



July 12-14, 2024

Hyatt Regency New Orleans New Orleans, LA



EXHIBITOR GUIDE

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References 1. Smith+Nephew 2023 Internal Report 10094398 Rev A. 2. Smith+Nephew 2023. Internal Report. 10093413 Rev B. 3. Smith+Nephew 2023. Internal Report. 10093576 Rev A. 4. Smith+Nephew 2023. Internal Report. 10092234 Rev A.

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Pete Batra, MD, FARS

Welcome from the ARS President

Dear Colleagues,

It is my great pleasure to extend a warm welcome to the 2024 American Rhinologic Society Summer Sinus Symposium (ARS SSS). We are thrilled to partake in this fantastic meeting that promises to fulfill your educational, networking, and social needs that we have come to expect from the ARS SSS. New Orleans, with its rich cultural tapestry, serves as the ideal backdrop for our gathering. From the historic French Quarter to the soulful beats of jazz music, the city offers a unique blend of tradition and innovation.

From the earliest days of the ARS SSS, this meeting has become the cornerstone in fostering the exchange of knowledge and advancements in the practice of rhinology, allergy, and skull base surgery. This meeting has emphasized relevant clinical topics, tips and tricks for safe and effective sinonasal surgery, and practical pearls for the diagnosis and management of nasal and sinus conditions. We look forward to continuing this tradition with interactive panels, workshops, and discussions from renowned rhinologists. The ARS SSS strives to provide educational content and salient takeaway messages that can enhance your professional growth and be immediately incorporated into your clinical practice.

During the ARS SSS, you will also have the opportunity to meet with the exhibitors to evaluate the newest technologies and treatments for our patients. Our corporate supporters have generously supported this conference and have allowed us to offer the meeting at limited expense to our attendees. Please take a moment to visit and thank them.

We are excited to welcome you to New Orleans. Hope you have a wonderful meeting!

Pete Batra, MD, MSCR, FARS President, American Rhinologic Society



Welcome from the SSS Course Directors



Naveen Bhandarkar, MD, FARS



Rohit Garg, MD, FARS



Stella Lee, MD



Justin Turner, MD. FARS



Troy Woodard, MD. FARS

Dear Esteemed Corporate/Industry Partners and Exhibitors,

We are delighted to extend our warmest welcome to you for the 13th Annual Summer Sinus Symposium, taking place from July 12th to 14th, 2024, at the prestigious Hyatt Regency Hotel in the vibrant city of New Orleans!

Building upon the success of previous years, this symposium promises to deliver an unparalleled educational experience, showcasing the latest advancements and best practices in clinical and surgical rhinology. Our goal remains steadfast: to provide the highest level of rhinology education to our esteemed attendees, and we are excited to have you join us as key partners in this endeavor.

Our comprehensive program has been meticulously crafted to address the evolving needs of otolaryngologists and allied health professionals involved in the care of patients with sinus, allergy, and/or skull base disorders. This year's agenda features dedicated sessions covering a wide array of topics, including primary, revision, and advanced sinus surgery, medical treatment of rhinosinusitis, office-based rhinologic surgery, allergy management, biologic treatments, and more. With a distinguished faculty hailing from around the globe, attendees can expect to gain valuable insights from an international perspective.

In addition to our academic offerings, we have curated engaging networking events to facilitate meaningful interactions among attendees, faculty, and industry partners. We invite you to join us for the Signature Event on Friday, July 12th, at 8 Block Kitchen and Bar, featuring delectable cuisine and lively music. Furthermore, don't miss our keynote address on Saturday, July 13th, by Dr. Alessandra Colaianni, as she explores writing, reflection, and empathy in medicine.

We encourage you to make the most of your participation by exploring the Exhibit Hall, where you'll find the latest innovations and technologies in rhinology. Your presence and contributions in the Exhibit Hall are invaluable in enriching the symposium experience for our attendees.

As we strive to maintain the highest quality of education and collaboration, your feedback is instrumental in shaping the future of our courses. We kindly request that you share your insights and suggestions with us as the conference draws to a close on Sunday, July 14th.

We are confident that the 13th Annual Summer Sinus Symposium will be an exceptional experience filled with learning, networking, and camaraderie. Thank you for your continued support, and we look forward to achieving new heights together at "The Best Sinus Course in the World!"

ARS Summer Sinus Symposium Course Directors:

Naveen Bhandarkar, MD, FARS; Rohit Garg, MD, FARS; Stella Lee, MD; Justin Turner, MD, PhD, FARS; Troy Woodard, MD, FARS



