



Albert L. Merati, MD
AAO-HNS/F 2018/2019 President



James C. Denny III, MD
AAO-HNS/F EVP/CEO

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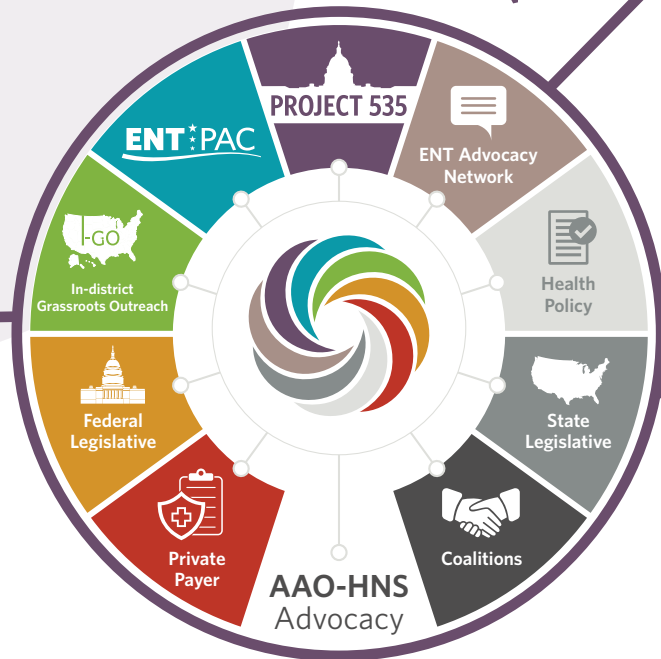
ADVOCACY



50+
EVENTS

STRENGTHENED

the specialty's political voice by attending more than **50 events with Members of Congress** via ENT PAC, the AAO-HNS political action committee



7+
TOPICS

COLLABORATED

with national, regional, and local insurers seeking **positive coverage changes to policies relating to 7+ topics** listed below



NEARLY 170

PARTNERED

with nearly **170 physician volunteers**, via the State Tracker network, to review more than **2,145 state legislative and regulatory proposals** impacting the specialty

2019 ACHIEVEMENTS

- Continued the fight on Capitol Hill to halt inappropriate federal scope of practice expansions and advocated for our members and their patients on the critical issues of surprise out-of-network billing and prior authorization reforms in the Medicare Advantage program
- Opposed CMS proposal in the 2020 Physician Fee Schedule on the value of E/M codes in the global surgery package that would negatively impact otolaryngology practices
- Successfully argued for the retention of intellectual property rights of performance measures in the MIPS system
- Collaborated with national, regional, and local insurers seeking positive coverage changes to policies relating to:
 - Surgical treatment of snoring and obstructive sleep apnea syndrome
 - Balloon dilation of the eustachian tube
 - Functional endoscopic sinus surgery
 - Balloon sinus ostial dilation
 - Modifier -25 payment denials
 - Denials related to reporting E/M codes with other procedures
 - Postoperative sinus endoscopy
- Worked with CPT team and other Academy leaders on creation of new CPT codes, effective in January 2021, for:
 - Absorbable Nasal Implant Repair
 - Dilation of Eustachian Tube
- Worked with state advocates to halt legislation that would be harmful to patients including:
 - **Florida SB 572**: hearing aid bill that did not include otolaryngologists for a medical diagnosis and services to children with hearing loss
 - **Hawaii SB 1243/HB 678**: bills that would have defined an audiologist as a professional who “diagnoses and treats hearing and balance functions”
 - **California AB 780**: a bill that would have allowed hearing aid dispensers to perform the advanced services of “tympanometry” and “cerumen management” without adequate education and training
- Launched a one-click politics campaign, using the AAO-HNS advocacy network to communicate with Members of Congress regarding the Academy’s opposition to the “Medicare Audiologist Access and Services Act” (H.R. 4056/S. 2446)

RESEARCH & QUALITY



2019 ACHIEVEMENTS

REG-ENT

- Grew participation to 3,000 clinicians from 500 practices
- Reached volumes of approximately six million unique patients and 20 million patient visits
- Conducted 16 academic medical centers visits, with three new institutions in the process of onboarding and five institutions fully integrated
- Increased number of clinicians who reported Merit-based Incentive Payment System (MIPS) via Reg-ent
 - Over 1,100 clinicians in 2018, up from 700 in 2017 and 120 in Reg-ent's first year
 - 78 practices and 107 individuals had MIPS scores at or exceeding 70 points and received exceptional performance bonuses

