

2023



ANNUAL REPORT

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Annual Report Calendar Year 2023
Financial Report Fiscal Year 2023

MESSAGE FROM AAO-HNS/F LEADERSHIP

Throughout the AAO-HNS/F 127-year history, it has been the resilience, dedication, and collaborative spirit of our global otolaryngology community that has made the AAO-HNS/F of today—a medical, membership society with a strong foundation that has integrated effective and innovative advocacy, education, and research.

The Academy is a leader in healthcare because of the members who are enthusiastic and dedicated to otolaryngology-head and neck surgery, the practice of medicine, and their patients.

The depth of our accomplishments is a direct result of the more than 900 volunteer members who give of their time, expertise, and leadership on the AAO-HNS/F 65+ committees. That number grows exponentially once you include the International Advisory Board and International Corresponding Societies, Otolaryngology Private Practice Section, Section for Residents and Fellows-in-Training, Women in Otolaryngology Section, Young Physicians Section, Board of Governors, Guideline Task Force, Reg-entSM committees, journals' associate editors, editorial board members, and reviewers, Annual Meeting presenters, State Trackers, ENT PAC donors, *Bulletin* contributors, and others.

At every turn of the Academy's Strategic Plan and work, there are members—ready for the call to support the vision of optimizing quality ear, nose, and throat patient care. This extensive and expansive network of dedicated individuals spans across continents and connects otolaryngology-head and neck surgeons around the world to achieve excellence and provide high-quality, evidence-informed, and equitable ear, nose, and throat care through professional and public education, research, and health policy advocacy.

While the 2023 Annual Report highlights some of the initiatives, achievements, and progress made by the AAO-HNS/F throughout the year, it is by no means inclusive of all efforts. As we navigate this evolving landscape, our collective efforts will continue to be needed for our specialty's voice to be heard and to continue to heed the call for change today and tomorrow.

Of note, there are a few areas of focus from 2023 that we would like to specifically mention here—that demonstrated the strength and commitment of our specialty in laying the foundation to address ongoing and compounding challenges in everyday practice.

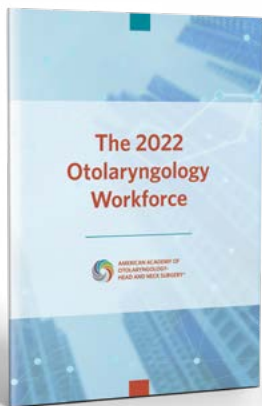
James C. Denny III, MD, AAO-HNS/F Executive Vice President and CEO (left), alongside **Kathleen L. Yaremchuk, MD, MSA**, 2022-2023 AAO-HNS/F President (right).

AAO-HNS/F MISSION:

We engage our members and help them achieve excellence and provide high-quality, evidence-informed, and equitable ear, nose, and throat care through professional and public education, research, and health policy advocacy.



MESSAGE FROM AAO-HNS/F LEADERSHIP



DETAILED SNAPSHOT OF THE OTOLARYNGOLOGY WORKFORCE

This past year, the Academy published the **2022 Otolaryngology Workforce Report**, which was the most in-depth look at the otolaryngology workforce since a 1975 National Institutes of Health-sponsored study. The detailed information contained in this study includes multivariate analysis of a broad range of aspects of the

continuum of otolaryngology practice as garnered from the 1,900 participants in the survey instrument.

The survey includes information about additional fellowship training and the employment plans of current residents analyzed by stage of training, personal demographics, and location. There is also an extensive section devoted to the analysis of existing practices both academic and private. This includes practice locations and settings, practice dynamics, productivity, the use of advanced practice providers, and on-call information.

The financial aspects of current practice models are reviewed in depth and the analytics involving the above-mentioned review of practice settings data as well as the physician demographics help put together a clear picture of the factors affecting the success of different practice models measured by income and wellness.

Finally, there is interesting and surprising information emanating from a series of questions on retirement. These findings are stratified by age, stage of practice, and perception of wellness. This was an enormous endeavor that would not have been possible without the exceptional and persistent work and drive of **Andrew J. Tompkins, MD, MBA**, the Chair of the Workforce and Socioeconomic Survey Task Force. The results from the 2023 Workforce Survey will be published in 2024.

NEW SECTION: OTOLARYNGOLOGY PRIVATE PRACTICE SECTION

The year 2023 also saw the hard work of the leadership of the Private Practice Study Group (PPSG) come to fruition

with their approval as an official Academy section, the Otolaryngology Private Practice Section (OPPS), by the AAO-HNS Board of Directors in August.