Friday, July 12, 2024 **General Session - Celestin DE**

•	deliciai dession - Gelestin DE		
Ι	ime/Topic	Moderator/Speaker	<u>Panelists</u>
7	00 am - 7:45 am - Breakfast with Exhibitors in Storyville Hall		
	245 am – 8:00 am Velcome	Naveen Bhandarkar, MD, FARS Rohit Garg, MD, FARS Stella Lee, MD Justin Turner, MD, FARS Troy Woodard, MD, FARS	
N •	lastering Primary Sinus Surgery: Experts Pearls and Tips Examine concepts of CRS pathophysiology and their direct application to primary FESS procedures Explore specific surgical techniques aimed at reducing the need for revision surgery Gain insight into optimizing outcomes in primary FESS through comprehensive medical and surgical care strategies	Brent Senior, MD, FARS	Christopher Ito, MD, FARS Sonya Marcus, MD Justin McCormick, MD Eugenia Vining, MD
N •	45am - 9:30 am lanaging the Recalcitrant Sinus Provide a differential diagnosis of recalcitrant sinusitis Discuss topical, oral, and intravenous medical therapies for recalcitrant sinusitis Review extended sinus approaches for recalcitrant sinusitis	John Craig, MD, FARS	Martin Citardi, MD, FARS Jivianne Lee, MD, FARS Michael Marino, MD, FARS Aaron Pearlman, MD, FARS
S .	230 am - 10:15 am urgical Showdown: Debates in Sinus Surgery Review options for medical optimization prior to surgical intervention Determine which criteria influence the extent of surgery offered to patients Discuss postoperative management strategies and utility of postoperative debridements	Elisa Illing, MD	Rakesh Chandra, MD, FARS Jean Anderson Eloy, MD, FARS James Palmer, MD, FARS Zara Patel, MD, FARS
1	0:15 - 10:45 - Break with Exhibitors in Storyville Hall		
P •	0:45 am - 11:15 am recision Medicine: Biologics Explore the selection criteria for biologics and their optimal timing in treatment decisions Evaluate the role of sinus surgery before initiating biologic therapy Highlight latest updates and treatment algorithms from the literature	Joseph Han, MD, FARS	Meha Fox, MD Jonathan Liang, MD, FARS Li-Xing Man, MD, FARS Sarah Wise, MD, FARS
P N •	1:15 am - 12:00 pm ractice-Changing Powerhouses: The Top 3 Articles That Revolutionized ly Practice Analyze the findings and methodologies of the top three articles in rhinology Evaluate the practical implications of these articles on the diagnosis, management, and treatment of Rhinologic conditions Discuss strategies for incorporating the insights and recommendations from these articles into daily clinical practice to improve patient outcomes	Nithin Adappa, MD, FARS	Pete Batra, MD, FARS Amber Luong, MD, PhD, FARS J. Pablo Stolovitsky, MD, FARS
1	2:00 pm - 1:00 pm - Lunch with Exhibitors in Storyville Hall		
•	lanaging the Unexpected: Strategies for Handling Complications of FESS Assess potential factors that can increase risk in sinus surgery Be able to manage intracranial and orbital complications Implement surgical techniques and strategies that can help decrease surgical complications	Roy Casiano, MD, FARS	Nipun Chhabra, MD, FARS Peter Hwang, MD, FARS Tran Locke, MD Jonathan Yip, MD

Friday, July 12, 2024 General Session - Celestin DE, cont'd.

1:45 pm - 2:30 pm

Cadaver Session: Tips and Tricks of In-Office Therapies

- Discuss pre-procedure considerations for ideal patient selection and periprocedural anesthesia for in-office procedures
- · Highlight techniques of various in-office post-procedure recommendations
- · Review post procedure recommendation and patient instructions

2:30 pm - 3:00 pm

Break with Exhibitors in Storyville Hall

3:00 pm - 3:45 pm

Antibiotic Alchemy: Controversies in Antimicrobial Use in Rhinology

- · Review literature pertaining to perioperative antibiotics for functional endoscopic sinus surgery
- Discuss choice of antimicrobial treatment for exacerbations of CRS
- Determine when culture directed antibiotics are most appropriate
- Review the potential indications for topical antibiotics

3:45 pm - 4:15 pm

Mastering Postoperative Management of Sinus and Skull Base Surgery

- Discuss limitations after skull base surgery including noseblowing, continuous positive airway pressure (CPAP) use, and normal exercise activities
- Discuss timing and types of nasal irrigation additive used after endoscopic sinus surgery
- Describe techniques, instruments, and anesthetic options for the management of post-operative sinus debridement

4:15 pm - 5:00 pm

Complex Inverted Papilloma Management

- · Investigate the current work-up and management protocol for suspected sinonasal inverted papilloma
- Explore innovative surgical strategies for inverted papilloma resection
- Engage in a case-based discussion to develop a nuanced understanding of inverted papilloma management

5:00 pm - 6:00 pm

Industry Thank You Event, Storyville Hall, By Invitation Only

5:00 pm - 6:00 pm

Women in Rhinology - "Speed Mentoring", Foster 1, Second Floor

6:00 pm - 8:00 pm

Signature Reception - The Atrium/8 Block Kitchen and Bar

Sanjeet Rangarajan, MD, FARS Marc Dubin, MD, FARS Moderator

Dissector

Ashleigh Halderman, MD, FARS Luis Fernando Macias-Valle, MD

Amelia Read, MD

Theodore Schuman, MD, FARS

Auddie Sweis, MD

Angela Donaldson, MD, FARS

Stephen Hernandez, MD Alfred Iloreta, MD Patricia Loftus, MD Jordan Pritikin, MD, FARS

Stacey Gray, MD, FARS

Nadeem Akbar, MD Christopher Bergeron, MD Satyan Sreenath, MD Abtin Tabaee, MD, FARS

Friday, July 12, 2024 New and Emerging Topics - Celestin BC

Time/Topic	Moderator/Speaker	<u>Panelists</u>
12:00 pm - 1:00 pm - Lunch with Exhibitors in Storyville Hall		
1:00 pm - 1:45 pm Research Shark Tank Evaluate the feasibility and potential impact of innovative proposals in rhinology, such as new teaching methods, novel technologies, or alternative treatment approaches Analyze the strengths and weaknesses of each proposal, considering factors such as scientific merit, clinical relevance, and practicality for implementation Formulate constructive feedback and suggestions for improvement for the presenters, aimed at refining their proposals and enhancing their potential for success in advancing the field of rhinology	Vijay Ramakrishnan, MD, FARS	Naweed Chowdhury, MD Victoria Lee, MD, FARS Carol Yan, MD
 1:45 pm - 2:30 pm Al in Rhinology: A New Era Gain a comprehensive understanding of the current applications of of Al in rhinology Develop a proficiency in utilizing Al-driven tools and algorithms to analyze complex rhinologic data Explore the potential future advancements of Al in rhinology 2:30 pm - 3:00 pm - Break with Exhibitors in Storyville Hall 	Masayoshi Takashima, MD, FARS	Do-Yeon Cho, MD Masaru Ishii, MD Brian Lobo, MD, FARS Zara Patel, MD, FARS Bobby Tajudeen, MD, FARS
 3:00 pm - 3:45 pm From Good to Great: Quality Initiatives in Rhinology Understand the scope and possible quality improvement initiatives in rhinology and skull base surgery and understand the rationale for investing in quality improvement initiatives Identify and mitigate challenges to implementation of quality improvement initiatives Showcase clinical tips and pearls to improve rhinologic care quality 		Patricia Johnson, MD Sonya Marcus, MD Daniel O'Brien, MD, FARS Aaron Pearlman, MD, FARS Amrita Ray, MD, FARS Michael Setzen, MD, FARS Dennis Tang, MD, FARS Michael Yim, MD, FARS
 3:45 pm - 4:15 pm Acoustic Energy and Vibration Therapy of the Sinonasal Cavity Comprehend the principles of acoustic energy and vibration therapy in the context of sinonasal physiology Explore practical applications in sinonasal disorders, including appropriate patient selection Gain knowledge of relevant devices and techniques for optimizing treatment outcomes 	David Yen, MD	Benjamin Bleier, MD, FARS Cecelia Damask, DO Peter Hwang, MD, FARS Katie Phillips, MD
4:15 pm - 5:00 pm What's New in Olfaction? Sniffing Out the Latest Developments Understand the appropriate workup for patients with smell disorders Recognize the wide differential of diagnoses that can lead to smell disorders Learn about current and potential future treatment options for patients with smell disorders	Zara Patel, MD, FARS	Do-Yeon Cho, MD Naweed Chowdhury, MD Nyssa Farrell, MD Aria Jafari, MD, FARS
5:00 pm - 6:00 pm - Industry Thank You Event, Storyville Hall, <i>By Invitation Only</i> 5:00 pm - 6:00 pm Women in Rhinology - "Speed Mentoring" Foster 1, Second Floor		
6:00 pm - 8:00 pm Signature Reception The Atrium/8 Block Kitchen and Bar		

