

AAO-HNSF
Annual Meeting
& OTO EXPO

2012

September
9-12

WASHINGTON, DC

AUGUST 2012

Special 2012 Annual Meeting Issue

AAO-HNS

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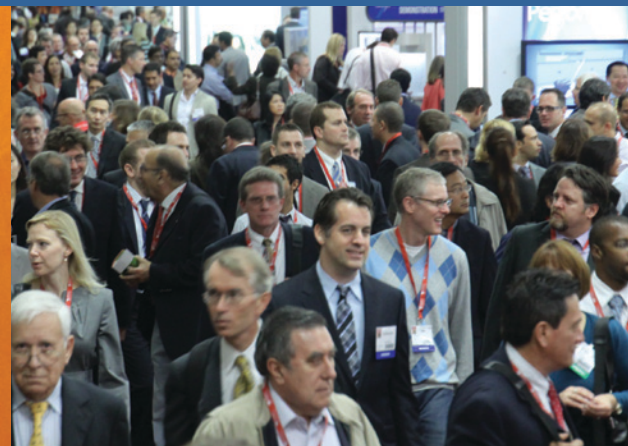
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OTOLARYNGOLOGY—
HEAD AND NECK SURGERY

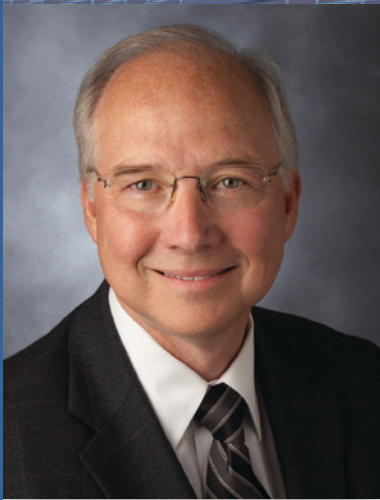
DONOR SPOTLIGHT



AMERICAN ACADEMY OF
OTOLARYNGOLOGY—
HEAD AND NECK SURGERY

FOUNDATION





Letter from the President

It is amazing how fast time flies and how much work is accomplished between annual meetings. Summer is almost over and the AAO-HNSF 2012 Annual Meeting & OTO EXPO is finally here. We have much to report, and even more to look forward to in the future. We just finished

installing our Hal Foster, MD Endowment donor wall display in AAO-HNS headquarters. This is a great reminder of so many who have chosen to put the AAO-HNS/F first and helped sustain the organization for years to come.

In this issue of Donor Spotlight, we profile **Angela M. Powell, MD** and **Eben L. Rosenthal, MD**. These physicians make significant impacts on our mission with their development in leadership roles, as well as their focus on promoting education and resident programs. We are all on a unique journey and whether we are nearing the end or just starting out, the important part is that we continue to grow as individuals and as an organization. Drs. Powell and Rosenthal may have a story similar to yours and I hope you enjoy reading about their ever changing and exciting professional journey.

As we reach another year in our progress to deliver the best patient care, the annual meeting provides quintessential moments where we can celebrate our hard work and focus on improving our weaknesses. As President, I have thoroughly enjoyed serving our Academy. Again, it is because of each and every one of you that we are lucky to have a place to call home that continues to advocate on our behalf in every way possible.

Thank you all for your time, effort, and generosity!

Rodney P. Lusk, MD
AAO-HNS/F President



the Hal Foster, MD ENDOWMENT SOCIETY

The Hal Foster, MD Endowment Campaign continues to draw the interest of new donors as we march forward with the second phase of this historical campaign. Annual meeting will provide an excellent opportunity for working with many of the Foundation's closest supporters to welcome them as new endowment donors. We are pleased to recognize the following individuals who have given generous endowment gifts:

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As of June 19, 2012

Donor Spotlight: Eben L. Rosenthal, MD

"As a resident, obviously going to AAO-HNS/F meetings was a great opportunity to learn. I remember going to my first couple of meetings and all the opportunities that were available. There was just so much to do and the instruction courses that you could get for free provided a real benefit to me."

Dr. Eben L. Rosenthal was elected Chair-Elect of the Program Advisory Committee in 2012. However, Dr. Rosenthal's leadership has been seen and felt beyond this most recent honor. Since 1995, he has been an AAO-HNS member and has taken full advantage of leadership opportunities. He served on a number of committees, volunteered on the Centralized Otolaryngology Research Efforts (CORE) Study section, attended many annual meetings, and was a CORE grantee.