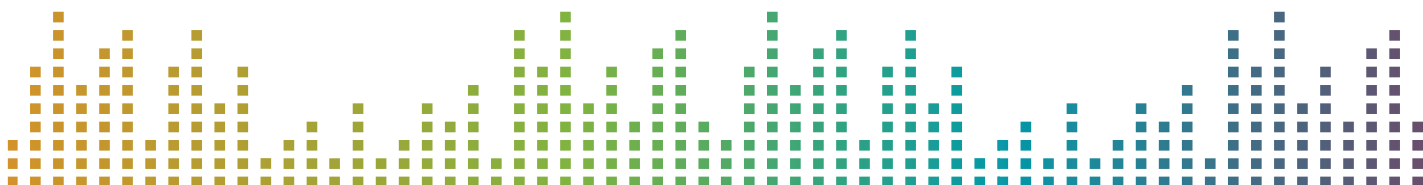
Marc G. Dubin, MD, and the PPSG Executive Committee did an extraordinary job of marshaling the energy and enthusiasm of the private practice community into an extremely active and productive group. The OPPS will continue the PPSG's invaluable contributions to private payer advocacy and practice management education that have strengthened the organization's overall effectiveness significantly.

Already underway is the planning for a revamped spring meeting in 2024. OTO Forum will provide an in-person meeting that will feature outstanding programming created by the OPPS focusing on topics critical to the practice of medicine for all otolaryngologists regardless of the practice structure they participate in. The meeting will take place April 5-6, 2024, in Alexandria, Virginia. This footprint will allow us to incorporate advocacy activities, such as Hill visits, to further our ongoing and growing advocacy needs in the future.

LARGE, IN-PERSON ANNUAL MEETINGS ARE BACK BY POPULAR DEMAND

The AAO-HNSF 2023 Annual Meeting & OTO Experience, held in Nashville, Tennessee, September 30 - October 4, was the third meeting since the pandemic began slowing down in the second half of 2021. Statistically, attendance in Nashville exceeded our projections. We had the highest domestic attendance in recent history. We also had 244 exhibitors, 112 of which were new, and we exceeded our sponsorship projections as well.

While the registration, exhibitor, and sponsorship numbers are important, the most significant aspect of the meeting was the palpable energy and excitement of both our domestic and international attendees, especially the growing number of medical students and residents. The Annual Meeting Program Committee, led by **Daniel C. Chelius, Jr., MD**, did not disappoint, continuing their yearly tradition of quality and diversity of the program while adding additional education opportunities.



MESSAGE FROM AAO-HNS/F LEADERSHIP

After some years of disruption to our traditional annual reunion, we are back stronger and more passionate than ever—and with more of our international colleagues who were able to join us this year. Building on this momentum is the 2024 Annual Meeting in Miami, Florida, September 28 - October 1. We hope to see you there!

SPECIALTY UNITY MATTERS

This year illustrated the tangible benefits to otolaryngology when component specialty societies work with the Academy in a collaborative, unified fashion to address shared problems affecting these groups and their patients. The Academy worked collectively with members of the otolaryngology specialty society family in discussions with the U.S. Food and Drug Administration and industry in dealing with tracheotomy tube shortages, endoscopy suction tube availability, and nerve monitoring concerns to help clarify and work toward resolution of the problems. The Academy worked successfully with two otolaryngology specialty societies as well as the American Society of Plastic Surgeons to overturn the egregious UnitedHealthcare policy on CPT code 30465. We are currently working with the otology community to tackle inaccuracies in a clinical report published by another specialty. The united front of otolaryngologists working together sends a powerful message that enhances our success.

REG-ENT: READY FOR RESEARCH

The evolution of our clinical data registry, Reg-ent, has reached the stage that we will begin to conduct research through our “data studio” created by OM1. Our goal is to promote the highest quality internal Reg-ent-associated research to ensure the advancement of the field of otolaryngology-head and neck surgery. The Reg-ent Research Advisory Group (RRAG) will be responsible for the review and prioritization of study proposals to include evaluation of scientific merit, feasibility, ethical considerations, and clinical relevance.

Evidence (data) will determine not only best care but will guide regulatory and private payer policy in the evolving healthcare payment system to value. Reg-ent has the potential to dovetail with our value-based payment initiatives to inform and enhance our offerings.

OTOLARYNGOLOGY CORE CURRICULUM (OCC)

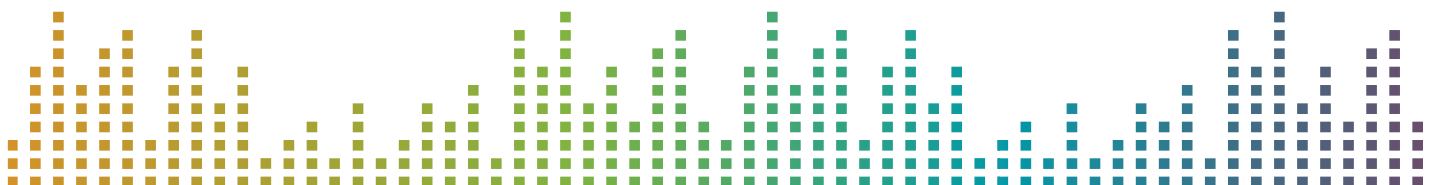
The Foundation is partnering with the academic community through the Society of University Otolaryngologists/ Otolaryngology Program Directors Organization/ Association of Academic Departments of Otolaryngology-Head and Neck Surgery to create a foundational education product covering the breadth of the specialty that will level the playing field for learners at every level of practice independent of other resources available to them wherever they are that can also be applicable to educate advanced practice providers and clinical staff. The OCC will be a compendium of continually updated didactic information covering the breadth of knowledge in otolaryngology-head and neck surgery in a modular format in a two-year cycle using multimedia technology including animation, gamification, simulation, and video recordings with advanced analytic capabilities for use on all devices. The OCC will debut on July 1, 2024.