Saturday, July 13, 2024 General Rhinology - Celestin DE

Time/Topic Moderator/Speaker **Panelists** 7:00 am - 8:00 am - Breakfast with Exhibitors in Storyville Hall 8:00 am - 8:45 am **Streamlining In-Office Rhinology Procedures** Roheen Raithatha, MD, FARS Joshua Greene, MD · Review anesthetic protocols for office rhinologic procedures Nadeem Kolia, MD • Discuss equipment and office setup for office rhinologic procedures Victoria Lee, MD, FARS • Evaluate the role of new technology for office rhinologic procedures Chirag Patel, MD, FARS 8:45 am - 9:30 am **Beyond the Basics: Advanced Epistaxis Solutions** Garrett Choby, MD, FARS Scott Graham, MD, FARS Understand etiologies underlying refractory epistaxis Mamie Higgins, MD Recognize surgical and non-surgical options for management of refractory Joseph Raviv, MD epistaxis Kolin Rubel, MD · Master surgical techniques for epistaxis treatment 9:30 am - 10:15 am State-of-the-Art Frontal Sinus Surgery Updates Bradford Woodworth, MD, FARS Madeleine Schaberg, MD Master the latest advancements in surgical techniques for frontal sinus Jeffrey Suh, MD, FARS William Yao, MD, FARS Adopt current evidence-based guidelines for managing frontal sinus surgery disease · Develop proficiency in addressing challenging aspects of frontal sinus surgery 10:15 am - 10:45 am - Break with Exhibitors in Storyville Hall 10:45 am - 11:30 am Cadaver Session: Advanced Techniques/Revision Sinus Surgery James Palmer, MD, FARS Jivianne Lee, MD, FARS • Illustrate reasons for the need for revision sinus surgery Moderator Dissector · Demonstrate key techniques for successful revision sinus surgery including Denker's procedure, sphenoid nasalization, and complex frontal sinus surgery Demonstrate surgical options for recalcitrant sinus disease

11:30 am - 12:15 pm

Keynote Speaker: "From House to House" on writing, reflection, and empathy in medicine

Alessandra Colaianni, MD, MPhil, Assistant Professor of Otolaryngology-Head and Neck Surgery, OHSU Healthcare



Dr. Colaianni is a writer and an otolaryngologist-head and neck surgeon who specializes in the treatment of patients with head and neck cancer. Using creative nonfiction essay, she explores the worlds of surgical training, medical ethics, medical education, and illness. Her work has appeared in The New York Times, Harper's, Guernica, VQR, The New Yorker online, The New England Journal of Medicine, Intima, The Journal of the American Medical Association, and other venues.

12:15 pm - 1:00 pm - Lunch with Exhibitors in Storyville Hall

12:15 pm - 5:00 pm - Scheduled Industry Symposia Sessions

3:00 pm - 4:00 pm

Rhinologists in Private Practice Section

Business Meeting, Title: "Merging Minds: Navigating the World of Medical Practice Mergers"

Moderator: David Yen, MD; Panelists: Jonathan Cooper; Robert Glazer; Basheer Ailsmail

Foster 2, Second Floor

4:00 pm - 5:00 pm - Rhinologists in Private Practice Section - Networking Event

5:00 pm - 7:00 pm - Faculty Reception - Borgne Restaurant, Lobby Level, By Invitation Only

Saturday, July 13, 2024 **Business of Medicine - Celestin BC**

Time/Topic Moderator/Speaker **Panelists** 7:00 am - 8:00 am - Breakfast with Exhibitors in Storyville Hall 8:00 am - 8:45 am Maximizing the Productivity and Value of Your APPs Brian Weeks, MD Emily Moldoff, NP, MS • Understand factors on how APPs can contribute positively to any practice Randall Ow, MD, FARS · Discuss training for APPs in an otolaryngology practice David Yen, MD, FARS Identify options for incentivizing APPs to optimize productivity Winston Vaughan, MD, FARS 8:45 am - 9:30 am What I Wish I Knew When I Was a Younger Otolaryngologist Michael Sillers, MD, FARS Roy Casiano, MD, FARS Describe keys to a successful otolaryngology career Michael Setzen, MD, FARS · Identify surgical pearls that you wish you knew as a junior otolaryngologist Michael Stewart, MD, FARS Provide advice for early career actions based on experience and retrospect Eugenia Vining, MD 9:30 am - 10:15 am Keys to Recruiting Associates and Staff Mary Ashmead, MD Jeffrey Bedrosian, MD, FARS · Communicate strategies on competing with large organizations to recruit and Jeffrey Paul Radabaugh, MD retain employees Richard Thrasher, MD Brian Weeks, MD Understand pros / cons of incentivizing staff · Discuss optimal staff to physician ratio to minimize burnout / overload 10:15 am - 10:45 am - Break with Exhibitors in Storyville Hall 10:45 am - 11:30 am Leah Hauser, MD Coding Update: Leave Nothing on the Table R. Peter Manes, MD, FARS • Review new rhinology related CPT codes for 2024 Toby Steele, MD Jordan Teitelbaum, MD, FARS • Discuss challenges in providing services with newly approved CPT codes due to

