

PRESIDENT'S MESSAGE

FALL 2006



Michael Sillers, MD
ARS President

I hope everyone has enjoyed their summer and is looking forward to our fall program in Toronto. Many of you attended COSM in Chicago and were pleased with the quality of the free paper presentations and panel discussions. Howard Levine and the Program Committee did an

outstanding job of organizing this effort.

I would like to recognize and congratulate the CORE research award winners announced at COSM:

ARS New Investigator Award-\$ 25 K
Alexander Chiu, M.D., University of Pennsylvania
"Efficacy of Topical Lactoferrin and Antibiotics in an Animal Model of Sinusitis

Resident Research Grant Award-\$ 8 K
Amber Luong, M.D., University of Texas Southwestern
The Role of Non-IgE Inflammatory Pathway in Allergic Fungal Rhinosinusitis

Sumana Jothi, M.D., UCSC
The Electro-olfactogram in the Diagnosis of Olfactory Dysfunction

The fall meeting plans to be another excellent CME event with Eugene Tardy presenting the second annual David Kennedy lecture. Merck will support a breakfast symposium on the comprehensive management of the patient with nasal polyposis and the program will also include numerous high quality free papers and informative panels. The Corporate Affiliates Committee of the ARS has worked very hard along with our faithful supporters over the years to enable the society to host these events for attendees. For those of you who practice rhinology and are not members of the American Rhinologic Society, I would like to encourage you to join the ARS for several reasons. First and foremost is our dedication to patient care. By attending our biannual meetings and reading the American Journal of Rhinology you will be presented with the most current understanding of the pathophysiology and treatment of chronic rhinosinusitis and other nasal and sinus disorders. This is paramount as our specialty will be asked to define outcomes and quality care measures as we are faced with pay-for-performance mandates. The ARS is actively involved in this area through participation in our Academy's TRICSM. As this process evolves membership input will be invaluable.

Second is our commitment to patient advocacy. There are numerous health care access issues that we face on a daily basis. The ARS Patient Advocacy Committee, chaired by Michael Setzen, has had recent success in overturning policy of a major payor with regard to surgical navigation. Previously considered "experimental" based on level of evidence, surgical navigation is now recognized by that payor as a valuable, proven technology that is good for our patients. This represents a tangible benefit that the ARS has provided for practitioners. There is also still hope that as CMS changes their methodology for approving procedures for ambulatory surgical centers (ASC's), surgical navigation will be considered. Balloon sinuplasty has been another example of technology recently introduced into our specialty. The ARS has taken a proactive position in evaluating its current status by convening a well-rounded Ad Hoc committee to present guidelines to physicians and patients. The ARS is also working closely with one of the largest agencies in the U.S. contracted by payors to oversee precertification for CT scanning.

Third is the camaraderie associated with a subspecialty society. The practice of rhinology is an important part of many otolaryngologic practices. There is a tremendous amount of "learning" that occurs through discussion between free papers and during the breaks at our meetings. There are opportunities for informal case presentations/consultations with the numerous willing experts in our field. Not only does this lead to improved patient care but it fosters friendships and working relationships that would otherwise not occur.

In a time where economic pressures continue to increase, one must critically evaluate membership in "another society". Membership in the American Rhinologic Society is one of the best values today and I would strongly encourage you to join. I look forward to seeing you in Toronto.

The American Rhinologic Society would like to thank Gyrus ENT for partnering with the ARS Newsletter for 2006



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ENT

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Todd Kingdom, MD

ARS FALL MEETING, SATURDAY SEPTEMBER 16 TORONTO, CANADA

Howard L. Levine, M.D., *President-Elect, Chairman, Program Committee*



Save the date! Be there! The 52nd annual meeting of the American Rhinologic Society is scheduled for Saturday, September 16, at the Fairmount Hotel, Toronto Ontario. As always, this meeting is the day before the annual meeting of the American Academy of Otolaryngology-Head and Neck Surgery.

