



## Mark your calendar

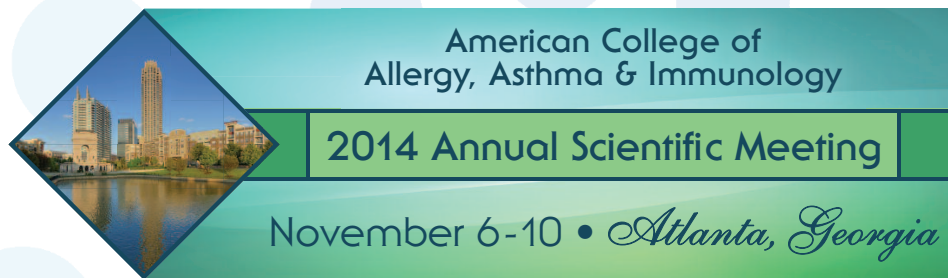
Between seeing patients, vacations and just trying to spend a little time in the warm weather, summer can be a busy time. Be sure to mark your calendar now for important Annual Scientific Meeting deadlines.

Save the dates for:

- August – Registration opens
- August 29 – Deadline to sponsor FIT Travel Grant
- October 13 – Last chance to submit to Alliance Photography Competition
- October 20 – Advanced registration closes

## Grammy winning artist, Al Jarreau, headlines Fundraising Dinner

Seven time Grammy winner and recording artist, Al Jarreau, will perform during the ACAAI Fundraising Dinner on Nov. 9 in Atlanta. See page 11 for more information.



## Solve the challenges facing your practice

*Learn from leading experts how to hurdle obstacles while keeping your patients first.*

Are you seeing increasing numbers of patients with hives or other skin complaints? Do you treat asthmatics who may also have chronic obstructive lung disease? Are you dealing with new challenges in the treatment of an aging population? Now, more than ever, the practicing allergist is faced with many challenges. You can overcome these and many others by networking with your colleagues, and attending workshops and sessions geared toward patient-focused care, all of which will be taking place during the 2014 Annual Scientific Meeting, November 6-10 in Atlanta, titled *Faces and Facets of Allergy & Immunology*.

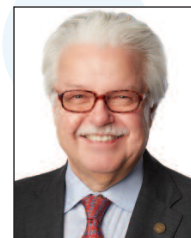
“From new treatment options, to the demand to implement new technologies, we should be making changes within our practices while learning to adapt in this new environment,” said **James Sublett**, MD, FAAAAI, president-elect and program chair. “In these changing times we need to think ‘what would Béla do?’ As Béla Schick said, we will put the patients first, second, third, fourth and fifth, then maybe the sci-

ence. We must first focus on the needs of our patients. Science, research and technology serve to support improving patient services and care.

“As we implement new strategies the most important question to ask is ‘does it improve patient care?’ It’s crucial we stick to our values and keep our patients first as we face the many changes in health care delivery. But what happens when patient care is part of the change? During this year’s Annual Scientific Meeting we will learn valuable lessons to apply to our practices that will set us up for success, due to the way we treat and connect with patients,” he said.

This year’s meeting will be structured to the unique challenges allergists/immunologists are facing, with sessions that will focus on improving patient care, including:

- COPD and Asthma



Dr. Sublett



Dr. Foggs

# ACAAI helps lead you into the future with advocacy campaigns

From the Affordable Care Act to EHR Meaningful Use, the allergist specialty continues to face challenging times with mounting pressures. During this time, it is important local and national legislators are aware of the issues impacting the practicing allergist. Recently, the College, in partnership with JCAAI and the Asthma and Allergy Network, Mothers of Asthmatics (AANMA), was sure your voice was heard on Capitol Hill.



The College, in partnership with JCAAI and AANMA, met with key health policy leaders in Washington.

On May 7-8, 2014, the Strike Force, consisting of **Daniel Ein**, MD, FAAAAI, **Stanley Fineman**, MD, FAAAAI, **Stephen Imbeau**, MD, FAAAAI, **Bobby Lanier**, MD, FAAAAI, **Kathleen May**, MD, FAAAAI, **Allen Meadows**, MD, FAAAAI, **James Sublett**, MD, FAAAAI and myself met with key health policy leaders in

Washington. **Talal Nsouli**, MD, FAAAAI a local Washington, D.C. allergist, also participated in our activities on Capitol Hill.