11:30 am - 12:15 pm

payor policies

Keynote Speaker: "From House to House" on writing, reflection, and empathy in medicine

Alessandra Colaianni, MD, MPhil, Assistant Professor of Otolaryngology-Head and Neck Surgery, OHSU Healthcare



Dr. Colaianni is a writer and an otolaryngologist-head and neck surgeon who specializes in the treatment of patients with head and neck cancer. Using creative nonfiction essay, she explores the worlds of surgical training, medical ethics, medical education, and illness. Her work has appeared in The New York Times, Harper's, Guernica, VQR, The New Yorker online, The New England Journal of Medicine, Intima, The Journal of the American Medical Association, and other venues.

12:15 pm - 1:00 pm - Lunch with Exhibitors in Storyville Hall

· Understand appropriate use of modifiers and unlisted CPT codes

12:15 pm - 5:00 pm

Scheduled Industry Symposia Sessions

3:00 pm - 4:00 pm

Rhinologists in Private Practice Section

Business Meeting, Title: "Merging Minds: Navigating the World of Medical Practice Mergers"

Moderator: David Yen, MD; Panelists: Jonathan Cooper; Robert Glazer; Basheer Ailsmail

Foster 2, Second Floor

4:00 pm - 5:00 pm - Rhinologists in Private Practice Section - Networking Event

Sunday, July 14, 2024 Skull Base - Celestin DE

Time/Topic	Moderator/Speaker	<u>Panelists</u>		
7:00 am - 8:00 am - Breakfast with Exhibitors in Storyville Hall				
8:00 am - 8:45 am Endoscopic Pituitary and Skull Base Surgery: Getting There, Closing Up, and Aftermath • Master pre-, peri, and postoperative management in endoscopic pituitary and skull base surgery • Explore variations and technical considerations for endoscopic pituitary and skull base surgery • Learn the variety of reconstructive options available after endoscopic pituitary and skull base surgery	Edward Kuan, MD, FARS	Nyall London, MD, FARS Sanjeet Rangarajan, MD, FARS Marilene Wang, MD, FARS Frederick Yoo, MD		
8:45 am - 9:30 am It's Not Just a Runny Nose: All About CSF Leaks Identify signs, symptoms, and workup strategies for cerebrospinal fluid rhinorrhea Explore the different etiologies of cerebrospinal fluid rhinorrhea Master techniques for successful repair of cerebrospinal fluid rhinorrhea, and discuss long-term management in cases of spontaneous CSF leak	Corrina Levine, MD, FARS	Peter Papagiannopoulos, MD Katie Phillips, MD Carlos Pinheiro-Neto, MD Dennis Tang, MD, FARS		
 9:30 am - 10:15 am Acute Invasive Fungal Rhinosinusitis: What Do We Know Right Now? Investigate the signs, symptoms, imaging, and laboratory findings suspicious for invasive fungal sinusitis Apply principles of multidisciplinary management of invasive fungal rhinosinusitis Examine controversies in surgical treatment of invasive fungal rhinoinusitis 10:15 am - 10:45 am - Break with Exhibitors in Storyville Hall 	Bobby Tajudeen, MD, FARS	Blair Barton, MD Jessica Grayson, MD Ian Koszewski, MD, FARS Charles Tong, MD, FARS		
 10:45 am - 11:30 am Cadaver Session - Optimizing Skull Base Outcomes Identify and understand the anatomical structures and critical landmarks of the anterior skull base Develop proficiency in the techniques of skull base surgery, including approaches, optimal selection of surgical instruments, and consideration of reconstruction options Discuss management of potential skull base surgery complications, including CSF leaks, vascular injuries, and nerve damage 	Anthony Del Signore, MD, FARS Moderator	Garret Choby, MD, FARS Dissector		
 11:30 am - 12:15 pm Benign Sinonasal Tumors From Workup to Surveillance Recognize the presentation, workup, and diagnosis of commonly encountered benign sinonasal tumors Apply surgical principles in management of benign sinonasal tumors Comprehend concepts regarding surveillance and post-surgical treatment of benign sinonasal tumors and strategies for managing recurrences 12:15 pm Meeting Adjourns 	Kibwei McKinney, MD	Andy Chua, MBBS Jacob Eide, MD Murugappan Ramanathan, MD, FARS Kenneth Rodriguez, MD		

