

nose news



Still Kountakis, MD, PhD
ARS President

President's Message

The late spring and early summer months were busy with organizing the launch of our new journal and the annual fall meeting of the American Rhinologic Society. Once again the effort of our involved members was excellent, which ensures continued success for our society. I would like to thank all involved for their ongoing involvement and support.

The fall meeting is promising not only for the cultural and culinary opportunities available in Boston, but for the high quality of the scientific program. Dr. Brent Senior and his program committee members have done an outstanding job with the selection of exciting and educational topics and abstracts. This year's Kennedy Lecturer is world-renowned Professor Valerie Lund and the scientific program itself will include 33 carefully selected abstracts.

Following the template of a close relationship with the AAOA, Dr. Jack Krouse will be giving a lecture on "Practical Allergy for the Rhinologist" and the ARS/AAOA Joint Seminar on Saturday evening will consist of a panel on "Non FDA-Approved Treatments for Sinusitis" moderated by Dr. Brad Marple.

In keeping our members informed of the latest developments in the management of challenging patient conditions, Dr. Ralph Metson will be leading a panel "When Surgery Fails: Medical Management of the Difficult Sinus Patient". This year we also teamed with the American Academy of Facial Plastic and Reconstructive Surgery and will give a joint presentation during Saturday morning's Breakfast Symposium (The Nose: Inside and Out) moderated by Dr. Mike Setzen.

As you can see, this year's annual fall meeting will be outstanding and no one should miss the opportunity to participate. See you in Boston.

upcoming meetings...

COSM 2011
April 27-May 1, 2011
Sheraton Chicago Hotel & Towers, Chicago, IL

57th Annual Meeting of the ARS
September 10, 2011
San Francisco, CA

COSM 2012
April 18-22, 2012
Manchester Grand Hyatt, San Diego, CA

58th Annual Meeting of the ARS
Washington, DC

For more information or to register please visit
www.american-rhinologic.org



The American Rhinologic Society would like to thank ASL, Olympus, Ethicon Inc., 3M, NeilMed, and Xoran for partnering with the ARS Newsletter for 2010.

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Stephanie Joe, MD

Membership Update

Stephanie Joe, MD, Membership Committee

Our ranks continue to grow. Here is how our membership looks as of July 2010:

Affiliate Members	-----6	Life Members	-----56
Emeritus Members	----23	Regular Members	----513
Fellow Members	----193	Resident Members	---441
Honorary Members	----1	Total Members	-----1,291
International Members	-58		

2010 Courses

Western States Rhinology Course

October 14-16, 2010

Sonoma California

Guest Faculty: Joseph Han, MD, David W. Kennedy, MD and Aldo Stamm, MD, PhD.

Course Directors: Todd T. Kingdom, MD, Peter H. Hwang, MD, and Richard R.

Orlandi, MD. Information: Darci Dreiling, 303-724-1960,

www.westernstatesrhinology.com

Advanced Techniques in Endoscopic Management of Sinonasal Disorders - Hands-on Course

November 4-6, 2010

*Renaissance Vinoy Resort & Golf Club
St. Petersburg, FL*

Course Director: Donald C. Lanza, MD
Distinguished Rhinology Faculty: PS Batra, R Chandra, BJ Ferguson, PH Hwang, BA Senior, EM Vining. CME Offered by: St. Anthony's Hospital. Phone: (866) 603-6161
Fax: (813) 635-2667

Email: dclanza@sniflmd.com
www.stanthony.com/sinuscme

XXXVIII Conventus Meeting of Societas ORL Latina

September 1-4, 2010

Lecce, Italy

www.conventus2010.org/index_new.html

Advanced Techniques in Endoscopic Sinus Surgery

February 10-13, 2011

Westin Kierland Resort/Spa, Scottsdale, AZ
Honored Guest: Amin Javer, MD

Email: sinusmdcsi@aol.com
www.calsinus.com/course

North American Rhinology and Allergy Conference

February 3-6, 2011

El Conquistador, Puerto Rico

Email: info@NARAConference.org
www.NARAConference.org

2011 Contemporary Concepts and Techniques in Rhinology

March 25-27, 2011

Westin Galleria, Dallas, Texas

UT Southwestern Medical Center

Department of Otolaryngology, Head and Neck Surgery. Details/registration:

www.utsouthwestern.edu/rhinologysymposium

Southern States Rhinology Course

March 31 – April 2, 2011

The Kiawah Island Beach & Golf Resort

Lectures: March 31 & April 1

Hands on Lab: April 2, Medical University of South Carolina

Register: www.southernstatesrhinology.org
Information: Southern States Rhinology Foundation (770) 613-0932 or karrie@the-associationcompany.com