CORE GRANTS

- Reviewed 155 grant applications, with 35 CORE grants awarded for meeting meritorious scoring
- Funded over \$500,000 in CORE grant awards, supported by AAO-HNSF and specialty societies

CLINICAL PRACTICE GUIDELINES (CPG) AND CLINICAL CONSENSUS STATEMENTS (CCS)

- Published the following CPGs and CCS:
 - **CPG:** Tonsillectomy in Children (*Update*) – FEBRUARY 2019
 - **CPG:** Sudden Hearing Loss (*Update*) – AUGUST 2019
 - **CCS:** Balloon Dilation of the Eustachian Tube – JUNE 2019
- Prepared the following CPGs and CCS for publication:
 - **CPG:** Nosebleed (Epistaxis) – TENTATIVE JANUARY 2020
 - **CPG:** Ménière's Disease – TENTATIVE FEBRUARY 2020
 - **CCS:** Ankyloglossia – TENTATIVE MARCH 2020
- Began work on the following CPGs and CCS:
 - **CPG:** Opioid Prescribing for Analgesia after Common Otolaryngology Operations
 - **CPG:** Tympanostomy Tubes in Children (*Update*)
 - **CCS:** Drug-Induced Sleep Endoscopy

QUALITY MEASURES

- Managed development of three measures manuscripts and the quality measure development manual (in final stages for publication)

GLOBAL EDUCATION, MEETINGS, & STRATEGIC PARTNERSHIPS



2019 ACHIEVEMENTS

CORPORATE DEVELOPMENT

- Launched the new Corporate Champions Program, allowing industry partners to engage throughout the year and align more closely with the Academy's mission
- Expanded the successful CPOP course, allowing for the content to be licensed by providers
- Began visits to industry partners, forming closer relationships and creating strategic plans for the upcoming year for how they will engage with members

AAO-HNSF 2019 ANNUAL MEETING & OTO EXPERIENCE

- Provided education and opportunities for the global otolaryngology community to network and examine the latest otolaryngology equipment and solutions
- Introduced late-breaking scientific oral abstract presentation to the 2019 Annual Meeting education program
- Debuted the Young Physicians Pavilions, providing opportunities for residents and young physicians to receive mentorship from thought-leaders
- Revamped the Annual Meeting sponsorship offerings to include advertising within the *Bulletin* and *Meeting Daily*

