



SOUTH AND NORTH CAROLINA OTOLARYNGOLOGY/HEAD AND NECK SURGERY 2013 ANNUAL MEETING

AUGUST 1-4, 2013

AMERICAN COLLEGE OF SURGEONS HEAD, NECK, THYROID AND PARATHYROID ULTRASOUND SKILLS-ORIENTED COURSE

AUGUST 1, 2013



Myrtle Beach, SC

MARRIOTT RESORT & SPA AT GRANDE DUNES

Schedule of Events

THURSDAY, AUGUST 1, 2013

- 4:30 pm - 7:00 pm Registration
7:00 pm - 9:00 pm Welcoming Reception in Exhibit Hall

FRIDAY, AUGUST 2, 2013

- 6:45 am - 12:15 pm Registration
7:00 am - 8:30 am Residents Presentation
(With Continental Breakfast)
Moderator: Terrence A. Day, MD
Wake Forest University School of Medicine
Late Presentation of Bilateral Choanal Atresia
In a Ten Year Old Child With MoyaMoya
Disease
Ashley C. Biddy, MD
7:10-7:20 Pediatric Tracheocutaneous Fistulas: A New
and Effective Method of Closure
Jonathan T. Maslan, MD
Duke University Medical Center
7:20-7:30 Evaluation of Endoscopic Harmonic Zenker
Diverticulostomy
Chad W. Whited, MD
7:30-7:40 Otolaryngology Physician Medicare Resource
Allocations for Patients with Advanced Cancer
Vary Based on Perspective
Daniel Rocke, MD
Medical University of South Carolina
7:40-7:50 Radiographic Characterization of the Lateral
Skull Base in Patients with Spontaneous CSF
Otorrhea
Shawn M. Stevens, MD
7:50-8:00 Merkel Cell Carcinoma – Unique Prognostic
Factors and Treatment Implications In the Head
and Neck: A Population-Based Analysis and a
Review of Emerging Evidence In the Literature
Valerie A. Fritsch, MD
University of NC School of Medicine
8:00-8:10 Hybrid Balloon Technique for Frontal Sinus
Surgery In the Endoscopic Treatment of CRS
In Patients with Variant Frontal Sinus Anatomy
Gitanjali M. Fleischman, MD
8:10-8:20 Imaging Characteristics of Nasoseptal Flap
Reconstruction in Endoscopic Skull Base
Surgery
Cristine N. Klatt-Cromwell, MD
8:20-8:30 Question and Answer Session
8:30 am - 9:00 am Continental Breakfast and Visit Exhibits
9:00 am - 12:30 pm Scientific Program

FRIDAY, AUGUST 2, 2013

- 9:00-9:05 Opening Remarks
William C. Giles, MD
President – SC Society of Otolaryngology
Moderator: William C. Giles, MD
9:05-9:20 Update on Vascular Malformations
Krishna G. Patel, MD
9:20-10:20 Asset Protection: Common Strategies
Kenneth B. Wingate
10:20-10:35 Coffee Break and Visit Exhibits
10:35-10:50 Current Issues and Challenges of Practice
Based Research In Head and Neck Cancer
Walter T. Lee, MD
10:50-11:05 Cronic Ear Surgery: Are We Doing It All
Wrong?
Oliver F. Adunka, MD; Craig A. Buchman, MD
11:05-11:20 Indications and Outcomes With Sialendoscopy
Trevor G. Hackman, MD
11:20 am – 11:50 am Coffee Break and Visit Exhibits
Moderator: Harold C. Pillsbury, MD
11:50-12:05 The Impact of Synechiae Formation on Long-
Term Outcomes In Chronic Rhinosinusitis
Zachery M. Soler, MD, MSc
12:05-12:20 Current Trends In Stapes Surgery
Calhoun D. Cunningham III, MD
1:00 pm Golf Tournament at Resort Club*
6:30 pm - 10:30 pm Children's Activities at the Marriott*
Dinner On Your Own

SATURDAY, AUGUST 3, 2013

- 7:00 am - 8:00 am SC Breakfast and Annual Business Meeting
7:00 am - 8:00 am NC Breakfast and Annual Business Meeting
8:00 am - 12:45 pm Registration
8:00 am - 8:30 am Continental Breakfast and Visit Exhibits
Door Prize Drawings
8:30 am - 12:45 pm Scientific Session
Moderator: William C. Giles, MD
8:30-8:45 Rhinoplasty: A Series of 50 Consecutive
Cases With Emphasis On the Nasal Valve
W. Cooper Scurry, Jr., MD
8:45-9:30 Current Issues In ENT Infections and Their
Treatment
Michael D. Poole, MD, PhD
9:30-9:45 New Traumatic Lesion In Adolescent Female
Singers
Lucinda A. Halstead, MD

*Must pre-register on attached form.

