



MARCH 20-21, 2026 | LOUISVILLE, KENTUCKY



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www.entnet.org/OTOForum



REGISTRATION HOURS

Marriott Ballroom Foyer

Thursday, March 19	12:00 - 5:00 pm
Friday, March 20	6:30 am - 5:00 pm
Saturday, March 21	6:30 am - 1:00 pm

Exhibitor Set Up

Thursday, March 19	1:00 - 5:00 pm
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Exhibitor Breakdown

Saturday, March 21	1:00 - 3:00 pm
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REGISTRATION RATES

Member	\$475
Resident Member	\$235
Non-Member/Exhibitor	\$655

Save \$180! Join or renew your AAO-HNS membership to receive member rates.  
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JOIN THE

ENT ADVOCACY NETWORK

Change the environment in which you practice.

Decreasing reimbursements and burdensome regulations threaten the ability to provide quality patient care. The solution? Get involved in the political process.

What You'll Receive:

- Monthly legislative updates
- Draft letters for contacting lawmakers
- Briefing materials on AAO-HNS priorities
- Support in building relationships with elected officials

Your role, your choice: Write letters, respond to alerts, host a legislator, or meet one-on-one. Every action strengthens the specialty's voice.

Sign Up Today:

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Questions? govtaffairs@entnet.org

FRIDAY, MARCH 20

7:00 - 8:00 am	Networking Breakfast	Marriott Ballroom Foyer, Seating in Salon 6-10
7:00 - 8:00 am	Resident Session   Private Practice 101 Nora W. Perkins, MD	Salon 3-4
8:00 - 8:15 am	Welcome from AAO-HNS/F and OPPS Rahul K. Shah, MD, MBA, and Daniel R. Gold, MD	Salon 6-10
8:15 - 9:00 am	Sleep Apnea 360°: Building a Profitable, Patient-Centered Program David E. Melon, MD	Salon 6-10
9:00 - 9:30 am	Comfort Break with Exhibitors	
9:30 - 10:15 am	Resident Session   Business of Medicine 101: A Practical Primer for Future Otolaryngologists Srinivas R. Kaza, MD	Salon 3-4
9:30 - 10:15 am	Engage to Succeed: How Organized Patient Engagement and Communication Improves Access, Satisfaction, and Retention Daniel R. Gold, MD	Salon 6-10
10:30 - 11:15 am	Resident Session   Scrubs to Contracts: Finding and Negotiating Your First Job Andrew K. Johnson, MD	Salon 3-4
10:30 - 11:15 am	Redefining Care Delivery: In-Office Surgery as a Competitive Advantage D. Scott Fortune, MD	Salon 6-10
11:30 am - 12:30 pm	Practice Walls That Work for You: Physician-Owned Real Estate Pathways in Otolaryngology Matthew D. Scarlett, MD, and Shannon Stocker, MD	Salon 6-10
12:30 - 1:30 pm	Lunch with Exhibitors	Marriott Ballroom Foyer, Seating in Salon 6-10
1:30 - 2:30 pm	Technology and AI in Otolaryngology: Updates and Trends - How to Stay Ahead of the Game Brad Bichey, MD, MPH	Salon 6-10
2:30 - 3:00 pm	Comfort Break with Exhibitors	
3:00 - 4:00 pm	Strategies for Success in Value-Based Care (VBCs) and MIPS Value Pathways (MVPs) Willard C. Harrill, MD	Salon 6-10
4:15 - 5:15 pm	Cutting Through the Red Tape: State-Level Advocacy and the Fight Against Prior Authorization Stephen P. Cragle, MD	Salon 6-10
5:15 - 6:30 pm	Networking Reception	Marriott Ballroom Foyer
7:00 - 10:00 pm	ENT PAC Reception (Invite Only)	Offsite, Angel's Envy Distillery

SATURDAY, MARCH 21

7:00 - 8:00 am	Breakfast	Marriott Ballroom Foyer, Seating in Salon 6-10
7:00 - 7:45 am	Protecting Our Practices and Our Patients: Legislative Advocacy, Health Policy Priorities, and Why the ENT PAC Matters Matthew D. Scarlett, MD	Salon 6-10
7:50 - 8:25 am	Time with AMA President, Bobby Mukkamala, MD	Salon 6-10
8:40 - 9:10 am	What Keeps You Up at Night? Practice (and Life) Pain Points - Roundtable Discussions OPPS/ASCENT	Salon 6-10
9:15 - 10:00 am	More Hands, More Access, More Impact: Optimizing APPs in Otolaryngology Nora W. Perkins, MD	Salon 6-10
10:00 - 10:30 am	Comfort Break with Exhibitors	
10:30 - 11:30 am	Maximize Your Reach: Marketing Strategies for ENTs on Any Budget Srinivas R. Kaza, MD	Salon 6-10
11:30 am - 12:30 pm	Lunch with Exhibitors	Marriott Ballroom Foyer, Seating in Salon 6-10
12:30 - 1:15 pm	Maximizing ENT Practice Revenue Through a Systems View Approach to Business Function Strategic Reviews John A. Ervin, MBA, RN, BSN, PMP, CPC	Salon 6-10
1:30 - 2:30 pm	Optimizing Revenue Through Optimized Coding, Billing, and Compliance Eli R. Groppo, MD	Salon 6-10



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