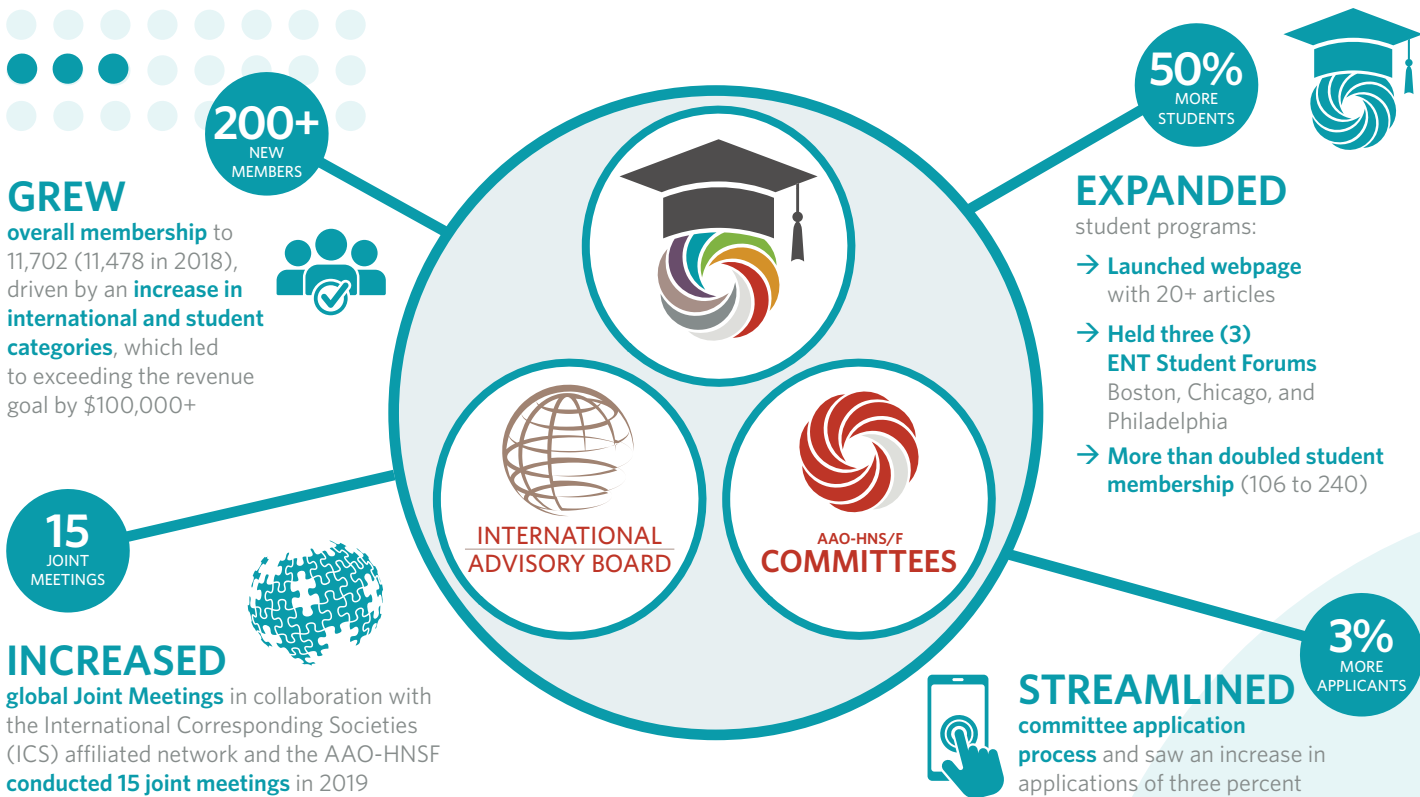
STAKEHOLDER MEETINGS

- Expanded the AAO-HNSF/F meetings portfolio by partnering with the Society of Physician Assistants in Otorhinolaryngology to provide education program support and logistical management of the 2019 ENT for the PA-C Conference
- Submitted winning bid to host the 38th Pan-American ORL Congress to be held in Orlando, FL, in 2022

GLOBAL EDUCATION

- Officially retired Home Study Course, while creating **FLEX**, our new intermodal education offering debuting in 2020
- Released the 4th Edition of the AAO-HNSF *Primary Care Otolaryngology* eBook that includes a new chapter on sleep medicine.
- Provided ongoing support to physicians' lifelong participation in meaningful and practice-relevant learning activities through collaborative initiatives among AAO-HNSF, ABOHNS, and ACCME (www.entnet.org/moc)
- Grew Member+ to 2,545 subscribers

MEMBERSHIP & GLOBAL AFFAIRS



2019 ACHIEVEMENTS

- Launched new member welcome series based on member segment and practice location, anchored by welcome videos and links to important member benefits information
- Enhanced onboarding experience and debuted committee chair orientation at the Annual Meeting with 50 participants
- Awarded over \$60,000 in grants to residents, young physicians, and students
- Created new format for the International e-Newsletter bringing greater focus on education resources
- Held election for chair-elect of the International Advisory Board (IAB) at the General Assembly in New Orleans, LA;
 - Karl Hoermann, MD, (Germany) will serve a one-year term as Chair-Elect and become IAB Chair following the AAO-HNSF 2020 Annual Meeting & OTO Experience
- Developed a Volunteer Faculty Database of U.S.-based members to support scientific program, panels, and presentations at Joint Meetings around the globe
- Sponsored “Negotiation Strategies for Women” workshop at the AAO-HNSF 2019 Annual Meeting & OTO Experience



BOARD OF GOVERNORS

Updated Bylaws to provide private practice physicians equal opportunity to hold leadership positions

Launched interactive BOG State Society Contacts Map



SECTION FOR RESIDENTS AND FELLOWS-IN-TRAINING

Launched new physician contract review member benefit program
www.entnet.org/negotiate

