

SPRING 2008



Marvin P. Fried MD ARS President

Presidents Message

The American Rhinologic Society is a living, breathing, growing and energetic organism that is exciting to be part of. The membership is enthusiastic and the ideas that come from it to benefit the Society, our members and patients are a continuum of well considered proposals and action items. Our two scientific meetings are the mainstays of our interaction together and most apparent to our membership, but in fact is only a small part of what we do.

The American Journal of Rhinology is the premier publication in the specialty, edited by David Kennedy, MD and a renowned group of other rhinologists. Submissions to the Journal have increased and their quality has necessitated the growth in pages of each issue. To reflect the dynamic diversity of our specialty, the name has been changed to the American Journal of Rhinology and Allergy. The Journal is one of the most public venues to reflect our work and those of others worldwide. We hope that it can encompass an even broader group of authors and subscribers in the future.

The lifeblood of any society is the members who bring new ideas and perspectives to us. Dr. Seth Brown has helped immensely in the creation of the Fellows and Residents Section who will meet for a scientific exchange at COSM. The enthusiasm of this group is reflected in the number of individuals who participated in the last event. The ARS is committed to support this effort. In this regard, fellowships are one of the major resources of rhinology. Dr. Todd Kingdom and his Education Committee are helping to give some structure to the match process. To date 21 programs have enrolled.

GYRUS ACMI

The American Academy of Otolaryngology – Head and Neck Surgery has made an active effort to strengthen its ties with the specialty societies. Dr. James Stankiewicz and I attended a Leadership Meeting in November and were part of a very frank discussion as to where the opportunities lie for us as otolaryngologists. News from the ARS will appear in the AAO Bulletin. The societies will have greater input to the AAO committee structure and the educational offerings. The follow up meeting has been held in March with Dr. Nicolas BuSaba, our Legislative Representative attending.

A mechanism to assess outcomes for the common procedures that we perform is a necessity that is gaining national support, particularly by the American College of Surgeons under the Presidency of Dr. Gerald Healy. Dr.'s. James Hadley, Neil Bhattacharyya, Michael Sillers and Kathy Yaremchuk are working diligently to create such an instrument for rhinology. This is an exceptionally important initiative for all of us.

> Dr. Stankiewicz has highlighted the events of COSM and other initiatives in his column. It will be an exciting program in a beautiful site.

It is a great time to be a rhinologist and a member of the ARS!



Acclarent

ARS Officers

Marvin P. Fried, MD President

James Stankiewicz, MD President-Elect

Brent A.Senior, MD Secretary

Peter Hwang, MD Secretary-Elect

David W. Kennedy, MD Treasurer

Howard L. Levine, MD Immediate Past President

Michael J. Sillers, MD Past President

Stilianos Kountakis, MD First Vice President

Brent A. Senior, MD Second Vice President

Board of Directors

Karen Fong, MD Todd Kingdom, MD Bradley Marple, MD Michael Setzen, MD Timothy Smith, MD Kathleen Yaremchuk, MD

Consultants to the Board

Neil Bhattacharyya, MD Peter J. Catalano, MD Robert Kern, MD Paul Toffel, MD

Newsletter Editor Joseph B. Jacobs, MD

Committee Chairs

Audit - Roy Casiano, MD Awards - Timothy Smith, MD By-Laws - Andrew Lane, MD Business Relations - Joseph Jacobs, MD CME - James Palmer, MD Corporate Liaison - Paul Toffel, MD Credentials - John DelGaudio, MD Education - Todd Kingdom, MD Information Technology - Jay Dutton, MD Information Technology - Jay Dutton, MD International Liaison - Jan Gosepath, MD Membership - Stephanie Joe, MD Patient Advocacy - Michael Setzen, MD Pediatric Rhinology - Sanjay Parikh, MD Research Grants - Andrew Lane, MD

Administrator

Wendi Perez PO Box 495 Warwick NY 10990 Tel: 845.988.1631 Fax: 845.986.1527 wendi.perez@gmail.com

From the Newsletter Committee

The American Rhinologic Society Newsletter is distributed tri-annually to all Otolaryngologists. Since inception, approximately 10 years ago, content has evolved dramatically. "Nose News" provides our community with up to date information concerning Rhinologic Society activities and programs as well as data pertaining to practice management. We welcome any feedback or questions from our readers.

