

NOSEnews

MARCH 2017



President's Report

John M. DelGaudio,
MD, FARS

After a very tumultuous election, there is an air of uncertainty surrounding many aspects of our country's future. We have seen much change in the landscape of medicine over the past 8 years, most notably with the establishment of the Affordable Care Act. With the change in the leadership we are likely in store for further change, including the Affordable Care Act. Specific to Rhinology is the ongoing process of reevaluation of the endoscopic sinus surgery codes. The outcome of this process will have a significant impact on the practice of Rhinology. Thanks to everyone in the ARS who took the time and effort to complete the RUC surveys. We are hoping for the best and will know the results over the next several months.

Despite these uncertainties, the ARS has never been stronger. We can reflect on a successful 2016, with several seminal events. The year started off with the inaugural ARS Virtual Rhinology Webcast in January. This successful educational event was viewed in many countries across the globe. Thank you to the ARS members that served as moderators and panelists and to Zara Patel, MD, the Chair of the Education Committee and primary organizer. Virtual Rhinology II will take place on Saturday February 4, 2017 from 1-5 PM EST. Please register and tune in. Once again the 3 yearly scientific meetings were very successful with record or near record attendance. Each meeting pro-



Don't miss the ARS Summer Sinus Symposium: July 14-16, 2017 in historic Washington, DC! See details on back cover.

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Preview of the ARS Spring Meeting at COSM

Richard R. Orlandi, MD, President Elect and Program Chair

April 27-28, 2017 will find us all once again in beautiful San Diego for the ARS Spring Meeting at COSM. The meeting will be held at the Manchester Grand Hyatt, right next to Seaport Village, San Diego Bay, and the Gaslamp Quarter.

In addition to the beautiful setting, the meeting will feature impressive scientific and clinical content. The program committee considered scores of highly qualified abstracts, making it a tough task to choose the best ones for the meeting. Our thanks go out to them for their hard work that resulted in such a quality program.

Podium presentations will report on a wide range of topics, including clinical and basic science investigations into the pathophysiology of chronic rhinosinusitis (CRS), olfaction research, the role of microbes in CRS, and newer and emerging treatments for CRS. New information on skull base conditions will be shared and additional groups of papers will re-examine common practices in rhinology. A group of papers that should prove uniquely interesting will assess how we can improve our learning. These presentations will be complemented by over 100 posters covering every possible aspect of rhinology.

Panels at the meeting will address a wide range of topics, from fresh looks at compelling recent research advances to lessons learned by leaders in our field. We'll take critical looks at the microbiome in chronic rhinosinusitis, the individual and societal impact of CRS, the management of cystic fibrosis patients, and the current status of women in rhinology. Our closing session will be a panel on the nasal valve, which will be a combined session with the American Academy of Facial Plastic and Reconstructive Surgery.

Great science combined with an unbeatable location - I look forward to seeing you in San Diego!



President's Report, cont'd.

vided cutting edge and practical scientific content, fulfilling the mission of the ARS as the worldwide leader in Rhinologic education. The fall meeting featured the inaugural ARS Resident Sinus Course featuring both didactic and lab components. In 2017 we look forward to continued success in our scientific meetings with ARS at COSM in San Diego, Summer Sinus Symposium in Washington DC in July, and ARS at AAO in Chicago in September. Please see the "Save the Dates" notice and mark your calendars.

The future of the ARS is bright. Under the leadership of Peter Hwang, MD, the immediate past president of the ARS, task forces are working to improve and advance the society's efforts in education, advocacy, membership, and development.

The membership of our society is vibrant and motivated, and we all share the common goals of excellence and leadership in Rhinology worldwide. If you are not a member please join and take advantage of everything this society has to offer. Please visit our website at www.american-rhinologic.org.

The society could not run without the efforts of our administrative team led by Wendi Perez and Joe Jacobs, MD, EVP. Thank you for all of your hard work to keep our society running on a daily basis. I would also like to thank all of our corporate partners, and look forward to continuing to build on our relationships and to expand and improve on our common goals.

Thank you for the privilege of serving as President of the ARS.