"I received a CORE Grant as a resident. In addition to the vital project funding, a CORE grant exposes you to the leadership within your subspecialty society. You get up on the stage at the meeting, and meet all the great names in the field, and that really is your introduction to the leadership and the subspecialty side of our field."

For Dr. Rosenthal, the CORE grant was just the beginning. There was so much involved with applying for the grant, as well as where that process led him.

"Receiving a CORE Grant was a really great start as a resident, because when you're applying for fellowships or interviewing for jobs, you sort of have some connection with many of the people in the field and it's not the first time you're meeting them, and they recognize you as somebody who has been successful in the past."

Dr. Rosenthal has a great understanding and a deep respect for what the AAO-HNS/F has provided him throughout his professional career. So much so, that he continues to



"It's an opportunity and a privilege to serve. I feel like the AAO-HNS/F has done so much for me that it really is a pleasure to be able to give back and to provide awards to the faculty through a Millennium Society membership. Dr. Bill Carroll was recently recognized for resident teaching and his role as the leader of our Tumor Board with the Millennium Society membership—I thought it was one way to reward faculty for their contributions. It helps put them on the AAO-HNS/F radar as a leader in the field, and I think it's a nice way to recognize the faculty."

Eben L. Rosenthal, MD, Millennium Society member and Chair-Elect for the Program Advisory Committee.

focus his efforts advancing the specialty through the program that has impacted his practice of medicine the most: the Annual Meeting & OTO EXPO.

"I was appointed to the Program Advisory Committee several years before I became the Chair. That was probably the Committee I enjoyed the most, just because it has such a huge impact on AAO-HNSF educational efforts. It was interesting and it's just a great opportunity that the AAO-HNS

provides its members to promote their leadership development."

Realizing all that he has accomplished so far, and wanting his colleagues to have the opportunity to experience the same thing, Dr. Rosenthal decided to provide "the gift of Millennium Society membership" to several of his colleagues. He shared his thoughts about why he feels it is important, now more than ever, to support the AAO-HNS/F; not only intellectually but financially.

Donor Spotlight: Angela M. Powell, MD

"I am thankful to the Academy for the mentorship, for entrusting me with graduated responsibilities, for allowing me to become involved fairly early in my training in various aspects of leadership."

The AAO-HNSF Board of Directors and donors have made it a priority to cultivate future leaders within this specialty and the AAO-HNS/F. This story shares the impact of these programs on one such young physician, and, consequently, her decision to "pay it forward" to others. **Angela M. Powell, MD**, one of our youngest Life Members of the Millennium Society, shares her story and provides insight about her path in leadership development through opportunities that the AAO-HNS/F has made available.

Dr. Powell credits the AAO-HNS as a tremendous resource for professional development early in her career. She served on the Section for Residents and Fellows (SRF) from 2002 to 2006. During that time, she built relationships with her peers, helped to grow the SRF into the vibrant Section it is today, and honed many leadership skills and talents in the process. While in residency training, Dr. Powell took an active role as the SRF Member-at-Large. She gained valuable experiences organizing and leading the Section meeting and working with her peers to engage them in leadership and resident issues. Continued involvement with the SRF and active participation with the Board of Governors (BOG) allowed Dr. Powell to become even more involved in every aspect of the leadership of the then growing Section, as she continued to develop mentors.

"My graduated leadership involvement in the Academy and the vital mentorship enabled me to

bring back important experiences to fellow Residents in the University of Pittsburgh where I trained. I was able to engage my peers at Pittsburgh, and then also share these same experiences with the Naval Medical Center in San Diego's military residency program where I initially worked to spark their interests."



"The earlier we start involving ourselves in the leadership of our specialty, the farther we're able to go, not only in the field, but in translating that leadership into other areas of medicine. We have a unique voice, being not only surgeons, but also being actively engaged in patient care on a daily basis, and engaged in research in multiple areas of the specialty."

Angela M. Powell, MD, Millennium Society Life Member

After her initial leadership on the SRF, Dr. Powell became involved with the BOG committees, and was also involved with the Nominating Platform Committee. Her involvement with the AAO-HNS and BOG also provided opportunities to gain valuable legislative exposure, including lobbying on Capitol Hill at the Washington Advocacy Conference (now known as the OTO Advocacy Summit).

