

# nose news

## Presidents Message



Marvin P. Fried MD  
ARS President

Much has happened since the last edition of Nose News. Our Spring meeting at COSM occurred, exciting initiatives have begun or are continuing, the ISIAN / ERS meeting has just been completed, and the annual meeting in Chicago is around the corner.

COSM was well attended and the scientific and clinical level of presentations continues to be exceptional. The ARS is fortunate to have a host of submissions from our members and our colleagues in the United States and abroad that make the podium and poster offerings of the highest caliber. Dr Jim Stankiewicz is heading up the Program Committee and I know that our Fall meeting will be outstanding as well. There are very few otolaryngology societies that have as broad involvement of its membership as the ARS. This is also reflected in the participation at the committee and Board level as well. An example of this is the Resident and Fellows Committee currently chaired by Dr Seth Brown. This group has engaged individuals who are committed to rhinology and are early in their careers. Educational and social programs are being developed such as described in detail in Dr Brown's column in this edition of Nose News.

Our discussions with the American Academy of Otolaryngic Allergy, under the leadership of Dr Paul Fass, the current President, continue. A team from both of our societies is seeking areas of common interest as exemplified by our combined program on the "Unified Airway" last Fall, and "Understanding the Inferior Turbinate" this year. Dr Fass is also chairing a newly organized committee that is representing the otolaryngology specialty societies in discussions with the American Academy of Otolaryngology – Head and Neck Surgery to solidify our relationships together. This will be reflected in greater input for the AAO-HNS scientific offerings and integration of the superb intellectual and administrative resources of our sister organizations. Another example of the benefits of collaboration is the panel, chaired by Sanjay Parikh with exceptional panelists, on pediatric rhinosinusitis that was co-sponsored by the American Society of Pediatric Otolaryngology and the ARS at COSM that filled the room and addressed a subject of interest to members of both of our groups.

The ARS also was strongly represented at the ERS / ISIAN meeting in Crete in June. Besides having many members of the ARS in attendance, we were also responsible for four panels on subjects as broad ranging as nasal polyposis, fungal disease and frontal sinusitis. A special thanks to Dr Anthony Papavassiliou, President of the Organizing Committee, who put together a diverse program and was an exemplary host. I anticipate continued close relationships with other rhinologic organizations world-wide.

Lastly I want to thank our outgoing Treasurer, Dr David Kennedy, for helping place the ARS on very sound financial footing and for the years of hard work on behalf of us all. I welcome our new Treasurer, Dr Joseph Jacobs, who I am sure will continue this fiscal tradition and who also edits The Nose News.

I hope you all have a wonderful summer and look forward to seeing you in Chicago.

The American Rhinologic Society would like to thank these corporations for partnering with the ARS Newsletter for 2008



# Audit Committee Report

Roy Casiano, MD, *Chair of the Audit Committee*



Roy Casiano, MD

The ARS financial reports showed modest improvement despite a high degree of market volatility. Net assets are up over 10%. Operating income is up and total operating expenses are down, compared to 2007 year to date. There were no discrepancies noted in the financial reports. The Mellon accounts had some slight losses which were quite minor, given a significant downturn in our markets. Compared to benchmarks, the ARS investment strategy has been more conservative, with less volatility than other more aggressive strategies.

# First Vice Presidents Report

Stilianos Kountakis, MD, *First Vice-President*



Stilianos Kountakis, MD

We are excited about our upcoming fall annual meeting that will take place in Chicago on September 20, 2008. In addition to the excellent scientific program prepared by the ARS president-elect James Stankiewicz, we plan to offer a breakfast symposium that will take place from 7:00 till 7:45 am that morning. The symposium is very timely in that it is titled "Portable and intraoperative CT imaging: Indications and credentialing" and will cover the exciting technology of miniaturization and portability of the newest CT imaging devices. We have assembled a list of panelists who have hands-on experience with portable CT scanners and have conducted research or have published manuscripts exploring the application of portable and office CT scanning in the rhinology setting. I will have the honor to first introduce Joseph Jacobs from New York University who will discuss the indications of portable CT imaging, followed by Subinoy Das from the Medical College of Georgia who will discuss the accuracy and radiation exposure levels of the device in the setting of sinus surgery using image guidance. Drs. Robert Kern and David Conley from Northwestern University will discuss the use of portable CT scanning in the office setting and Dr. James Palmer from the University of Pennsylvania will cover intraoperative use and credentialing issues. We are thankful to Medtronic-Xomed for providing an educational grant to make this breakfast symposium possible and we appreciate their support. We anticipate excellent participation and the on-site registration are on first come – first serve basis. We hope to see you there.