Sunday, July 14, 2024 Allergy - Celestin BC

Time/Topic	Moderator/Speaker	Panelists
7:00 am - 8:00 am Breakfast with Exhibitors in Storyville Hall		
8:00 am - 8:45 am Chronic Rhinosinusitis Without Nasal Polyps, Navigating a Common and Complex Condition Differentiate inflammatory subtypes and mechanisms underlying CRSsNP Formulate strategies to treat CRSsNP considering patient-specific factors Highlight the significance of a multidisciplinary approach for patients with comorbid conditions, including immunodeficiency	Chadi Makary, MD	Andrea Hebert, MD Stephanie Joe, MD, FARS Alexandar Limjuco, MD Stefano Millarelli, MD
 8:45 am - 9:30 am Beyond Nasal Inflammation: Exploring Biologics, and Future Horizons Evaluate the data on the efficacy of biologics for treating CRSwNP and type 2 diseases Demonstrate emerging trends and ongoing research in biologics for nasal inflammation, including novel targets and delivery systems Explore the criteria for patient selection when considering biologic therapies including appropriateness of treatment, managing expectations, and monitoring outcomes 	Kent Lam, MD, FARS	Mohamad Chaaban, MD Yvonne Chan, MD, FARS Joseph Han, MD, FARS Kevin Welch, MD, FARS
9:30 am - 10:15 am A Multidisciplinary Journey for the State-of-the-Art Management of Allergic Fungal Rhinosinusitis Demonstrate how to build a team approach to treating AFRS Explore the complexities and diagnostic approaches in AFRS management Evaluate the range of therapeutic options, inculding surgical and immunomodulatory treatments	Michael Yim, MD	Karen Bednarski, MD, FARS Marc Dean, MD Charles Ebert, MD, FARS David Kaufman, MD Amber Luong, MD, PhD, FARS
10:15 am - 10:45 am Break with Exhibitors in Storyville Hall		
 10:45 am - 11:30 am Decoding Allergen Immunotherapy, Navigating Between SLIT and SCIT Compare and contrast SLIT and SCIT mechanisms, safety profiles, efficacy Develop criteria for selecting patients between SLIT and SCIT based on patient factors, severity, adherence Discuss practical aspects of initiating and monitoring in SLIT and SCIT including adverse event management, efficacy, patient satisfaction 	Sandra Y. Lin, MD, FARS	Robert Bridge, MD, FARS Christine Franzese, MD, FARS Kashif Mazhar, MD Matthew Ryan, MD, FARS
 11:30 am - 12:15 pm Allergic Rhinitis Rumble: SCIT, SLIT, and Beyond for Building Your Contemporary Allergy Practice Explore the nuances of strategies and techniques in allergen immunotherapy to modernize your practice Evaluate the current controversies in allergen immunotherapy and provide practical guidance on improving patient adherence and outcomes Provide pearls on how best to incorporate new immunotherapy strategies into your practice considering the current landscape and evidence 	Cecelia Damask, DO	Christine Franzese, MD, FARS David Kaufman, MD Sandra Lin, MD, FARS Matthew Ryan, MD, FARS
12:15 pm Meeting Adjourns		

Sunday, July 14, 2024 General Session - Celestin A

Time/Topic	Moderator/Speaker	Panelists
7:00 am - 8:00 am Breakfast with Exhibitors in Storyville Hall		
8:00 am - 8:45 am Tips and Tricks for the Complicated Deviated Septum Explore advanced surgical approaches and techniques for addressing complex deviated septum cases Identify common challenges encountered during the approach to septal deviations and discuss ways to avoid septal perforation, persistent deviation Provide practical intra- and post-operative care protocols for optimizing recovery and reducing complications	Esther Kim, MD, FARS	David Clark, MD, FARS Issam Eid, MD Alyssa Ovaitt Varini, MD Alessandro Varini, MD
8:45 am - 9:30 am Unmasking the Secrets of Mucous: Navigating Postnasal Drip Evaluate the underlying pathophysiology and mechanisms of postnasal drip Be able to implement comprehensive diagnostic approaches to differentiate between various causes Examine the spectrum of management strategies, including pharmacotherapy lifestyle modifications, and procedural options	Omar Ahmed, MD, FARS	Michael Benninger, MD, FARS Marina Boruk, MD John Christopher Davis, MD Stephanie Smith, MD
 9:30 am - 10:15 am Pain Puzzles: Headaches, Facial Pain, and Sinusitis Explore the distinctive clinical features and diagnostic criteria that differentiate headache, facial pain, and sinusitis Evaluate different approaches to managing patient pain associated with the wide differential for facial pressure Distinguish between different types of pain and pressure, optimizing patient selection for different treatment pathways 	Mark Mehle, MD	Subinoy Das, MD, FARS Spencer Payne, MD, FARS Alla Solyer, MD, FARS Ryan Vaughn, MD
10:15 am - 10:45 am Break with Exhibitors in Storyville Hall		
 10:45 am - 11:30 an Putting Sleep Apnea to Rest in Rhinology Evaluate the relationship between sleep apnea and rhinologic factors such as nasal obstruction, allergy, and sinusitis Analyze the role of surgical interventions on sleep apnea Provide a practical approach to managing both sinonsasal disease and sleep apnea highlighting interdisciplinary collaboration 	Maria Suurna, MD	Ashutosh Kacker, MD Kevin McLaughlin, MD Austin Rose, MD, FARS
 11:30 am - 12:15 pm Unraveling Eustachian Tube Enigmas Explore the intricate anatomy and physiology of the eustachian tube and the symptoms associated with dysfunction Evaluate diagnostic methods and tools for assessing eustachian tube dysfunction Provide practical approaches to therapeutic interventions for eustachian tube dysfunction including medical, surgical, and minimally invasive techniques 12:15 pm Meeting Adjourns 	Edward McCoul, MD, FARS	Adam Campbell, MD, FARS Emily Moldoff, NP, MS Frank Virgin, MD, FARS

2024 ARS SUMMER SINUS SYMPOSIUM SUPPORT

The American Rhinologic Society gratefully acknowledges the following companies for their support of the 13th Annual Summer Sinus Symposium.

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Women in Rhinology "Speed Mentoring" Event

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Rhinologists in Private Practice Business

Meeting & Cocktail Hour

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ARS Summer Sinus Symposium Ancillary, Non-CME & Social Events

Friday, July 12, 2024

12:00 pm - 12:50 pm

Sanofi Regeneron Lunch Symposium

Location: Celestin H

Title: "Disease Drivers of Chronic Rhinosinusitis with Nasal Polyposis (CRSwNP)"

Speaker: David Conley, MD, FARS

This is non-CME event sponsored by Sanofi Regeneron. It is neither sponsored nor endorsed

by the ARS.

5:00 pm - 6:00 pm

Women in Rhinology - "Speed Mentoring"

Foster 1, Second Floor Supported by Stryker

5:00 pm - 6:00 pm

Industry Thank You Event

Cocktails and Hors d'oeuvres Storyville Hall, By Invitation Only

6:00 pm - 8:00 pm Signature Event

The Atrium/8 Block Kitchen and Bar, Level 3

Cocktail Reception included with registration. Guest tickets are available for \$50 per ticket.

Saturday, July 13, 2024

12:15 pm - 1:15 pm

Aerin Medical Lunch Symposium

Location: Celestin H

Title: "In-Office Procedures for Nasal Airway

Obstruction and Chronic Rhinitis" **Description:** Please join us for a panel discussion on non-invasive solutions for chronic nasal conditions. Our faculty will cover clinical data, patient selection, procedural techniques, and case studies.