CHALLENGES AND OPPORTUNITIES AHEAD

As we celebrate the achievements of the past year, we also look forward to the challenges and opportunities that lie ahead. The landscape of healthcare is ever evolving, and the Academy remains steadfast in its commitment to shaping the future of otolaryngology, fostering innovation, and advocating for the well-being of both our members and the patients you treat.

The Academy continues to aggressively pursue legislative and regulatory relief for the specialty through a multiprong approach, including but not limited to written comments to the Medicare Physician Fee Schedule and direct congressional advocacy to level the playing field for physicians to achieve appropriate reimbursement that would at least cover the cost of maintaining a practice capable of offering best care to all. We will continue to pursue long-term solutions as well as the acute patches as needed as well as private payer advocacy as we have done throughout our history.

Together, we have achieved remarkable milestones, and together, we will continue to lead, inspire, and advance the specialty and patient care. 🌍



ADVOCACY



Developed or updated the following Academy Position Statements:

- ★ **Efficacy of Early Hearing Detection and Intervention (EHDI) Programs**
- ★ **Button and Coin Battery Technology**
- ★ **Cochlear Implantation for Single Sided Deafness in Adults**
- ★ **Cochlear Implantation for Single Sided Deafness in Children**
- ★ **Nasal Valve Repair**
- ★ **Drug-Eluting Sinus Implants**
- ★ **PNN Ablation for the Treatment of Chronic Rhinitis**

Hosted Academy leaders in Washington, DC, on three different occasions to meet with key members of Congress and health-related committees to advocate for the AAO-HNS' top 2023 federal legislative priorities.

- ★ **Stay Up to Date on the Academy's Advocacy in Action**



- Collaborated with national, regional, and local insurers seeking positive coverage changes to policies relating to:
 - ★ Modifier -25 payment denials and documentation requirements
 - ★ Surgical treatment of snoring and obstructive sleep apnea syndrome
 - ★ In-office tympanostomy procedures
 - ★ **Simultaneous performance of septoplasty and nasal valve surgery**
 - ★ Minimally invasive treatment of the posterior nasal nerve for rhinitis
 - ★ Reductions in the burdens of prior authorization
- Worked with the U.S. Food and Drug Administration (FDA) to address critical device shortages affecting otolaryngologist-head and neck surgeons and their patients.
 - ★ **Collaboration and Action to Address Supply Chain Shortages**
- Partnered with the American Broncho-Esophagological Association (ABEA) and the American Laryngological Association (ALA) in sending a **joint letter** to the Centers for Medicare & Medicaid Services (CMS) requesting continued coverage of Medicare outpatient speech language pathologist (SLP) telehealth services, provided by facility-based practitioners after the end of the COVID-19 public health emergency (PHE) on May 11.
- Opposed the Medicare Audiology Access Improvement Act (S. 2377), which would inappropriately expand the scope of practice of audiologists and reclassify them as providers under Medicare.
 - ★ Launched a grassroots call-to-action in opposition to S. 2377 - 615 Academy members contacted their U.S. Senators
- Continued to grow the Academy's influence on Capitol Hill, by using the ENT PAC to directly engage and support more than 50 Members of Congress on committees of jurisdiction over health policy legislation.
 - ★ Raised over \$105,000 from more than 200 investors
- Successfully amended legislation in Maryland (HB 401) that would have inappropriately expanded scope of practice for audiologists. Worked with the Maryland Society of Otolaryngology on the inclusion of critical patient protections in the new law.
- Supported the enactment of legislation in several states that expanded health insurance coverage for hearing aids and coverage for cytomegalovirus (CMV) screening in newborns to identify children for early intervention to mitigate long-term hearing loss.
- Worked in collaboration with the American Medical Association and other medical specialty societies to oppose nonphysician scope-of-practice measures in multiple states.

*Contributions to ENT PAC are not deductible as charitable contributions for federal income tax purposes. Contributions are voluntary, and all members of the American Academy of Otolaryngology-Head and Neck Surgery have the right to refuse to contribute without reprisal. Federal law prohibits ENT PAC from accepting contributions from foreign nationals. By law, if your contributions are made using a personal check or credit card, ENT PAC may use your contribution only to support candidates in federal elections. All corporate contributions to ENT PAC will be used for educational and administrative fees of ENT PAC, and other activities permissible under federal law. Federal law requires ENT PAC to use its best efforts to collect and report the name, mailing address, occupation, and the name of the employer of individuals whose contributions exceed \$200 in a calendar year.

