

Watch for
information on
**2013 Annual Meeting
& OTO EXPOSM**
Early Registration

Exclusively for
Millennium Society
Members!

Contact development
development@entnet.org
if you'd like to join the
Millennium Society in order
to take advantage of this
Millennium Society benefit.

FEBRUARY 2013

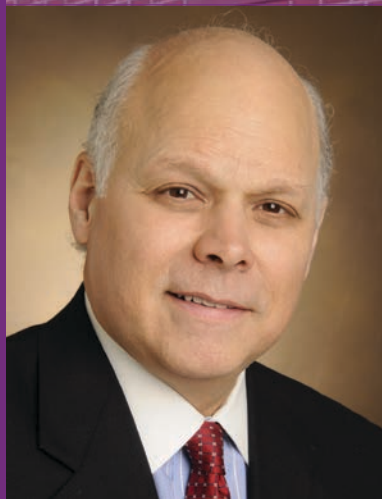
DONOR SPOTLIGHT



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY

FOUNDATION





Letter from the President

Welcome to the February issue of the Donor Spotlight, a publication for all donors and potential donors to the AAO-HNS Foundation. As your president, I am excited by the excellent foundation upon which I can build. I also welcome the tremendous responsibility to continue the vital work of leading the Academy

through a most interesting and critical time for our profession.

As a specialty, we have continued to demonstrate a will to fund an endowment in order to address our long-term financial needs. Thank you!

I am counting on your help throughout this year to support all that you value so much – lifelong learning resources, humanitarianism, and international outreach through travel grants. Your contributions also help ensure that young investigators receive the research funding they need to discover advances in patient care.

Your philanthropy bridges the gap between what we realize from membership dues revenue and the costs to deliver our programs and services. Did you know that your membership dues only cover one-third of these expenses? Your generosity makes up the difference.

Thank you in advance for your 2013 donation to our Foundation that will keep our organization strong. We need and appreciate the donations from all members at each stage of their careers. Our young physicians are the continuing presence of excellence in our field. You invigorate our community.

Please encourage your colleagues to join the Millennium Society at the Young Physicians level of support. Those, like me, who are further along in our careers recognize the importance of giving back to the Academy in recognition of all that we have gleaned from our membership and involvement. I hope you will continue to be involved and to support our efforts through a gift to the Foundation.

I hope, too, that you share my continued excitement and investment in our Foundation. We have so much at stake regarding our profession and the patients we serve. Your generosity to the Foundation makes an impact and affects what we can continue to provide every day. Thank you.

James L. Netterville 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:

Centurions

- Ronald B. Kuppersmith, MD, MBA, and Nicole Kuppersmith
- Michael M. Paparella, MD, and Treva Paparella