We made these leaders aware of the escalating prevalence of allergic disorders, asthma, COPD and autoimmune diseases. Many of them were unaware of the latest statistics regarding these disease states and did not understand the important role of the allergists/immunologists in managing these medical disorders. Many also were unaware of the challenges that we face in this rapidly evolving health care system.

The Task Force addressed a variety of topics, including:

- The growing problem of GME funding
- Narrowing networks and its negative impacts
- The dangers of making asthma medications available over-the-counter
- Support for the CDC's National Asthma Control Program
- The difficulties with electronic medical records in small practices
- Negative ICD-10 implications

While the College lobbies to represent allergists every year, according to ACAAI Executive Medical Director, **Bobby Lanier**, MD, FAAAAI, the real business in Washington comes after the initial meetings.

"Many of us actually know the lawmakers as people," he said. "The relationships go



From left to right: Dr. Stephen Imbeau, Georgia Congressman Tom Price, Dr. Allen Meadows and Dr. Stanley Fineman

back 20 to 30 years for some of us. Those relationships mean they will tell us the truth, including the need to adapt to this tsunami of changes because they won't disappear. We need to make the required changes and adapt as best we can. Adaption is key to survival."

## Making your voice heard locally

Keeping in tune with local government proceedings is also an essential focus for allergists and the College. Speaker of the ACAAI House of Delegates, **Kathleen May**, MD, FAAAAI, knows first-hand how critical keeping abreast of pending local legislation can be. Recently, a sterile compounding law passed in her home state of Maryland which did not include allergists from being exempt. We worked diligently to have an

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## ACAAI American College of Allergy, Asthma & Immunology

ACAAI News is published by the American College of Allergy, Asthma & Immunology (ACAAI), 85 W. Algonquin Road, Suite 550, Arlington Heights, IL, 60005; telephone (847) 427-1200; fax (847) 427-1294; email [info@acaai.org](mailto:info@acaai.org); website [www.acaai.org](http://www.acaai.org).

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Connect with us on      at [acaai.org](http://acaai.org)

# Certification/Maintenance of Certification Board Review Course Recap

The 2014 ACAAI/AAAAI Certification/Maintenance of Certification Board Review Course, managed by ACAAI, was sold out weeks before it took place in late April. More than 460 allergists attended this intensive course.



hypersensitivity disorders,” said **David Khan, MD, FAAAAI** co-chair of the Planning Committee/Joint Board Review Task Force. “The speakers were uniformly excellent and well-prepared with detailed handouts, and the course ran on schedule.”

As noted in the syllabus, this course was designed to enable participants to identify, evaluate and manage current concerns and issues

“The course was a very comprehensive review of updated information on a variety of topics ranging from basic immunology to clinical

of allergic and immunologic diseases, demonstrate a mastery of skills and summarize the practical application of key concepts.

“While the amount of information presented was daunting, attendees received an excellent foundation to aid in preparing for their board examinations,” Dr. Khan said.

You may place your order for the enduring materials from the 2014 ACAAI/AAAAI Certification/Maintenance of Certification Board Review Course at your convenience, by visiting [associationarchives.com/acaaai](http://associationarchives.com/acaaai).

Also, a limited supply of the three-part syllabus, Q&A book and flash drive utilized for this course are available at <http://acaaai.omnibooksonline.com>.



More than 460 allergists attended the sold-out 2014 ACAAI/AAAAI Certification/Maintenance of Certification Board Review Course

## ACAAI HOD and JCAAI help lead Michigan allergists into a sterile compounding victory

The ACAAI House of Delegates (HOD), with the assistance of the legal and lobbying services of the JCAAI, helped lead the state of Michigan into a sterile compounding victory.

“This is a huge win for allergists practicing in Michigan,” said **Kathleen May, MD, FAAAAI, HOD Speaker**. “The Senate recently concurred with the House and passed Senate Bill 704, which included language to exempt the compounding of allergenic extracts or biologic products.”

The final bill is now pending the Governor's signature. In recent months the

HOD distributed emails to members, bringing to attention sterile compounding legislations at the state level that could negatively affect allergists. Through urging you to investigate your state's compounding rules, the HOD was alerted to a newly introduced compounding legislation in the Michigan State Senate. The HOD quickly responded to the Michigan Allergy & Asthma Society's request, so proceedings could take place to include proper exemption language in their amendment, which JCAAI helped create.