PROFESSIONAL EDUCATION AND DIGITAL LEARNING



RANKED AS THE
#1 TOP PROVIDER
of CME/MOC Otolaryngology Education

As reported by the Accreditation Council for Continuing Medical Education (ACCME)



BUILDING EDUCATION FOR THE PROFESSION

- Unveiled the creation of the **Otolaryngology Core Curriculum (OCC)**—a new standardized, unified curriculum to support otolaryngology residents in training

Scheduled to launch in July 2024!
- Continued for the third year the offering of **FLEX - Focused Lifelong Education Xperience**
 - ★ Harnessed the expertise of more than 180 Foundation education experts
 - ★ Developed the following section topics: Rhinorrhea, Neurolaryngology, Modern Approach to Salivary Gland Neoplasms, External Ear Canal Pathology, Congenital Stridor, Optimizing the Care Experience for Patients and Physicians, Perioperative Optimization, and Facial Paralysis.
- Released 400+ new case-based questions with rationales in **OTO Quest - Knowledge Assessment Tool**
- Continued collaborative initiatives with the American Board of Otolaryngology - Head and Neck Surgery to support CERTLink™ with nearly 4,000 diplomates who successfully completed the program in 2022
- Published timely and topical clinical and practice management articles in the *Bulletin* in the series “From the Education Committees” and “Pearls from Your Peers”



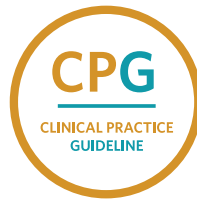
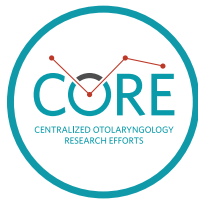
#OTOMTG23 EDUCATION PROGRAM

- **Daniel C. Chelius, Jr., MD**, AAO-HNSF Annual Meeting Program Coordinator, and the Annual Meeting Program Committee worked tirelessly to create the following for attendees of the AAO-HNSF 2023 Annual Meeting & OTO Experience
 - ★ Offered new programming—Crucial Conversations and CME ENTHusiast Track
- The 2023 Annual Meeting Webcast package includes 405 recordings (access for three-years in **OTO Logic** for full registrants).
- For more information about the 2023 Annual Meeting, go to the [Meetings and Corporate Partnerships page](#).

A record-breaking number in Nashville, Tennessee!

	EDUCATION SESSIONS	460
	GREAT DEBATES	12
	SIMULATION PRESENTATIONS	32
	MASTERS OF SURGERY VIDEO PRESENTATIONS	23
	INTERNATIONAL SYMPOSIUM	44
	EXPERT LECTURES	174
	PANEL PRESENTATIONS	230
	SCIENTIFIC ORAL PRESENTATIONS	490
	INVITED SCIENTIFIC POSTER PRESENTATIONS	545

RESEARCH AND QUALITY



CENTRALIZED OTOLARYNGOLOGY RESEARCH EFFORTS (CORE)

- Held the fourth virtual CORE Study Section (CSS) on March 18 with 65 reviewers including chairs and resident reviewers
- Received 225 letters of intent (LOI) for CORE grants
- Received and reviewed 161 grant applications, representing funding requests totaling \$2.4M
- Awarded grants to 28 meritorious awardees, totaling \$407,000 in funding
- Funded CORE awards are sponsored by AAO-HNSF, ARS, AHNS, ANS, ASPO, AMD, and GSK

EXPERT CONSENSUS STATEMENTS (ECS) / CLINICAL PRACTICE GUIDELINES (CPG)

- Published the following ECSs:



JANUARY 2023: Management of Pediatric Persistent Obstructive Sleep Apnea after Adenotonsillectomy



MARCH 2023: Management of Dysphagia in Head and Neck Cancer Patients

- Clinical Practice Guidelines in progress:
 - ★ **TENTATIVE PUBLICATION SPRING 2024:**
 - Immunotherapy for Inhalant Allergy
 - Age-Related Hearing Loss
 - ★ CPG Development Manual: A Quality-Driven Approach for Translating Evidence into Action Update
 - ★ Surgical Management of Rhinosinusitis
 - ★ Adult Sinusitis Update
- Guideline Task Force (GTF)
 - ★ The GTF met in person on Monday, July 10, 2023
 - ★ The GTF leadership and methodologists met virtually on August 21, 2023

COCHRANE SCHOLARS PROGRAM

- Received 65 applications for the Cochrane Scholars Program with 3 individuals meritoriously selected for awards
- Cochrane Scholars, guideline leaders, and staff attended the Cochrane Colloquium in London, UK