In 2006, Dr. Powell's contributions and leadership talents were recognized and she was awarded the prestigious **G. Richard Holt, MD Leadership Award** for ongoing participation and involvement with the SRF. Commenting on the importance of becoming involved with leadership development and the AAO-HNS/F early in your career to maximize the impact on advancing the specialty, Dr. Powell said, *please see quote above.*

Dr. Powell feels there is an incredible breadth to what otolaryngologists have to offer the specialty outside of their individual areas of expertise, and shared that she wouldn't necessarily have recognized how much members could offer medicine as a whole, had she not started pursuing leadership opportunities early in her career.

Because of the influence the AAO-HNSF has had on her leadership development, and that of her peers, Dr. Powell chose to provide a significant gift in support of our mission.

"I felt that providing financial support through the Millennium Society was an easy way to show my appreciation for all that has been done to assist with my career and to keep me connected with cutting edge educational programs and ongoing interactions with my peers at the annual meetings. I hope that many others will consider a donation, cultivating young leaders in the SRF, or stimulating the minds of women to approach surgical subspecialties. Being a minority, I hope that we will also look to diversity and increasing the number of under-represented minorities in our field."

Angela M. Powell, MD completed her residency at University Health Center of Pittsburgh and is a practicing military otolaryngologist, currently stationed at Naval Hospital Jacksonville. In addition to her SRF service, she has served on several AAO-HNS committees, and is an avid humanitarian, having cared for indigent populations in Central and South America.

Why Support the AAO-HNS Foundation? Where Does My Donation Go?

One of the questions frequently asked is, “How is the money I give to the AAO-HNS Foundation utilized?” One of the areas that is heavily supported by the Foundation is education of our members. Without your support, it would be impossible to develop and deliver first class education and knowledge resources. Below is just a sampling of the many education products provided to you, our members, residents and medical students entering the specialty, and to allied health professionals.

The Foundation’s professional education program is designed to improve healthcare provider competence through lifelong learning by identifying and addressing the education needs which underlie practice gaps in otolaryngology—head and neck surgery. The Foundation recognizes that audiences have diverse areas of interest and therefore strives to develop resources that recognize these differences.

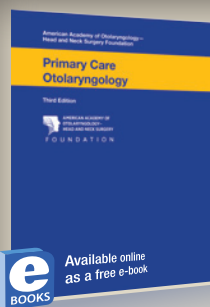


AcademyU® Online Education is the foundation’s self-managed e-learning system, providing 24/7, one stop access to expert-developed learning activities. Our online courses are self-paced learning activities developed through the Foundation education committees. Nearly 40 peer-reviewed courses provide in-depth study of otolaryngology—head and neck surgery topics.

The Online Lecture Series highlights key sessions from each annual meeting, and is an extremely popular component of AcademyU®.



Other popular online resources are **COOL (Clinical Otolaryngology Online)** courses designed for non-otolaryngologists and allied health professionals. COOL is a free, peer-reviewed, interactive case study series that leads the learner through exam, diagnosis, and treatment. These courses are designed to assist health professionals in evaluating a variety of otolaryngologic conditions.



Primary Care Otolaryngology

The third edition of this popular handbook continues its goal of improving clinical judgment by teaching the basics of otolaryngology. Targeted to medical students and allied health professionals, with an interest in

otolaryngology – head and neck surgery, this e-book helps readers manage uncomplicated clinical problems and recognize when to refer more serious conditions to an otolaryngologist.

Coding and Reimbursement Workshops

These regional two-day workshops enhance the business side of a clinical practice. They offer improved office management skills training and extensive, up-to-date, critical information on coding issues affecting otolaryngology practice.

Patient Management Perspectives in Otolaryngology (PMP)

PMP is an interactive electronic and print series that simulates real-life clinical decision making. Each issue includes a clinical case study, visual materials, detailed patient management summary, references for future study, and a self-assessment.

COCLIA is a teaching tool to help residents learn otolaryngology—head and neck surgery. COCLIA provides questions for discussion on over 100 major otolaryngology topics. Use COCLIA to start your own resident discussion groups.

ENT Exam

The Academy is currently developing a video demonstrating a thorough ENT exam. The target audiences for the video are medical students, residents, and other allied health professionals. The video includes many images of normal anatomy, normal variances, and common abnormalities. The video covers four areas: the ear exam, the oral cavity and neck, the face and nose, and the nasopharynx and larynx.

For a complete listing of all the Foundation’s education products please visit www.entnet.org/educationandresearch



Now in its 116th year, the **Annual Meeting & OTO EXPO** is “the world’s largest gathering of otolaryngologists.” It offers otolaryngologists and other interested health professionals a series of dynamic education experiences designed to enrich their understanding of otolaryngology – head and neck surgery and to provide foundation for continued learning.