“If you haven't already looked into your state compounding policies, we highly

encourage you to do so,” said Dr. May. “If allergists in your state are not a part of sterile compounding exemption bills, please contact us so we may assist in recommendations and support. ACAAI remains committed to the needs of our member societies, and ultimately, the interests of the practicing allergist. We hope we can successfully assist allergists in other impacted states as we have done for those in Michigan.”

You can reach the ACAAI HOD via email at [hod@acaaai.org](mailto:hod@acaaai.org).

# Come visit amazing Atlanta!

By Margaret Quel, Alliance President



Mrs. Quel

Be sure to mark your calendars for traveling to Atlanta November 6-10 to not miss out on the fun we plan for this lovely, friendly city.

December will mark the 75th anniversary of the epic film, *Gone with the Wind!* Therefore, November will be an ideal time to visit this charming city, upon which the story is based.

**Judy Fineman** and I are arranging a very special (off-site) location for our Annual Business Meeting & Luncheon. Keep an eye out for my next report, which will include more details. Our adult programs will feature interesting reflections on the times of “Gone with the Wind,” cooking and other fun activities.

Our children’s program will once again focus on animals. This time the mobile zoo will come from the Atlanta Zoo. Our request has been for a focus on animals from Africa, so we will see what surprises they bring.

As you know, **Barbara Finegold** and **Jeanne Zitt** have graciously agreed to continue our photo contest one last time this year. Please review some of your favorite pictures and choose one to submit as your entry in the contest. Because of the superb participation of our members in 2013, the total entries were twice that of the previous year. It would be impressive if we all work our best and have a

grand finale by tripling the entries for the 2014 ACAAI Alliance Photo Contest. Remember it will be your last opportunity to have your favorite picture on display at an annual ACAAI meeting. Please look over your images and most certainly you will find one that will bring a smile to our faces or a tear to our eyes. Let us indeed make it a grand finale for this wonderful event.



Submit your photos for the grand finale 2014 ACAAI Alliance Photo Contest by Oct. 13.

As an extension of the photo contest, we plan to create a notebook which will display a selection of entries from the 2012 and 2013 contests on its cover. Choosing these pictures proved to be extremely difficult, and we hope this practical and lovely item will be well received. The notebooks will be on sale during the meeting for a nominal amount and, as always, all proceeds from the sale will go to the ACAAI Foundation.

More to come in the next newsletter; in the meanwhile, plan on sipping mint juleps because everything will be just peachy in Atlanta!

## Ragweed is coming, and it’s a great time to screen

Host a late summer or early fall screening event as ragweed blooms, kids go back-to-school and changing weather conditions bring suffering to people with allergy and asthma.

Bringing the Nationwide Asthma Screening Program (NASP) to your community has never been easier. The free downloadable online coordinator kit includes a how-to manual and all the public



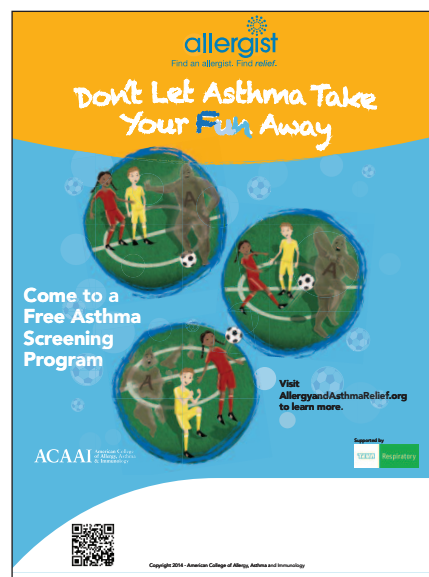
ACAAI members Dr. Ami Degala (left) and Dr. Mona Mangat (right), recently offered screenings at a hospital health fair in St. Petersburg, Fla.

education and registration materials you need to conduct a local screening. The materials are now customizable with your name and practice information,

and are conveniently located in the Member Store at [acaai.org](http://acaai.org). Just look for the NASP icon.