In preparation for the meeting, the ARS program committee has chosen papers based on scientific merit and feedback from attendees and from over 60 outstanding clinical and basic science abstracts to create an exceptional group of oral and poster presentations. The topics will highlight innovative approaches to practical medical and surgical management of both routine and complex rhinologic disorders. Other papers focus on the basic science of rhinology and demonstrate the lead we have taken in understanding the ever so increasing complexity of our specialty. One of the unique features of every ARS meeting is the formal and probing discussion by noted rhinologists with the audience. The poster session will allow attendees to acquire new information in a more causal manner at their own pace.

Several special presentations will highlight the Fall meeting:

The Second **Annual David Kennedy Lecture** will be given by **M. Eugene (Gene) Tardy, M.D.**, internationally noted nasal surgeon, speaker, and teacher. His topic, "Composers and Nasal Analysis: Seeking a Higher Analytical Plane", should be most interesting, intriguing and thought provoking.

There will be a Saturday breakfast sponsored by Merck & Co, Inc dealing with "**Current Management of Nasal Polyps**" with speakers **Michael Sillers, James Palmer, and Joseph Jacobs** discussing preoperative, intraoperative and postoperative care for the patient with nasal polyps.

If this were not enough, **Michael Setzen, MD**, Chairman of the ARS Patient Advocacy Committee will once again moderate a panel on contemporary and important socioeconomic [cont. on pg. 3](#)

52nd Annual Meeting SEPTEMBER 16, 2006 The Fairmount Royal York Hotel, Toronto Canada



Save the Date!

ARS FALL MEETING, CONT.,

topics. This panel has been and will continue to be presented during each of our annual ARS meetings because of the useful information it provides to every practicing otolaryngologist.

Our Fall meeting is also a time to recognize some of our colleague's achievements. The \$1000 Cottle Award and the \$1000 ARS International Rhinology Research Award will be presented for the best basic science or clinical research paper.

Special thanks must go to our hard working Program Committee members including **David Conley, John DelGaudio, Peter Doble, Joseph Han, Peter Hwang, Todd Kingdom, Stilianos Kountakis, Todd Loehrl, Richard Orlandi, Jim Palmer, and Ronald Swain.**

Look for more details about the program over the next few months through our newsletter, mailings and website. Register early and save money! Make your hotel reservations! See you in Toronto.

REGISTER ONLINE:

www.american-rhinologic.org

A Brief Note from the Nose News Editor

The American Rhinologic Society owes a debt of gratitude to Richard Orlandi for his newsletter stewardship over the past few years. Rich, who accepted the baton from our present secretary Brent Senior, has done a superb job. The Society thanks Rich as well as Brent for their time and dedication. I will continue to modify the Newsletter and would be happy to accept suggestions concerning content.

Joe Jacobs

Joseph.Jacobs@med.nyu.edu

ARS AS PART OF SAHP AWARDS LARGEST GRANT

Timothy Smith, MD



The Sinus and Allergy Health Partnership (SAHP), comprised of representatives from the American Rhinologic Society (ARS), the American Academy of Otolaryngology-Head and Neck Surgery (AAO-HNS) and the American Academy of Otolaryngic Allergy (AAOA) is a critical collaboration between our societies and allows for important initiatives to be undertaken on behalf of all otolaryngologists practicing nasal and sinus medicine and surgery.

As part of the SAHP's efforts to enhance national and international visibility for otolaryngology research in the arena of sinonasal disease, the SAHP has awarded the largest grant ever offered through the American Academy of Otolaryngology's grant process to **Dr. Noam Cohen** and the University of Pennsylvania for their research entitled "**Altered Ciliary Dynamics in Chronic Rhinosinusitis.**" The grant award for \$100,000 spans three years and will be used to study ciliary response to pharmacologic stimulation, examine reversibility, and assess the effects of exogenously applied inflammatory mediators on ciliary function. The ARS and SAHP congratulate Dr. Cohen and his colleagues for their fine work and look forward to their research presentations at upcoming meetings!