Stewards

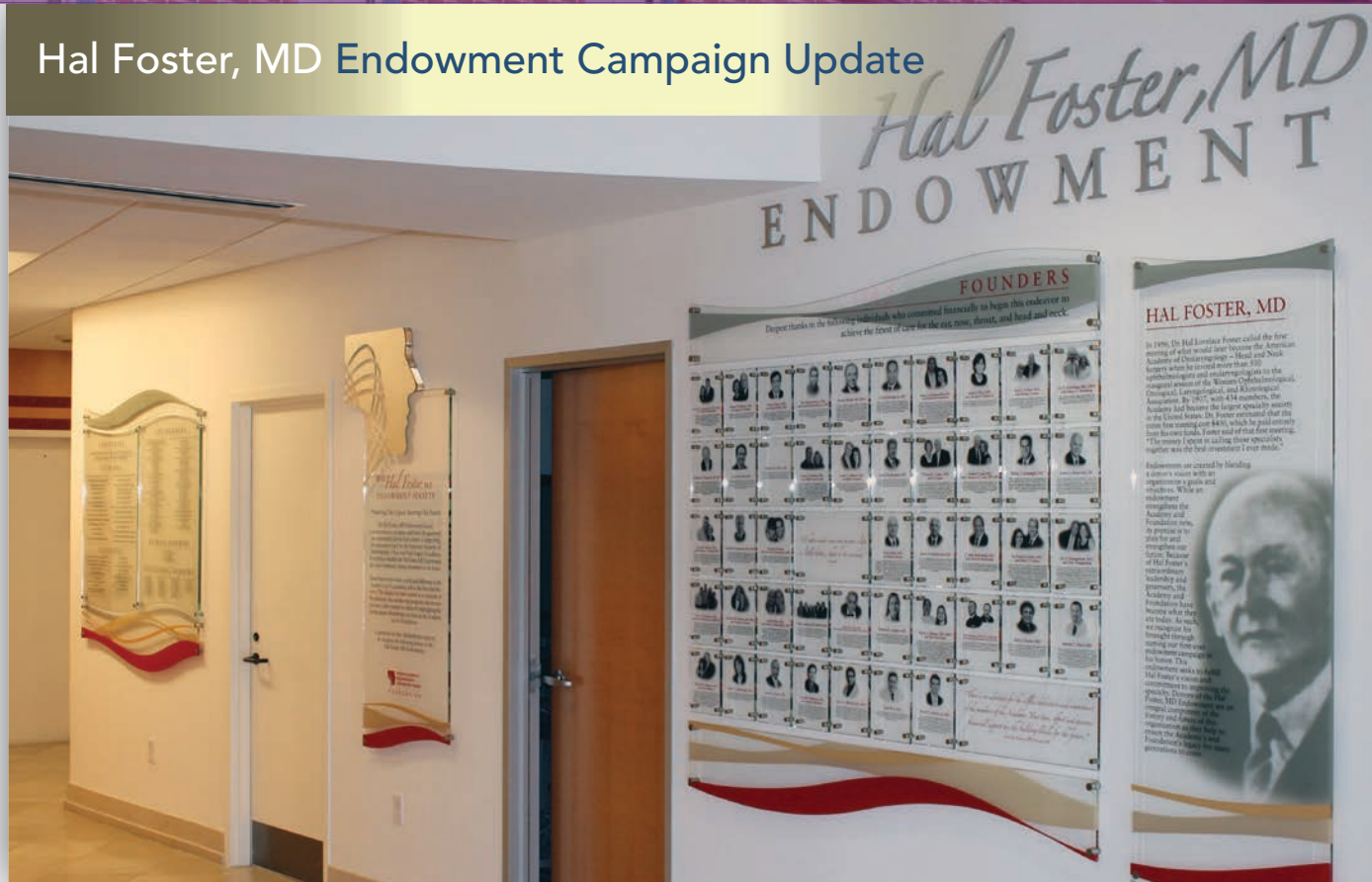
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As of December 19, 2012

Hal Foster, MD Endowment Campaign Update



The completed donor wall at the Academy/Foundation Headquarters honors both Hal Foster, MD Endowment and Millennium Society supporters

To meet responsibilities to AAO-HNS members, further the mission, and encourage future physician leaders AAO-HNS/F; relies on a broad base of support, including private philanthropy, corporate sponsorships, and foundation grants. From these sources, we have a strong foundation on which to build. But a living, thriving organization cannot prosper on sponsorships and annual donations alone. We need reliable revenue – something that we can count on year in and year out.

In October 2009, the AAO-HNS/F Boards of Directors initiated the Hal Foster MD, Endowment Campaign with a goal of raising \$30 million to provide a sustained source of funding for the future. Since then, more than \$9.8 million has been raised in cash and planned gifts, much of it through significant commitments made by our leaders. We are fortunate that

we have 45 donors who had made their commitment to the Hal Foster, MD Endowment Campaign in time to become Founding Donors. Thank you to our most recent Hal Foster donors, **Darius Kohan, MD; Michael M. Paparella, MD, and Treva Paparella;** and **Byron J. Bailey, MD, and Margaret Bailey.**

Endowments are the financial foundation of an institution. They are invested, rather than used for immediate needs. The earnings provide ongoing funding to sustain excellence in research, lifelong learning, humanitarian missions and aid, evidence-based medicine, international work,

and advocacy—all core to our mission. Every day we are called to respond to changes in the medical landscape by

creating new programs and knowledge for the specialty. But these efforts can only be sustained in the long term with additional funding. By giving to the Hal Foster, MD Endowment you provide a fundamental gift that will enrich the specialty every year.