The Foundation has captured the best of these live learning activities from the Annual Meeting & OTO EXPO and offers easy year-round ways to learn. Members can access five years worth of annual meeting content through online posters and webinars. Each year, members have free access to six recordings from the most recent meeting.



Millennium Society

We would like to extend a special thanks to all of our 2012 Millennium Society donors for their generosity and, more importantly, for their commitment to advancing our specialty.

Program year January 1, 2012, through December 31, 2012

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Partners for Progress Welcomes New Groups



In 2012, AAO-HNSF welcomed three new groups to Partners for Progress. Hudson Valley ENT, thanks to the leadership of longtime supporter Phillip Massengill, MD, made the decision to donate to advance the mission of the AAO-HNSF. Otolaryngology Associates of Long Island, another group of dedicated donors, pledged their commitment to increased support of our mission through Partners for Progress (a special thanks to Lauren S. Zaretsky, MD and Ajay E. Chitkara, MD).

The faculty of MedStar Georgetown University Hospital's Department of Otolaryngology – Head and

Neck Surgery has supported the AAO-HNSF's mission for many years through service on various committees and our Boards (Board) of Directors, as well as, through leadership of our education faculties. Their continued dedication has resulted in our ability to provide top-notch programs and services. In May, we approached the faculty to share details about Partners for Progress. We are pleased to announce that MedStar Georgetown University Hospital's Department of Otolaryngology – Head and Neck Surgery became the first university-based academic institution to join Partners for Progress.

It is our hope that their participation in Partners for Progress will inspire other university academic departments to follow their lead.

We are thrilled to partner with them to embrace a common vision of the impact that can be made when we share resources towards empowering otolaryngologists to deliver the best patient care. We extend appreciation to the entire Department, but especially to Bruce J. Davidson, MD, Hung J. Kim, MD, and Sonya Malekzadeh, MD for their facilitation of this important donation that will advance the specialty and patient care.

Please visit www.entnet.org/partners for details.

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As of June 15, 2012



Please visit the Millennium Society Donor Appreciation Lounge in convention center Room 103, to pick up your donor pin, ribbon and a special gift! **Thank you!**

MS Donor Appreciation Lounge will be open Sunday Sep. 9–Wednesday, Sept. 12 from 7am – 5pm.

We look forward to seeing you in Washington, DC next month!

For those leaving Washington, DC, on Wednesday, September 12, remember the Millennium Society Donor Appreciation Lounge offers complimentary luggage check!

Meet Ron Sallerson, Our New Senior Director of Development & Marketing

Ron joined AAO-HNS last May as the senior director of the recently-merged Development and Marketing Unit. Ron has overall responsibility for all development functions and is working to integrate marketing into the department, as well as, ensure that marketing is a driving force within all Academy/Foundation functions.

A native of Minneapolis, Ron started his career in sales and marketing, first within the pharmaceutical industry, and later within the financial services sector as director of marketing at the New York Stock Exchange. Ron joined AT&T, where he directed the regional operations of their association affinity program, and later, their national financial services industry sector. He later decided to channel his skills in sales, marketing, and communications into the nonprofit sector,

working with the National Kidney Foundation, American Society of Clinical Oncology, and ZERO-The Project to End Prostate Cancer.

Some of you might recognize Ron as he was a consultant to the organization during the 2010 Annual Meeting in Boston. He spent a majority of his time at that meeting in the Millennium Society Lounge working with the staff and members to promote membership and renewals for the Millennium Society. After that meeting he knew that this organization was something special. "I was so impressed by the commitment of the members to the organization, their passion for the profession and specialty, and how both members and staff made me feel so welcome – like I had been here forever." Ron knew then to keep AAO-HNS



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Ron Sallerson, Our New Senior Director of Development & Marketing

on his "radar" for possible employment when the right position came along.

Ron is looking forward to meeting more of the membership, and is especially eager to renew old acquaintances at this year's Annual Meeting & OTO EXPO in Washington, DC, September 9-12. "I look forward to moving the development and marketing efforts to the next level and working with the staff and membership to continue the great work of the organization."

Contact Us

For more information:



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Please visit www.entnet.org/donate to renew your Millennium Society membership.

For those of you attending the AAO-HNSF Annual Meeting from September 9–12, in Washington, DC, we look forward to seeing you in the Millennium Society Donor Appreciation Lounge – Meeting Room 103.

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