Nancy Appleblatt, Rich Chandra, David Conley, Marc Dubin, Karen Fong, Scott Graham, Todd Kingdom, Joseph Jacobs

First Vice Presidents Report -Committee on Committees

Stilianos Kountakis, MD, First Vice-President



It is with pride that we have seen our American Rhinologic Society grow to become one of the leading societies in otolaryngology-head and neck surgery. Our meetings are well attended and multiple issues that face our membership are addressed on a regular basis. We have seen our committees and board be active in a variety of issues including rhinology education and patient advocacy. Our scientific programs are of the highest caliber and involve the presentation and discussion of the latest therapies, surgical techniques and instrument technologies that benefit our patients. The core reason of our success lies in the

Stilianos Kountakis, MD

structure of our society that encourages member participation through a committee structure that interfaces with the board and officers of the society. The American Rhinologic Society has matured into an efficient and responsive organization, with an evolving complexity necessary to address all the issues we currently face in the process of caring for our patients. That evolving complexity includes a recommendation approved by the board during the recent winter meeting to create an Ethics Committee of the society. The charge of the committee will be to review activities from the ethical point of view as requested by the board and make our members aware of ethical issues pertaining to rhinology. This committee, as all our committees, requires your direct participation to be successful. Please let us know if you would like to serve. Review the committee listing at www. american-rhinologic.org and contact us at wendi.perez@gmail.com with your interests.

meetings for 2008...

COSM 2008 - May 1-2, 2008 JW Marriott Grand Lakes Orlando, FL

54th Annual Meeting - September 20, 2008 Chicago, IL

Rhinology World 2009 - April 15-18, 2009 Sheraton Philadelphia City Center Hotel Pittsburgh, PA Fall 2009 - October 3, 2009

San Diego, CA

for more information or to register please turn to page 5 or visit www.american-rhinologic.org

Rhinology World 2009

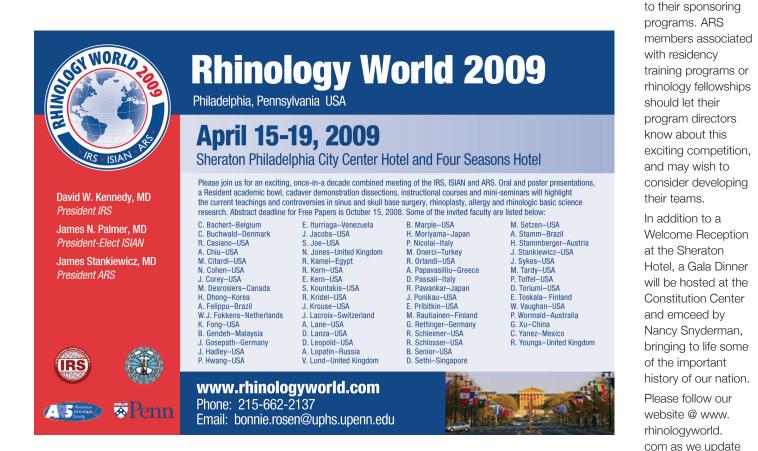


Preparations are continuing for the Joint IRS/ ISIAN/ARS international meeting entitled Rhinology World 2009 to be held in Philadelphia April 16-19, 2009. We are pleased to report that the AAOA has also decided to join this important rhinologic meeting, and will be offering their basic allergy course at the meeting. The meeting will also be co-sponsored by The University of Pennsylvania.