We are pleased to work with members to ensure that any individual who would like to become a donor has the opportunity to do so. To learn more, please

contact Ron Sallerson at 1-703-535-3775, development@entnet.org, or visit www.entnet.org/endowment.



www.entnet.org/donate

99th Millennium Society Life Member: Dr. Byron Bailey – Decades of Leadership

By Mary McMahon, CFRE

It has been said, if you want to have a sense of your future, review your past. If this statement is true, the future of the Millennium Society looks bright.

If the Academy seeks to understand what drives our members to provide financial support of our specialty, consider the history and record of service, excellence, and philanthropy of one of its long time members:

Dr. Byron Bailey, the 99th person to join as a Life Member of the Millennium Society. This milestone was achieved through the creation of the **Byron J. Bailey, MD, and Margaret Bailey, Humanitarian Efforts Resident Travel Grant** as part of the Hal Foster, MD Endowment.

Dr. Bailey has provided longstanding financial support to the Foundation. All of his philanthropy, including this most recent leadership level gift, reflects his passion for the practice of medicine, his desire to achieve the advancement of patient care through research, and a goal to provide quality medical care and training around the globe.

Dr. Bailey's decision to be a leader in providing philanthropy to our specialty is an extension of his decades of leadership including President of AAO-HNS/F from 1988 to 1989. In recognition for his in-depth involvement with the Academy, Dr. Bailey received the Distinguished Service Award in 1998 and was the recipient of the Jerome C. Goldstein, MD Public Service Award in 1999. He has also served as president of the following organizations: American Board of Otolaryngology, American Laryngological Association, American Society of Otolaryngology-Head and Neck Surgery, Christian Society of

Otolaryngology-Head and Neck Surgery, Galveston County Medical Society, National Association of Physicians for the Environment, Society of University Otolaryngologists, and Texas Otolaryngological Association.

It is impossible to think about international medical outreach without thinking of Dr. Bailey. The Humanitarian Efforts Committee is just one of the many Academy committees on which he served. The



Dr. Bailey finds the daily practice of medicine "fulfilling enough" but has chosen to do so by also traveling thousands of miles to places of great need. Shown here in Vietnam, 2004.

beginnings of his interest in traveling the world to provide medical treatment and training all started at an AAO-HNS/F annual meeting.

As he tells it, "Jack Hough was a giant inspiration to me and the person that got me involved. Jack was approached at the 1996 Annual Meeting & OTO EXPOSM by three Vietnam OTOs who were attending the conference. At the time there were only four OTOs in that country." These doctors asked for Dr. Hough's involvement with Resource Exchange International (REI) in forming international trips for training and to

provide medical support. After 17 years of providing such humanitarian aid, Dr. Bailey recently received a call from the current leader of REI who had just returned from Vietnam to share updates from his trip. The continuing success of this endeavor says Dr. Bailey, "is the icing on the cake."

In addition to Vietnam, Dr. Bailey has also devoted years to the improved care and training of healthcare professionals in the specialty in Cuba. Does he think he has influenced others in the specialty to participate in humanitarian efforts? Dr. Bailey replies modestly that his approach is simply "to invite them to join in this effort" and that he has seen that "the work is so satisfying that it is the work itself that inspires them to continue to be involved.

Once they get interested, they get hooked."

A native son of Oklahoma, Dr. Bailey began his medical career in at UCLA where he completed his residency and rose to the role as Chief of Ear Nose and Throat with the UCLA/Harbor Hospital (1964-1968). He transitioned to The University of Texas Medical Branch in Galveston, TX as the Weiss Professor and Chairman of the Department of Otolaryngology (1968-2004). The Byron Bailey Surgical Society was established in recognition of his decades of leadership. Dr. Bailey describes with satisfaction the



Byron Bailey, MD, and Margaret Bailey

Continued inside back cover

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

As development professionals, one of the questions we are asked most frequently is, “**Where does the donated money go?**” The short answer is that “**your money goes to support the mission of the AAO-HNS/F by funding many of the programs and services we provide.**” But, what does that really mean? Well, did you know that the annual dues you pay only cover roughly one-third of the costs of the Academy? That means that two-thirds of the budget needs to be paid through non-dues revenue.