Happy New Year and see you in 2017.

John M. DelGaudio, MD, FARS



Education Committee Update

Zara M. Patel, MD

Over the past two and a half years that I have had the privilege to serve as Chair of the Education Committee, our members have been hard at work in creating a veritable trove of rhinologic educational materials to better serve our membership as well as our patients and their caregivers.

The educational content currently accessible on our website (<http://www.american-rhinologic.org>) is divided between the Members and Professionals site and the Patients and Caregivers site.

On the Patients and Caregivers website, we have write-ups covering over forty rhinologic topics, ranging from anatomy to conditions and treatment options, with content covering sinusitis, headache, nosebleeds, snoring, cerebrospinal fluid leak, tumors and much more. Although this is found on the Patient website, it is also an excellent resource for medical students, residents and even practicing otolaryngologists who wish to gain a brief refresher on a particular topic. Members can utilize this resource themselves or direct their patients to it for further reading about their condition, confident in the validity of the source.

On the Members and Professionals site, an expansive array of offerings has been carefully curated to anticipate your educational needs and desires.

The ARS Surgical Video Library consists of over twenty real patient surgical dissections, narrated by rhinologic experts from all around the world, ranging from septoplasty to inflammatory sinus surgery to complex sinonasal tumor resection. The narration truly adds exponentially to the value of watching these experts operate, as they explain how and why they choose the particular maneuvers they are performing.

We now have over thirty ARS Webinars stored on the website for access and viewing at any time. These are 40-50 minute didactic lectures or panel discussions on a wide range of rhinologic topics with ten minutes of question and answer at the end, recorded from a live webcast that goes out to all US residency programs throughout the year.

Also stored on our website is a link to last year's inaugural ARS Virtual Rhinology webcast, a live international online broadcast featuring panels of experts discussing the practical applications of cutting edge research, which allowed viewers from countries all around the globe to log-in, listen and actively participate by writing in questions for the moderators and panelists in real time. The second ARS Virtual Rhinology webcast is scheduled for February 4, 1-5pm EST, and with this year's theme of Controversies in Rhinology, we know it will make for an excellent and lively broadcast!

Just this last year, my committee members spent a significant amount of time and effort distilling the take-away points from the sweepingly comprehensive International Consensus on Allergy and Rhinology: Rhinosinusitis (ICARS) document published in the International Forum of Allergy and Rhinology, into Powerpoint slide format. Members can pick and choose any out of the 376 slides created, and either use them for their own reference, or in any educational forum in which they choose.

Your regional representative in the leadership of the ARS will soon be utilizing this resource to present more focused talks and lead discussions in your communities, while adding their own cases and experience to the mix.

Lastly, we are proud to be planning our second ever ARS Resident Course for Fall of 2017. Last year's inaugural course included a didactic session, cadaver dissection and a reception for the 40 course registrants, and was a huge success. With the support of our industry sponsors and the time and dedication of an excellent faculty roster, positive resident feedback was extensive and enthusiastic.

I would like to give a heartfelt thanks to the members of my committee and the others in ARS leadership who have supported our many endeavors, and know we will continue to produce even more exceptional educational materials for our ARS membership over the course of this year.



ICAR Update

Richard R. Orlandi, MD



As we gear up for our Spring Meeting at COSM, it's good to remember that meetings are just one way to learn and share our knowledge. Another is through our journal, The International Forum

of Allergy and Rhinology. Earlier this year, IFAR published the International Consensus Statement on Allergy and Rhinology - Rhinosinusitis (ICAR-RS), in which scores of rhinologists around the world distilled the existing literature down to a manageable single document. With nearly 1500 references, this systematic review of all things rhinosinusitis covers the topic completely. It provides the latest

information in a single place, valuable not only to those of us specializing in rhinology but also to all otolaryngologists and allied health professionals who practice in this field.

Our membership in the ARS supports IFAR, and the subscription that is provided to us is perhaps one of the greatest benefits of ARS membership. The journal provides consensus statements like ICAR-RS and other evidence-based reviews, as well as cutting-edge research in our field. ARS membership supports these advances and IFAR makes them immediately available to us.