Launched new education webinar series, a collaboration between SRF and WIO



WOMEN IN OTOLARYNGOLOGY

Launched the WIO2.0 Initiatives Campaign, a yearlong fundraising campaign for the WIO Endowment’s efforts to provide a perpetual source of funding for projects that champion important issues for all women in otolaryngology
www.entnet.org/give2wio

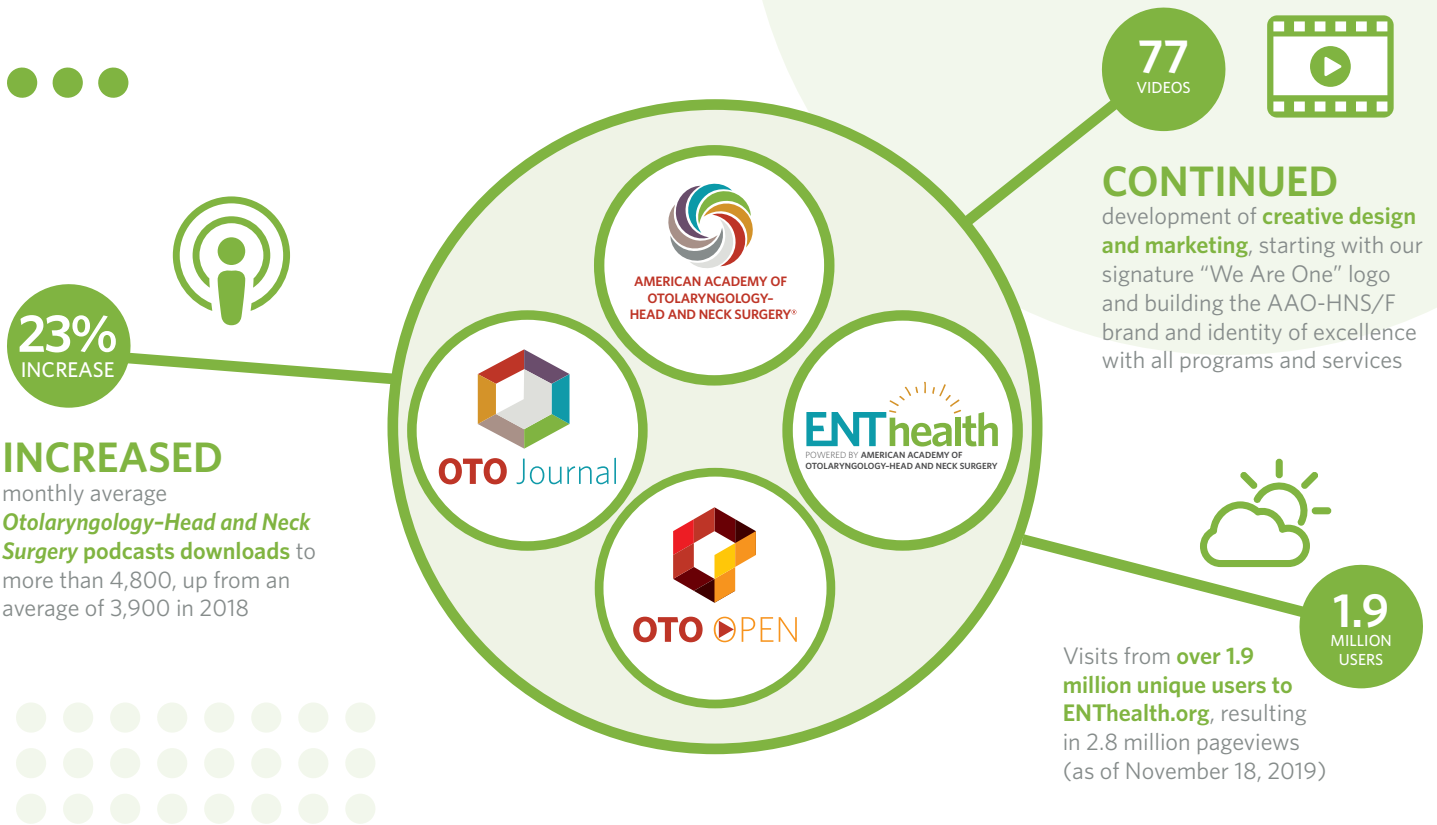


YOUNG PHYSICIANS SECTION

Launched a new web-based resource page specifically for young physicians www.entnet.org/content/yyps-resources

