

NOSEnews

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President's Report

Amber Luong, MD,
PhD, FARS

Coming Together Matters

Medicine is often described as a team sport. Every day, we rely on colleagues, staff, and collaborators to help us deliver the best care possible for our patients. Yet, in many ways, our profession can feel increasingly fragmented. We spend countless hours managing electronic records, navigating administrative challenges, and adapting to a rapidly changing healthcare landscape. That is why opportunities to come together as a community have never been more important.

I invite all of you to join us at the 72nd Annual ARS Fall Meeting, October 15-17, 2026, at The Biltmore Hotel in Los Angeles. As always, the meeting will provide the latest updates on technology, science, and the management of sinonasal diseases. Our outstanding faculty will share new discoveries, innovative surgical techniques, and practical insights that can immediately impact patient care. Just as important, however, is the opportunity to reconnect with colleagues, build new relationships, mentor the next generation, and strengthen the professional network that makes our specialty so special. The science brings us together, but the community keeps us together.

The ARS community is critical not only for academic and professional advancement, but also for protecting

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Don't miss the ARS First Winter Sinus Symposium -
February 11-13, 2027 in Fajardo, Puerto Rico!

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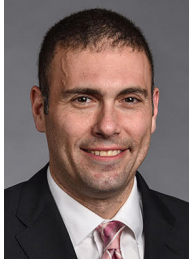
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ARS Annual Meeting Heads to Los Angeles

Marc Dubin, MD, FARS, ARS President-Elect



The 2026 American Rhinologic Society Annual Meeting returns to Los Angeles October 16–17 at the Biltmore Hotel, with a program centered on the innovation

and collaboration that continue to move our specialty forward.

That theme is perhaps best captured by this year's Kennedy Lecture, delivered by Michael Sillers, MD: "From Nasal Astronomer to Skull Base Surgeon and Beyond: How Innovation and Collaboration Have Launched Modern Rhinology." His lecture will highlight the remarkable evolution of rhinology and the people, ideas, and partnerships that transformed our field.

It is a fitting centerpiece for a meeting focused not only on where rhinology is today, but where it is going next.

The meeting will also feature Sarah Wise, MD, delivering the Hwang Lecture, "The Challenges That Our Mentors Face Can Give Us Strength." Together, these two lectureships celebrate both the history of our specialty and the mentorship and relationships that sustain its future.

This year's program emphasizes discussion as much as presentation. Panels will tackle practical and sometimes controversial topics including PNN ablation, olfactory dysfunction, recalcitrant CRS without polyps, current use of biologics, research grant review, practice selection, and the lessons about building a successful career that we

somehow never learned in residency or fellowship.

The meeting concludes Saturday afternoon with a joint ARS/AAO-HNS session at the Los Angeles Convention Center, allowing attendees to transition directly from the ARS Annual Meeting into the AAO-HNSF Annual Meeting. Dual registrants will receive a 20% registration discount.

From the Kennedy and Hwang Lectures to the scientific presentations, panels, and joint session with the Academy, this year's meeting reflects what has always driven rhinology forward: innovation, collaboration, mentorship, and a willingness to challenge how we do things.

We look forward to seeing everyone in Los Angeles.

Young Rhinologists Section Update

Erin Mamuyac Lopez, MD, FARS, Chair, Young Rhinologists Section



The Young Rhinologists Section is wrapping up its first year as a part of the ARS, and we are excited at

the growth of the section and the opportunities ahead of us. This year at ARS meetings, we were able to host our first discussion panel, participate in dissection/educational courses, as well as co-host a networking session.

In addition, our governing council has worked with the Executive Board to put our section's Rhinocast into production in the coming months.

Please join us at the Annual ARS Meeting in Los Angeles, CA for our discussion panel **on Friday 10/16/26: "Practice Selection: Which setting is best for you?"**

In addition, the Section will have an opening for a new Member at Large this coming fall, as one of our current



governing council members completes their term.

Please join the YRS and sign up for our listserv by going to <https://www.american-rhinologic.org/yrs> for ways to become involved, and to apply for this position opening.

Hope to see everyone in Los Angeles,

Presidents's Report, cont'd.

our ability to care for patients. A clear example of this challenge is the current CMS proposal that would impose an unprecedented 50% payment reduction for Evaluation and Management (E/M) services billed with Modifier 25 on the same day as a procedure. This proposal is not supported by data demonstrating such a drastic reduction in physician work or value. If enacted, it has the potential to significantly impact rhinologists and many other specialists who routinely provide medically necessary evaluation and management services in conjunction with procedural care. Together, we must push back on this

proposal and advocate for policies that protect access to high-quality patient care.