# ARS Corporate Affiliates Research Grant Committee

Paul Toffel, MD, *Corporate Liason Committee Chairman*



Paul Toffel, MD

Once again, it is with great pride that I review the Corporate Affiliates Research Grant program of the American Rhinologic Society. The work of this committee parallels the growth and spirit of our organization since the mid 90's. This program has allowed our young, bright minds to have unfettered funds for direct basic science research in all aspects of Rhinology. None of this would be possible without the synergies we have with our wonderful instrument and pharmaceutical corporate thought-leaders. We have fostered wonderful relationships between industry and our society for the greater good of our rhinology patients as indicated with this year's 2008 corporate affiliates, who are as follows:

Acclarent	Platinum	NeuroLogica Corporation	Silver
Gyrus ACMI	Platinum	Stryker Instruments	Silver
Alcon Laboratories, Inc.	Gold	BrainLAB Inc.	Bronze
Entellus Medical Inc.	Gold	Entrigue Surgical	Bronze
Meda Pharmaceuticals	Gold	GE Healthcare	Bronze
Medtronic ENT	Gold	Sinexus Inc.	Bronze
Karl Storz Endoscopy-America Inc.	Silver	Xoran Technologies Inc.	Bronze

Through the years since 1996, our committee has raised over \$500,000 towards our research grants. It has been an honor for me to serve the society as Chairman of this committee, and I'm always helped by all the ARS members who suggest contacts to foster these lofty goals.

# Treasurers Report

David Kennedy, MD, *Treasurer*



David Kennedy, MD

I am pleased to report that the American Rhinologic Society remains in a strong financial position with over \$1.1M in total assets, a significant improvement from the somewhat less than \$300,000 present in the coffers when I took this position ten years ago. I mention this because this will be my last treasurer's report. With my assumption of the Academy Presidency in September, Joe Jacobs will be taking over as ARS Treasurer in the fall. I know that I leave the society in good hands and I have been assured that he will be as tight with your money as I have been.

Significant credit for the improved financial position of the Society should go to the Board of Directors and to a succession of Presidents, as well as to Paul Toffel who has worked tirelessly to raise funds for the Corporate Affiliates Account. The latter has improved from \$70,000 in 1998 to somewhat over \$400,000 today. This fund is used entirely to support rhinologic research for grants submitted through the Academy's CORE grant process; typically awarding one faculty research award and two smaller resident research awards each year. All the membership, whether or not involved with research, should be very proud of the Society's efforts in supporting research, particularly since it is funded entirely outside of membership dues. Additionally, approximately over \$70,000 has now been raised towards our goal of \$100,000 in an endowment for the Kennedy Lectureship from patients, former fellows and friends. I am deeply touched by this effort.

The operating account now stands at \$486,000, significantly better than the \$187,000 available to the Society when I assumed the Treasurer's role. However, I think that it is extremely important that the Society maintain strict fiscal discipline because there are potential real expenses on the horizon in areas which are critical to our membership. It is very likely that FESS codes will be subject to re-evaluation and there is a major potential for undervaluing the

work involved in these codes as well as reduced reimbursement, in the absence of a coordinated effort by the Society on behalf of our patients, and such efforts require significant financial expenditure. Indeed, I would feel more comfortable if there was real further growth in the operating account, in preparation for such potential looming issues.

Considering that the ARS dues are very low compared to other societies, and that approximately half of the dues paid by members go towards journal subscriptions, Society members should be very proud that the Board stewards their funds with great care and that the strongly volunteer mentality of the officers has been maintained. Many put in significant time at personal expense on behalf of the membership. In terms of the Society's financial stability, I would be seriously remiss if I did not mention our excellent Administrator, Wendi Perez. Wendi is a major asset to the Society and has significantly improved dues collections, while also carefully controlling expenses. I also want to thank my own Administrative Assistant, Phyllis Burney, who has worked closely with me, Wendi, the accountants and the Audit Committee in monitoring the Society's funds and expenditures.