Assembling ICAR-RS was a mammoth effort and it's been gratifying to see this document used in so many different ways since its publication earlier this

year. But ICAR - Rhinosinusitis is just the beginning! Currently an ICAR - Allergic Rhinitis document is being prepared by Sarah Wise, Sandra Lin, and Elina Toskala and an ICAR - Skull Base is also in the pipeline. These consensus statements establish the current state of our rhinologic knowledge. They also point out gaps in that knowledge, which serve as starting points for scholarly investigations.

As members of the ARS, we should take pride in the accomplishments of IFAR and our society like the ICAR documents, which advance learning in rhinology and compile and disseminate this knowledge to all of us.

IFAR is available free with your membership in the ARS, so be sure to sign up for membership today!

Patient Advocacy Committee Report - *Healthcare Post Obama*

Seth Brown, MD, MBA



2017 will see the swearing in of a Republican president. Donald Trump vowed during his campaign to abolish Obamacare. What does this mean for the United States and, specifically, us as health care providers?

First, since he was elected, he has altered his position on this issue. He currently states that he will not get rid of all Obamacare but only certain aspects. What this means remains to be seen. It seems likely that parts of Obamacare, such as allowing young adults to remain on their parents' plans, will likely continue.

What we have heard out of the Democratic side, and particularly former President Obama, is a concern over this notion of repeal first – replace later. This has caused push back from Donald Trump's original position of repealing and we will likely see a "tweaking" of the affordable care act instead.

It seems likely that some aspects of the plan will likely be repealed. This will

probably mean that Congress will cancel Medicaid expansion, cancel the premium tax credits and cancel the individual mandate. This should result in a reduction in the number of covered lives in our country. Thirty-one of the fifty states have taken advantage of the federal government incentives to expand Medicaid. However, less than 10% of our population nationwide is covered either directly by Obamacare's individual insurance market or by its expansion of Medicaid (<http://www.nbcnews.com/health/health-care/will-obamacare-repeal-cost-millions-jobs-n703901>).

What is for sure is that health care spending continues to rise. Obama and Trump have both said that costs have to be contained. How this is accomplished is still unclear. It seems likely, therefore, that reimbursement will continue to decrease and alternative payment models will continue to flourish. It is unlikely that things like Accountable Care Organizations and MACRA will go away.

MACRA (Medicare Access and CHIP Reauthorization Act of 2015) replaced the SGR (sustainable growth rate) formula and also set up two tracts for "rewarding"

physicians for providing higher quality care through MIPS (Merit-based Incentive Payment System) and APMs (Alternative Payment Models). MIPS consolidated the three existing quality-reporting programs (Physician Quality Reporting System, Value-based Payment Modifier and Meaningful Use) and added a new performance category (<http://www.aafp.org/practice-management/payment/medicare-payment/faq.html#macraimpact>). We can anticipate moving forward, further expansion of alternative payment models in an attempt to curtail costs.

Bottom-line, continue to provide the best quality care at the lowest possible cost. Do your best to track your own outcomes and understand that customer service will be valued in payments that will factor in patient satisfaction. Be aware that you likely will have patients that previously had insurance through the exchange that will lose their coverage and be prepared to be creative in order to help them get the care that they need. Furthermore, be aware of what is going on in your individual marketplace in order to position your practice to be successful in this evolving healthcare world.



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*The Best Sinus Course in the World:
Improving Rhinology from Office to OR*

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July 14-16, 2017

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FREE REGISTRATION for our Guests - *European Rhinologic Society (ERS) Members*

Not a member? **Join the ARS NOW** and attend the **Summer Sinus Symposium** for **FREE!**

Meeting details are online at: <http://www.american-rhinologic.org/ss>

SO MUCH TO SEE IN WASHINGTON D.C.



