2002 ARS Grants and Awards

Thomas McCaffrey, MD

The ARS is pleased to announce the awarding of two research grants for 2002.

The \$25,000 New Investigator Research Grant has been awarded to Karen J. Fong, M.D., Oregon Health and Science University for her project entitled "Influence of Estrogen on Maturation of Olfactory Neurons."

A second New Investigator Research Grant has also been awarded for 2002. This award, for \$20,000, has been presented to Martin J. Citardi, M.D., Cleveland Clinic Foundation for his project entitled "Characterization of Eosinophil Peroxidase-Induced and Myeloperoxidase-Induced Tissue Damage in Sinonasal Polyposis and Chronic Rhinosinusitis."

Congratulations Dr. Fong and Dr. Citardi.

The ARS received four applications for the 2002 New Investigator's Research Grant and three applications for the 2002 Resident Research Grant through CORE (Centralized Otolaryngology Research Efforts). No applications were selected this year to receive a Resident Research Award.

The American Rhinologic Society, in collaboration with the American Academy of Otolaryngology-Head and Neck Surgery Foundation's CORE, will again sponsor two categories of grant award for the 2003 grant cycle - New Investigator and Resident Research.

The New Investigator \$25,000 award is open to a promising investigator who is not a current recipient of a major research grant. This award is active for up to two years and requires the mentorship of an established investigator. Two Resident Research awards, each in the amount of \$8,000,

are available. These awards are for a period of one year. Residents applying for this award must be an ARS member or candidate and must have an ARS member as a co-investigator.

ARS members of CORE's Study Section review all applications. Review criteria include project significance, scientific approach/methodology, and feasibility. Each applicant will receive a summary statement detailing the reviewers' comments. Recipients of ARS research grants are required to submit a final project status and financial report, and present the findings of their research at a national meeting of the ARS. Publication of results is expected with the ARS having the right of first refusal through its official journal *The American Journal of Rhinology*.

Applications and directions for submission are available at the AAO-HNSF's web site, www.ent.org, under Research. It is anticipated that online submission of applications will be available for 2003. Questions should be directed to Ms. Fareen Pourhamidi (703) 684-4293.

Important submission dates for 2003:

Letter of Intent: December 16, 2002

Applications: January 15, 2003

ARS funding of research projects is subject to receipt of applications through CORE that are judged to be sufficiently meritorious.

ARS Internet Update

Martin J. Citardi, MD

Information Technology Officer

At its last meeting (held at COSM 2002), the ARS Board of Directors approved a plan to develop an e-Commerce Module for the ARS website (www.american-rhinologic.org). This project represents a major expansion of the ARS Internet efforts. Once deployed, the e-Commerce module will permit members to pay dues, update their membership files and register for meetings via the Internet. The new module will greatly facilitate member services, and simultaneously reduce transaction costs.

After deployment, the e-Commerce Module will assign each member unique login name and password for access to the site. In addition, members will be able to select the means through which they receive dues notices, etc. In this way, the e-Commerce module will generate contact with members via E-mail, fax, or even regular mail. Of course, members will be encouraged to use the E-mail route. Members will be able to sign into the system at any time through any Internet connection. All financial transactions will be processed through a secure server system. The e-Commerce Module will process dues payments and meeting registration.

The e-Commerce module builds upon revisions to the ARS Administration Module, another web-based application through which member files are maintained. The ARS web site supports a virtually unlimited number of user profiles—which means that each user can be assigned a unique set of functions. Currently, these functions are mostly limited to administration tools, but the e-Commerce Module will expand this so that members can access their member profiles. Future functions can be added later.

The ARS Internet presence now includes:

- its public web site (which contains both patient and member information), E-mail services (for the receipt of E-mail, as well as the generation of bulk E-mail to members and other groups)
- Administration Module (for the maintenance of membership functions)
- e-Abstract Module (an Internet-based system for submission and review of abstracts)
- e-Survey Module (an internet-based system for survey site users)



The ARS web effort is closely coordinated with the ARS newsletter, whose articles serve as content for much of the public information posted on the web site. Periodic site updates include material originally written for the newsletter. Additional information is posted regularly.

The e-Commerce module depends upon the accuracy of the member info in the ARS database. The ARS Membership Committee has undertaken an effort to update this database. All members are asked to help with the work of the Membership Committee

In recognition of the growing web efforts, the ARS BOD approved a proposal to formally create the ARS Information Technology Committee, which will be lead by the ARS Information Technology Officer. Jay Dutton, MD recently joined this new committee

and is coordinating the development of new material that will be based on data generated by the e-Survey module.

Wildfire Internet (www.wildfire.net) serves as the ARS web host and developer. Wildfire is currently building the e-Commerce module. After initial testing, deployment is anticipated with 6-9 months.

All members are encouraged to explore www.american-rhinologic.org. Questions and comments can be directed to arsinfo@american-rhinologic.org.



San Diego: Site of the ARS Annual Meeting, September, 2002

American Rhinologic Society
Marvin P. Fried, MD, FACS
Department of Otolaryngology
Montefiore Medical Center
3400 Bainbridge Avenue
Third Floor
Bronx, NY 10467



Upcoming Rhinology Meetings and Courses

- | | |
|---|--|
| <i>Advanced Endoscopic Sinus Surgery and Surgery for Sleep Apnea</i> | Nov 29-Dec 1, 2002 |
| Loyola University | Contact: Eileen Hall, 708-216-5417 |
| <i>Queen City Endoscopic Sinus Course</i> | Nov 2-3, 2002 |
| University of Cincinnati | Contact: Robbie Cornelison, 513-558-5391 |
| <i>Utah Rhinology Course: Advances in Adult and Pediatric Endoscopic Management</i> | Feb 20-22, 2002 |
| University of Utah | Contact: Julie Douglass, 801-581-7515 |

If you would like to have your upcoming rhinology meeting noted here, simply provide the editor with pertinent information: newsletter@american-rhnologic.org

The American Rhinologic Society does not endorse these meetings but simply provides this list as a service to its members

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