David Kennedy, MD

David Kennedy, MD, Treasurer

break, parallel sessions will include mini seminars, scientific paper presentations, instructional courses, 'great debates' and exciting exhibits. Live demonstration dissections by leading international surgeons will also be broadcast into the lecture rooms, and participants will have the opportunity to perform hands on cadaver dissections themselves mentored by international experts within the different rhinologic fields. Finally, there will also be an interactive resident rhinology knowledge bowl-type competition with significant monetary awards to both the winning individuals and



For this special meeting, the IRS (International Rhinologic Society), the ISIAN (International Symposium on Infection and Allergy of the Nose), the ARS (American Rhinologic Society) and the AAOA (American Academy of Otolaryngic Allergy) are all coming together and, for the ARS, this meeting will be in lieu of its usual COSM participation in 2009.

The meeting will begin on Thursday April 16th and end on the afternoon of Sunday April 19th and will incorporate rhinology, allergy, skull base surgery and rhinologic facial plastic surgery. Each morning begins with a plenary talk from a major international speaker who will set the tone for a more detailed round table discussion to follow. Following the plenary session and coffee meeting and highlights of Philadelphia and the surrounding areas. A companion social program will also highlight the historical and cultural possibilities in the City of Philadelphia and also pre- and post- Congress tours to New York City and Washington, DC., especially for our international visitors.

We look forward to hosting you in Philadelphia for this exciting meeting in April 2009.

www.american-rhinologic.or

the information surrounding the

Resident Initiative

Membership is the lifeblood

of any organization and the

ARS American Rhinologic

Society is certainly no

exception. The value of

membership is apparent

to those of us who have

been served over the years



Michael Sillers, MD

by the ARS. Among the numerous benefits, the inclusion of the American Journal of Rhinology within your dues payment provides practitioners and residents with excellent clinical and scientific articles that will directly impact individual physicians' practices. In the past, a resident membership did not include this journal subscription. It is the belief of the ARS leadership that if resident physicians become members during training they will clearly see the value of membership and become life-long members, beneficiaries, and hopefully contributors to both the society and the journal. To further this endeavor, the ARS has enlisted the support of Xoran, Inc. to provide resident members with a complementary subscription of the American Journal of Rhinology. In 2007,

85 otolaryngology resident physicians joined the ARS and therefore received the AJR. We believe this initiative has been a tremendous initial success and the society extends our gratitude to Xoran Technologies, Inc. for its willingness to participate. We are happy to continue this project in partnership with Xoran in the coming year and focus on transitioning

"...if resident physicians become members during training they will clearly see the value of membership and become life-long members..."

Michael Sillers, MD, Past-President

resident members to regular membership once they complete their training. An additional aspect of the Xoran support will be a CT paranasal sinus anatomy training

session as part of the resident/fellow event to be held at the fall meeting.

Credentials Committee

John Delgaudio, MD, Chair of Credential Committee



John Delgaudio, MD

There are many Otolaryngologists in the United States and internationally for whom the medical and surgical treatment of nasal and sinus disorders account for a significant percentage of their practice. Whether you know it or not, it is the American Rhinologic Society and its dedicated fellows that are at work behind the scenes to keep the field of rhinology moving in the right direction in many ways, including academically, financially, and with patient advocacy issues. As with any Medical Society, the more physicians that are involved, especially at the highest level of membership, the stronger the organization. I would like for all members who are eligible to attain fellowship status to consider upgrading your membership.

Some of the benefits of fellowship include:

- Represents the highest level of membership in the American Rhinologic Society
- Reflects that Rhinology accounts for a substantial part of your practice
- Reflects your commitment to the subspecialty of Rhinology
- Only fellows may hold officer positions in The American Rhinologic Society

The credentials for fellowship include:

- Candidate must be out of residency for at least 3 years
- Documentation of 50 surgical rhinologic cases in two years
- Letters of recommendation from 2 ARS members in good standing
- Attendance at two ARS meetings or ARS-sponsored courses over a three-year period

Membership applications can be found on the ARS website at http://www.american-rhinologic.org. Let's see our membership grow at the highest level of commitment to Rhinology. For those of you that are not yet non-members of the ARS, please consider joining.

meetings for 2008.