Speakers: Omar Ahmed, MD, FARS; Mary Ashmead, MD; Troy Woodard, MD, FARS;

Michael Yim, MD, FARS

This is a non-CME event sponsored by Aerin Medical. It is neither sponsored by nor endorsed by the ARS.

12:30 pm - 1:30 pm

Stryker Lunch Symposium

Location: Celestin F

Title: "Streamlining Surgical Success" **Description:** Join board-certified

otolaryngologists in an open conversation as they discuss leveraging balloons, cryotherapy, bioresorbables, and navigation to optimize outcomes across all sites of service.

Agenda: A case review featuring Stryker ENT's integrated approach to FESS and hybrid

procedures

Panelists: Joshua Greene, MD; Amber Luong, MD, PhD, FARS; Jeffrey Suh, MD, FARS; Brian Weeks, MD

This is a non-CME event sponsored by Stryker. It is neither sponsored by nor endorsed by the ARS.

1:30 pm – 4:00 pm Stryker Cadaveric Lab Location: Celestin G

Title: Stryker Cadaveric Lab

Description: Join physicians and Stryker personnel to get hands-on with all of our Stryker ENT products including sinus balloons, ClariFix/cryotherapy, LATERA/nasal valve implant, Pello microdebrider and Scopis navigation. Also get certified on ETBD with the Audion balloon!

Panelists: Joshua Greene, MD; Amber Luong, MD, PhD, FARS; Jeffrey Suh, MD, FARS; Brian Weeks, MD

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3:00 pm - 4:00 pm

Rhinologists in Private Practice Section Business Meeting

Panel: "Merging Minds: Navigating the World of

Medical Practice Mergers"

Moderator: David Yen, MD

Panelists: Basheer Alisimail – CEO and founder of Monument Health Advisors; Jonathan Cooper, MD – CMO Elevate ENT; Robert Glazer – Senior Director of Business Development.

Charleston ENT and Allergy Foster 2, Second Floor

4:00 pm - 5:00 pm

Rhinologists in Private Practice Section Networking Event

Foster 2, Second Floor Supported by Neurent Medical

5:00 pm - 7:00 pm Faculty Reception

Borgne Restaurant, Lobby Level

By Invitation Only

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Visit with ARS Exhibitors and be entered to win prizes!

Visit with our exhibitors and earn a chance to win an iPad, Apple Watch, or Apple Air Pods. Each registered attendee (with the exception of spouses, guests, children under the age of 16, and exhibitors), will be given a raffle card. Drop by and visit each exhibitor and get your raffle card stamped. Once you have collected all the stamps, complete and sign the card and turn it in to the ARS staff at the Registration Desk. All raffle tickets must be turned in by 9:30 AM on Sunday July 14th. The drawing will take place at 10:15 AM in the Exhibit Hall (Storyville Hall). You must be present to win. Good Luck!

The ARS will retain control over the use of Educational Grants, and implement safeguards designed to ensure that educational programs are non-promotional and free from commercial influence and bias. All ancillary industry sponsored events are non-CME. They are neither sponsored by, nor endorsed by the ARS.



ACCLARENT AN INTEGRA LIFESCIENCES COMPANY - Showcase S3

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Phone: 484-681-5756; Fax: 866-308-3832 Email: accounts@advancedrx.net Website: https://www.advancedrx.net

Advanced Rx is an ENT-only compounding pharmacy specializing in steroid, antibiotic, and antihistamine nasal rinses at affordable prices.



AERIN MEDICAL - Showcase S1

2565 Leghorn Street Mountain View, CA 94043 Phone: 833-484-8237

Email: info@aerinmedical.com Website: www.aerinmedical.com Twitter: https://x.com/AerinMedical/

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Aerin Medical is a privately held, venture-backed company, with U.S. offices in California and Texas. Aerin's mission is to expand access to meaningful relief for millions of patients suffering from chronic ENT conditions. The company's products, VivAer® for nasal airway obstruction and RhinAer® for chronic rhinitis, leverage Aerin's proprietary temperature-controlled technology, which allows ENT physicians to reliably improve patients' symptoms with unique technologies that are appealing alternatives to invasive surgery. More than 100,000 patients have been treated with Aerin Medical products to date.



BIOTEK SERVICES, LLC - Tabletop T101

2801 Buford Highway, Suite 225

Atlanta, GA 30324 Phone: 602-309-9635

Email: jvogt@bioteklabs.com

Website: https://www.bioteklabs.com

BioTek Services, LLC specializes in providing allergy testing and customized immunotherapy treatment solutions for medical offices. BioTek brings everything needed, including a full-time allergy specialist. We also handle insurance verifications, scheduling, inventory, etc. Our partners have seen an average of \$650 Net per patient in ancillary revenue by offering another great service in-house. Visit our booth to learn more and schedule an in-depth discussion.



BRAINLAB - Tabletop T307

5 Westbrook Corporate Ctr Westchester, IL 60154 Phone: 708-409-1343

Email: us_sales@brainlab.com
Website: https://www.brainlab.com/
Twitter: https://x.com/brainlab

Facebook: https://www.facebook.com/brainlabcorporate/ Instagram: https://www.instagram.com/brainlabcorporate/

At Brainlab, we digitize medical workflows, from diagnosis to therapy, to offer clinicians and patients better treatment possibilities. Our innovative digital ecosystem forms the basis for modern healthcare technology in 6700 hospitals in 127 countries. At the forefront of health technology for 35 years, Munich-based Brainlab employs around 2400 people with expertise across the entire healthcare value chain in 25 locations worldwide.



CARESTREAM DENTAL, LLC - Tabletop T309

3625 Cumberland Blvd., Suite 700

Atlanta, GA 30339 Phone: 585-781-4380

Email: deba.roschetzky@csdental.com

Website: https://www.carestreamdental.com
Twitter: https://www.Twitter.com/Carestreamdental
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Carestream Dental is transforming dentistry, simplifying technology and changing lives around the world with our innovative digital product line of systems, solutions and support. With our products, we aid in more precise diagnoses, improved workflows and superior patient care.