As part of the mission of the SAHP, the SAHP board will plan to invite applications for grants to conduct clinical or basic research in the pathogenesis, pathophysiology, diagnosis, prevention, or treatment of nasal and sinus disease. Projects must be designed so as to yield useful information within the period of award, but priority will be given to projects that are also innovative with promise to develop into new long-range or expanded research programs capable of attracting funding from other sources.

Current SAHP Board with affiliation

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Will Shawver	Point Staff Person Supporting SAHP

For further information regarding the SAHP, feel free to contact its' staff, William Shawver, or Executive Director, Jamie Lucas, at 202-955-5010 (fax 202-955-5016; 1990 M Street, NW, Suite 680, Washington, DC 20036).

CORPORATE AFFILIATES RESEARCH GRANT PROGRAM

Paul H. Toffel, M.D., *Committee Chairman*



It is again with great pride and affection that I review the Corporate Affiliates Research Grant Program of the American Rhinologic Society because it parallels the wonderful growth and spirit of our organization since the mid-90's.

The idea for corporations to sponsor pure unrestricted research grants in Rhinology was seeded by our devoted Treasurer, Dr. David Kennedy in 1995, during the tenure of President Vijay Anand. Our Board of Directors discussed and formed this new initiative, which has brought approximately \$450,000 to our young faculty investigators and residents in the form of \$25,000 and \$8,000 annual grants.

Through the presidential terms of Drs. Dale Rice, Mike Benninger, Bill Panje, Charlie Gross, Fred Kuhn, myself, Don Lanza, Jim Hadley, Joe Jacobs and Mike Sillers, this program has allowed over two dozen of our young, bright minds to have unfettered funds for direct basic science research in all aspects of Rhinology. The program has been elevated by its administration via the CORE (Combined Otolaryngologic Research Entity) initiative of our affiliated umbrella societies, and the ARS can be proud of awarding approximately 10% of all research dollars granted via CORE the past decade.

None of this would be possible without the synergies we have with our wonderful instrument and pharmaceutical corporate thought-leaders who recognize the value of working with our society's research arm with no restrictions upon our use of the funds. We have fostered, and continue to foster, wonderful relationships between industry and our society for the greater good of our rhinology patients.

The research programs continue to gain support from our corporate sponsors, who have the opportunity to meet with our society's thought-leaders at functions we sponsor for the corporate friends each year at our spring meeting.

The society is always grateful for educational grants from industry which help our endeavors, and these are always recognized in our meetings and publications, but we are particularly grateful to these corporate sponsors who place pure research for the benefit of our medical and surgical patients foremost. It has continually been an honor for me to serve the society as Chairman of this Committee. I want to thank my committee members, Drs. Nicolas Busaba, Peter Catalano, Alexander Chiu, Jay Dutton, James Hadley, Joseph Han, Clark Huang and Robert Kern, for their help in suggesting contacts to foster these lofty goals.

HAVE YOU JOINED ARS?

Karen Fong, M.D., *Committee Chairman*



The American Rhinologic Society is the largest physician organization whose mission focuses upon the medical and surgical treatment of patients with diseases of the nose and paranasal sinuses. We are dedicated to all aspects of rhinology including patient care, research, and education. Recent meetings have included scientific presentations related to innovative surgical techniques,

pathophysiology of chronic rhinosinusitis, issues related to the use of image-guidance, and reimbursement and coding for rhinologic surgery.

Several categories of membership are available and detailed information and additional application forms can be found on the website <http://www.american-rhinologic.org> under "Membership Info". Please direct questions to Wendi Perez (wendi.perez@gmail.com) or Karen Fong, MD, Chair, Membership Committee (fongka@ohsu.edu).