Established Communications, Engagement, and Practice Management Work Groups focusing on new initiatives

COMMUNICATIONS



2019 ACHIEVEMENTS

ENTHEALTH.ORG

- **ENThealth.org** received a Grand Award in the APEX 2019 Awards for Publication Excellence Competition. AAO-HNS members provide clinical contributions and oversight for the site developed by Communications and Information Technology

MARKETING

- Grew ENTConnect audience significantly this year with new users up 25 percent (978 first-time logins)
- Produced 77 total videos, increasing YouTube views by more than 60 percent (44,200+ views)
- Launched two new digital marketing platforms:
 - Dynamic new email platform for more efficient and effective email communications, featuring automation capabilities
 - Inbound lead generation platform for membership, product sales, and event registration acquisition

PUBLICATIONS

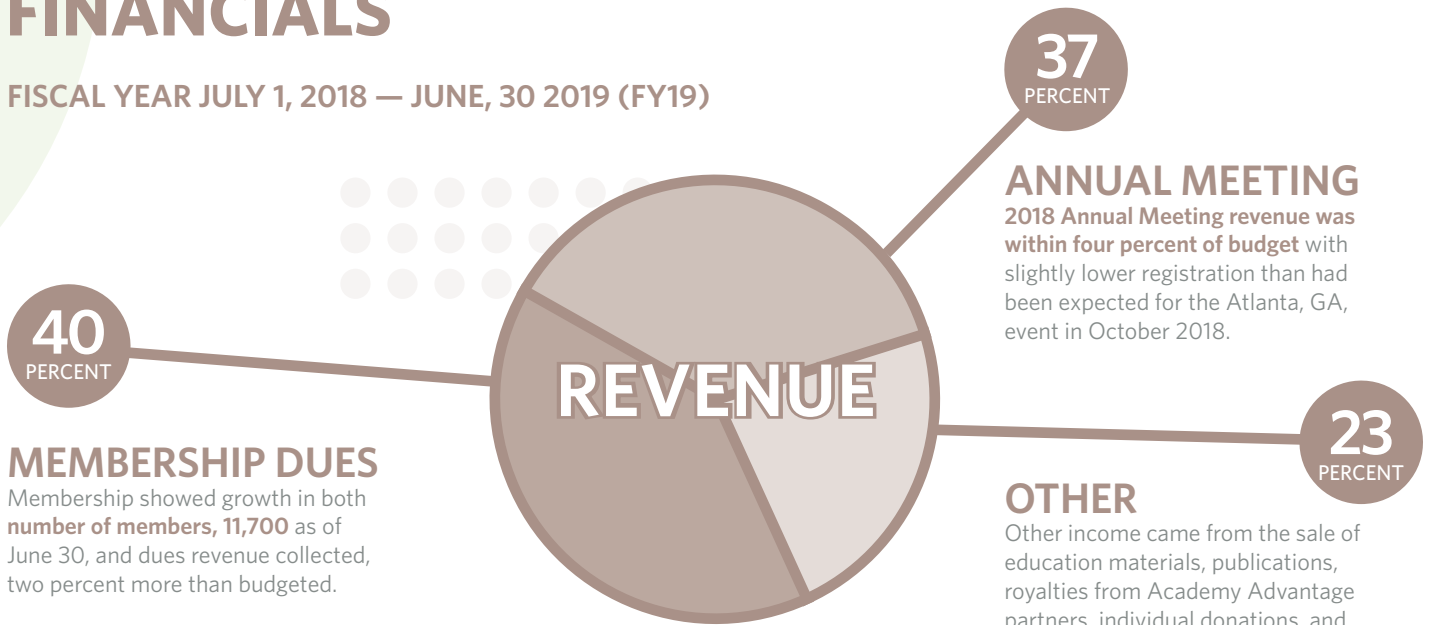
- Coordinated *Otolaryngology-Head and Neck Surgery* Resident Reviewer Development Program with the largest class to date in 2019, including the first international participant