GSK - Tabletop T103

406 Blackwell Street Durham, NC 27701 Phone: 877-475-6448

Email: corporate.media.gsk.com Website: http://www.gsk.com

GSK unites science, technology, and talent to get ahead of disease together. We prevent and treat disease with vaccines, specialty, and general medicines.



Hemostasis Fiagon - Booths 200/202

5000 Township Parkway St. Paul. MN 55110

Phone: 651-855-1466; Fax: 651-855-1465 Email: kkessler@hemostasisllc.com Website: www.hemostasisllc.com/

Hemostasis Fiagon collaborates with ENT partners to develop innovative technologies designed to advance surgical procedures and patient outcomes.



ID MEDICAL DEVICES LLC - Tabletop T113

4101 Ravenswood Road, Suite 315 Fort Lauderdale, FL 33312 Phone: 305-915-1525

Email: support@idmedicaldevices.com

Website: https://www.idmedicaldevices.com



KARL STORZ United States - Booth 215

2151 E. Grand Avenue El Segundo, CA 90245 Phone: 800-421-0837

Email: communications@karlstorz.com

KARL STORZ - Your ENT Partner at Every Site of Care

KARL STORZ enables early diagnosis and intervention by providing advanced surgical imaging, integration, and instrumentation to help improve patient outcomes, reduce cost, and enhance the physician experience. KARL STORZ: enabling Anywhere Care™



MEDICAL CENTER SPECIALTY PHARMACY - Tabletop T303

912 S. 16th Street Wilmington, NC 28451 Phone: 910-763-1896

Email: forbes.herring@mcspnc.com Website: https://www.mcspnc.com/

Medical Center Specialty Pharmacy is the leader in topical sinus therapy for patients with chronic rhinosinusitis. As an accredited pharmacy, MCSP partners with physicians to offer a simple prescribing process for both steroid and antibiotic sinus irrigations. We work closely with insurance companies and have affordable cash options to help keep costs low for patients. Our team will walk patients through every step of the way, from initial education to follow-up and refill reminders throughout their course of therapy. Let us simplify the process for you. Experience the MCSP difference today!



MEDTRONIC - Showcase S4

710 Medtronic Pkwy Minneapolis, MN 55432 Phone: 763-514-4000

Email: RS.ENTMarketing@Medtronic.com

Website: https://www.medtronic.com/us-en/healthcare-professionals.html

Twitter: https://twitter.com/medtronic

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We lead global healthcare technology, boldly attacking the most challenging problems. Our Mission — to alleviate pain, restore health, and extend life — unites a global team of 90,000+ people, and our technologies transform the lives of two people every second, every hour, every day. Expect more from us. Medtronic. Engineering the extraordinary.



MODMED - Booth 207

4700 Exchange Ct.

Suite 225

Boca Raton, FL 33431 Phone: 561-880-2998 Email: amy.horn@modmed.com

Website: https://www.modmed.com/otolaryngology

Twitter: https://x.com/modmed

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The ModMed Otolaryngology suite is a cloud-based, electronic health records (EHR) and practice management (PM) system designed to adapt to each doctor's style of practice, remembering preferences and automatically suggesting documentation and billing codes. When used on a tablet, EMA®, our EHR, works seamlessly with our other products and services including Practice Management, Patient Collaboration, Analytics, Revenue Cycle Management, ModMed Pay, ModMed Telehealth and more. With easy-to-use mobile touch screen capabilities, our intuitive, all-in-one solution helps enterologists save precious time and allows them to focus on what's important—improving patient outcomes.



NASONEB® - Booth 208

153 Industrial Blvd.
Plattsburgh, NY 12901
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Email: hcp@nasoneb.com

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NasoNeb® Nasal Delivery Systems Division, part of Monaghan Medical Corporation, is dedicated to the development, manufacture, and worldwide sale of intranasal drug delivery systems. The flagship product, NasoNeb® Sinus Therapy System, is a powered nasal nebulizer that aerosolizes solutions for delivery throughout the nasal and paranasal cavities to provide relief for sinus, rhinitis, and nasal polyps patients. The NasoNeb® NDS division is committed to working with physicians, hospitals, and patients globally to break down barriers to wellness and help people feel better and breathe better.



NEILMED PHARMACEUTICALS, INC. – Tabletop T109

601 Aviation Blvd. Santa Rosa, CA 95403

Phone: 707-324-0620 Fax: 707-525-3785 Email: ashly.guntz@neilmed.com Website: https://www.neilmed.com

NeilMed® is the largest manufacturer and supplier of LVLP (Large Volume Low Pressure) saline nasal irrigation systems in the world. The NeilMed brand of products helps alleviate common nasal and sinus symptoms in a simple, safe, effective and affordable way. Please visit the website www. neilmed.com for more details.



NEURENT MEDICAL - Tabletop T301

150 Grossman Drive Neurent Medical Suite 203 Braintree, MA 02556 Phone: 508-560-6464

Email: nicole@neurentmedical.com

Website: https://www.neurentmedical.com

Neurent Medical is pioneering innovative treatments for chronic inflammatory sino-nasal diseases by targeting and safely disrupting hyperactive autonomic nerves that drive underlying inflammation. Neurent's NEUROMARK technology, with its unique design and advanced algorithmic control, enables physicians to precisely target and safely disrupt multiple underlying nerve branches to alleviate Chronic Rhinitis symptoms and improve patient quality of life. The company is headquartered in Galway, Ireland and has its US office in Boston.