Additional benefits of regular membership include:

- discounted registration fees for the annual Fall and Spring meetings
- a subscription to the American Journal of Rhinology, the official publication of the ARS
- a subscription to the ARS newsletter
- access to the "Members only" section of the ARS website

Join the ARS



COMMITTEE PARTICIPATION - THE KEY TO A HEALTHY SOCIETY

Brent A. Senior, MD, *ARS Secretary*



For over 50 years, the American Rhinologic Society has functioned as the premiere organization serving otolaryngologists managing the “N” of “ENT.” With a membership of nearly 1000, the society remains strong in carrying out its mission to serve the field of rhinology by being a major source of education and research for physicians, while its patient advocacy activities reflect its commitment to the best in patient care.

Even more important, however, “the” ARS is truly “your” ARS. Over the last year, your ARS has aided its membership by advocating on your behalf in coding concerns with insurance carriers and HCFA. In order to aid rhinology education and residents interested in pursuing rhinology fellowship, your ARS has established the first-ever rhinology fellowship match streamlining with great success an otherwise complicated process. And your ARS has worked tirelessly on a personal level with individual rhinologists aiding specific membership concerns received via phone call or email.

So, if you are not a member of the ARS, then join! If you are a member, then talk to a colleague and encourage them to join! Your ARS has been a potent force for rhinology education and patient advocacy, but only with the support of a large, strong membership will we remain so. For membership applications to your ARS, go to www.American-Rhinologic.org.

COMMITTEE ON COMMITTEES

Marvin P. Fried MD, *First Vice President*



Each year, the First Vice President reviews the committee structure, the charges and membership. The intent is to keep these important groups up-to-date and active. This year, the committee chairs are once again asked to look over their membership and members

renewed or changed as the positions expire. Members of the ARS who are interested in becoming participants in any committee should send the request to Wendi Perez (wendi.perez@gmail.com).

For a full detailed description of all committee charges please go to <http://www.american-rhinologic.org/policy.phtml>. The greater the overall participation, the more vital will be our Society.

Upcoming Events and Deadlines:

September 16, 2006
ARS Annual Scientific Meeting,
Toronto

December 15, 2006
Letter of Intent Deadline,
ARS CORE Research Grants

January 15, 2007
Application Deadline,
ARS CORE Research Grants

NEW MEMBERS!



REGULAR MEMBER:

Nedra H. Joyner, MD , Chicago IL
James C. Wu, MD, New York, NY
Paul R. Krakovitz, MD, Cleveland, OH
Clifford T. Chu, MD, Brick, NJ
Toby S. Morgan, MD, Rome, CA
Jacques Papazian, MD, Vernon, IL

INTERNATIONAL MEMBER:

Douglas Richard, MD, Epsom, Auckland, NZ

AFFILIATE MEMBER:

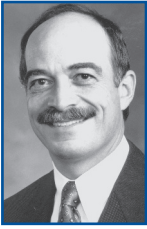
Joshua Makower, MD,
Mountain View, CA

RESIDENT MEMBER:

Jean Anderson Eloy, MD,
New York, NY
Man-Kit Leung, MD, Stanford, CA

PATIENT ADVOCACY CORNER - WHAT IS THE ARS DOING FOR MEMBERSHIP LATELY?

Michael Setzen, MD, FACS, *Chair, Patient Advocacy Committee; Member-At-Large ARS Board of Directors*



Members of the American Rhinologic Society (ARS) frequently question the need and value of Membership within the ARS. Periodically the ARS Board needs to let its Membership know “what it is doing for the Membership lately”.

In this brief report, we will highlight what the ARS is doing for you, our Members, with respect to Patient Advocacy related matters including coding, reimbursement, denials and most recently Pay for Performance.

Most significantly, the Patient Advocacy Committee (PAC) fields calls on a daily basis from Members throughout the country with respect to the above Rhinology related matters. This is done by voluntary Members of the Committee who liaise with the practice management department of the AOO—HNS, in particular Linda Taliaferro.