Putting on my Academy hat, I am delighted that the Academy has begun a real effort to work more closely with the subspecialty societies. Through the development of a Subspecialty Council, the AAO-HNS, as the umbrella organization for otolaryngology, plans to work much more closely with its subspecialties and to involve them in a meaningful and ongoing fashion. I see this as an extremely positive step which recognizes both the trend towards increasing subspecialization as well as the necessity of a strong umbrella organization for the specialty as a whole.

I know that I leave the treasury in excellent hands with Dr. Jacobs, and I look forward to continuing to serve the Society as Editor of your journal, the American Journal of Rhinology.

# the administrator's corner...

Wendi Perez, *Administrator*

**The American Rhinologic Society's 54th Annual Meeting will be held on Saturday September 20, 2008 at the Sheraton Hotel and Towers located at 301 East North Water Street in Chicago IL.**

The great location of Sheraton Chicago Hotel & Towers puts you in the heart of the city and offers views of the river and lake. Directly on the riverfront, we are within walking distance of Navy Pier, Millennium Park and Michigan Avenue.

This year, the ARS meeting will begin at 7am with a Breakfast Symposium entitled Office and Interoperative CT Imaging Indications and Credentialing", moderated by Stilianos Kountakis, MD. A full day scientific meeting has been crafted to include basic science of rhinitis, sinusitis and allergy, clinical diagnosis, medical and surgical treatment of rhinitis and allergy, free papers, balloon sinuplasty panel, full exhibit

hall, poster presentations, video presentations as well as interactive audience response Q&A.

- Dr. Heinz Stammberger has been invited as the 4th Annual David W. Kennedy Lecturer and will present "A Backward Glance on our Road and a Look into the Crystal Ball: What's Next in Endoscopic Sinus/Skull Base Surgery"
- Dr. Marvin Fried will deliver the Presidential Address and Dr. Michael Setzen (Chair, ARS PAC) will moderate the Coding Dilemmas panel.

For more information, please visit us on the web at [www.american-rhinologic.org](http://www.american-rhinologic.org) or contact the ARS Administrator, **Wendi Perez at 845-988-1631 or [wendi.perez@gmail.com](mailto:wendi.perez@gmail.com)**

We look forward to seeing you at the meeting.

# ARS Officers

Marvin P. Fried, MD  
*President*

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*President-Elect*

Brent A. Senior, MD  
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*Past President*

Stilianos Kountakis, MD  
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Brent A. Senior, MD  
*Second Vice President*

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- Bradley Marple, MD
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- Patient Advocacy - Michael Setzen, MD
- Pediatric Rhinology - Sanjay Parikh, MD
- Research Grants - Andrew Lane, MD

# Administrator

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## Spring Meeting Highlights

Rakesh Chandra, MD, *Newsletter Committee Member*



Rakesh Chandra, MD

The Society enjoyed another successful spring meeting in Orlando. Overall, the meeting was attended by 130 fellow or regular members, and 59 nonmembers. Additionally, 393 residents who had registered for COSM also had access to the ARS program. These figures are consistent with previous years at the spring meeting, while attendance at the fall ARS meeting is typically somewhat greater. The format this year included audience interactive question and answer during the discussion sessions, which appeared to have been well received by participants. The meeting facilities were excellent.

This program featured several presentations regarding endoscopic management of skull base pathologies. This included technical descriptions of the endoscopic resection of tumors with orbital involvement, reports of intracranial complications after skull base repair, and data that demonstrates decreased hospital stay after endoscopic

versus traditional resections for anterior skull base malignancies as well as sellar/parasellar tumors. One group also presented an endoscopic cadaver dissection of the petrous carotid artery, and adjacent structures, to the level of the foramen lacerum. These studies underscore the continuing extension of endoscopic techniques to address skull base pathologies to address an ever-broadening pool of pathologic entities in novel anatomic regions. Other themes in this year's presentations included exploration of various methodologies to facilitate training of endoscopic surgeons, including early validation of a cadaver model to assess landmark identification skills. Others demonstrated how intraoperative CT scanning can augment the learning curve and also may guide surgeons to further the extent of surgical dissection to more comprehensively address the problem at hand. In fact, in the

**"...The program was rich with a variety of clinical and basic science presentations..."**

latter study, use of intraoperative CT scanning resulted in further dissection in about one quarter of cases.