Summer Sinus Course in Chicago

July 22-23, 2011

Sponsored by Northwestern University, Cleveland Clinic and Eastern Virginia Medical School

Distinguished Guest: Tim Smith, MD
Oregon Health & Science University

CME Sponsored by Northwestern University Feinberg School of Medicine



ARS & AAOHNS Rhinology and Allergy Education Committee

James A. Hadley, MD

The Rhinology and Allergy Education Committee (RAEC) is one of the standing subcommittees of the Educational Steering Committee of the AAOHNS. As such, it is charged to design, develop, and implement continuing education materials that fulfill the CME mission of the foundation. The committee's focus oversees the development and restructuring of some of the current AAOHNS educational material that deals with disorders of the nose, and paranasal sinuses both medically and surgically. Specifically, the committee reviews development of modules relating to rhinosinusitis both acute and chronic, allergic rhinitis, the evaluation and management of nasal septal deformities, perforations and CSF rhinorrhea and other modules in this domain.

The American Rhinologic Society is well represented on the RAEC. Members include Drs. Todd Kingdom, Brent Senior, Richard Orlandi, Rakesh Chandra, Karen Fong, Nicholas Busaba, Matthew Ryan, Chris McMains, Rhoda Wynn, Fuad Barody, Samer Fakhri, Douglas Reh, Steven Houser, and Amber Luong.

This committee is responsible for the educational materials utilized by members to obtain credit their Maintenance of Certification and for CME. These include the Home Study Course, Patient of the Month programs, Otolaryngology Online Study Guide (OOSG), modules for COOL (Clinical Otolaryngology Online Learning) as well as specific modules for CME in the Rhinology/Allergy section of Academy U.

With the change in the American Board of Otolaryngology requirements for maintenance of certification status, ARS members are able to utilize the digital educational material in order to complete some of the CME requirements. Additionally, these courses serve as a means to further knowledge as a requisite for the MOC process.

The information in the Home Study Course is evidence-based and can serve as a cognitive review. Section 5 of the Home Study Course in Rhinology and Allergic Disorders was published in September, 2008, under the direction of co-chairs: Brent Senior, MD and Erica Thaler, MD. A great deal of work goes into the choice of the articles and preparation of the testing materials and questions so that Academy members attain CME credits. The next Rhinology and Allergy HSC is in progress with Chairpersons Drs. Kingdom and Light with help from Drs. Barody, Fakhri, Fong, Luong and Reh.

Over the last few years, the RAEC has made a fairly strong transition from the paper products to the digital format providing images and material for Academy U. A new Academy U course entitled management of CSF rhinorrhea is also currently available. It has been edited by Dr. Richard Orlandi and Dr. Rhoda Wynn and serves as a resource for members to review and update their knowledge as a mechanism to obtain credit for their "Maintenance of Certification." Other courses such as Dr. Nicholas Busaba's Patient of the Month program on Nasal Septal Perforation is about to be published.

Under the direction of Dr. Chris McMains, this committee is also represented on the Academy's working group to develop CT imaging curriculum. These courses will assist in members obtaining appropriate accreditation to be able to utilize CT scanners in the office. Other Academy annual meeting presentations are being videotaped for inclusion in the listing of educational materials available for members. They are succinct both audio and visual presentations that complement the CME activities.

The RAEC Committee has been working on other projects as well. The COOL module: *Office Management of Nasal Congestion* has been updated by Drs. Steven Houser and Evan Reiter. Patient of the Month programs are in progress and the committee also was active in the submission of the Questions for the Academic Bowl during annual meeting.