Recent goals and achievements include the following: The PAC because of the constant barrage of complaints that it was receiving with respect to image guidance appealed to the Board of the ARS and then in turn through the Paranasal and Sinus Committee of the Academy of Otolaryngology appealed to the Board of the Directors of the Academy to see to it that the Position Statement be changed to reflect the numerous issues that insurance carriers were finding in order not to reimburse for image guidance. In particular the position statement on image guidance now states that this is no longer investigational or experimental and that there is sufficient evidence based medicine to support its need, that it should be used primarily in complex cases and at the discretion of the operating surgeon. As a result we have been able to help Members throughout the country be appropriately reimbursed for this necessary technology. Committee members playing an important role in this issue include Martin Citardi MD and Pete Batra MD.

Furthermore, one of our ARS Members, Jacqueline Corey MD, Chicago, Illinois called upon this Committee to assist in a problem she was having with respect to image guidance reimbursement in four states, namely, Illinois, Michigan, Wisconsin and Minnesota, and once again we were able to help Members in these four states by clarifying with the appropriate individuals that image guidance indeed is not experimental or investigational and furthermore that there is sufficient evidence to support its needs.

Based on this effort by the ARS, the problem appears to have been resolved in these four states, but one will need to wait further response to indeed hear whether this was as successful as we do anticipate it was.

With respect to information on the ARS Website, David Conley, M.D. of the Department of Otolaryngology, Northwestern University, Chicago, Illinois recently made this statement:

“I just wanted to thank you and the ARS for the Patient Advocacy information available on the ARS website. My practice has found this information very helpful in several situations where insurance carriers have required more in-depth information regarding

services we provide to patients. The ability to access the ARS positions has been a real time saver and has helped us continue to offer our patients state-of-the-art care”.

The PAC Panel Discussions that are held twice a year at both the spring and annual meetings have proved to be extremely beneficial to the Membership so much so that they constantly request that it be continued and suggestions are constantly being solicited for future panels.

The PAC represented by Peter Doble MD, in conjunction with Members of the Board of Directors of the ARS is currently looking into indications for computer tomography of the sinuses in the office. A confidential document is being drawn up and will be released once complete.

Numerous issues have arisen with respect to the unlisted CPT code, but more specifically with respect to procedures for which there is no code. The ARS has been very helpful in helping the Membership in wading through these waters with respect to unlisted codes and how to bill for them.

Another issue of significance is that of postoperative debridement. The PAC has discussed and debated this issue repeatedly and maintains the position that at least four postoperative debridements in a 6-week period following endoscopic sinus surgery are reasonable and six debridements in the complex case are fair. Members of the ARS and rhinologists in general should abide by these recommendations, so there is no abuse of this important and necessary procedure.

The Committee the importance of documentation in both the medical chart and operative note to enhance better reimbursement and to assist in the untoward event of an audit or malpractice suit.

This Committee will now play in major role in determining Pay for Performance Measures. This will be a significant task and we appreciate the efforts of Rod Schlosser, MD and Andy Lane MD who will help draft these Performance Measures for the ARS as they Co Chair this Sub Committee.

On an international level, the Danish Society of Rhinology reached out to us for assistance, as well. They had a problem with respect to billing and coding issues, and we were able to offer those help and advice.

It is also important that we recognize the assistance rendered to us by our attorney, Beth Roberts, She has been instrumental in assisting us with certain regulatory issues that the government continually thrusts upon us. In particular, she has been extremely helpful in matters related to surgery performed in free-standing ambulatory facilities. We will continue to work closely with Beth on this issue and in particular CMS related issues.

One could not achieve these goals without the help of the Members of the PAC and one wishes to express thanks at this time to each of them.

The PAC remains willing, able and available to help Members of the ARS in any matters related to the Practice of Rhinology.

AN UPDATE ON THE RHINOLOGY FELLOWSHIP MATCH PROCESS

Todd T. Kingdom, M.D., *Chairman, ARS Education Committee*



Eighteen months ago the ARS Education Committee formed the Fellowship Committee in an effort to develop a matching process for rhinology fellowship positions. The Fellowship Committee consists of one individual from each current rhinology fellowship program and three members appointed by the Executive Committee: Brent Senior, MD (ARS Secretary),

Paul Toffel (ARS Past President), and myself (current Chairman of the Education Committee). The committee has met three times since its inception and has made great strides in tackling the many complex issues.