The program was rich with a variety of clinical and basic science presentations. Several laboratory studies examined gene expression associated with Th2 mediated inflammation in polyps, as well as factors associated with defects of mucosal immunity. Another investigation was able to highlight accumulation of fungal and nonfungal specific IgE in the subepithelium of patients with allergic fungal rhinosinusitis. Ongoing work was also presented on methods to detect

and disrupt biofilms. In summary, various groups have continued exploration of the underlying etiologies for chronic rhinosinusitis using increasingly sophisticated molecular techniques.

We look forward to another exciting program this fall in Chicago, with a variety of presentations to address clinical and basic science problems.

## Cocktails and CTs: The 2008 Resident and Fellow's Event at the Annual Meeting

Seth M. Brown, M.D., M.B.A. *Chair, Residents/Fellows in Training Committee*



Seth Brown, MD

Are you aware that we now have a committee in the ARS for residents/fellows in training with input into our society? This was kicked off at last year's annual meeting with a cocktail party and discussion of fellowship opportunities. Consequently, at this year's annual meeting we have even more exciting events planned. With support of the ARS board and sponsorship from Xoran Technologies, Inc., we have a dual education/social function planned to follow the ARS meeting on Saturday. The topic is CT sinus anatomy and will include interactive workstations, discussion on anatomic variations, evaluation of sinonasal pathology and case discussions led by a leading rhinologist. It will also allow current residents and fellows in training to interact with each other in a social atmosphere with a reception that follows.

The ARS board is also working with Xoran to continue their sponsorship of the American Journal of Rhinology for those chief residents that are ARS resident members. This was a huge success last year with numerous residents taking advantage of this. Please contact the ARS office if you are interested in "cashing-in" on this outstanding opportunity.

Perhaps the most exciting initiative we have had so far is the formation of our own committee. This started with a few interested members and has drawn increased interest at each meeting. We are actively looking for residents and fellows in training who are interested in serving on this committee. The plan is to add new members to the committee in the fall. Anyone interested should plan on attending our committee meeting on Sunday morning at the Sheraton prior to the start of the academy meeting and can email Dr. Seth

Brown at [sethmbrown@msn.com](mailto:sethmbrown@msn.com) for more information.

Lastly, we need your help. In the electronic age, information is most economically and accurately dispersed via the internet. Please contact the ARS office by phone or email and make sure they have your most recent contact information. Membership needs to be renewed each year to take advantage of all the wonderful activities the ARS offers. The best thing is for those of us in training programs this is FREE! Furthermore, to lighten the burden on graduating residents and fellows, simply by signing up with the ARS, you can continue your membership at the end of your training for the remainder of the year for the same great price of...FREE! This is an opportunity too good to pass up. Contact the ARS office to keep your membership up-to-date. Looking forward to seeing old friends and new faces at what is shaping out to be a top-notch meeting in Chicago.

## An Update on the Rhinology Fellowship Match Process

Todd Kingdom, MD, *Chairman, ARS Education Committee*



Todd Kingdom, MD

The ARS Education continues to oversee the Rhinology Fellowship match process in conjunction with the San Francisco Match Organization.

The 2008 Match for training spots beginning July 2009 was recently completed. This was our 3rd cycle utilizing the SF Match Organization. Refinements to the process continue but the growth has been significant and the successes evident.

One of our overriding goals was to achieve 100% participation by the fellowship programs in this match process. I am pleased to announce we have achieved this important goal. Nineteen programs participated in the 2008 Rhinology Match offering a total of 20 positions. Thirty-four applicants registered for the match with 26 ultimately submitting rank lists for consideration; 7 were international applicants. Eighteen of the 20 positions were filled through the match, thus 69% (18/26) of the applicants matched to a program. Overall 74% of

programs matched one of their top three ranked choices and while 42% of applicants received one of their top three choices. Since

plan to continue this association. Future efforts to refine the process will include

	June 2006	June 2007	June 2008
<b>Programs participating</b>	16	18	19
<b>Positions offered</b>	16	18	20
<b>Positions filled</b>	15	14	18
<b>Positions remaining</b>	1	4	2
<b>% Programs Matched</b>	94%	77%	90%
<b>Applicants registered</b>	22	29	34
<b>Applicant rank lists</b>	18	20	26
<b>Applicants matched</b>	15	14	18
<b>Unmatched w/rank list</b>	3	6	8
<b>% Applicants Matched</b>	83%*	70%	69%

our first match in June of 2006, we have seen a nearly 20% increase in program participation and a 45% increase in applicants submitting rank lists. Please refer to the attached table for a summary of these statistics.