Education continues to be of prime importance in maintaining member's knowledge to advance the Best Practice in Otolaryngology, access to the Academy U website is available to members at:

<http://www.entnet.org/educationandresearch/academyu.cfm>



Vijay R. Ramakrishnan, MD



Jeffrey D. Suh, MD

Case of the Quarter: Pituitary Apoplexy

Vijay R. Ramakrishnan, MD, Jeffrey D. Suh, MD, and Alexander G. Chiu, MD

A 47 year-old female presented to the emergency department with a three-day history of worsening headache and vision loss. On further questioning, the patient had been suffering from mild daily headaches for one year, and had an unrecognized loss of peripheral vision. Gross visual field deficits were noted on examination. The remainder of

her examination was normal. A CT scan was performed, suggestive of a large sphenoid mass. MRI scan further delineated this mass as a pituitary lesion with a cystic center (Figure 1). Laboratory values demonstrated hypothyroidism, without any other abnormality. The ophthalmology service was consulted; visual field analysis is demonstrated in Figure 2.

The patient was admitted to the hospital and treated for 72 hours with intravenous glucocorticoids. Endoscopic transsphenoidal pituitary surgery was then performed in collaboration with the neurosurgery service. On dural entry, blood clot and fluid were decompressed, consistent with pituitary apoplexy. Subtotal resection of a nonfunctional pituitary adenoma was performed.

The patient's vision began to recover postoperatively within 48 hours; postoperative visual field examination is seen in Figure 2. The patient was treated medically with hydrocortisone and levothyroxine postoperatively.

Pituitary apoplexy is a clinical syndrome resulting from sudden expansion of a pituitary tumor due to hemorrhage, infarction, or both. Symptoms may include sudden onset of headache, vomiting, vision change, ophthalmoplegia, and altered mental status. Pituitary apoplexy occurs in 0.6-9% of pituitary tumors, depending on the definition used, and is a common initial presentation for pituitary tumors.¹ CT scan and MRI are diagnostic, and are recommended for any patient presenting with headache and neuro-ophthalmic signs. As many patients are deficient of one or more pituitary hormones, timely diagnosis and medical therapy may reduce morbidity and mortality. The initial medical management consists of supportive care, fluid and electrolyte balance, and replacement of corticosteroids and other deficient hormones. The timing of surgical decompression in the setting of visual compromise is controversial. The literature supports initial medical management for pituitary apoplexy, with prompt surgery reserved for patients with severe neuro-ophthalmic signs that do not respond to medical therapy.² Review of the literature suggests that visual prognosis for blindness

associated with pituitary apoplexy is poor. However, as seen in this case, early surgical decompression may offer better visual outcomes than surgery occurring more than 1-2 weeks after ictus.³ Recovery of endocrine function in the setting of apoplexy is uncommon with either medical or surgical management.

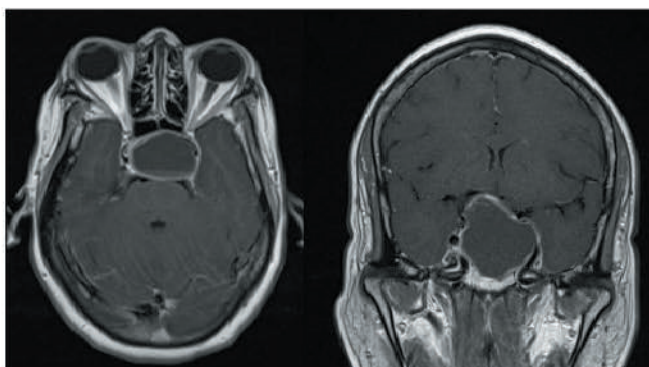


Figure 1. Axial and coronal post-contrast MRI.

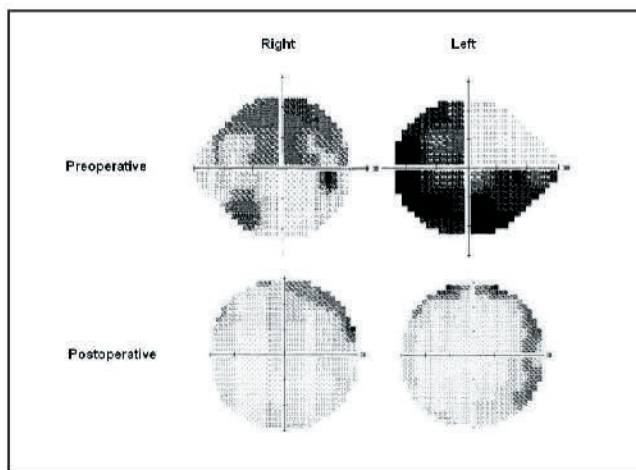


Figure 2. Preoperative and postoperative visual field tests. Darker shades of gray correspond to vision loss.