COSM 2008 | May 1-2, 2008

JW Marriott Grand Lakes, Orlando, FL

Manuscript deadline: April 4, 2008 Register & submit abstracts on line: www.american-rhinologic.org

- Resident/Fellows in Training Business Hour
- Pediatric Chronic Sinusitis 2008

54th Annual Meeting | September 20, 2008

Chicago, IL

- 4th Annual David W. Kennedy Lecturer
 A Backward Glance on our Road and a Look into the Crystal Ball: What's Next in Endoscopic Sinus/Skull Base Surgery?
 Heinz Stammberger, MD
 Graz, Austria
- Video Presentations
- Breakfast Symposium (Supported by Medtronic ENT) "Office and Intraoperative CT Imaging: Indications and Credentialing" Moderator: Stilianos Kountakis, MD Speakers: David Conley, MD, Subinoy Das, MD, Robert Kern, MD, James Palmer, MD

Abstract submission deadline: May 24, 2008, Manuscript submission deadline: August 22, 2008 Submit abstracts on line: www.american-rhinologic.org

Questions: Wendi Perez, Administrator, ARS, Tel : 845.988.1631 Fax: 845.986.1527 Email: wendi.perez@gmail.com

Coming Soon....

- Career Center on the ARS Website
- 2009 On-Line Subscription to the American Journal of Rhinology for all International Members.

New!

Rhinology Fellowship Travel Grant

- Two \$750 Travel Grants ARS Annual Meeting
- Awarded to the two highest ranking abstracts submitted by current rhinology fellows in training
- Exclusively awarded to fellows who have participated in the SF Match
- Abstract Deadline : May 24, 2008
 www.american-rhinologic.org

Unraveling the Confusion Surrounding Middle Turbinate CPT Coding

Michael Setzen MD, Chair of the Patient Advocacy Committee and Sanford M. Archer, MD, Member Patient Advocacy Committee



Currently, only one CPT code exists for work done on the middle turbinate, namely 31240. An ARS member recently contacted the committee and asked what CPT code can be used when doing other work on the middle turbinate e.g. realigning a retroverted middle turbinate obstructing the OMC.

Michael Setzen, MD Use the unlisted code 30999 unless work is being done to gain access to the ethmoid during ethmoidectomy; in this case, the turbinate work is part of the ethmoidectomy.

A second ARS member appealed to the committee with problems related to carriers bundling 31240 with 30130, 30140, and 30520. This is inappropriate as there are no CCI edits that allow the bundling of 31240 with any of these codes. In fact, as of the first guarter of 2008, the only nasal codes that have CCI edits with 31240 are 31231, 92511 (no modifier over-ride allowed) and 31233, 31235, and 31237 (allow modifier over-rides, e.g. modifier-59). This confusion relates to the fact that many carriers have not updated their computers to reflect the CPT language change, which took place late in 2006. CPT codes 30140 and 30130 had the term inferior added, thereby describing procedures performed only upon the inferior turbinate. The work of septoplasty does not include anything performed upon the turbinates. Should these codes be bundled, then a letter of appeal to the insurance carrier must explain that this editorial change took place in 2006. Members must contact the AAO-HNS Practice Affairs Department so the Academy can assist in helping challenge this inappropriate bundling. Members must ask their carriers what bundling rules they are using so that the Academy may contact the proprietary organization to request that they change their rules.

Another dilemma surrounds the issue of coding 31240 at the time that partial or total ethmoid surgery is performed endoscopically;

namely, can you code for 31240 at the time you code for 31254 or 31255? The answer is yes, you should be able to bill 31240 based on the original valuation of the RVUs The reason being that when these codes were created with the AMA and valued by the AMA-RUC with the approval of CMS, Doctors David Kennedy and Fred Kuhn were of the opinion that the work involved in concha bullosa resection was over and above that performed on the ethmoid sinus. There is an additional work necessary to preserve the mucosa on both sides of the turbinate, preserve the lamella and resect areas of exposed bone while preserving middle turbinate integrity. This requires additional expertise and effort and therefore should be allowed to be billed over and above the CPT code for ethmoid surgery. As alluded to in the paragraph above, CCI edits support this logic.