One of the greatest strengths of ARS has always been our collective voice. When we come together, we demonstrate the importance of our specialty, the value we provide to patients, and the expertise required to manage complex sinonasal disease. I encourage every member to submit comments on this proposal before September 14, 2026, by visiting Regulations.gov Docket CMS-2026-2377. Individual voices matter, and when combined, they become a powerful force for advocacy.

For 71 years, ARS members have come together in pursuit of a common mission, and this year marks our 72nd Annual Meeting. Over those years, technology has advanced, new medications have transformed treatment options, and our understanding of sinonasal disease has grown tremendously. Yet one thing has remained unchanged, the ARS commitment to its mission to "Promote excellence in the care of patients with disorders of the nose, sinuses, and skull base through research, education and advocacy." I hope you will join us in Los Angeles as we continue that tradition together.



Spotlight on the RiPP Section

Karen Bednarski, MD, FARS, Chair, Rhinologists in Private Practice Section

The Rhinologists in Private Practice Section (RiPP) is entering into its fourth year, and we are continuing to see growth in engagement through our section.

During the Summer Sinus Symposium, the section hosted a half-day breakout

room focused on the business of medicine. Topics included marketing, building your practice, optimization of coding practices, and in-office procedures. The annual business meeting and networking event was held on Saturday, July 25th. This included a panel, "The Nose for Business" focused on practice management and marketing. In addition, we welcomed our new officers: Chris Davis, Chair Elect, and Esther Kim, Information Officer. Brian Weeks will be staying on as the Financial Officer, and Leah Hauser as the Past Chair.

RiPP at the 72nd Annual Meeting

As we look forward to the Annual Meeting, RiPP will once again be hosting a social event on Thursday, October 15th, from 7:15-9 p.m. in the Heinsbergen Room at the Biltmore Los Angeles Hotel. We look forward to the opportunity to re-connect with colleagues at the annual meeting



prior to the start of the scientific session. RiPP will also play an active role in the meeting itself, with numerous members participating as moderators and panelists, including Tips and Pearls in Rhinology and Choosing the Right Practice Setting.

Winter Sinus Symposium

In more exciting news, Chris Davis will be serving as one of the co-chairs of the inaugural Winter Sinus Symposium at the El Conquistador Resort in Puerto Rico, February 11-13, 2027. This will undoubtedly prove to build on the success of the Summer Sinus Symposium, with topics focused on practical rhinology, practice building, and hands-on opportunities for the attendees. Please stay tuned for more updates to come!



Online Education Committee Update

Theodore Schuman, MD, FARS, Online Education Committee Chair

The Online Education Committee has been very busy with both patient- and professional-facing projects. Our committee members have been working with colleagues at Clinician Box to envision an updated version of the ARS

patient-facing website, SinusHealth.com. We hope the site will continue to grow into a frequently accessed resource for all our patients. Our group has also been partnering with Clinician Box to publish a series of "Videos from the Experts" addressing common rhinology questions—keep a lookout for these offerings on SinusHealth.com and the ARS social media platforms. We also continue to work on the ARS video library and on efforts to create a large library of AI-driven educational videos for patients.

The Annual Virtual Rhinology Series will conclude with its 10th iteration on March 20, 2027. We are planning a big event featuring content experts from around the world—stay tuned for more details. Following the success of last year's inaugural event, the Rhinology Around the World Virtual Dissection Course will return in late 2026, with experts streaming dissections while moderators Drs. Ted Schuman and Ed Kuan field questions and comments from national and international participants. Registration for both events is free, and everyone is encouraged to join us! of the Summer Sinus Symposium, with topics focused on practical rhinology, practice building, and hands-on opportunities for the attendees. Please stay tuned for more updates to come!

Visit our patient-facing website!



Marketing Committee Update

Sanjeet Rangarajan, MD, Chair, ARS Marketing Committee



The ARS Marketing Committee has had an exciting and productive start to 2026, and we are pleased to share updates on several initiatives designed to grow the Society's

brand, deepen member engagement, and amplify the outstanding work happening across our rhinology community.