Your ongoing support of the Academy and its Foundation is broad and vital to the specialty. Your support touches all aspects of promoting and facilitating the delivery of outstanding ENT and head and neck care to patients all over the world.

Your philanthropic support addresses:

- Advancing the understanding and treatment of diseases through research;
- Creating high-quality educational opportunities for the otolaryngology workforce;
- Educating the public and patients about the specialty;
- Improving the quality of, and access to, healthcare; and
- Providing critical financial resources for otolaryngology.

Your needed support comes at a critical time in the specialty – the landscape of medicine is changing at a rapid pace. Your donations address important issues, including the need for more:

- Evidence-based medicine, quality-based purchasing, patient safety, and error-reduction initiatives;
- Research grant support;
- Travel grants that enable future leaders of the specialty to partici-

pate in educational and leadership meetings;

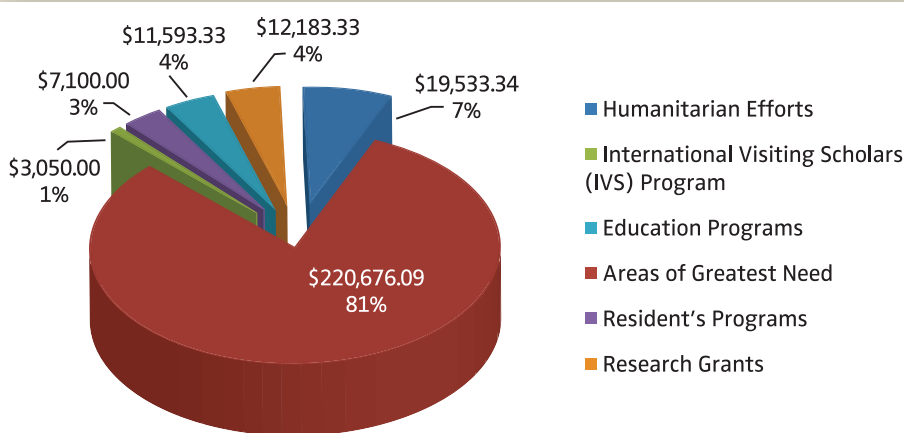
- High-quality knowledge and education resources for otolaryngologists and their staff;
- Resources to react to global health issues that require ENT care; and
- Inexpensive, high-quality medical care and health literacy for poverty-stricken communities around the world.

During FY 2012 your support combined with other philanthropic

Medicare physician payment system;

- Protection of patient safety and opposition to ill-advised scope-of-practice proposals, including direct access to Medicare patients by audiologists without a physician referral;
- Passage of effective medical liability reform;
- Advocating against stringent program requirements in the Meaningful Use Electronic Health Records Stage 1/Stage 2 criteria;
- Contesting United Healthcare's

Unrestricted Gifts & Pledges in 2012 Calendar Year



and program support to the Foundation helped to make possible CORE Grants, research studies, Resident Leadership Grants, AcademyU®, additional educational activities including annual meeting instruction courses, International Visiting Scholarships, Humanitarian Service Grants and support for all aspects of our mission-centric programs.

During FY 2012 the Academy was working on a variety of issues, all of them in one way or another benefitting you, the member. We are dedicated in our efforts to ensure that the future of the specialty is safeguarded. Some areas include:

- Repeal of the Sustainable Growth Rate Formula and reform of the

(UHC) Direct-to-Consumer (DTC) Hearing Aid Program;

- Participation in the Relative Value Update Committee (RUC) Surveys;
- Obtaining appropriate private payer medical policies to allow coverage of balloon sinuplasty;
- Advancement of “truth-in-advertising” initiatives; and
- Publicly commenting on payment and quality incentive/penalty programs in the 2013 Medicare Physician Fee Schedule.