Following discussions at the 2005 Winter Board Meeting, in January 2006 the ARS entered into an agreement with the SF Match Organization to conduct the 2006 Rhinology Fellowship Match for positions starting in July 2007. Programs conducted interviews between the months of February and May, and submitted rank lists to the SF Match on June 5, 2006. Likewise applicants registered with the SF Match Organization and submitted their lists by June 5. On June 9th, 2006 programs and applicants were notified of the match results.

Twenty-two applicants and 16 programs registered for the match; 17 applicants and 16 programs ultimately participated in the match process by submitting rank lists to the SF Match Organization.

The actual matching process appeared to proceed without a glitch with seamless filing and notification. The results found all but 2 applicants matched to a program while 15 of the 16 programs filled their spot. For applicants, 4 received their 1st choice, 2 their 2nd choice, and 3 their 3rd choice. For the participating programs, 7 received their 1st choice, 5 received their 2nd choice, and 1 received their 3rd choice.

Despite a few breakdowns in communication early in the process, the initial feedback from program directors has been extremely positive and supportive of continuing our relationship with the SF Match. With the assistance of the SF Match Organization, a survey for the participating applicants is being developed to gather additional information regarding their opinions about the match process. I sincerely believe that this recent effort accomplished our initial goal, namely, to develop a fair and equitable matching program for fellowship applicants and fellowship training programs. I thank the program directors for their willingness to support this initial process and I congratulate the applicants who hopefully found this to be a fair approach. Please feel free to contact me if you have questions regarding the rhinology match process (todd.kingdom@uchsc.edu).

2006 ARS CORPORATE AFFILIATE RESEARCH GRANT PROGRAM PARTICIPANTS

Platinum (\$10,000)

Gyrus ACMI
Xoran Technologies

Gold (\$5,000)

Karl Storz Endoscopy
Abbott Laboratories
Naryx Pharma, Inc.
Acclarent, Inc.



Friends
BrainLAB

Silver (\$2,500)

Medtronic-Xomed
Restore Medical

Bronze (\$1,000)

GE Medical Systems
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Instruments Corp.

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UPCOMING RHINOLOGY COURSES

THE NOSE: Inside & Out October 4-7, 2006
University of Virginia Health System
Charlottesville, VA
Contact: Tamara W. Eberly, Ph.D, R.N Tel: 434-924-1657 Email: te7q@virginia.edu

The Southern States Rhinology Course October 19-21, 2006
Medical College of Georgia
Augusta, GA
Contact: Mark Quarles 800-221-6437 (or) 706-721-3967 email: mquarles@mcg.edu

UPMC Shadyside Endoscopic Sinus Course October 20-22, 2006
University of Pittsburgh
Pittsburgh, PA
Contact: Tel: 412-647-8232 Email: CCEHS@upmc.edu

Western States Rhinology Course October 26-28, 2006
University of Colorado, University of Utah, & Stanford University
Sonoma, CA
Contact: Susan Morrison Tel: 303-372-9050

The 14th International Rhinology Update Course November 20-24, 2006
Faculty of Medicine Siriraj Hospital, Mahidol University
Bangkok, Thailand
Contact: Pongsakorn Tantilpikorn, MD Tel: 662-419-7409 or 662-419-8040
Email: ptantili@yahoo.com

Minimally Invasive Endoscopic Surgery of the Pituitary Fossa and Cranial Base January 18-20, 2007
University of Pittsburgh Minimally Invasive Endoneurosurgical Center
Pittsburgh, PA
Contact: Carl Snyderman, MD Tel: 412-647-2462 Email: snydermanch@upmc.edu

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

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

** The content of Nose News represents the opinions of the authors and does not necessarily reflect the opinions of the American Rhinologic Society.*

American Rhinologic Society Newsletter
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