OLYMPUS AMERICA INC. - Booths 212/214

3500 Corporate Parkway Center Valley, PA 18034 Phone: 800-401-1086

Email: https://medical.olympusamerica.com/content/contact-olympus-america

Website: https://medical.olympusamerica.com/ Twitter: https://twitter.com/OlympusMedUS

Instagram: https://www.instagram.com/olympusamericas/

For more than 100 years, Olympus has focused on making people's lives healthier, safer and more fulfilling by helping to detect, prevent and treat disease. Olympus' ENT business uses innovative capabilities to deliver diagnostic and therapeutic solutions to Otolaryngologists practicing Rhinology. Our capabilities in visualization – including both 4K and HD solutions – enable surgeons to have the best endoscopic view possible. Olympus therapeutic solutions are found in all sites of care – hospital operating rooms, ambulatory surgical centers, and in the office. Olympus' Rhinology portfolio includes the world's first CELERIS™ Disposable Sinus Debrider, DIEGO® ELITE Multidebrider, Celon Elite™ radiofrequency system for turbinate reduction, and IntaClear™ Lens Cleaner. All your surgical images and videos can be securely captured, stored and shared across the enterprise using Olympus content management solutions such as nCare and Vaultstream.



OPTINOSE US, INC. - Tabletop T313

777 Township Line Road, Suite 300

Yardley, PA 19067 Phone: 267-364-3500

Website: https://www.optinose.com

Optinose is a global specialty pharmaceutical company focused on serving the needs of patients cared for by ear, nose and throat (ENT) and allergy specialists.



PHYSICIAN GROWTH ACCELERATOR - Booth 300

73100 E. Stadium Dr. Covington, LA 70433 Phone: 504383-9741

Email: zed@trackablemed.com

Website: https://www.physiciangrowthaccelerator.com/

Facebook: https://www.facebook.com/profile.php?id=61551845078300

Leading a medical practice is challenging...reimbursement changes, referral slowdowns, staff turnover or drama. There are obstacles in the way of achieving your goals. The Physician Growth Accelerator, a private practice partner, helps you uncover and overcome constraints in your practice by checking your business vitals...we identify the root cause of what's restricting your growth, and prescribe what to do about it. Imagine a practice where stress is reduced, profits increase, and both patients and staff are happier. The Physician Growth Accelerator has been making that vision a reality for over a decade. Isn't it time your practice thrived?



PROSIDIO - Tabletop T107

168B Irving Avenue, Suite 302C Port Chester, NY 10573 Phone: 914-510-2314

Email: sales@prosidio.com

Website: https://www.prosidio.com

PROSIDIO designs and manufactures industry-leading, cost-effective endoscopic and microscopic medical devices that deliver high resolution images and advanced visual technologies while improving the quality of treatment by physicians, healthcare professionals, and hospitals.



SANOFI REGENERON - Booth 206

Sanofi is dedicated to supporting people through their health challenges. We are a global biopharmaceutical company focused on human health. We stand by the few who suffer from rare diseases and the millions with long-term chronic conditions.

With more than 100,000 people in 100 countries, Sanofi is transforming scientific innovation around the globe.

Regeneron is a leading biotechnology company that invents medicines for people with serious diseases. Founded and led for over 30 years by physician-scientists, our unique ability to repeatedly and consistently translate science into medicine has led to multiple FDA-approved treatments, almost all of which were homegrown in our laboratories.

Smith-Nephew

SMITH+NEPHEW - Booth 213

7000 W. William Cannon Drive

Austin, TX 78735 Phone: 513-391-3900

Website: https://www.smith-nephew.com

Smith & Nephew is committed to providing innovative technologies healthcare professionals can trust. We proudly offer our exclusive line of COBLATIONO wands, RAPID RHINOO epistaxis products & the TulaO in-office ear tube placement system to help surgeons improve patients' lives.



SOUNDHEALTH - Booth 314

650B Fremont Avenue, #363 Los Altos, CA 94024 Phone: 408-384-8319 Email: support@soundhealth.life

Website: https://www.soundhealth.life Twitter: https://x.com/SoundHealthHQ

Facebook: https://www.facebook.com/soundhealthsys/ Instagram: https://www.instagram.com/soundhealth.life/

SoundHealth has developed a revolutionary, Al-enabled, personalized, digital therapy for the treatment of upper airway disease, using resonant sound waves, which has been proven to treat and clear nasal congestion. SoundHealth's flagship product, SONU, proved equal efficacy to the leading intranasal steroid spray in its pivotal study and received FDA de novo authorization in December 2023, creating a new category of cutting-edge, drug-free therapy for nasal congestion sufferers. The wearable device relieves nasal congestion within minutes.



STRYKER - Booths 201/203

1941 Stryker Way Portage, MI 49002 Phone: 800-253-3210

Email: Barbara.sharpe@stryker.com

Website: https://www.stryker.com/us/en/portfolios/medical-surgical-equipment/

ent.html

Facebook: https://www.facebook.com/StrykerENT

Stryker is a global leader in medical technologies and, together with its customers, is driven to make healthcare better. The company offers innovative products and services in MedSurg, Neurotechnology, Orthopaedics and Spine that help improve patient and healthcare outcomes. Alongside its customers around the world, Stryker impacts more than 130 million patients annually. More information is available at www.stryker.com



SUTTER MEDICAL Technologies USA – Tabletop T115

3159 Royal Drive, Suite 340 Alpharetta, GA 30022 Phone: 770-702-7087

Email: brent.lacy@sutter-usa.com
Website: https://www.sutter-usa.com

Precision Electrosurgery Products - Made in Gernany.



TUNGSTEN MEDICAL NETWORK - Tabletop T315

13801 Ridgewood Drive Plymouth, MI 48170 Phone: 704-682-6433

Email: mike@tungstenmed.com

Website: https://www.tungstenmed.com/

At Tungsten Medical Network, our expertise lies in providing comprehensive diagnostic solutions for ENT offices. Our offerings include CT scanners, endoscopy, and microscopy equipment. We are dedicated to meeting all your needs when it comes to in-office CT scanners, irrespective of the manufacturer. Our services encompass installation, maintenance, accreditation support, access to favorable network pricing for medical physics testing, PACS online access to scans, and remote backup.





COSM 2025 May 15-16, 2025

Hyatt Regency New Orleans, New Orleans, LA



ARS 14th Annual Summer Sinus Symposium

July 10-12, 2025 Manchester Grand Hyatt, San Diego, CA



Annual Meeting October 10-11, 2025 Indianapolis, IN

Contact: Wendi Perez, ARS Executive Administrator Tel: 973-545-2735, Ext. 4105 Email: wendi@american-rhinologic.org

american-rhinologic.org

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