FACULTY

Timothy J. Amrhein, MD
Assistant Professor of
Neuroradiology
Medical University of SC
Charleston, SC

Michael D. Poole, MD, PhD
Clinical Professor of Surgery
Mercer University School of
Medicine
Savannah, GA

Diana L. Gardner, MBAHM, CPC
Course Mentor
Health Informatics
Western Governors University
Salt Lake City, UT

Kenneth B. Wingate
Sweeny, Wingate & Barrow, P.A.
Columbia, SC

HOST FACULTY

Oliver F. Adunka, MD
Catherine Rees Lintzenich, MD
Calhoun D. Cunningham, III, MD

Krishna G. Patel, MD, PhD
Brian W. Downs, MD
Harold C. Pillsbury, MD

Lucinda A. Halstead, BA, MS, MD
W. Cooper Scurry, Jr., MD
Trevor G. Hackman, MD

Zachery M. Soler, MD, MSc
Walter T. Lee, MD

Learning Objectives

Under each topic is an objective that each attendee should be able to achieve at the end of the specific presentation.

SATURDAY, AUGUST 3, 2013

| | |
|---------------------|--|
| 9:45-10:00 | Proton Pump Inhibitors: What the Otolaryngologist Needs to Know Catherine Rees Lintzenich, MD |
| 10:00 am - 10:30 am | Coffee Break and Visits Exhibits Door Prize Drawings Moderator: Paul R. Lambert, MD |
| 10:30-11:15 | Sinusitis: Lapses In Reason, Ethics, and Leadership Michael D. Poole, MD, PhD |
| 11:15-12:00 | Selected Topics In Head and Neck Imaging: A Review for the Practicing Otolaryngologist Timothy J. Amrhein, MD |
| 12:00-12:15 | A Community-Based Approach to Treatment of the Nasal Valve Brian W. Downs, MD Moderator: William C. Giles, MD |
| 12:15-12:45 | How Will Obamacare Affect Your Practice – The Academic Health Care Perspective Harold C. Pillsbury, MD |
| 7:00 pm - 9:00 pm | Family Night Dinner (For physicians and their families - Casual Attire) Children's Entertainment Caricature Artist Peter Battaglioli |

SUNDAY, AUGUST 4, 2013

| | |
|--------------------|--|
| 8:30 am - 9:00 am | Breakfast |
| 9:00 am - 10:30 am | Scientific Session Moderator: William C. Giles, MD |
| 9:00-10:30 | Transition from ENT ICD-9 to ENT ICD-10 Diana L. Gardner, MBAHM, CPC |

Late Presentation of Bilateral Choanal Atresia In a Ten Year Old Child With MoyaMoya Disease

- Outline the characteristic presentation and the early management of unilateral and bilateral choanal atresia.

Pediatric Tracheocutaneous Fistulas: A New and Effective Method of Closure

- Determine the risks of tracheostomy in children and the incidence of tracheocutaneous fistulas.

Evaluation of Endoscopic Harmonic Zenker Diverticulostomy

- Identify risks associated with Zenker's diverticulostomies.

Otolaryngology Physician Medicare Resource Allocations For Patients with Advanced Cancer Vary Based On Perspective

- Describe how otolaryngology physician preferences for advanced cancer health plans vary based on their perspective.

Radiographic Characterization of the Lateral Skull Base in Patients with Spontaneous CSF Otorrhea

- Recognize the constellation of signs and symptoms suggestive of spontaneous CSF otorrhea and initiate the correct workup for definitive diagnosis and management.

Merkel Cell Carcinoma – Unique Prognostic Factors and Treatment Implications In the Head and Neck: A Population-Based Analysis and A Review of Emerging Evidence In the Literature

- Identify independent prognostic factors in head and neck Merkel cell carcinoma.