The SF Match Organization has been a wonderful partner in this endeavor and we

of new web-based and electronic methods for communication amongst program directors, applicants, and the SF Match. With our current structure, the Fellowship Committee is functioning as an ad hoc committee reporting to the ARS Board of Directors through the Education Committee of the ARS. This group meets twice yearly to closely monitor the process and meet the evolving needs

of the program directors and applicants. Please feel free to contact me if you have questions regarding the Rhinology Fellowship Match process ([todd.kingdom@uchsc.edu](mailto:todd.kingdom@uchsc.edu)) or visit [www.sfmach.org](http://www.sfmach.org) for additional information.

## Credentials Committee

John Delgaudio, MD, *Chair of Credential Committee*



John Delgaudio, MD

As we reach the end of the academic year there will be a large number of graduating residents moving into practice. Many of you will be entering private practice, while the rest of you will be pursuing fellowships or academic positions. As you leave residency you will need to make decisions on which professional societies you will continue to be members. Your resident status in all of the Otolaryngology societies terminates with your graduation, and you will need to apply as a post-graduate member.

You might be asking yourself why you should continue your membership in the American Rhinologic Society. The answer to that question is very clear. As part of your practice you will likely be performing a significant amount of surgical procedures on the nose and sinuses. It is the American Rhinologic Society, in conjunction

with the American Academy of Otolaryngology, which is behind the scenes working with government agencies and insurers to forward your best interests, such as being reimbursed appropriately for your work.

Recently graduated residents are candidates for regular membership in the ARS. Regular membership requires successful completion of an Otolaryngology residency. We know that starting practice can be difficult, stressful, and economically taxing. In order to remove some of the financial burden of membership for newly graduated residents, the ARS will waive the membership dues for the first 6 months after residency. To take advantage of this offer you need to convert your resident member status to regular member status directly after completion of your residency.

Don't let your membership lapse. Apply to be a Regular member of the American Rhinologic Society.

## Membership Committee Report

Stephanie Joe, MD, Chair, Membership Committee



Stephanie Joe, MD

Over 1200 members know the benefits of membership in the ARS...you can too!

The ARS continues to make strides in increasing the membership. The Society has grown to over 1200 members. The Residents and Fellows in Training Committee has been pivotal in improving our connection with newly graduated practitioners.

In the coming year, we hope to focus our efforts on working with the American Academy of Otolaryngic Allergy in mutually improving our memberships and reaching out to our international colleagues.

Encourage your colleagues to join the American Rhinologic Society.

Your membership in the ARS places you in a highly respected professional organization that has a significant and far-reaching impact on the subspecialty of Rhinology. The ARS is dedicated to promoting excellence in clinical care, investigation, education, and patient advocacy in the field of rhinology.

- Benefits of membership include:
- Professional camaraderie
- Educational and research benefits
- Advocacy in socioeconomic issues for your rhinology practice
- A subscription to the American Journal of Rhinology, the official publication of the ARS
- Discounted registration fees for the annual Fall and Spring meetings
- A subscription to the ARS newsletter
- Access to the "Members only" sections of the ARS website

Join the ARS today! | [www.american-rhinologic.org](http://www.american-rhinologic.org)

## Secretary's Report



Brent Senior, MD

The American Rhinologic Society continues to exhibit strong growth with membership rising above the 1200 mark this spring. Growth in our resident category continues to be robust, increasing

nearly 5% since our Annual Meeting in 2007 alone. Paralleling this has been an increase in the financial health of the society with dues collections after 6 months of fiscal year 2008 well ahead of 2007's full year numbers.

We are all particularly heartened by the strong growth of our Spring Meeting with COSM now under the able management of the American College of Surgeons for the last 3 years. COSM 2007 yielded an overall positive variance of

over 100,000 dollars which was placed in the COSM reserves to help build fiscal stability for years to come. 2008's COSM in Orlando resulted in attendance levels for the ARS on par with last year's meeting of over 500. Paralleling our increasing resident membership, we have seen a spike in resident attendees at our meetings as well, over 150 more participating at this year's COSM compared to 2006. Overall, the attendance data for the spring meeting was very good news in light of the fact that the American Head and Neck Surgery Society did not meet with COSM this year, meaning that their members were present in much lower numbers, reducing the overall attendance of the meeting.