REG-ENT

- Surpassed 9 million unique patients and 36 million patient visits in the Reg-ent clinical data registry
- Launched the Reg-ent research webpage content with education documents outlining the policy and procedures for Reg-ent research requests
- Rolled out new Academic Medical Center (AMC) participation models and provided a Reg-ent update to AMC chairs in October
- Began acceptance of research proposals through the Reg-ent research webpage
- Completed an update to the Reg-ent Business Plan and presented it to the Board of Directors in October
- Continued the transition of structured and unstructured ancillary data from MRO to OM1 for data validation and curation, expanding capabilities for Reg-ent, particularly for research
- Coordinated efforts to create a streamlined data transfer process for Reg-ent members utilizing Modernizing Medicine® EHR
- Activated the digital webform to accept proposals for Reg-ent research data requests
- CMS Merit-based Incentive Payment System (MIPS) Support:
 - ★ Achieved Qualified Clinical Data Registry (QCDR) designation with CMS for performance year (PY) 2022, the 7th year Reg-ent earned this designation
 - ★ Successfully launched the 2022 MIPS dashboard and reporting module, completed the 2022 MIPS reporting for clinicians and groups, totaling approximately 1,000 clinicians
 - ★ Educated and assisted practices in navigating the Extreme and Uncontrolled Circumstances (EUC) process to reweight a portion or all MIPS performance categories
 - ★ Continued collaboration with CMS to introduce the initial otolaryngology-focused MVP proposed in the PY2024 performance year
 - ★ Distributed quarterly newsletters to inform Reg-ent participants of 2023 MIPS requirements, tips for MIPS, and feedback reports
- Quality Measures Maintenance and Development
 - ★ Completed a measure summit to ensure completeness and measure intent of the current QCDR measure repository
 - ★ Developed a Call for Quality Measure Concepts process to engage and gather ideas from clinicians and practices
 - ★ Facilitated face validity testing for 3 quality measures for possible implementation in the 2024 performance period as QCDR measures

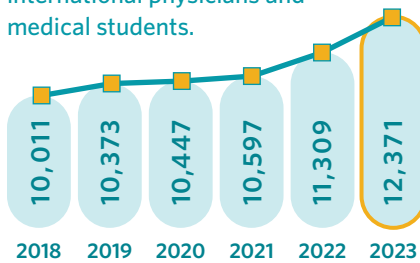
MEMBERSHIP AND GLOBAL AFFAIRS



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY®

MEMBERSHIP

Increased paid membership from new and rejoining physicians by 30% over the past year, fueled by growth in international physicians and medical students.



Countries with the most new members include:

- ★ Mexico
- ★ Canada
- ★ Colombia
- ★ India

International members now make up over 10% of Academy membership!

INTERNATIONAL CORRESPONDING SOCIETIES (ICSs)

- Grew the ICS network to 77 with the addition of The Korean Society of Head and Neck Surgery
- Held 16 Joint Meetings

GLOBAL GRAND ROUNDS

The 2023 Global Grand Rounds drew a combined registration of over 7,500 physicians from 126 countries for the following sessions:

GLOBAL OUTREACH AND EDUCATION

- The **Eugene N. Myers, MD Global Education Fund** was launched in September to assist otolaryngologists practicing in low-income countries with access to educational resources.
 - ★ Raised more than 65K in donations since September



UNDERREPRESENTED IN MEDICINE (URM) AWAY ROTATION GRANTS

- Received a record-number of **URM Away Rotation Grant** applications.
 - ★ With generous donations from Acclarent, Aerin Medical, and Medtronic, all **16 applicants received a grant to support their away rotations** in 2023.

BOARD OF GOVERNORS (BOG)

BOG

Expanded the regional representative's role through a bylaws amendment approved at the General Assembly in September

Hosted a live webinar with over 300 registrants covering the results from the **2022 Otolaryngology Workforce Survey**

Held a virtual-only Leadership Forum & BOG Spring Meeting with more than 500 registrants

SECTION FOR RESIDENTS AND FELLOWS-IN-TRAINING (SRF)

SRF

YOUNG PHYSICIAN SECTION (YPS)

YPS

Cosponsored the International Young Physicians Forum/ Global Grand Round on New Frontiers in Pediatric Airways

Hosted 200 medical students and 50 volunteer physicians at the 2023 Medical Student Speed Mentoring event at the 2023 Annual Meeting

WOMEN IN OTOLARYNGOLOGY SECTION (WIO)

WIO

Led a fundraising effort, which was coordinated by the WIO Endowment Committee, collecting \$28,000 in donations in recognition of WIO Day in March

Hosted a frequENTcy podcast, **"Wellness and Work-Life Balance for Women in Otolaryngology"** and a webinar, **"Surgical Ergonomics for Women"**