Hybrid Balloon Technique for Frontal Sinus Surgery In the Endoscopic Treatment of CRS In Patients with Variant Frontal Sinus Anatomy

- Explain frontal sinus anatomy, common anatomic variants and their management.

Imaging Characteristics of Nasoseptal Flap Reconstruction in Endoscopic Skull Base Surgery

- Demonstrate the role of vascularized nasoseptal flap reconstruction in endoscopic skull base surgery for a variety of diagnoses.

Update on Vascular Malformations

- Distinguish any new treatment protocols for vascular malformations.

Asset Protection: Common Strategies

- Develop strategies that are appropriate for them in regards to estate planning and asset protection purposes.

Current Issues and Challenges of Practice Based Research In Head and Neck Cancer

- Define principles of practice based research.

Chronic Ear Surgery: Are We Doing It All Wrong?

- Outline the pitfalls of current management strategies in patients with chronic otitis media.

Indications and Outcomes With Sialendoscopy

- Create an in-office sialendoscopy practice and identify how to make the transition.

The Impact of Synechia Formation on Long-Term Outcomes In Chronic Rhinosinusitis

- Discuss strategies for minimizing synechia formation following sinus surgery.

Current Trends in Stapes Surgery

- Outline current variations in surgical techniques used in otosclerosis surgery.

Rhinoplasty: A Series of 50 Consecutive Cases with Emphasis On the Nasal Valve

- Outline some of the subtle nuances of rhinoplasty surgical techniques which go under appreciated until beginning practice.

Current Issues In ENT Infections and Their Treatment

- Document issues in treating Haemophilus infections and improve their outcomes.

New Traumatic Lesion In Adolescent Female Singers

- Recognize the vocal characteristics of the belting technique.

Proton Pump Inhibitors: What The Otolaryngologist Needs to Know

- Describe the mechanism of action and pharmacokinetics of proton pump inhibitors.

Sinusitis: Lapses In Reason, Ethics, and Leadership

- Determine why our patients deserve a better diagnosis than "chronic sinusitis."

Selected Topics In Head and Neck Imaging: A Review for the Practicing Otolaryngologist

- Select the imaging modality most appropriate to answer their clinical question.

A Community-Based Approach to Treatment of the Nasal Valve

- Counsel patients and manage expectations before nasal valve surgery.

How Will Obamacare Affect Your Practice – The Academic Health Care Perspective

- Explain the changes in the future of health care delivery.

Transition from ENT ICD-9 to ENT ICD-10

- Compare the ICD-9 format to ICD-10 format with coverage of larger code base for specificity of ENT issues.

CME Credits

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the South Carolina Medical Association and the South Carolina Society of Otolaryngology/Head and Neck Surgery. The South Carolina Medical Association is accredited by the ACCME to provide continuing medical education for physicians.

The South Carolina Medical Association (SCMA) designates this “live activity” for a maximum of *9.75 AMA PRA Category I Credit(s)[™]*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

The 2013 South Carolina/North Carolina Societies of Otolaryngology/Head and Neck Surgery Assembly is designed for otolaryngologists.

The South Carolina Society of Otolaryngology reserves the right to modify speakers, topics, and learning objectives as needed.

The South Carolina Society of Otolaryngology will gladly assist registrants with special needs. Please make requests in writing on or before June 1, 2013.

To be compliant with the AMA’s “Physician’s Recognition Award and Credit System,¹” we require physicians to attest to the amount of time they are claiming credit – which should be commensurate with the extent of time they participate in a CME activity.

To assure compliance, we now require all physicians attending or participating in an accredited CME activity, to complete the “contact information” portion of the evaluation and, specifically, sign where indicated on the evaluation.

Without this information and signature, you will not receive a CME certificate, nor credit for attending the activity.



HEAD, NECK, THYROID AND PARATHYROID ULTRASOUND SKILLS-ORIENTED COURSE

The objective of this course is to introduce the practicing surgeon to office-based examination of the thyroid and parathyroid glands and related pathology. The distinction between normal and malignant lymphadenopathy will be emphasized with a demonstration of the comprehensive examination of lymph node basins in cervical zones I-VI. The process of ultrasound guided fine needle aspiration (FNA) of thyroid nodules and enlarged lymph nodes will be demonstrated in didactic lecture format. In addition, the hands-on skill sessions allow the surgeon to learn varied techniques of FNA phantom models. The use of patient volunteers will allow supervised hands-on experience with transverse and longitudinal ultrasound methods. Participants will be instructed in the practical details and hurdles in developing office-based ultrasound, including credentialing and coding issues.

