



Robert P. Zitsch III, MD

**Candidate for
Secretary/Treasurer-elect**

What are your priorities for fiscal responsibility in the present economy?

What non-dues revenue stream(s) do you plan to focus on and/or optimize to help grow the Academy's revenues?

I am truly honored to have been named a candidate for the AAO-HNS/F position of Secretary/Treasurer-elect by our Nominating Committee. This position serves a key role relative to the essential fiscal operations of our specialty organization, including overseeing the administration of funds and assets, service as Chair of the Finance and Investment Subcommittee (FISC), and development of the annual budget in collaboration with Academy staff.

My own engagement with our Academy began shortly after completing a head and neck fellowship, whereupon I became involved initially through contributions to various AAO-HNS/F education and research programs and later by way of participation in AAO-HNS/F Committees, including the Annual Meeting Program Committee. These experiences have forged my understanding of the structure and critical processes of our organization that enable effectiveness of the operational domains.

Financial sustainability and optimizing value for our members are priorities of the highest order for our Academy. They require prudent management of expenses and optimization of revenues from existing and novel sources. The current United States and global economies have several uncommon features not witnessed for many decades. Rapid deceleration of the economy, induced by the COVID pandemic, gave way to a precipitous rise in inflation that began mid-year 2021. In the wake of this, a sharp decline in workforce availability has triggered sharp increases in wages and interest rates. This economic dynamic has challenged the financial and operational integrity of our Academy. I credit our EVP/CEO, James C. Denneny III, MD, and our elected Academy leadership for a sensible response to this threat; they were innovative, making key decisions relative to operating expense management, while maintaining high-quality member services. These actions positively affected the AAO-HNS/F financial position and helped offset operating and investment activity shortfalls.

Nonetheless, I will prioritize working with our leaders to restore and sustain non-dues revenue sources that have not yet fully recovered. Annual Meeting revenues, which account for over 25% of the annual

budget, were nearly 10% below budget for FY2022. Though further recovery will likely be realized for FY2023, I contend that growing the Annual Meeting participation needs to remain a priority. A second area of opportunity exists for educational product sales. This category of revenues has also not fully recovered from pre-COVID years. The AAO-HNSF, being the leader in educational materials production for our specialty, is well-positioned to develop new revenue streams from these resources. Finally, despite the existing economic milieu that has created losses across the equities markets, new opportunities have emerged among fixed-rate investments. Our contracted financial advisors have provided timely guidance to leverage our investments accordingly. As Chair of the FISC, I will be committed to working closely with the advisors to make choices that best serve the interests of our Academy.

Advancing our common interests through service as your Secretary/Treasurer-elect would be a great privilege for me. I would wholeheartedly embrace the responsibility of fiscal stewardship and am committed to devoting the time and effort necessary to ensure, and to advance, the vision of our organization.

It is a great privilege and honor to be considered by the Academy Nominating Committee as a candidate for the Secretary-Treasurer-Elect position and to have the opportunity to serve our membership. The principal duties of the Secretary- Treasurer Elect in our Academy include responsibility of overseeing the administration of funds and assets of the Academy and Foundation, service as Chair of the Finance Investment Subcommittee, development of the annual Academy budget in collaboration with Academy staff and reporting such activities to the Executive Committee and the Board of Directors. The person holding this position also participates as a voting member of the Board of Directors, and as such has an important fiduciary responsibility to the membership of the Academy.

Unquestionably for me, our Academy has been an invaluable professional organization that has enabled my professional career to flourish through the opportunities it offered for education, teaching, service and research dissemination. Beginning with residency training, I have been actively engaged in our Academy through participation in educational offerings and service on various Academy committees that include the Endocrine Surgery Committee and Subcommittee, the Self-Instructional Package (SIPac) Subcommittee of the Continuing Education Committee, the SIPac editorial board, and as a 12-year member and consultant of the Program Advisory Committee. These have afforded me a practical perspective which has been the genesis of my appreciation of the operational, strategic, and financial challenges that our Academy must effectively manage on an ongoing basis. I am keenly interested in further serving our Academy in a capacity that will help maintain the ongoing relevance of our Academy so that the current and the next generations of Otolaryngologists may have the opportunity to be similarly impacted in a such positive manner as I have been.