Washington D.C. welcomes sixteen million visitors every year. It is an exciting place to visit - as the Nation's Capital City, there are literally hundreds of things to do and attractions to see, especially in the summer time when the city sponsors many outdoor events. To help ensure a very special visit for ARS members and their families, we have an agreement with Context Travel to provide small group and tailored tours to our members at a 10% discount. Call Context Travel at 1-800-691-6036 - please mention that you are attending the American Rhinologic Society's Summer Sinus Symposium for details.

Contact: *Wendi Perez, ARS Executive Administrator*, Tel: 845.988.1631, Fax: 845.986.1527, wendi@amrso.com

ARS, PO Box 495, Warwick, NY 10990 | www.american-rhinologic.org

Summer Sinus Symposium Update

Greg Davis, MD; Marc Dubin, MD; Douglas Reh, MD

Since its inception in 2011, the Summer Sinus Symposium has been directed by Rick Chandra, MD, James Palmer, MD, and Kevin Welch, MD. Occurring in Chicago in mid-July, the course established itself as THE premier sinus course in the world. It's balanced offering of panel discussions, cadaver prosections and interaction with industry partners led to unparalleled success.

As the new course directors, we have been tasked with expanding this successful program with the move of the 2017 course to Washington DC at the Omni Hotel (July 14-16). With that in mind, our goal is to maintain the successful course format that worked well in Chicago, yet offer unique opportunities to explore the new host city and allow for additional education experiences.

To accomplish these goals, we have slightly adjusted the program. The program will now begin on Friday with a full day of CME panels while on Saturday and Sunday morning there will be CME sessions concluding at lunch on both days. The Saturday afternoon block will allow participants to explore Washington DC with

their family, lounge by the beautiful pool or participate in the numerous scheduled corporate non-CME events. The course will conclude mid-day Sunday to allow everyone ample time to get home to start utilizing what they learned on Monday!

As always, the CME panels are packed with rhinology thought leaders who will discuss all aspects of sinonasal patient management including office-based procedures. The first day will feature panels on primary sinus surgery (Brent Senior, MD moderating), frontal sinus surgery (Michael Sillers, MD moderating), revision sinus surgery (Peter Hwang, MD moderating), office procedures (John DelGaudio, MD moderating) and complication management (Tim Smith, MD moderating). A prosection performed by Jivianne Lee, MD will be moderated by Richard Orlandi, MD. Saturday morning will start with panels on medical management (Todd Kingdom, MD moderating), post-operative management (Sarah Wise, MD moderating), and novel technology (Winston Vaughn, MD moderating). The session will end with a prosection by Amber Luong, MD that will be

moderated by Kevin Welch, MD. Sunday morning will feature breakout rooms with over a dozen panels to allow attendees flexibility to choose their own program.

Throughout the course, the exhibit hall, conveniently located right across the hall from the main ballroom, will showcase the newest technology available to treat your patients. Our corporate sponsors have also committed to showcasing their technologies via a variety of small sessions and cadaver labs.

The main goal of the Summer Sinus Symposium is to provide high yield, state of the art, educational opportunities for ALL providers of sinonasal patient care. Improving patient care, whether in the office, surgery center or the operating room, is our number one priority! From minimally invasive techniques under local anesthesia to revision polyposis cases we will go over it all!

We thank in advance the 115 faculty members who have committed their time and look forward to seeing everyone in DC in July!



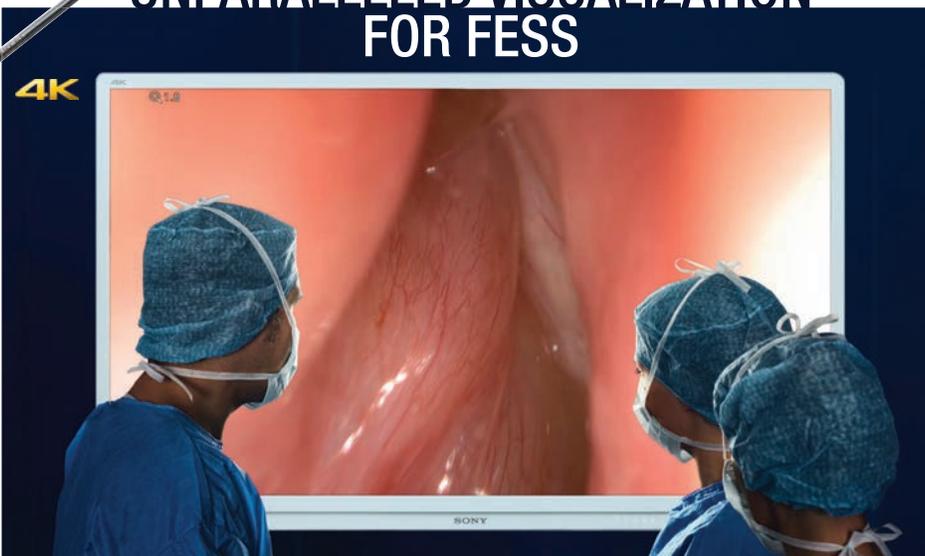
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COSM 2017