Supporting ARS Meetings and Events

A core focus of the committee this year has been supporting awareness and attendance for the Society's major meetings. We coordinated promotional efforts around the Spring Meeting at COSM in Phoenix and have been actively promoting the 15th Annual Summer Sinus Symposium, taking place July 24–26 at the Loews Miami Beach Hotel in Miami. Our attention will shortly pivot to building awareness for the 72nd ARS Annual Meeting, October 15–17 at the historic Biltmore Hotel in Los Angeles. Our committee is grateful for all the videos and testimonials you send us to distribute across the society to build awareness and promote our meeting content.

International Skull Base Surgery Day

In partnership with the North American Skull Base Society, we were proud to organize a coordinated campaign celebrating International Skull Base Surgery Day on June 4th. This collaboration reflects the ARS's commitment to cross-society engagement and raising public and professional awareness of the remarkable work our members perform at the intersection of rhinology and skull base surgery. The campaign is live across our social media channels—we encourage all members to share and engage with this content.

Rhinology Roundtable Podcast Launch

We are thrilled to support the launch of the Rhinology Roundtable, a new ARS podcast hosted by Ashleigh Halderman, MD. The Marketing Committee has been proud to help build awareness around this exciting addition to the Society's educational and communications offerings, which will bring timely conversations on clinical topics, research, and the evolving landscape of our field directly to members wherever they are. We encourage all members to tune in and

look forward to helping this platform grow its audience across the rhinology community.

Follow Us on Social Media

The fastest way to stay current with everything happening across the ARS is to follow us on social media. From meeting highlights and research spotlights to podcast episodes and Society announcements, our channels are the hub for real-time news and engagement. Find us on X, Facebook, and Instagram at [@amrhinosociety](https://www.instagram.com/amrhinosociety) — and if you haven't already, follow us today.

The Marketing Committee remains committed to serving as the voice and visibility engine of this Society. We are grateful for the collaboration of our colleagues across the IT committee and the many ARS members and leaders whose work gives us so much worth celebrating. As always, we welcome member feedback and ideas as we continue building the ARS brand together.



ARS 16th Summer Sinus Symposium

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

July 15-17, 2027

**Omni Interlocken Hotel,
Broomfield, CO**

Highlights:

- Section Events
- Cadaver Prosections
- Signature Event
- Symposia Sessions
- Keynote Speaker

Join Us in Sunny PR for the ARS Winter Sinus Symposium

Course Directors: Yvonne Chan, Chris Davis, Anthony Del Signore



February 11–13, 2027 · El Conquistador Resort, Fajardo, Puerto Rico

The American Rhinologic Society invites academic and private-practice rhinologists, comprehensive otolaryngologists who focus on rhinology or want to grow that side of their practice, and advanced practice providers, to join us this winter in sunny Puerto Rico. The Winter Sinus Symposium will be held February 11–13, 2027, at the beautiful El Conquistador Resort in Fajardo, set right on the Caribbean coastline. With over 30 sessions spread across a variety of dedicated tracks, there is

truly something to learn for everyone, whatever your career stage or practice setting. Attendees will sharpen core surgical techniques, explore emerging technology and biologics, and pick up practical, immediately usable strategies for running a stronger practice. Case discussions, candid faculty debate, and several APP-focused sessions round out a program built for the whole rhinology team. Come learn alongside colleagues from across the country, and enjoy a little sunshine while you're at it.





Women in Rhinology: A Continued Season of Growth and Success

Devyani Lal, MD, Chair, Women in Rhinology

Ten years ago, Women in Rhinology was a promising community with big ambitions. Today, we are more than 250 members strong, with programming across COSM, the Summer Sinus

Symposium meeting, and the ARS Annual Meeting. This growth reflects collaboration among our members and strong support from ARS leadership and our industry colleagues.

Our 2026 focus has been advocacy, leadership development, research awards, and career advancement. At COSM, our sponsored panel, "Advocacy as an Imperative," brought together voices from across the specialty, and our evening networking event created space for generous conversation. At the Spring Sinus Society, Dr. Stephanie Joe led a session on peer mentoring and peer coaching, reminding us that durable career support often comes from colleagues. Our ARS WiR Travel Grants continue to open doors for early-career members.

The centerpiece arrives this October in Los Angeles: our Leadership Development Course, "Enhancing Leadership Skills," open to all ARS members, will be held from 11:00 a.m. to 3:00 p.m. on Thursday, October 15th, in the Crystal Room at the Biltmore Hotel, before the ARS Board meeting. The agenda is purposefully candid, opening with "Top 5 Mistakes I've Made in Medicine" and welcoming residents from the ARS Resident Course. The program also includes advocacy and physician leadership, microaffirmations

and upstander strategies, building a research program in academic medicine, and the keynote lecture, "Negotiating Like a Surgeon," delivered by Lauri Cooper, JD, of Benesch Friedlander Coplan & Aronoff LLP. If you take one thing from that room, let it be this: leadership is a learnable skill, not an inherited trait.