References:

1. Semple PL, Webb MK, de Villiers JC, et al. Pituitary apoplexy. *Neurosurgery* (56):65-73, 2005.
2. Sibal L, Ball SG, Connolly V, et al. Pituitary apoplexy: A review of clinical presentation, management and outcome in 45 Cases. *Pituitary* (7):157-163, 2004.
3. Muthukumar N, Rossette D, Soundaram M, et al. Blindness following pituitary apoplexy: timing of surgery and neuro-ophthalmic outcome. *Journal of Clinical Neuroscience* (15):873-879, 2008.



Update on Rhinology Fellowship Match Process

Todd T. Kingdom, MD

Todd T. Kingdom, MD

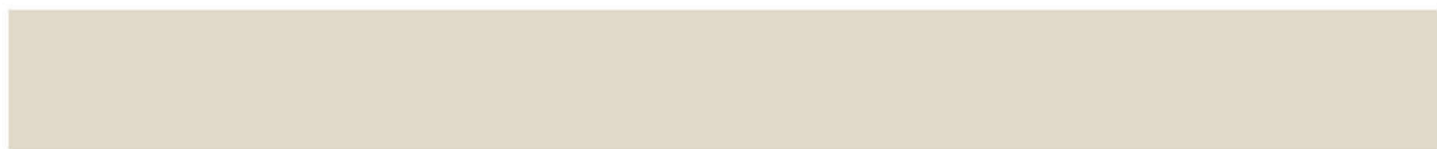
The ARS Education and Fellowship Committees continue to oversee the Rhinology Fellowship match process in conjunction with the San Francisco Match Organization. The 2010 Match for training spots beginning July 2011 was recently completed in early June 2010. This was our 5th cycle utilizing the SF Match Organization, though refinements to the process continue, growth has been significant and the successes evident.

Support for this process remains strong amongst the program directors, ARS Board of Directors, and applicants. The number of participating fellowship programs remained stable at 22 but the number of positions offered grew to 24. Forty-two applicants initially registered for the match, the greatest number ever, with 33 ultimately submitting rank lists and formally committing to the match. Twenty-two applicants matched (19 US graduates / 3 international) into 20 programs (2 programs did not fill their spots / 2 programs matched 2 applicants each). Overall 75% of programs matched one of their top three ranked choices while 68% of applicants received one of their top three selections. Please refer to the attached table for a summary of these statistics.

Match Date	June 2006	June 2007	June 2008	June 2009	June 2010
Programs participating	16	18	19	22	22
Positions offered	16	18	20	23	24
Positions filled	15	14	18	16	22
Positions remaining	1	4	2	7	2
% Programs Matched	94%	77%	90%	73%	91%
Applicants registered	22	29	34	30	42
Rank lists submitted	18	20	26	17	33
Applicants matched	15	14	18	16	22
Applicants unmatched	3	6	8	1	11
% Applicants Matched	83%	70%	69%	94%	67%

The SF Match Organization has been a wonderful partner in this endeavor and we plan to continue this association. Future efforts will include continued refinements to the 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@ucdenver.edu) or visit www.sfmatch.org for additional information.





David Conley, MD

Point of Service Imaging in Rhinology

David Conley, MD

Point of Service (POS) Imaging in Rhinology was the topic for an ARS Breakfast Symposium prior to the annual meeting in San Diego.

Dr. Brent Senior kicked off the symposium highlighting the developing controversy about POS imaging from the radiology and payer sides. In just a few years there has been a large increase in private office CT volume, combined with a resultant push back from ACR and third party payers. Most of this volume and activity is actually being driven by other specialties. Challenges that lie ahead will be the new CMS rules requiring certification by 2012 and the drop in the physician fee schedule proposed for 2010.