April 27-28, 2017

**Manchester Grand Hyatt,
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FREE REGISTRATION FOR ARS MEMBERS

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Welcome Guest Society: European Rhinologic Society (ERS) Members

ARS 63rd Annual Meeting

September 8-9, 2017

**Renaissance Chicago
Downtown Hotel
Chicago, Illinois**



COSM 2018

April 19-20, 2018

**Gaylord National Resort
and Convention Center
National Harbor, MD**

7TH Annual

Summer Sinus Symposium

July 12-14, 2018

**The Westin Seattle
Seattle, WA**

ARS 66th Annual Mtg

October 5-6, 2018

Atlanta, GA

*Guest Countries: Kenya,
Uganda, Tanzania, and India*

Questions: Contact Wendi Perez, Executive Administrator, ARS, PO Box 495, Warwick, NY 10990
Tel: 845-988-1631 | Fax: 845-986-1527 | wendi@amrhsoc.com

www.american-rhinologic.org

Friends in Research Campaign

We want to express our sincere thanks for the generous donations to the **2016 ARS Friends in Research Campaign**. We again launch our quest to raise money for research with the 2016 ARS Friends in Research Campaign. With your support, we can continue to fund the studies that provide clinical insights valuable to the care of our patients.

In the past, these efforts have helped to establish the ARS and its members as the leaders in rhinologic research. This work not only advances the care of our patients through scientific innovation, but also generates important data establishing the efficacy and cost effectiveness of our care.

In the current financial landscape, this is equally important to ensure that our patients have access to the treatment necessary to address their complaints.

If you are interested in donating to the ARS, please visit <https://www.american-rhinologic.org/DonationForm.cfm>. We thank you again for your help in this worthy endeavor.

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ARS Corporate Partners Group

The American Rhinologic Society would like to express our deepest thanks and appreciation to the participants of our Corporate Partners Program. Our corporate partnerships have been invaluable in their support of ARS initiatives to promote excellence in rhinology and skull base surgery. Through our ongoing collaborative relationships, we hope to continue to mutually develop exciting and lasting opportunities for our members to enhance education, investigation, clinical care, and patient advocacy in the future.



The American Rhinologic Society would like to thank our 2016 Corporate Partners Group for their support:

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Benefits of ARS Membership

Membership in the American Rhinologic Society provides critical support that strengthens its ability to speak out on behalf of you, and all those practicing rhinology. The ARS promotes excellence in clinical care, investigation and education in Rhinology.

The ARS is dedicated to providing communication and fellowship to its members through ongoing continuing medical education, economic and social programs.

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.

Membership benefits include:

- Free registration to the best sinus course in the world, The Summer Sinus Symposium
- Complimentary subscription to the Society's prestigious peer-reviewed journal, International Forum of Allergy and Rhinology
- Opportunity to join leadership and participate in standing committees of the Society to develop and implement programs to advance the interests of the specialty
- Networking in the largest group of Rhinologists worldwide
- Discounted meeting registration for the Society's annual meeting
- Information and opportunities for action on legislative and regulatory issues affecting rhinology and sinus surgery
- Member listing on the ARS Membership Directory
- Online services and personal web page on the ARS network,
- "Find a Specialist" listing on the ARS web page making you contact information available to patients and referring physicians
- Access to members only section of webpage which includes advocacy, coding strategies, position statements, education and research and much more
- Patient Education Handouts
- Patient and Caregivers section of website
- Webinars and how to videos for members only
- ARS Endoscopic Surgical Dissection Video Series
- Complimentary subscription the Society's newsletter, Nose News
- Discounted rates for educational products and services offered by the Society
- Early access to third-party symposia associated with ARS meetings
- Discounted services and early access to other services and products provided by the Society
- Advocacy and representation on issues that influence the field of rhinology including those that establish physician reimbursement