GLOBAL GRAND ROUND

Endoscopic Sinus Surgery: Technique and Strategy to Optimize Patient Care

2023 International Young Physicians Forum: New Frontiers in Pediatric Airway

Cutting-Edge Therapies and Advances in Laryngology

Contemporary Management of Salivary Gland Disorders

Global Perspective on Endoscopic Ear Surgery

COSPONSORED BY

Pan-American Association of Otolaryngology and Head and Neck Surgery

SRF and YPS

Brazilian Association of Otorhinolaryngology

Asian Society of Head and Neck Oncology

Confederation of European Otorhinolaryngology - Head and Neck Surgery

MEETINGS AND CORPORATE DEVELOPMENT



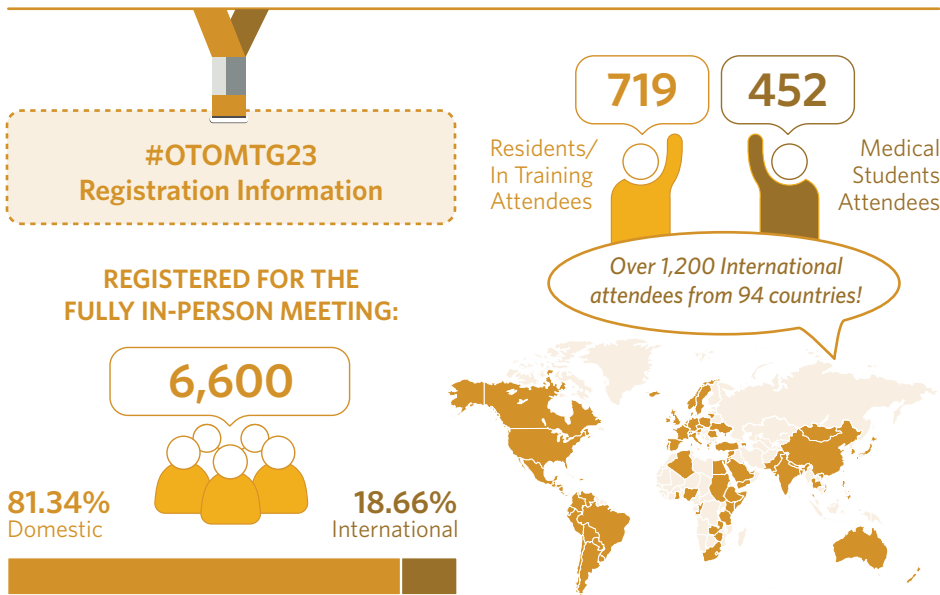
AAO-HNSF 2023 ANNUAL MEETING & OTO EXPERIENCE

- The global otolaryngology community united in Nashville, Tennessee, for the AAO-HNSF 2023 Annual Meeting & OTO Experience, September 30 - October 4.
- Read about the 2023 Annual Meeting education program and scientific offerings on the [Professional Education and Digital Learning page](#).

Read the coverage from the Annual Meeting on the official #OTOMTG23 news source, [Meeting News Central](#).

CORPORATE DEVELOPMENT

- Received \$2,709,750 in combined sponsorship and exhibit space, surpassing budget with over 240 exhibitors
- Signed contracts onsite in Nashville, Tennessee, for 2024 Annual Meeting exhibitors, securing over \$1,350,000 in sales
- Hosted the International General Session on Cochlear Implants, Device Technology Development and Establishing Worldwide Data Exchange, sponsored by MED-EL and iotaMotion
- Added our First Corporate Champion: Sanofi | Regeneron



TOP 10 REPRESENTED COUNTRIES/REGIONS (other than the United States)

Brazil 150	Canada 114	Dominican Republic 76	Colombia 60	Mexico 59
France 55	Portugal 52	Taiwan 48	Philippines 46	South Korea 37



COMMUNICATIONS

DIGITAL AND PRINT COMMUNICATIONS

- *Bulletin* transitioned to digital-only publication.
 - ★ Expanded content for members with the added *Bulletin* EXTRA each month
 - ★ Incorporated videos, animation, and podcasts
 - ★ Added a classified section that surpassed budgetary projections
 - ★ Grew engagement with an increase in open rates and click-to-open rates
 - ◆ Open Rates: 53.29% (29.59% higher than healthcare category average)
 - ◆ Click-to-Open Rate: 6.29% (3.29% higher than healthcare category average)
- *Otolaryngology-Head and Neck Surgery* and *OTO Open*
 - ★ Achieved first-ever Impact Factor for *OTO Open*: 1.5
 - ★ Launched call for papers for a special-focused issue on science in the age of artificial intelligence (will publish in spring 2024)
- Resident Reviewer Development Program (RRDP)
 - ★ Status of Existing Cohorts
 - ◆ **Cohort 6**
40 Participants | Ongoing
 - ◆ **Early Career Pilot Program**
1 Participant | Complete
 - ◆ **Cohort 7**
38 Participants | Ongoing
- RRDP and **International Community Curriculum**
 - ★ 7 webinars with 2 institution-tailored presentations

SOCIAL MEDIA

- Gained over 3,000 new followers on the following AAO-HNS social media platforms, **Facebook**, **Instagram**, **LinkedIn**, and **X** (formerly Twitter).

Launched an X account for the journals: @OTOjournals

X Highlights

- ★ Impressions: 256,500

Instagram Highlights

- ★ Page Reach: 18,165
- ★ Instagram Profile Visits: 11,581

Facebook Highlights

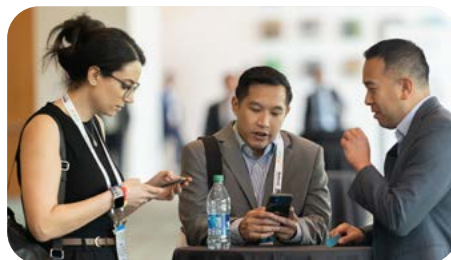
- ★ Page Reach: 33,240
- ★ Facebook Page Visits: 9,696

