

# Membership in AAO-HNS/F is an investment in your success

**D**id you know? When you joined the American Academy of Otolaryngology—Head and Neck Surgery, you immediately gained access to a network of esteemed colleagues, high-quality education and conferences, and valuable resources. But did you know that Members often recover several times their annual dues by taking advantage of exclusive Members-only benefits? Recently, we ran a series in our weekly newsletter, *The News*, highlighting some of these benefits that offer a great return on your investment.

**Members benefit from discounted registration for the AAO-HNSF Annual Meeting & OTO EXPO<sup>SM</sup>,** where the benefits continue with education programs, networking opportunities, hands-on demonstrations, and more. Not only do you save money—you gain significant knowledge, experience, and relationships.

**Members experiencing denials from payers have access to template appeal letters and advocacy statements to optimize reimbursement.** By focusing on the benefits of certain clinically appropriate and medically necessary services, as well as the training, expertise, and knowledge otolaryngologists possess to perform such services, these resources help members contest policies that exclude otolaryngologists from appropriate reimbursement. Use of these pre-written letters and advocacy statements greatly reduces administrative hours and increases the likelihood of payment.

**We give an average of nearly 200 grants each year,** including humanitarian, resident leadership grants, research grants, and international visiting scholar grants given exclusively by the Academy and its Foundation, plus additional support provided in collaboration with several societies, foundations, and industry supporters. These grants, totaling more than \$900,000 annually, fund activities such as research and travel to the AAO-

HNSF Annual Meeting & OTO EXPO<sup>SM</sup> and the AAO-HNS/F Leadership Forum, thus investing in our Members' futures.

**Members can earn more than 600 CME credits each year through 200 different education activities offered by the Foundation.** Members benefit from discounts on professional education and the convenience of accessing quality education through a single source.

**All Members in good standing are welcome to attend open committee meetings** during the AAO-HNSF Annual Meeting & OTO EXPO<sup>SM</sup>. Members are invited to observe decisions being made, learn more about the issues that committees explore, and become more involved in the Academy.

**The "Find an ENT" tool on [www.entnet.org](http://www.entnet.org) is a resource for patients to locate a Member physician in their local area.** The new website launched in May has 67 percent more page views than the previous website, helping to drive more patients to our Members' practices.

These, and many other often-overlooked benefits, are compounded by the value you receive from accredited education programs, discounts on conferences and events, health policy support, Academy Advantage program, and the information available through our member publications. Don't miss out on all of the programs the Academy and Foundation provide from residency through retirement! It truly is an investment in your success. ■

## Take part in Oral, Head and Neck Cancer Awareness Week<sup>®</sup>

**R**ecent studies show that screening for, and early detection of, oral, head, and neck cancer is more important than ever for two reasons: oropharyngeal cancer caused by human papillomavirus (HPV) infection is on the rise, especially among younger adults; and HPV-positive cancer carries a better chance of survival than HPV-negative cancer if it's caught and treated early. In 2015, more than 120,000 people are expected to be diagnosed with head and neck cancers. Early detection gives them a much better survival rate.

The 18th Annual Oral, Head and Neck Cancer Awareness Week<sup>®</sup> (OHANCAW<sup>®</sup>), led by the Head and Neck Cancer Alliance and supported by the AAO-HNS/F, is scheduled for April 12–18, 2015. OHANCAW is a weeklong series of events promoting awareness of this potentially life-threatening disease, the pinnacle being a day of free oral cancer screenings at medical offices throughout the country. According to a study published in the *Journal of Clinical Oncology*, HPV-positive oral cancers will likely constitute a majority of all head and neck cancers in the United States in the next 20 years. Now more than ever, screening for, and early detection of, this disease is critical.

We are urging health professionals to help save lives affected by this potentially deadly, but treatable disease. You can make a difference by conducting a free screening at your medical practice, clinic, hospital, or university. For more details, promotional materials including posters, T-shirts, and media kits, and registration information, please visit [www.OHANCAW.com](http://www.OHANCAW.com) or [www.entnet.org/OHANCAW](http://www.entnet.org/OHANCAW). ■