Locating the perfect screening site is easy! Summer and fall festivals, back-to-school fairs and open houses offer ready-made opportunities to raise awareness of asthma, nasal allergies and exercise-induced bronchoconstriction (EIB).

This ACAAI member-only benefit is sponsored by **Teva Respiratory**. For questions, contact Nancy Ryan at [nancyryan@acaai.org](mailto:nancyryan@acaai.org) or 847-427-1200.



This promotional poster is one of the many free downloadable materials that make hosting a screening easy.

# ACAAI featured in *Washington Post* allergy and asthma insert

Once again, ACAAI has parlayed its recent media successes into a widely-read news supplement in *The Washington Post*, entitled “Allergy and Asthma News.” This follows on the heels of the last year’s edition in *USA Today*, which also featured ACAAI.

The insert was distributed on May 5 to more than 1.4 million consumers, business leaders and healthcare officials. It featured ACAAI messages and leadership in three stories.

The first of three stories was bylined by President **Michael Foggs**, MD, FAAAAI, which was the prominently positioned forward of the supplement. The article discussed the epidemic of allergies and asthma in the United States and the possible reasons for these increases.

The Sheas suffer from multiple allergies and asthma. The story focuses on how the family works with their board-certified allergist to keep everyone’s symptoms under control. **James Sublett**, MD, is the expert source quoted within the article. The Shea family is also featured in the ACAAI video series, *Why See an Allergist?* located on the ACAAI YouTube channel at [youtube.com/allergists](http://youtube.com/allergists).

The last piece was a look at the seven top allergy myths and the truth about each myth. Included were myths about allergies to gluten, vaccine refusal due to egg allergies and hypo-allergenic breeds of cats and dogs.

Each story cited ACAAI as a resource, and two gave a call to action regarding contacting a board-certified allergist.

The supplement was delivered in *The Washington Post* in roughly 450,000 copies and reached a larger audience on Facebook and Twitter. To view the supplement in its entirety, visit [asthmaandallergynews.com](http://asthmaandallergynews.com).



ACAAI and the Shea Family, patients of Dr. Jeffrey Kulik, were featured in a special allergy and asthma supplement in *The Washington Post*.

## Are you prepared to meet EHR requirements?

The College has launched a series of patient education materials to incorporate into your electronic health record system to meet federal regulations for “meaningful use.”

“Feedback from members indicated that much of the patient education material currently provided by their EHR systems was outdated or of suboptimal quality,” said **Mamta Reddy**, MD, FAAAAI, chair of the ACAAI Public Education & Outreach Committee. “Working with the College’s communications team and various scientific committees, we are launching a new series of patient-education materials designed to provide members with peer-reviewed fliers

to incorporate into their EHR systems for printing in their offices as needed or emailing to patients.”

The two-page flyers, checklists and fact sheets are available for free download in color or black-and-white. All materials can be customized with individual practice information. Topics include allergy tablets, allergy shots and asthma diagnosis and treatment, among many others.

Look for them under the Allergist Tool Kit area of the online ACAAI Member store. Additional topics will be rolled out in coming months, so stay tuned!

## Shaping tomorrow’s future, today

Thanks to the generosity of ACAAI members, 225 Fellows in Training (FITs) received travel grants to attend last year’s Annual Scientific Meeting.

This year, we hope to increase the number of FITs who receive travel grants to our meeting in Atlanta, but we need your help. Please consider sponsoring a Fellow-in-Training Travel Grant for this year’s meeting (\$700 each).

Sponsors receive recognition at the meeting with “Travel Grant Donor” ribbons for their name badges and acknowledgement in the Program Guide. In addition, sponsors’ names will be published in the post-convention issue of *ACAAI Meeting News*.

Please give FITs your support by returning the form on page 12 of this newsletter, along with your payment. Your support of this important project will be most appreciated.

For more information about sponsorship, contact Debbie Kroncke at (847) 427-1200 or [debrakroncke@acaai.org](mailto:debrakroncke@acaai.org).



In 2013, 225 FITs were able to attend the Annual Scientific Meeting due to sponsors part of the Travel Grant Donor program.

# Board of Regents approves 2014-2015 officers slate

**A**CAAI Vice President **Bryan L. Martin**, DO, FAAAAI, Columbus, Ohio, was nominated as president-elect of the College for 2014-2015 by the Nominating Committee and approved by the Board of Regents during its April 21 phone meeting.