MEDIA AND PUBLIC RELATIONS

- Facilitated media inquiries for multiple articles in *Consumer Reports*, *U.S. News and World Reports*, *Today.com*, *Prevention*, *Health.com*, and others
- Secured a regularly-scheduled appearance by James C. Denneny III, MD, EVP/CEO, on Sirius XM Doctor Radio program to discuss information relevant to the ENT patient and those in the public interested in otolaryngology-head and neck surgery
- Developed education and outreach materials, including social media graphics and messaging and articles in the *Bulletin*, for the following health observances:
 - Kids ENT Health Month
 - World Hearing Day
 - Sleep Awareness Week
 - World Voice Day
 - Oral Head and Neck Cancer Awareness Week
 - Better Hearing and Speech Month
 - National Dysphagia Awareness Month
 - Kids Safe Holiday

FINANCIALS

FISCAL YEAR JULY 1, 2018 — JUNE, 30 2019 (FY19)



MEMBERSHIP DUES

Membership showed growth in both **number of members, 11,700** as of June 30, and dues revenue collected, two percent more than budgeted.

ANNUAL MEETING

2018 Annual Meeting revenue was **within four percent of budget** with slightly lower registration than had been expected for the Atlanta, GA, event in October 2018.

OTHER

Other income came from the sale of education materials, publications, royalties from Academy Advantage partners, individual donations, and Reg-entSM fees.

DEVELOPMENT BY THE NUMBERS

- **\$168,000**
in contributions to the **Annual Fund**
- **\$32,000**
in contributions to donor restricted funds
- **\$50,000**
in contributions to **Hal Foster Endowment** funds
- **\$220,000**
in endowment investment earnings
- **30 NEW**
Millennium Society Donors
- **2 NEW LIFETIME**
Millennium Society Donors
→ Cecelia E. Schmalbach, MD
→ Eric P. Wilkinson, MD

In total, approximately \$2.7M will be added to Net Asset Reserves for the fiscal year ended June 30, 2019 (FY19), of which approximately \$1.7M is from operations and \$1M is from investment activity. Revenues closely matched what had been budgeted varying by less than two percent overall. Expense savings of 12 percent account for the addition to reserves from operations.

Expenses were below budget, with the most significant savings coming from salaries and benefits, accounting for 32 percent of the positive addition to reserves. The expense savings realized in FY19 resulted from cost/benefit decisions about spending, timing of initiatives, and expense management across all areas.

Non-operating investment and other activity provided an addition to reserves of almost \$1M. During the fiscal year, with the support of the Finance and Investment Subcommittee (FISC) and approval of the Boards of Directors, reserves which had been held in cash were moved out of cash and added to the managed investment portfolio. These reserves are now invested in a new operating reserves portfolio, with the goal to generate returns to keep pace with inflation, or, added to the long-term portfolio, invested to generate long-term value for sustainability of

the organization. As part of this cash re-allocation, the FISC directed that cash maintained in operating checking accounts be approximately, on average, 25 percent of budgeted operating expenses.

As of June 30, 2019, net asset reserves without donor restrictions were \$27.1M. In addition, net asset reserves with donor restrictions totaled \$7M of which \$5.8M are Hal Foster, MD Endowment funds.

For a copy of the independent audit of AAO-HNS/F's FY19 financial statements contact CHanlon@entnet.org. In May 2019, the Boards of Directors approved a balanced fiscal year 2020 (FY20) budget with revenue and expenses both equal to \$19.4M. This is a larger budget than the prior year due to the increase in Reg-ent technology costs that are budgeted to be funded from board designated reserves. The FY20 budget is at a break-even amount. Any savings will be added to reserves but are not planned.

Finding ways to maximize resources and build in efficiencies has been, and continues to be, a focus of budget management. The budgeting process is integrated with the AAO-HNS/F strategic plan and involves the efforts of elected leadership, the Boards of Directors, Executive Committee, and the FISC.