In FY 2012, support for the Academy and Foundation's mission and programs came from Partners for Progress, individual giving, corporate giving (Industry Round Table, grants, sponsorships, and

Continued inside back cover



Millennium Society

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

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Dr. Bailey—Continued from page 4

work of the society, which includes delivering professional education and conducting a capstone program for residents including an achievement recognition forum.

So many have benefitted from Dr. Bailey's dedication to the specialty. The quality of his care, the years of service in leadership roles, and the depth and breadth of his professional activities that literally have spanned the globe. Recognition for this long record of service includes: the DeRoaldes Medal and the James E. Newcomb Award from the American Laryngological Association, as well as the Gold Medal of the American Laryngological, Rhinological and Otological Society.

Asked to reflect on his long list of recognitions and honors, Dr. Bailey comments that the award bestowed upon him from the deputy minister of Vietnam was "quite meaningful" as was receiving the Harvey Washington Wiley Medal of the US Department of

Health & Human Services/Food and Drug Administration. This was in recognition of securing panel approval for the cochlear implant – an effort that took several years and involved "a little bit of tension and excitement" he says with understatement and a chuckle.

Dr. Byron Bailey continues to set an example for others by his generous offer of medical expertise, financial resources, leadership, and compassion for his fellow human beings. A long standing member of AAO-HNS – since 1966 – Dr. Bailey has balanced the demands of his practice with accepting roles that have significant impact on our specialty. The Foundation is grateful for his significant philanthropy. With Dr. Bailey as an inspiration, members sharing his passion and commitment may decide to join the ranks of the Millennium Society Life Members – becoming numbers 100, 101, and beyond. If so, the future of charitable support to the Academy looks bright, indeed.

Donations—continued from page 5

Academy Advantage), and the Hal Foster Endowment contributions— totaling \$3.6 million in philanthropic support. The amount of unrestricted charitable giving was \$285,433.

Your ongoing support is essential to building upon the efforts and accomplishments to date. We thank you for your year-round commitment and financial support. If you have any further questions about where your donation to the Foundation goes, or if you'd like information on how to donate, please contact Ron Sallerson at 1-703-535-3775, or rsallerson@entnet.org.



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Meet the Development and Marketing Staff

Ron Sallerson joined AAO-HNS in May 2012 as the Senior Director of the recently-merged Development and Marketing Department. For more detailed information on Ron, please refer to the August 2012 Donor Spotlight.

Mary McMahon joined AAO-HNS as the Director of Development just before the 2012 annual meeting. Mary is a veteran fundraiser with more than 25 years experience in the areas of individual major gifts, endowment building, planned giving, capital campaign, corporate, and foundation fundraising. Mary's prior employment includes the American Kidney Foundation, the American Society of Clinical Oncology, and the Alzheimer's Association. Her interests include travel, photography, and enjoying nature.

Jenna Dean joined AAO-HNS in the summer of 2008. She is the Senior Manager, Marketing, and is responsible for setting the overarching marketing strategy for

AAO-HNS/F. Jenna has her BA in Public Communications from American University, and earned her MS in management, specializing in marketing from the University of Maryland University College (UMUC). She will finish her MBA in May from UMUC of this year. Prior to working at AAO-HNS, Jenna worked as a marketing associate for O'Neill Marketing, Co.

David Buckner joined AAO-HNS this past December as the Corporate Relations Manager. David is a graduate of The University of Texas with a BA in government and history. He previously worked as a legislative aide for the Texas State House of Representatives, and for ZERO-The End of Prostate Cancer as their Director, Constituent Affairs and Advocacy. David will be taking over many of the corporate relations responsibilities to include corporate gifts, annual meeting sponsorships, and foundation relations.



Brianna Brkic, Jenna Dean, Ron Sallerson, Mary McMahon, and David Buckner

Brianna Brkic joined AAO-HNS in May 2012 as the Program Specialist for Development and Marketing. Brianna is a native of California, and a graduate of California State University with a BS in Business Marketing. She previously worked as a marketing associate for Healthy Directions in Potomac, MD, and as a business analyst in Sarajevo, Bosnia. Brianna is responsible for supporting the development and marketing efforts for the Academy, which include pledge processing, payment acknowledgments, and the development of marketing plans for our Academy Advantage members.



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