Once again, the patient advocacy committee of the ARS welcomes any problems related to CPT coding and or reimbursement and we continue to strive to be helpful to our members and in so doing make membership in the ARS a valuable asset to rhinologists.

- 1. 31240 Nasal/sinus endoscopy, surgical; with concha bullosa resection
- 2. 30130 Excision inferior turbinate, partial or complete, any method
- 3. 30140 Submucous resection inferior turbinate, partial or complete, any method
- 4. 30520 Septoplasty or submucous resection, with or without cartilage scoring, contouring or replacement with graft
- 5. 31231 Nasal endoscopy, diagnostic, unilateral or bilateral (separate procedure)
- 31233 Nasal/sinus endoscopy, diagnostic with maxillary sinusoscopy (via inferior meatus or canine fossa puncture)
- 31235 Nasal/sinus endoscopy, diagnostic with sphenoid sinusoscopy (via puncture of sphenoidal face or cannulation of ostium)
- 8. 31237 Nasal/sinus endoscopy, surgical; with biopsy, polypectomy or debridement (separate procedure)
- 9. 31254 Nasal/sinus endoscopy, surgical; with ethmoidectomy, partial (anterior)

Secretary's Report

Brent Senior, MD, Secretary



Brent Senior, MD

One of the most solid areas of growth in ARS membership in the last few years has been in our resident category. Reflecting increasing interest in rhinology during resident training, resident membership has nearly doubled in the last four years, improving the quality of research presented at our meetings while also injecting the society with a youthful energy in its day to day functioning. Recognizing the significance of these trends, recent initiatives such as free distribution of the American Journal of Rhinology to senior residents with the corporate support of Xoran, and establishment of the Resident and Fellows Committee by President Fried under the leadership of Seth Brown have aimed to build on these gains.

In light of this, a new initiative developed with the assistance of our society's administrator, Wendi Perez, is being launched this year: the ARS Fellow Travel Grant. This grant will be made available for travel to the Fall Meeting to fellows in rhinologic

training in ARS sponsored San Francisco match training programs. With a purpose to assist in defraying travel costs to the Annual meeting, two awards of \$750 each will be made to the presenting fellows earning the highest scores on submitted abstracts as reviewed by the program committee. Now being rolled out for the Annual Meeting in Chicago in September 2008, we have already received positive feedback for this effort, and hope that with a successful launch, it may be able to be expanded in the future.

With residents and fellows truly representing the future of our society, the ARS looks forward to continuing to build on these gains among our members in training.

President-Elect Report



As President Elect and Program Director, I am delighted to inform ARS members of some of the highlights from our upcoming COSM (Orlando) and Fall (Chicago) ARS meetings. The COSM meeting is highlighted by 30 free papers and 34 posters. The free paper includes clinical, procedural, and basic science topics from our most outstanding

James Stankiewicz, MD

academic and private practice members from around the world. In an attempt to present clinical topics of interest, there will be two panels, one on Revision Sinus Surgery, and

the second on Pediatric Sinus Surgery, moderated by Dr.'s Stankiewicz and Parikh, respectively. Both panels will try to answer questions about how to prevent revision surgery, how to deal with difficult revision problems, where we are today with pediatric sinus surgery, and how to approach the pediatric patient for surgery. The pediatric program is co-sponsored by ASPO and will be held at the end of the day on Friday to allow ASPO participation.