FINANCIALS



Unaudited (Rounded) Consolidated Statement of Revenue and Expenses
For the 12 Months Ended June 30, 2019

| Description | BUDGET FY19 | % | ACTUAL FY19 | % | BUDGET FY20 | % |
|---|----------------------|-------------|----------------------|-------------|----------------------|-------------|
| REVENUE AND SUPPORT | | | | | | |
| Membership Dues | \$ 6,925,000 | 38% | \$ 7,032,000 | 40% | \$ 6,925,000 | 36% |
| Annual Meeting Revenues | 6,850,000 | 38% | 6,605,000 | 37% | 6,741,000 | 35% |
| Education and Other Product Sales | 1,714,000 | 10% | 1,810,000 | 10% | 1,858,000 | 10% |
| Publication Revenues and Other Royalties | 1,717,000 | 10% | 1,766,000 | 10% | 1,756,000 | 9% |
| Annual Fund | 150,000 | 1% | 168,000 | 1% | 150,000 | 1% |
| Other Revenue | 44,000 | > 1% | 112,000 | 1% | 45,000 | 1% |
| <i>Subtotal</i> | 17,400,000 | 97% | 17,493,000 | 99% | 17,475,000 | 90% |
| Use of Donor Restricted Net Assets | 188,000 | 1% | 194,000 | 1% | 258,000 | 1% |
| Use of Board Designated Net Assets | 440,000 | 2% | - | 0% | 1,700,000 | 9% |
| Total Revenue and Support | \$ 18,028,000 | 100% | \$ 17,687,000 | 100% | \$ 19,433,000 | 100% |
| OPERATING EXPENSES | | | | | | |
| Salaries and Benefits | \$ 9,325,000 | 52% | \$ 8,462,000 | 53% | \$ 9,125,000 | 47% |
| Occupancy | 1,060,000 | 6% | 1,124,000 | 7% | 1,003,000 | 5% |
| Other Operating Expenses | 2,235,000 | 12% | 1,756,000 | 11% | 2,262,000 | 11% |
| Annual Meeting Costs | 2,298,000 | 13% | 2,445,000 | 15% | 2,671,000 | 11% |
| Consultants & Professional Fees | 2,243,000 | 12% | 1,794,000 | 11% | 3,450,000 | 20% |
| Grants | 417,000 | 2% | 377,000 | 2% | 472,000 | 2% |
| Contingency Expense | 450,000 | 2% | - | 0% | 450,000 | 2% |
| Total Expenses | \$ 18,028,000 | 100% | \$ 15,958,000 | 100% | \$ 19,433,000 | 100% |
| Revenue and Support in Excess of Expenses | \$ - | | \$ 1,729,000 | | \$ - | |
| Net Investment Activity | | | \$973,000 | | | |
| Increase in Net Assets without Donor Restriction | | | \$2,702,000 | | | |



TECHNOLOGY WORKING FOR OUR MEMBERS



The Information Technology team supports the AAO-HNS/F programs and services across the board by providing the latest technology, focusing on user-friendly experiences for members, coupled with advances related to collaboration and security.

MEMBER BENEFITS PROVIDING VALUE THROUGH TECHNOLOGY INCLUDE:

- Disclosure Form, revised and simplified
- Annual Meeting CMEs automatically imported into AcademyU[®] transcripts
- BOG interactive map
- ENThealth+ online purchases and distribution
- **ENThealth.org** Find an ENT
- Website support for **entnet.org**, **ENThealth.org**, **otosource.org** and others
- Streamlined committee application process
- WIO2.0 online donations



Recognizing 33-, 32- and 31- year members

In August, the Academy launched a program to celebrate our new lifetime and 30-year members. Since then and over the next several months, we will recognize those with over 30 years of membership.

On behalf of the Board of Directors, we thank the following physicians for 33, 32 and 31 years of continuous membership and their invaluable contributions to the Academy and our specialty.

33 year

Ali M Agha, MD
 Paul Alberti, MD
 Bruno I. Aploks, MD
 Max M. April, MD
 Richard L. Arden, MD
 David J. Aroesty, MD
 Moises A. Arriaga, MD, MBA
 H. Alexander Arts, MD
 David I. Astrachan, MD
 Jeffrey L. Barber, MD
 Monty R. Barker, MD
 John F. Barrord, MD

Michael S. Benninger, MD
 Drupad Bhatt, MD
 R Kirk Bohigian, MD
 James H. Boyd, MD
 David Brown, MD
 Stephen Brownlee, MD
 Daniel E. Bruegger, MD
 Harry Cantrell, MD
 Donald P. Carter, MD
 David Cheng, MD
 Sukgi S. Choi, MD
 Joedy L. Daristotle, MD
 Michael A. De Vito, MD