LinkedIn Highlights

- ★ Impressions: 103,979
- ★ Profile Visits: 7,834

X Highlights (ENThealth)

- ★ Impressions: 14,972



EMAIL

Launched Unique Email Messages.....	402
Total Emails Sent	1,185,982
Open Rate.....	55%
Click Rate Of Opened.....	7.0%
Click Rate Of Delivered.....	3.9%

VIDEOS

The Tennessee Otolaryngology Community Welcomes You to Nashville for #OTOMTG23
1,165 Views

#OTOMTG23 Call for Science: Tips for Successful Proposal Submissions
772 Views

#OTOMTG23 Preview: Can't Miss Events at the AAO-HNSF 2023 Annual Meeting & OTO Experience
573 Views

PODCASTS

FrequENTcy Podcast:

Most Downloaded in 2023:

- **Wellness and Work-Life Balance for Women in Otolaryngology**
1,128 Unique Downloads

OTO Journal Podcast:

All Time Downloads:

- From 2011-2022 on the Sage hosted channel:
Nearly 335,000 Downloads
- In 2023, when the podcasts transferred to the AAO-HNSF hosted channel:
29,013 Downloads

Statistics as of November 30, 2023

INFORMATION TECHNOLOGY



- Launched a redesigned ENT PAC site (www.entpac.org) with single sign-on integration
- Invested in enhancing AAO-HNS/F use of productivity tools:
 - ★ Established the Digital Workplace Manager position to guide AAO-HNS/F use of productivity tools (e.g., Microsoft 365) and provide training and support to staff
 - ★ Developed a regular cadence of staff training opportunities: weekly productivity tool tech tips and monthly tech talks
- Reviewed security tools in use to protect AAO-HNS/F users and data

- Worked with our registration vendor to build a robust integration with our member data to allow for accurate registration pricing, member join opportunities, and collection of registration and CME history
- Moved AAO-HNS/F closer to being a cloud-centric organization:
 - ★ Implemented a cloud-based integration tool to allow for easier development of third-party integrations
 - ★ Completed moving internal documents to SharePoint, removing barriers to accessing documents externally
- Continued progress in moving the AAO-HNS/F Association Management System to the cloud:
 - ★ Developed the overall implementation roadmap and schedule
 - ★ Completed iterative test migrations to identify areas that need to be addressed before the final migration
 - ★ Completed a review of all customizations in the current system to identify those to be migrated to standard tools, reducing the organization's exposure from having a highly customized system
 - ★ Reviewed third-party integrations that need to be reconfigured as part of the migration



PATIENT INFORMATION AND ENTHEALTH.ORG

- Developed patient-focused animated videos on the following topics



Over-the-Counter Hearing Aids: FAQs
 Improve Your Sleep Quality
 Noise-induced Hearing Loss in Children

- ENThealth Awareness Campaign:

- ★ Ads were viewed 527,155 times with an average of 3 views per user
- ★ Awareness Campaigns brought in a net new audience of over 131,000 newly reachable people
- ★ Click Through Rate (CTR): **0.42%**

CTR above industry average!
 INDUSTRY AVERAGE:
 0.1% - 0.3%

Developed clinical and patient information in recognition of the following health observances throughout 2023:

FEBRUARY Kids ENT Health Month	MARCH World Hearing Day	MARCH Sleep Awareness Week
APRIL Oral Head and Neck Cancer Awareness Week	APRIL World Voice Day	MAY Better Hearing and Speech Month
JUNE National Dysphagia Awareness Month	SEPTEMBER World Sinus Health Awareness Day	NOVEMBER GERD Awareness Week

FINANCIAL HIGHLIGHTS

FISCAL YEAR JULY 1, 2022 — JUNE 30, 2023 (FY23)

The fiscal year July 1, 2022 – June 30, 2023 (FY23) continued to reflect the fallout and recovery from the COVID-19 pandemic on both the revenue and expense side of the ledger. The FY 2023 balanced budget was passed by the AAO-HNS/F Boards of Directors (BODs) with the anticipation of a revenue shortfall of \$3,480,000 that would be covered by the use of organizational reserves. A combination of savings on the expense side as well as investment income and partial payment of the insurance claim for the AAO-HNSF 2021 Annual Meeting & OTO Experience in Los Angeles, California, reduced the anticipated revenue shortfall.

FY23 closed with **a reduction to nets assets (unaudited) in the amount of \$392,000**, compared with the budgeted reduction of \$3,480,000. In fiscal year 2022 (July 1, 2021 – June 30, 2022), the shortfall in budgeted revenue was completely offset by the receipt of 2020 Annual Meeting insurance recovery proceeds and government COVID relief programs, \$3,583,000 and \$2,218,000, respectively.

Membership dues and Annual Meeting-related income account for 44% and 32% of total revenues, respectively. With expanded outreach from the Membership and Global Affairs and Communications Business Units, dues collected were slightly more than budgeted. Annual Meeting revenue was 15% less than budgeted. The 2022 Annual Meeting in Philadelphia, Pennsylvania, was the second in-person meeting since the COVID pandemic and challenging to the budget as international travel was limited.