Transitions lie ahead. This election cycle brings meaningful change to the Governing Council, with open positions for Chair, Chair-Elect, Development/Mentorship Officer, and Member-at-Large. We thank Dr. Stephanie Joe, Dr. Elisa Illing, and Dr. Anna Knisely for their service to the WiR and ARS communities. We are fortunate to have continuity as well: Lauren Roland as Research Officer, Victoria Lee as Information Officer, Tran Locke as Financial Officer, and Dara Adams as Member-at-Large. I am delighted that Dr. Stephanie Joe, who was to be our incoming Chair, instead steps into a broader role as ARS Secretary. If you have ever thought maybe someday about a leadership role, this is the someday. Put your name forward.

Serving as Chair these past two years has been one of the great privileges of my professional life. I am grateful to Dr. Stacey Gray for building the foundation I inherited, to every officer who carried work quietly and well, and to ARS leadership for their guidance and support. Most of all, I am grateful to our members for your energy, mentorship, and insistence that this community be substantive rather than symbolic. As I rotate off, I do so with real confidence in what comes next.

ARS Champions Lounge Makes a Successful Debut at the Summer Sinus Symposium

Greg Davis, MD, MPH, FARS, Vice President of Development and Strategic Initiative



The inaugural ARS Champions Lounge was a tremendous success at this year's Summer Sinus Symposium. Created to recognize and thank our generous ARS Champions, the Lounge provided members with a private and comfortable space to connect with colleagues, hold informal meetings, or simply recharge during the conference.

ARS members who donated at the Titanium (\$5,000+), Diamond (\$2,500+), and Platinum (\$1,000+) levels were eligible for Lounge access. To celebrate the Lounge's debut at the Summer Sinus Symposium, we also welcomed members who donated at the Gold (\$500+) level.

We kicked off the Lounge with an amazing omelet bar. Throughout the meeting, members enjoyed coffee, soft drinks, and light snacks. The Lounge offered a welcoming

retreat from the busy meeting schedule and quickly became a popular gathering place.

The expanded ARS Champions program now allows donors to direct their contributions to the area that is most meaningful to them:

- Friends in Research
- Member Enrichment Fund
- Resident, Fellow, and Global Outreach Fund
- David W. Kennedy Fund

Thank you to all our ARS Champions, whose generosity supports the Society's research, education, membership, and outreach efforts. We look forward to building on the success of the Champions Lounge at future ARS meetings.

To become an ARS Champion, visit the **Donate** tab on the ARS website and select the fund you would like to support.



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:

- 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>

Fellow of the American Rhinologic Society (FARS)

For this issue of Nose News, we would like to encourage all members to explore the possibility of becoming a Fellow of the American Rhinologic Society (FARS). This special membership category is an exceptional way to show your expertise in the field of Rhinology, your dedication to rhinologic practice, and your support of the American Rhinologic Society. Please visit the website, <http://www.american-rhinologic.org/fars> to learn more about the application process and the necessary qualifications. We encourage every ARS member to investigate this option and apply if they are interested. Current ARS members seeking FARS designation can submit a letter of intent, an updated curriculum vitae, a rhinologic case log and sponsorship letters from two FARS members to membership@amrhso.org. Currently there are over 200 FARS members in our society, and we would like our entire membership to be aware of this special distinction. Please inquire about this membership category, especially if you are interested in becoming more involved in the ARS. We look forward to your application!

Forgot to pay your dues? Renew now! Call 973-545-2735 or renew online at <https://www.american-rhinologic.org/NewMember.cfm>



SAVE THE DATE 2027



ARS First **Winter Sinus Symposium** **February 11-13, 2027**

El Conquistador Resort, Fajardo, Puerto Rico

Highlights:

- General Rhinology, New & Emerging Topics, Business of Medicine, Skull Base Sessions
- Keynote Address
- Signature Event

Registration and Housing to open September 2026

ARS at COSM 2027
April 9-10, 2027
Seattle Convention Center,
Seattle, WA

ARS 16th
Summer Sinus Symposium
July 15-17, 2027
Omni Interlocken Hotel,
Broomfield, CO

ARS 73rd Annual Meeting
September 16-18, 2027
Hyatt Regency New Orleans Hotel
New Orleans, LA

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