THURSDAY, AUGUST 1, 2013

| | |
|---------------------|---|
| 7:30 am - 8:00 am | Registration and Continental Breakfast |
| 8:00 am - 8:10 am | Introductions |
| 8:10 am - 8:45 am | Scanning Techniques and Normal Head and Neck Ultrasound Anatomy |
| 8:45 am - 9:20 am | Physics and Principles of Head and Neck Ultrasound |
| 9:20 am - 9:45 am | Break |
| 9:45 am - 10:30 am | Interventional Head and Neck Ultrasound |
| 10:30 am - 11:15 am | Interpretation of Thyroid and Parathyroid Ultrasound |
| 11:15 am - 12:00 pm | Office Based Ultrasound: "Getting Started" |
| 12:00 pm - 12:30 pm | General Head and Neck Interpretation |
| 12:30 pm - 1:15 pm | Box Lunch |
| 1:15 pm - 4:30 pm | Hands-on Skills Station Modules |
| 4:30 pm - 4:45 pm | Submit Skills Station Report Cards and Evaluations |
| 4:45 pm | Course Adjourns |

PREREQUISITE

Registrants must purchase and complete the CD-ROM course, "Ultrasound for Surgeons: The Basic Course." The CD-ROM is available to purchase online at www.facs.org or over the phone at (866)475-4696. Please Note: Advance registration is required for this course and space is limited. Please register as far in advance as possible to guarantee your seat. Registration will close July 15, 2013.



REFUND POLICY

Cancellations received in writing by July 1, 2013 will be refunded less \$25 administrative fee.

ACS COURSE ACCREDITATION

The American College of Surgeons is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

CME CREDIT

The American College of Surgeons designates this educational activity for a maximum of 11* AMA PRA CATEGORY 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

*4 credits for CD-ROM prerequisite course
7 credits for the live course.

TARGET AUDIENCE

The target audience for the course is practicing surgeons and residents-in-training.

OBJECTIVES

After completion of the course, the surgeon should be able to:

- Select appropriate equipment for head/neck ultrasound.
- Summarize general physics and principles of head/neck ultrasound.
- Adjust ultrasound settings for head/neck ultrasound.
- Describe the indications and goals for diagnostic head/neck ultrasound.
- Describe the various positions of the patient, the examiner, and the ultrasound equipment for optimal performance of a diagnostic head/neck ultrasound.
- Demonstrate the technique for performance of a diagnostic head/neck ultrasound.
- Recognize the normal sonographic anatomy of the head/neck.
- List and define the characteristics used to classify sonographically detected head/neck lesions as pathologic and/or benign versus malignant.
- Identify ultrasonographically detectable pathologies of the head/neck.
- Categorize head/neck masses according to the sonographically detected characteristics.
- Describe the equipment required for performing interventional hand/neck ultrasound procedures.
- Describe the various positions of the patient used to perform interventional head/neck ultrasound procedures.
- Describe the indications for ultrasound-guided FNA biopsy of head/neck lesions.
- Describe the risks of interventional head/neck ultrasound procedures and measures to help avoid those risks.
- Demonstrate satisfactory performance of an ultrasound-guided FNA biopsy using a phantom model.
- Describe the procedure so that a patient can be fully informed about the risks and alternatives.

ULTRASOUND FACULTY

Robert Sofferman, MD
Boyd Gillespie, MD
Joshua Hornig, MD
Melanie Seybt, MD

Myrtle Beach, SC

HOTEL INFORMATION

Marriott Resort at Grande Dunes
8400 Costa Verde Drive
Myrtle Beach, SC

Room reservations should be made directly with the Marriott Resort at 800-228-9290
www.myrtlebeachmarriott.com
Group Code: soosooa
Group Rate: \$199/night-single/double
Resort Fee: Will be waived on-site if booked under our group.

There are a limited number of rooms held in our block so make your reservations early. Any rooms left will be released on July 1, 2013.