Total expenses were below budget, in part due to savings coming from salaries and benefits. Average staffing over the course of FY23 was 56 full-time employees compared with a budget of 68. Other costs savings were realized across all categories mostly due to limited in-person meetings resulting in significant savings in budgeted travel costs. However, 2022 Annual Meeting expenses were 20% greater than budgeted mainly due to unbudgeted labor costs. The net revenue for the 2022 Annual Meeting was the major cause of the deficit.

Nonoperating investment and other unbudgeted revenue contributed to the reduction in budgeted use of reserves. For FY23, the returns on the managed long-term and operating investment portfolios had a positive result of \$1,694,000. The insurance claim for lost revenue relating to the 2021 Annual Meeting was filed in FY23. In March 2023, the Foundation was presented with an undisputed loss claim offer in the amount of \$728,550 that was recognized as other revenue in FY23. Additional insurance recovery for the 2021 Annual Meeting is expected.

As of June 30, 2023, Net Asset Reserves without donor restrictions were \$34,547,000. In addition, Net Asset Reserves with donor restrictions totaled \$8,408,000 of which \$5,111,500

are Hal Foster, MD Endowment funds restricted into perpetuity. The Foundation's Finance and Investment Subcommittee (FISC) monitors investment performance and adherence to the Foundation's Investment Policy Statement.

For a copy of the independent audit of AAO-HNS/F's FY23 financial statements contact LHolman@entnet.org.

At their April 2023 meeting, the BODs approved a balanced budget for fiscal year 2024 (FY24), July 1, 2023 – June 30, 2024, with revenue and expenses both equal to \$20,113,000. They also voted to approve an increase in dues for all domestic membership categories except for military/government employed physicians for the 2024 calendar year dues cycle. The membership dues increase goes into effect for calendar year 2024. This was necessary to continue to provide the quality programs and services needed by the membership. The last dues increase took place six years ago for the 2018 calendar year dues cycle. Of note, the FY24 budgeted revenue does not include the member dues increase. Use of Board Designated Net Assets allows for a balanced FY24 budget. The budgeting process is integrated with the AAO-HNS/F Strategic Plan and involves the efforts of elected leadership, the BODs, Executive Committee, and the FISC. 🌍

DEVELOPMENT

BY THE NUMBERS

Annual Fund Contributions.....	\$62,500
Donor Restricted Funds	\$14,000
WIO Endowment.....	\$28,200
Endowment Investment Earnings	\$466,000
Millennium Society Lifetime Donor.....	+1



FINANCIAL HIGHLIGHTS

FISCAL YEAR JULY 1, 2022 — JUNE 30, 2023 (FY23)

UNAUDITED (ROUNDED) CONSOLIDATED STATEMENT OF ACTIVITIES FOR THE FISCAL YEAR ENDED JUNE 30, 2023

Description	BUDGET FY23	%	ACTUAL FY23	%	BUDGET FY24	%
REVENUE AND SUPPORT						
Membership Dues	\$ 6,925,000	35%	\$ 6,930,000	44%	\$ 6,925,000	34%
Annual Meeting Revenues	5,977,000	30%	5,041,000	32%	6,773,000	34%
Publication Revenues and Other Royalties	1,533,000	8%	1,715,000	11%	1,489,000	7%
Education and Other Product Sales	1,198,000	6%	935,000	6%	853,000	4%
Corporate Support	325,000	2%	150,000	1%	300,000	1%
Other Revenue	32,000	>1	904,550	6%	65,000	>1
<i>Subtotal</i>	15,990,000	81%	15,675,550	99%	16,405,000	81%
Use of Donor Restricted Net Assets	203,000	1%	170,000	1%	222,000	1%
Use of Board Designated Net Assets	3,480,000	18%	-	0%	3,486,000	17%
Total Revenue and Support	\$ 19,673,000	100%	\$ 15,845,550	100%	\$ 20,113,000	100%
OPERATING EXPENSES						
Salaries and Benefits	\$ 9,525,000	48%	\$ 8,095,000	45%	\$ 9,535,000	47%
Annual Meeting Costs	4,287,000	22%	5,128,000	29%	4,605,000	23%
Consultants & Professional Fees	2,026,000	10%	1,984,000	11%	2,118,000	11%
Other Operating Expenses	1,974,000	10%	1,442,000	8%	1,942,000	10%
Occupancy	959,000	5%	912,000	5%	952,000	5%
Grants	452,000	2%	371,000	2%	511,000	3%
Contingency Expense	450,000	2%	-	0%	450,000	2%
Total Expenses	\$ 19,673,000	100%	\$ 17,932,000	100%	\$ 20,113,000	100%
Revenue and Support in Excess of (Below) Expenses	\$ -		\$ (2,086,450)		\$ -	
Net Investment Activity			\$ 1,694,000			
Increase in Net Assets without Donor Restriction			\$ (392,450)			



AAO-HNSF 2024 ANNUAL MEETING & OTO EXPOSM MIAMI, FLORIDA SEPT. 28 • OCT. 1