In addition, two short segments entitled Masters in Otolaryngology and Controversies in Otolaryngology will feature highly regarded experts discussing how they approach patients with nasal polyps surgically and what is the current status of the Osteoplastic Flap versus the Modified Lothrop for frontal sinus disease. The program is bound to inform and instruct, allowing the practitioner to bring home very useful information. "...With so many excellent academic and private practice colleagues interested in Rhinology, the time is overdue to produce multicenter studies of quality and significance. "

James Stankiewicz, MD, President-Elect

The Fall meeting with AAO-HNS will include a Presidential address by Dr. Marvin Fried on the State of the ARS, the Kennedy lecture by Dr. Heinz Stammberger, along with practical panels and discussion topics aimed at appealing to all members of the ARS. In addition, a breakfast panel moderated by Dr. Stil Kountakis, 2nd Vice President, discussing the current status of office based radiology should have wide appeal.

Lastly, a new ARS working committee is in the process of organization. The committee will be the ARS Clinical Study Group designed to develop protocols and initiate with our colleagues

> prospective clinical studies aimed at answering many of the unanswered questions about how we evaluate and treat patients and what are the outcomes. This study group is a long time coming. With so many excellent academic and private practice colleagues interested in Rhinology, the time is overdue to produce multicenter studies of quality and significance. Along with President, Dr. Marvin Fried, we will appoint two of our most outstanding young clinical researchers to direct this program, get it organized, and start the business of increasing Rhinology evidence based research.

I am truly excited about our future educational programs and our new research study group. We should all look for continued and ever increasing excellence from the ARS.

newmembers

regular member

Spencer Payne Mark Tabor Ashis Shah Stuart Mccarthy Shridar Ventrapragada Seth Kanowitz Adrian Varela Brian Rotenberg Laurence Cramer Bradford Woodworth



resident member

Benjamin Bleier Matthew Page Gabrielle Goncalves Luke Rudmik Naveen Bhandarkar

affiliate member

Bernard Feigenbaum

American Rhinologic Society Wendi Perez Administrator PO Box 495 Warwick NY 10990

NON-PROFIT ORG. US POSTAGE PAID ROCHESTER, MN PERMIT NO. 722

2008 Course List

Frontiers of Otolaryngology: Rhinology and Laryngology

University of Texas Health Science Center at San Antonio San Antonio, TX

April 17-18, 2008 Contact: Tim O'Shaughnessy, Oshaughnessy@uthscsa.edu Endoscopic Surgery of the Sinuses and Eustachian Tube Massachusetts Eye and Ear Infirmary, Harvard Medical School Boston, Massachusetts April 10-11, 2008 Contact: 617.384.8600, hms-cme@hms.harvard.edu, Registration: www.cme.hms.harvard.edu/courses/endoscopic

Southern States Rhinology Course

Southern States Rhinology Foundation Kiawah Island, South Carolina April 10-12, 2008 Contact: Tara M. Morrison, CAE 770.613.0932, tara@theassociationcompany.com www.southernstatesrhinology.org

7th Annual New York Rhinology Update

NYU School of Medicine /Albert Einstein College of Medicine May 16-18, 2008 Course Directors: Richard Lebowitz, MD; Sanjay Parikh, MD Contact: Joann Carpana 212.263.5295, www.med.nyu.edu/cme

Western States Rhinology Course

University of Colorado Office of Continuing Medical Education Sonoma, California October 16-18, 2008 Contact: Darci Dr.eiling, 303.724.1960, Darci.Dr.eiling@uchsc.edu

UPMC Endocsopic Sinus Surgery Course

Contact: UPMC/Center for Continuing Education in the Health Sciences, Pittsburgh, PA October 17-19, 2008 Contact: Dr. Barry Schaitkin, 412.647.8257, CCEHS@upmc.edu Full program brochure and registration are available on-line at: www.ccehs.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 Editorial Office New York University Medical Center 530 First Ave, Suite 3C NYC, NY 10016 Editor: Joseph B. Jacobs, MD Email: Joseph.Jacobs@Med.Nyu.Edu Phone: 212.263.7398 Asst to the Editor, Kathryn Bellucci Email: Kathryn.Bellucci@med.nyu.edu