Additional valuable perspectives and experience have been gained through my service for the University of Missouri (MU) Health Care System leadership as the Chief of Surgical and Procedural Services for MU Health Care. In this capacity, I oversee operational issues to ensure financial integrity for Surgical and Procedural Services which has an annual budget of \$226 million. Further, for the past 13 years I have served as Chair of the Department of Otolaryngology-Head and Neck Surgery and manage an annual budget of over \$15 million. In both of these roles, detailed participation of the budgetary proposal process and budgetary management are required. Moreover, these roles require a global understanding of the needs and interests of others and have engendered a real sense of stewardship and accountability when managing common assets. I would be committed to adhering to these values in the capacity of the Secretary-Treasurer of our Academy.

The recent economic shifts that have affected the US labor market, the inflation rate, and supply availability already have, and will no doubt, impact our Academy. We witnessed increased costs for the Annual Meeting in Philadelphia, yet lower than average revenues for the meeting. This trend will likely continue for the upcoming fiscal year. And it is almost a certainty that the salary and benefits expense, which is the largest category of expense in the annual AAO-HNS/F budget, will increase in FY 24. Such pressures on both the expense and revenue sides of the budget have necessitated innovative management approaches in order to meet the AAO-HNS/F Strategic Plan goals and to maintain quality member services. Further opportunities for revenue generation need to be a priority, as expense containment alone, though important, has limited potential given that our objective is to provide robust services to the Academy membership. This is some of the important budgetary work that our Academy leaders must face now and in the near future.

The current strategic plan for our Academy prioritizes the delivery of high-quality and high-value programs to our members, the promotion of member well-being and resiliency, and to advocate for diversity and inclusion in patient care in all practice environments. If I were fortunate enough to be chosen as the next Secretary-Treasurer elect, I would be unreservedly committed to these goals and objectives, and would devote the necessary time and effort to be successful in this role. I am appreciative of your consideration for this leadership position and look forward to serving your interests if given the opportunity to do so.

CURRICULUM VITAE

Name:

Robert Paul Zitsch, III, M.D., F.A.C.S.

Current Employment:

William E. Davis Distinguished Chair and Professor
University of Missouri School of Medicine
Department of Otolaryngology-Head & Neck Surgery
July 1, 1989 - present

Place of Birth:

Woodbury, New Jersey

Education (include institutions, dates, degrees):

The University of Alabama
B.S., August, 1974- May, 1978

The University of Alabama School of Medicine
M.D., June, 1978- May, 1982

Residency and Fellowship:

July, 1988 – June, 1989
University of Cincinnati Medical Center
Head and Neck Surgical Oncology Fellowship

Jan 1984 – Dec 1987
The University of Alabama at Birmingham
Otolaryngology Residency

Jun 1982- Dec 1983
Carraway Methodist Medical Center
Birmingham, Alabama
Surgical Internship

Specialty:

Head and Neck Surgical Oncology

Licensure and Certification:

State of Missouri #R6J73 1989
State of Ohio #56717 1988
Dist. of Columbia #15676 1986
State of Alabama #11067 1982

November, 1988 American Board of Otolaryngology

Previous Employment:

January-June, 1988 Private Practice, Cullman, AL

Memberships and Offices Held /Academy and other societies:

2016-2017 Member, Program Committee
American Head and Neck Society

2002-2014 Member/Consultant, Program Advisory Committee, AAO-HNS

2002-2010	Member, Endocrine Surgery Committee, AAO-HNS
2000-2002	Member, Endocrine Surgery Subcommittee, AAO-HNS
2000-2007	Member, Head and Neck Organ Site Committee American College of Surgeons Oncology Group
1999-2019	Member, Committee on Applicants American College of Surgeons
1992- 2000	Member, Self-Instructional Package (SIPac) Subcommittee Continuing Education Committee, AAO-HNS
1998-2004	Editorial Board, SIPac Subcommittee, AAO-HNS

Current memberships include:

- American Academy of Otolaryngology-Head and Neck Surgery
- American College of Surgeons
- American Head and Neck Society
- American Thyroid Association
- Boone County Medical Society
- Midwest Head and Neck Cancer Consortium
- Missouri State Medical Association
- Society of University Otolaryngologists-Head and Neck Surgeons
- Association of Academic Departments of Otolaryngology

Honors/Awards:

- Selection to "Top Doctors" 2013-2022
- Selection to Castle Connolly "Best Doctors in America" 2005-2022
- America's Most Honored Professionals, 2016-2018
- Boone County Medical Society Physician of the Year 2014
 - American Academy of Otolaryngology-Head and Neck Surgery, Distinguished Service Award, 2007, 2011
- Selection to "Guide to America's Top Physicians" 2003, 2005, 2009
- Who's Who in Medicine and Healthcare, 1999-2001
- American Academy of Otolaryngology-Head and Neck Surgery Honor Award, 1998
- Co-1st Place Ear, Nose and Throat J Resident Essay Contest 1986

Community Service:

N/A

Regional/Local Hospital Participation:

2020-present	Member, Faculty Compensation Workgroup University of Missouri Healthcare
2020-present	Member, Global Procedural Oversight Committee University of Missouri Healthcare
2020-present	Member, University Physicians Ad-Hoc Committee on Compensation University of Missouri Healthcare

2019-2021	Member, UP Executive Committee University of Missouri Healthcare, University Physicians
2015-Present	Chairman, MUHC OR Process Improvement Committee University of Missouri Healthcare
2018-2019	Chairman, School of Medicine, Dean's Advisory Council University of Missouri School of Medicine
2011-present	Member, Credentials Committee, University of Missouri HealthCare
2013 – present	Chair, Robotic Peer Review Committee University of Missouri HealthCare
2013-present	Chairman and Medical Director Operating Room Operations Committee, Surgical Services, MU Healthcare
2013-present	Chair, OR Policy Advisory Committee, Surgical Services
2008-2020	Chair, Professional Liability and Compliance Committee University of Missouri HealthCare, University Physicians

Summation of Published Works Within the Specialty: (past two years)

1. Wieser ME, Dooley LM, Galloway TL, Zitsch RP 3rd, Tassone PT. Safety of the “incidental” neck dissection or exploration during free tissue transfer after head and neck irradiation. *AM J Otolaryngology*. 2022 Mar-Apr;43(2):103347.
2. Tassone P, Caruso C, White M, Tavares Dos Santos H, Galloway T, Dooley L, Zitsch RP 3rd, Lester Layfield J, Baker O. The role of matrixmetalloproteinase-2 expression by fibroblasts in perineural invasion by oral cavity squamous cell carcinoma. *Oral Oncology*. 2022 June 29; 132:106002.
3. Tassone P, Galloway T, Dooley L, Zitsch RP 3rd. Orocutaneous Fistula After Oral Cavity Resection and Reconstruction: Systematic Review and Meta-Analysis. *Annals of Otolaryngology, Rhinology & Laryngology*. 2022 Aug; 131(8):880-891.
4. Harim Tavares dos Santos, Kihoon Nam, Frank M. Maslow, Travis Small, Tabitha L.I. Galloway, Laura M. Dooley, Patrick T. Tassone, Robert P. Zitsch III, Gary A. Weisman, Olga J. Baker. Tuft Cells Are Present in Submandibular Glands Across Species. *Journal of Histochemistry & Cytochemistry*. 2022 Aug 21;221554221120301.
5. Margaret E. Wieser, Emily S. Sagalow, Alyssa Givens, Joseph M. Curry, MD, Laura M. Dooley, MD, Tabitha L. Galloway, MD, Robert P. Zitsch, MD, and Patrick Tassone, MD. Occult Metastases During Salvage Oral Cavity and Oropharyngeal Free Flaps: Oncologic Outcomes. *Journal of Otolaryngology-Head and Neck Surgery*. 2022 Oct.10.11770/01945998221090920.
6. Namin AW, Oudin EM, Tassone PT, Galloway TLI, Dooley LM, Zitsch RP 3rd. Treatment of Cutaneous Melanoma of the Head and Neck with Wide Local Excision Versus Mohs. *Laryngoscope*. 2021 Nov;131(11):2490-2496
7. Bollig CA, Newberry CI, Galloway TL, Zitsch RP 3rd, Hanly EK, Zhu VL, Pagedar N, Nallani R, Bur AM, Spanos WC, Jorgensen JB. Prognostic Impact of Metastatic Site and Pattern in Patients with Metastatic Head and Neck Cancer. *Laryngoscope*. 2021 June; E1838 – E1846
8. Namin AW, Zitsch RP 3rd, Layfield, LJ. Variability in Pathologic Interpretation of Mandibular Invasion. *Laryngoscope*. 2020 Jul; 130(7): 1721-1724.