Marriott's OceanWatch Villas at Grande Dunes
8500 Costa Verde Drive
(next door to the Marriott Resort)
Two Bedroom Villas (sleeps up to 8)
800-845-5279 for rates

HIBISCUS SPA

Guest attending the South Carolina/North Carolina Societies of Otolaryngology Annual Meeting will be given a 20% discount at the Hibiscus Spa services over the conference dates. To make spa reservations please call 843-692-3730 and reference "SC/NC Societies of Otolaryngology."

GOLF TOURNAMENT

The golf tournament will be held at the Resort Club at Grande Dunes on Friday, August 2 beginning at 1:00 p.m. There will be a \$75 fee that will include the green fee and cart. If you wish to play in the tournament, please complete the information on the attached registration form or you can register on site. There are a limited number of tee times reserved.

CHILDREN'S ACTIVITY

Kids (infant up to 12 years old) can enjoy crafts, games and dinner at the Marriott. Please pre-register on the attached form and be sure to include the ages of children.



Registration Form

SOUTH AND NORTH CAROLINA OTOLARYNGOLOGY/HEAD AND NECK SURGERY 2013 ANNUAL MEETING AUGUST 1-4, 2013

AMERICAN COLLEGE OF SURGEONS HEAD, NECK, THYROID AND PARATHYROID ULTRASOUND SKILLS-ORIENTED COURSE AUGUST 1, 2013

ATTENDEE INFORMATION

Full Name

Nick Name for Badge

Address

City, State Zip

Phone

Email

Spouse/Guest Name

SC/NC MEETING REGISTRATION - AUGUST 1-4, 2013

- | | |
|--------------------------------|----------------------------|
| <input type="checkbox"/> \$295 | Member |
| <input type="checkbox"/> \$495 | Non-Member |
| <input type="checkbox"/> \$150 | Resident |
| <input type="checkbox"/> \$0 | Student |
| <input type="checkbox"/> \$125 | Allied Health Professional |

I PLAN TO ATTEND

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> \$0 | Thursday Welcome Reception ____ Number Attending |
| <input type="checkbox"/> \$75 | Friday Golf Tournament (Includes Green Fee & Cart) ____ Handicap |
| <input type="checkbox"/> \$15/Child | Friday Children's Activity Ages: Infant - 12 Years Old ____ Number Attending _____ Ages |
| <input type="checkbox"/> \$0 | Saturday Family Night Dinner ____ Number Adults Attending ____ Number Children Attending _____ Ages |
| <input type="checkbox"/> \$0 | Sunday Breakfast/Scientific Program ____ I will attend. ____ I will not attend. |

TOTAL ENCLOSED

ACS COURSE REGISTRATION - AUGUST 1, 2013

- | | |
|----------------------------------|--------------------------|
| <input type="checkbox"/> \$1,250 | Course Registration Fee* |
|----------------------------------|--------------------------|

*Registration fee does not include CD-ROM prerequisite. Please see course description for more information.

- | | |
|--|------------|
| <input type="checkbox"/> Yes <input type="checkbox"/> No | ACS Member |
|--|------------|

ACS Member Number

\$

Payment Information: Make check payable to South Carolina Society of Otolaryngology (Sorry we do not accept credit cards.)

Mail Registration to:
South Carolina Society of Otolaryngology
Attention: Ms. Debbie Shealy
PO Box 11188
Columbia, SC 29211

Cancellation Policy:
Registration fee, less \$25, will be refunded if written notice of cancellation is received by July 1, 2013.

SC OTOLARYNGOLOGY/HEAD AND NECK SURGERY
P.O. BOX 11188 | COLUMBIA, SC 29211

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AUGUST 1-4, 2013

AMERICAN COLLEGE OF SURGEONS HEAD, NECK, THYROID AND PARATHYROID ULTRASOUND SKILLS-ORIENTED COURSE

AUGUST 1, 2013



Myrtle Beach, SC

MARRIOTT RESORT & SPA AT GRANDE DUNES

Register Now!

**BOOK YOUR ROOM
TODAY!**

Room reservations should be
made directly with the
Marriott Resort
800-228-9290
www.myrtlebeachmarriott.com

Group Code:
soosooa

Group Rate:
\$199/night-single/double

Resort Fee:
Will be waived on-site if booked
under our group.

There are a limited number
of rooms held in our block so
make your reservations early.
Any rooms left will be released
on July 1, 2013.