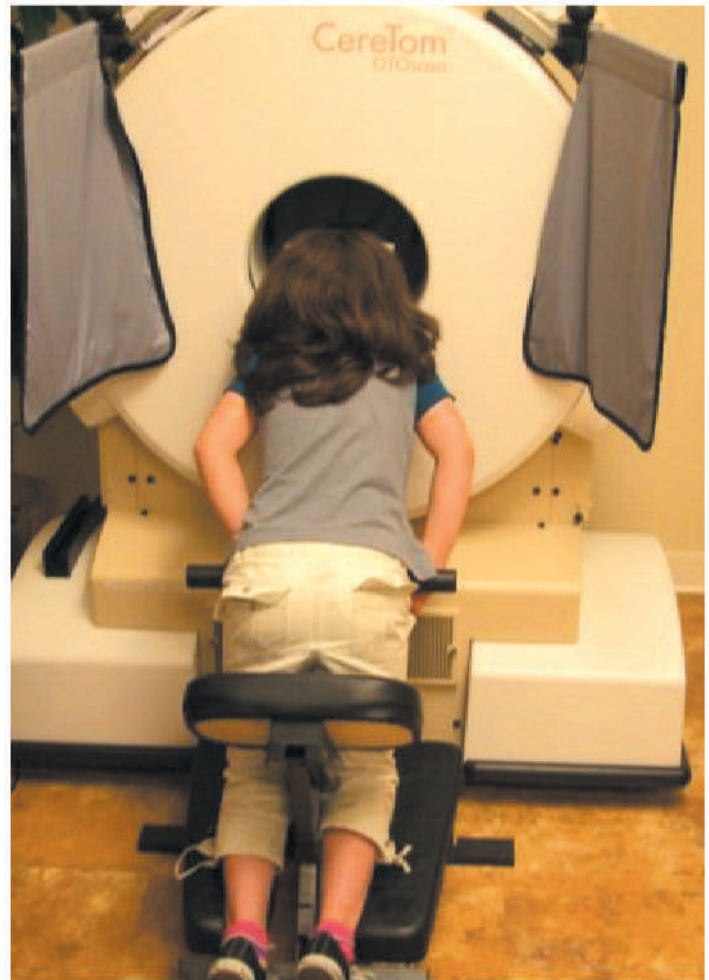
Dr. Michael Setzen discussed *"Incorporating POS CT in your practice"*. From a patient care perspective, a number of benefits are immediately evident with the change to office based scanning. These improvements in care include: facilitation of early diagnosis and appropriate treatment, improved patient compliance (3 visits in 1), less time away from work, school and family, enhanced patient and referring physician satisfaction, better patient/doctor relationship and diagnosis comprehension when reviewing the images together, and enhanced practice revenue.

Dr. David Conley addressed the *"Impact of POS Imaging on treatment of rhinosinusitis"*. Preliminary data from a prospective randomized trial was presented. In this study, patients who meet the AAOHNS Task force criteria for chronic rhinosinusitis and have a normal endoscopic examination were randomized to a POS CT scan or the standard course of antibiotics. Analysis indicates that the arm randomized to POS CT reduced unnecessary antibiotic use, and may even be more cost effective. Further analysis will be presented when the study is complete.

Finally, Dr. Martin Citardi presented *"Expanding indications for POS Imaging - Intraoperative Imaging"*. He feels the ideal intraoperative imaging system would be portable, integrate with existing surgical navigation, provide high quality images, offer minimal risk for patients and staff and carry reasonable costs. Intraoperative imaging is a potential solution to the intrinsic problem that surgical navigation only relies upon preoperative imaging

and does not reflect changes from the surgery. Dr. Citardi presented a series of endoscopic procedures illustrating the added value of intraoperative scanning in complex skull base procedures. Current estimates suggest that intraoperative CT effects change in surgical management in approximately 25-30% of rhinology procedures.

In summary, the integration of a POS CT scanner into a rhinology practice has many benefits for the patient. Appropriate use of this diagnostic tool holds great promise to improve patient care and may reduce unnecessary antibiotic use and may even reduce overall health care costs.





Wendi Perez

From the Administrator's Office

Wendi Perez

Meetings News

The 56th Annual Meeting of the American Rhinologic Society will be held on Saturday, September 25, 2010 at the Boston Park Plaza Hotel & Towers in Boston, MA.