The ARS will be taking it's first ever break from COSM 2009, instead hosting, along with the

## Research Grants and Paper Awards

David Conley, MD, Newsletter Committee Member



David Conley, MD

Congratulations to the recipients of The American Rhinologic Society resident research grants and new investigator grant. Applications are competitively evaluated by the AAO-HNS CORE grant committee and the scores are sent to the ARS research committee where the chair selects the winning applications.

Letters of intent are due December 15 and completed applications are due January 15 and are submitted online through the AAO-HNS Core website.

### ARS RESIDENT RESEARCH AWARDS \$8000 EACH:

**Mechanisms of B-cell recruitment in chronic rhinosinusitis with nasal polyps**

Monica Patadia, MD (Northwestern University, Chicago, IL)

**Microarray analysis of chronic rhinosinusitis**

Frederick Roedinger, MD (University of California, San Francisco)

### ARS NEW INVESTIGATOR AWARD \$25,000:

**The Role of Epithelial Cells in Chronic Rhinosinusitis with Nasal Polyps**

Bradley Otto, MD (University of Pittsburgh, Pittsburgh, PA)

### BASIC SCIENCE RESEARCH AWARD \$1000:

**Reversible Loss of Neuronal Marker Protein Expression in a Transgenic Mouse Model for Sinusitis-associated Olfactory Dysfunction**

Justin H. Turner, MD, PhD, Lindsey May, BS, Randall Reed, PhD, Andrew Lane, MD (Baltimore, MD)

### CLINICAL SCIENCE RESEARCH AWARD \$1000:

**Construct Validation of a Low-Fidelity Endoscopic Sinus Surgery Model**

R Leung MD, J Leung, A Vescan MD FRCSC, A Dubrowski PhD, and I Witterick MD FRCSC

Brent Senior, MD, Secretary

International Rhinologic Society and American Academy of Otolaryngic Allergy, "Rhinology World 2009" in Philadelphia, April 15-18. Please visit the web at [www.RhinologyWorld.com](http://www.RhinologyWorld.com) for more information. Rhinology World will place the ARS firmly on the international stage with a large expected international contingent of both faculty and participants. Make plans now to attend this rare opportunity.

Finally, please take note of a new feature on the ARS website: [www.AmericanRhinologic.org](http://www.AmericanRhinologic.org), the "Rhinology Careers Page." This page is now "live" and allows individuals with need for a rhinologist to post an ad with a detailed description of the opportunity. Current pricing is 200 dollars for a three month ad. Now with over 400 resident ARS members, your ad is sure to be seen!

## President-Elect Report

James Stankiewicz, MD, President-Elect



James Stankiewicz, MD

The Fall meeting of the ARS is in Chicago at a beautiful time of the year. The program committee received a record 112 abstracts for presentation. Thirty two (32) will be selected for oral presentation and the rest for posters or video. Featured will be two major presentations:

- The Kennedy lectureship sponsored by Karl Storz, with honored guest speaker Heinz Stammberger, M.D., Chair and Professor, Graz University, Austria.
- Dr. Marvin Fried, ARS Presidential Address.

In addition, a breakfast panel moderated by Dr. Stil Kountakis, sponsored by Xoran, featuring the latest information on intraoperative CT scanning is planned. A panel on Maxillary Sinus Surgery: Antrostomy to Caldwell Luc will also be presented. Lastly, a joint ARS and AAOA panel and reception is planned for Saturday night featuring a program on the inferior turbinate medical and surgical treatments moderated by Dr. Brad Marple.

Please plan on attending the Fall ARS program. Together with the AAOA and the AAO-HNS, a wonderful educational program is planned.

## "Coding: It's all in the Details"



Michael Setzen, MD

At the most recent American Rhinologic Society Spring meeting at COSM 2008, I was asked to give a presentation to residents and fellows on Coding.

I discussed in detail the need to document what you do, why you do it, and how you do it.

This kind of documentation is important because not only does it assist insurance carriers with respect to appropriate reimbursement for services rendered, but it also will assist you in both an audit and or litigation. If it is not documented in the chart, it did not happen.

The three most important elements are documentation, the need to show medical necessity, and the ability to code accurately.