Upon recommendation of the Nominating Committee, the Board also slated the following nominees:

- Vice President: **Stephen A. Tilles**, MD, FAAAAI, Redmond, Washington
- Treasurer: **Bradley E. Chipps**, MD, FAAAAI, Sacramento, California
- Regents (three-year terms): **Santiago E. Martinez**, MD, FAAAAI, Orlando, Florida; **William S. Silvers**, MD, FAAAAI, Englewood, Colorado; **Cherie Y. Zachary**, MD, FAAAAI, Bloomington, Minnesota

The annual election of officers and regents will be held during the Annual Business Meeting, Nov. 10, when **James L. Sublett**, MD, FAAAAI, Louisville, Kentucky, assumes the presidency.

**Dr. Bryan Martin** is associate dean, Graduate Medical Education, designated institutional officer; associate medical director, University Hospital; allergy and immunology program director; and professor of clinical medicine and pediatrics at The Ohio State University in Columbus.

He is serving his third term on the ACAAI Board of Regents, and served two terms as treasurer and Foundation Board treasurer. He chairs committees on Finance, Symposia and Research Funding Review; co-chairs the FIT Bowl Planning Committee (since 1995); and is on the Editorial Board of *Annals of Allergy, Asthma & Immunology*. He is ACAAI's iCAALL representative for Houston and Barcelona in 2015. He was vice speaker and delegate to the ACAAI House of Delegates, and represented ACAAI at the AMA House of Delegates. He

received the College's Distinguished Fellow Award in 2011.

Dr. Martin serves on the FDA Allergenic Products Advisory Committee, and previously chaired the Allergy Immunology Residency Review Committee of the Accreditation Council for Graduate Medical Education. He is a retired U.S. Army COL, and is past president of the Association of Uniformed Services Allergists-Immunologists. His many honors include the ACGME Parker J. Palmer "Courage to Teach" Award; and election into the Gold Humanism Honor Society of the Arnold P. Gold Foundation.

**Dr. Stephen Tilles** splits his time between private practice and clinical research. He is a partner at the Northwest Asthma and Allergy Center in Seattle, Washington, and serves as executive director of the ASTHMA Inc. Clinical Research Center. Board certified in allergy and immunology, as well as internal medicine, Dr. Tilles is clinical professor of medicine at University of Washington.

He currently chairs the ACAAI Practice Guidelines Committee and is associate editor of *AllergyWatch*, a title he has held for seven years. He has also served as associate editor to *Annals of Allergy, Asthma & Immunology* since 2006 and on the Joint Task Force for Practice Parameters since 2001. Dr. Tilles served on the Board of Regents from 2003 to 2006, and has served as a member of several College committees in the past, most recently including the Annual Meeting Program Committee. He was honored to present the Bela Schick lectureship during the 2013 Annual Scientific Meeting.

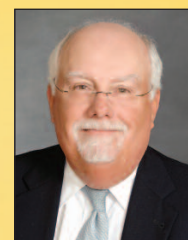
A Fellow of the College since 1997, Dr. Tilles has received a number of awards and



Dr. Martin



Dr. Tilles



Dr. Chipps



Dr. Martinez



Dr. Silvers



Dr. Zachary

honors and has been noted as one of the Best Doctors in America® for 15 consecutive years. He is a member of nine professional societies, which include the Washington Society of Allergy, Asthma and Immunology and the Western Society of Allergy, Asthma, and Immunology. Dr. Tilles has also served as principal investigator for more than 100 clinical research studies.

**Dr. Bradley Chipps** is in private practice at Capital Allergy & Respiratory Disease Center in Sacramento, California Board certified in pediatric pulmonology, he is medical director of the Cystic Fibrosis Center, associate medical director of Sleep Laboratory and medical director of Respiratory Therapy at Sutter Community Hospitals in Sacramento.

He currently is ACAAI treasurer and Foundation Board treasurer. He chairs the Budget/Finance, Managed Care & Health Plans and Meet the Professor Breakfasts Committees, and is a member of the Annual Program, Executive, Investment Oversight, Literature Review, Practice Guidelines, Publications and Public Relations Committees. He is assistant editor of *AllergyWatch*. He serves as the ACAAI representative on the Board and is also secretary of the Joint Council of Allergy, Asthma & Immunology. He was honored with the Mittelstaedt and Bernard Berman Memorial Lectureships, and will be giving the Bela Schick Lectureship at the upcoming Annual Scientific Meeting.