The ARS received over 100 abstracts for the upcoming Annual meeting and Dr. Brent Senior, Program Chair and his program committee have created an outstanding agenda. With that said, I am pleased to announce that we have added a second 1/2 day session.

The meeting will open at 7:00am in Imperial Ballroom A with a Breakfast Symposium titled *"The Nose-Inside and Outside-Functional and Aesthetic Considerations for the Surgeon"* moderated by Dr. Michael Setzen and supported by Entellus Medical. Members of the American Academy of Facial Plastic and Reconstructive Surgery have been invited to this 1-hour presentation. At 10:04am, Professor Valerie Lund (6th Annual David W. Kennedy Lecturer) will present *Rhinology Rules: OK!* Immediately after the lunch break, the afternoon sessions will break into Imperial Ballroom A and the Plaza Ballroom. (Refer to the full program for specific details). At 6:00pm the ARS and the AAO will host a joint symposium on *"Non FDA Approved Treatment of Sinusitis"*.

CME

Physicians

The American Rhinologic Society (ARS) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

AMA PRA Statement

ARS designates this educational activity for a maximum of 15.5 AMA PRA Category 1 Credit(s) TM. Physicians should only claim credit commensurate with the extent of their participation in the activity.



Exhibit Expo

Our Exhibit Hall located in Imperial Ballroom B will feature the products, services and skilled representatives of the following companies: Acclarent, Inc., Antigen Laboratories Inc., ArthroCare Corp., ASL Pharmacy, Entellus Medical, ENTrigue Surgical, Hemostasis, LLC. IMTEC, a 3M Company, Karl Storz Endoscopy-America, Inc., Medtronic Surgical Technologies, Mentor Worldwide, LLC., NeilMed Pharmaceuticals, and Wiley-Blackwell Publishing Company. Refer to the program for break/lunch times in the Exhibit Hall. Please support these companies as they continue to support our meetings year after year.

Mark your calendar...COSM 2011 (April 27-May 1) will be held at the Sheraton Chicago Hotel & Towers and the 57th Annual Meeting will be held in San Francisco.

Administrative News

Membership Profile Updates were recently mailed. In an effort to maintain accurate membership stats, and provide you with meetings and association information please complete the form and return it in the envelope provided or fax it to 845-986-1527.

The 2011 membership dues invoices will be mailed in a few short weeks. To avoid account suspension, please remit payment by the due date. If your account is currently inactive or has been suspended, please contact me to make payment arrangements.

Membership

Membership applications are available on-line (www.american-rhinologic.org) or you can pick one up at the Annual Meeting's registration desk.

Winter Board Meeting / Strategic Planning

The Winter 2010 Board meeting will be held on Friday January 14, 2010 in Washington DC, followed by the Strategic Planning session on Saturday January 15 through Sunday January 16th.

I am committed to providing the best service possible to our members so if you have any questions, concerns, comments and or feedback, please send me an email at wendi.perez@gmail.com or contact my office at 845-988-1631. I look forward to seeing you in Boston!

American Rhinologic Society
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please join us...

COSM 2011

April 27 - May 1, 2011

Sheraton Chicago Hotel & Towers, Chicago, IL
Housing & Meeting Registration: www.cosm.md

Abstract Submission Deadline: Nov. 15, 2010

Submit your abstract on-line:
www.american-rhinologic.org

**Manuscript Submission Deadline:
February 4, 2011**

Submit your manuscript on-line:
<http://mc.manuscriptcentral.com/alr>

57th Annual Meeting of the ARS

- **7th Annual David W. Kennedy Lectureship - Heinz Stammberger, MD**
"My Lifetime Experience in the Management of Sinusitis: Then & Now"
- Exhibit Hall
- Poster Presentations
- Audience Response Interactive Session

Abstract Submission Deadline: May 31, 2011

Submit your abstract on-line: www.american-rhinologic.org

Manuscript Submission Deadline: August 1, 2011

- Submit your manuscript on-line: <http://mc.manuscriptcentral.com/alr>
- Registration: www.american-rhinologic.org
 - Housing: Information will be posted at a later time.

Allergy and Rhinology, published by Wiley-Blackwell is the New Official Journal of the American Rhinologic Society

If you would like 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.

The American Rhinologic Society Newsletter Editorial Office

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