JOIN AT: <https://www.american-rhinologic.org/NewMember.cfm>

ARS Women in Rhinology

The Women in Rhinology (WiR) is a group within the ARS that represents a grassroots effort to provide networking and leadership mentoring for women interested in the care of rhinologic diseases. Towards that goal, events will feature guest speakers on topics such as career, leadership, and strategic planning while providing networking opportunities. Although the mission focuses on women rhinologist, we encourage and invite all ARS members to attend.

ARS Women in Rhinology Mission

To provide support for the career development of women rhinologists and draw attention to gender-specific issues in the practice of Rhinology.

The WiR Council has a number of specific goals to achieve this mission including:

- Promote and highlight women rhinologists within ARS
- Support career and leadership development
- Increase sponsorship of women by ARS leadership

JOIN AT: <https://www.american-rhinologic.org/NewMember.cfm>



COSM 2017
April 27-28

Manchester Grand Hyatt
San Diego, CA



RUC Survey: Revaluation of the FESS Codes

R. Peter Manes, MD



In January 2017, representatives from the American Rhinologic Society (ARS) and the American Academy of Otolaryngology-Head and Neck Surgery (AAO-HNS) presented the results of a recent survey regarding the revaluation of the endoscopic sinus surgery and balloon sinus dilation codes to the Relative Value Scale Update Committee (RUC). This was the culmination of a greater than two year collaboration between the ARS, AAO-HNS and the American Academy of Otolaryngic Allergy (AAOA). Data presented was obtained from the recent survey sent to members of the ARS, AAO-HNS and AAOA.

Currently, the results of this meeting are confidential. The final values will be presented in the Center for Medicare and Medicaid Services (CMS) final rule, released later this year. When released, the pertinent organizations will have an opportunity to comment on the values before they are incorporated into the fee schedule.

As the RUC advisor for the AAO-HNS, and a fellow of the ARS, I would like to express my deepest thanks to all of those who took the time to fill out the extensive survey. I would also like to thank everyone who served on the AAOA, AAO-HNS and ARS task force to provide guidance and clinical expertise in the revaluation of these codes. We are always stronger when we work together, and this successful collaboration will hopefully set the stage for continued collaboration in the future.



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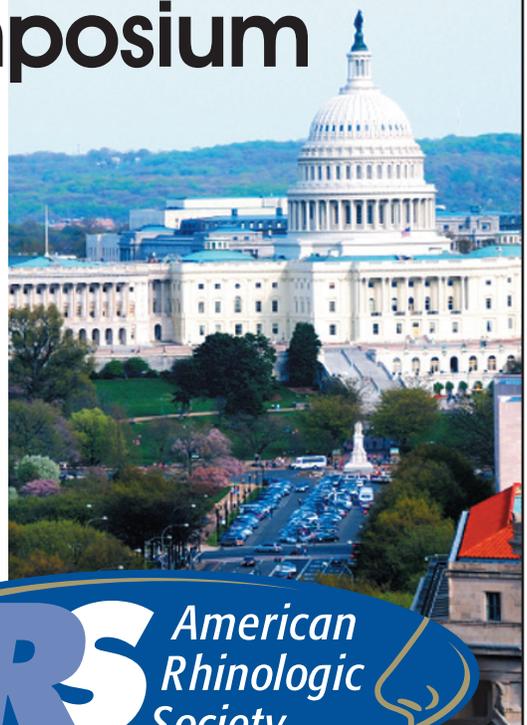
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