Robert L. Deitch, MD
 Francis A. DeRito, MD
 Ellen S. Deutsch, MD
 Joel O. D'Hue, MD
 Clark B. Dickson, MD
 Thomas F. Dowling, MD
 Dean A. Drezner, MD
 Stephen V. Early, MD
 Kenneth H. Einhorn, MD
 Wayne B. Eisman, MD
 David A. Evans, MD
 Isabel Feinstein, MD
 James A. Fernandez, MD
 Rick Fox, MD
 James R. Fritz, MD
 Timoteo R. Gabriel, Jr., MD
 John T. Gallagher, MD
 Richard S. Galos, MD, PhD
 Robert M. Gargano, MD
 James R. Gaul, MD
 Scott H. Goldberg, MD
 Andrew N. Goldberg, MD, MSCE
 Lindsay I. Golden, MD
 Elliot Goldofsky, MD
 Rodolfo Diaz Gonzalez, MD
 Christina S. Gwozdz, MD
 Joseph Haddad, Jr., MD

Charles Harper, MD
 Everett T. Hart, MD
 Thomas E. Havas, FRCS, FRACS
 David L. Hilton, MD
 Laurence Ho, MD
 Charles D. Holland, Jr., MD
 Robert J. Hughes, MD
 Cornelius J. Jansen III, MD
 Dwight T. Jones, MD
 Jan L. Kasperbauer, MD
 Thomas J. Ketterer, MD
 Stephen M. Killingsworth, MD
 G. Robert Kletzker, MD
 Alan Kominsky, MD
 Richard D. Kopke, MD
 William I. Kuhel, MD
 William Laskowski, MD
 Ronald W. Li, MD
 Jay Luft, MD
 Charles K. Lutz, MD
 J. Gerard MacDonald, MD
 John P. Maddalozzo, MD
 Zeyad Z. Mahasin, MBBS, FRCSC
 Barbara N. Malone, MD
 Laurie E. Markowitz Spence, MD
 Arlene H. Markowitz, MD
 Michael P. Martin, MD

Becky L. McGraw-Wall, MD
 Rae A. McIntee, MD, DDS, MBA
 Michael J. McKenna, MD
 Peter B. McKernan, MD, DDS
 Robert L. Mellor, MD
 Scott R. Messenger, MD
 James D. Miner, MD
 Craig S. Murakami, MD
 Lynn C. Murphy, MD
 Terrence P. Murphy, MD
 Steven L. Neal, MD, PC
 Danny Neal, MD
 Pamela J. Nicklaus, MD
 Thomas Nielsen, MD
 David E. Nissan, MD
 Michael S. Nosanow, MD
 Steven J. Pearlman, MD
 Frederick S. B. Rayne, MD
 Seth A. Reiner, MD
 Jose A. Rivas, MD
 Raymond P. Rock, MD
 Lynn Roh, MD
 Seth I. Rosenberg, MD
 John J. Saad, MD
 Wassim Salamoun, MD
 Perry M. Santos, MD, MS
 Diego Saporta, MD

J. R. Sarpa, MD
 David G. Schall, MD, MPH
 Jonathan L. Schmidt, MD
 J. R. Schnitman, MD
 Jeffrey P. Schonberg, MD
 Richard Carlton Schultz, Jr., MD
 Barbara A. Schultz, MD
 Michael S. Schwartz, MD
 Robert J. Sciacca, MD
 Steven G. Shimotakahara, MD
 Eric J. Simko, MD
 Jagdev Singh, MD
 Marshall E. Smith, MD
 Charles Souliere, Jr., MD
 Neil M. Sperling, MD
 Samuel Edward Sprehe, MD
 Arsen Stegnajic, MD
 David Wayne Stein, MD
 Joseph R. Steiniger, MD
 David W. Stepnick, MD
 Jordan C. Stern, MD
 J. Pablo Stolovitzky, MD
 Jason B. Surow, MD
 Michael Tedford, MD
 James R. Thomsen, MD
 Dean M. Toriumi, MD
 Austin I. Trinidad, MD, ChB, FRCS