It no longer suffices to say "nasal endoscopy was carried out", but more importantly one must document exactly why you did it, how you did it, and what you saw. One must document the presence of middle and inferior turbinate abnormalities, ostiomeatal complex abnormalities,

septal abnormalities, and the presence of discharge from the ostiomeatal complex, be it clear fluid or colored fluid. The presence of nasal polyps must be documented.

Coding not only relates to the procedural codes, namely CPT codes, but furthermore to the diagnosis codes or the ICD-9 codes. To be reimbursed appropriately, one must correctly match the ICD-9 code with the correct CPT code.

Modifiers inform the insurance company of what you did. Modifier 50 lets the insurance company know that this was a bilateral procedure. Modifier 79 indicates that a procedure was done during the global period of another procedure. Modifier 51 indicates that a secondary procedure was done over and above the primary procedure. Modifiers 22 and 52 can be used, but these codes generate a tremendous amount of paperwork. Modifier 52 informs the carrier that the procedure performed was less than the true CPT code, while modifier 22 indicates that the procedure was more extensive than the usual CPT code. Modifier 22 can be used for revision endoscopic sinus surgery which has the same CPT codes as a primary or

## Awards Committee Report

Tim Smith, MD, MPH, Chair



Tim Smith, MD

I'd like to thank the members of the awards committee for their ongoing work for the ARS. Current members of the committee include: Ash Kacker, MD, Joe Han, MD, Noam Cohen, MD, Rob Kern MD, Karen Calhoun, MD, and Alex Chiu, MD. The Awards Committee would like to congratulate the 2008 RESEARCH AWARD RECIPIENTS at the Spring Meeting of the ARS:

### BASIC SCIENCE RESEARCH AWARD

**Reversible Loss of Neuronal Marker Protein Expression in a Transgenic Mouse Model for Sinusitis-associated Olfactory Dysfunction**

Justin H. Turner, MD, PhD, Lindsey May, BS, Randall Reed, PhD, Andrew Lane, MD

### CLINICAL RESEARCH AWARD

**Construct Validation of a Low-Fidelity Endoscopic Sinus Surgery Model**

R Leung MD, J Leung, A Vescan MD FRCSC, A Dubrowski PhD, and I Witterick MD FRCSC

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Michael Setzen, MD, Chair, Patient Advocacy Committee

initial endoscopic sinus surgery procedure.

A recent change in CPT coding relates to the fact that in rare situations one can code for both fiberoptic nasal endoscopy and fiberoptic laryngoscopy, when two separate scopes are used for two different diagnoses. For example, if one were to perform true rigid nasal endoscopy for frontal sinusitis and then flexible fiberoptic laryngoscopy to document the presence of laryngopharyngitis, then two CPT codes are warranted. One must realize that it is possible to use the flexible scope alone to diagnose both nasal and laryngeal problems, and therefore the use of one scope, namely a flexible fiberoptic scope can be used. One must caution the membership that the use of these two codes together should be an extremely rare phenomenon, only in the extreme situation. Excessive use of these two codes together will raise a red flag and one will be audited and this will hurt the reimbursement of both of these CPT codes. With this in mind, one must be warned that the use of these two CPT codes together should be used rarely.

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## 2008 Course List

### Western States Rhinology Course

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

### UPMC Endoscopic 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](http://www.ccehs.upmc.edu)

### UPMC Endoscopic Sinus Surgery Course

Salivary Endoscopy Lab, Pittsburgh, PA  
November 7-9, 2008  
Contact: UPMC/Center for Continuing Education in the Health Sciences  
Course Director: Dr. Barry Schaitkin, 412.647.8257 or CCEHS@upmc.edu  
Full program brochure and registration are available on-line at: [www.ccehs.upmc.edu](http://www.ccehs.upmc.edu)

## cont. from pg. 7, Awards Committee Report

Basic Science and Clinical Research awards are given at the Spring and Fall Meetings of the American Rhinologic Society. To apply, simply submit your outstanding abstract through the standard submission process. The abstracts are screened for possible award winning research and the appropriate full manuscripts are reviewed to determine the award winners. \$1000 with a certificate is presented to the first author of each award winning manuscript. We wish you the best of luck!

## upcoming meetings for 2008...

54<sup>th</sup> 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 visit  
[www.american-rhinologic.org](http://www.american-rhinologic.org)

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

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