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# As the summer heats up, so do FIT activities

By **Monica Bhagat, MD, Senior FIT Representative to the ACAAI Board of Regents**

**W**ith the intense spring allergy season behind us, it is time to recognize the major transitions many of us have recently experienced. Senior ACAAI Fellows-in-Training (FITs) have graduated, as future first-year allergy fellows have or are about to join our FIT crew! July is a busy month for all FITs, and your ACAAI FIT leadership team is here for all of you!

First, until the ACAAI Annual Scientific Meeting in Atlanta, Georgia (Nov. 6-10), all fellows who graduated in June 2014 are still eligible for free ACAAI membership, reduced registration rates and conference travel grants. So for those who will start out as attendings or joining/opening private practices in the next few months, please do not forget to apply for scholarship travel grants for the Atlanta conference.

Secondly, most graduating FITs will be taking the ABAI exam during the week of September 29-October 3, 2014.

**Registration for test site options opens up on August 4th**, so please log on to the ABAI portal to read more about how to do this. Also, for all graduates, please update your contact information online (see the "Membership Directory" in the member section of [acaai.org](http://acaai.org)) or by emailing [membership@acaai.org](mailto:membership@acaai.org) so that we can keep you current.

Thirdly, for those continuing on in fellowship training, please consider running for a FIT Regional Representative position or for the ACAAI Junior FIT Representative. The FIT representatives are responsible for providing feedback from all of you to the ACAAI leadership, writing review questions monthly, and planning the annual FIT programming events at the national ACAAI conference.

Finally, now is the time to begin planning for the upcoming annual meeting. The FIT Program on November 7 will feature three guest speakers who are excited to

teach all of us. The two talks are on difficult cases and office emergencies.

The College welcomes FIT participation at the meeting and encourages all fellows to submit abstracts.

**The July 6 submission deadline is extended to August 6 for first-year fellows just entering training.**

**Applications for travel grants are due August 29** and can be found at [acaai.org](http://acaai.org) (See "Applications and Forms"). Contact Debra Kroncke at [debrakroncke@acaai.org](mailto:debrakroncke@acaai.org) with questions.

**Andrew Nickels, MD, Junior FIT Representative to the ACAAI Board of Regents** and I look forward to meeting with y'all in the wonderful southern city of Atlanta!



Dr. Bhagat

## President's Message *continued from page 2*

exclusion added before the law is signed by the governor.

State compounding laws, if enacted, do supersede the federal compounding legislation. The degree to which allergists could be impacted in individual states with such legislation is dependent on the specific language included.

The ACAAI House of Delegates continues to seek information regarding any recently introduced state compounding legislation. Please investigate your state's compounding bills/legislation, and if you are aware of developments, please contact us at [hod@acaai.org](mailto:hod@acaai.org).

If you are interested in learning how you can better connect and stay informed with

your local government officials, materials are available for use on the member website at [acaai.org](http://acaai.org). The Strike Force has documents, such as advocacy tips, located in the "Advocacy and Inside Washington" section.

**Michael B. Foggs, MD, FAAAAI**  
President  
[president@acaai.org](mailto:president@acaai.org)

## Annual Meeting *continued from page 1*

- Immunotherapy moving forward
- Impact on our aging population, children and adolescents
- Adverse and allergic responses to medications
- Environmental assessment
- New developments in food allergy

"The meeting will kick off with Thursday's program which will focus on allergy dermatologic care," Dr. Sublett said. "This program is tailored to the practicing allergist as

we now see a lot of skin manifestation in patients with allergies. We will learn how to better diagnose and treat and help patients find the relief they are seeking."

The Board of Regents nominated **Bradley Chipps, MD, FAAAAI** to present the Bela Schick Lecture on Nov. 9. The Annual Program Committee has also selected this year's named lectures. **Alessandro Fiocchi, MD, FAAAAI (SC)** will be presenting the Daniel Goodman Lecture; **Phillip Lieberman, MD, FAAAAI** will be

presenting the John P. McGovern Lecture; and **Jay Portnoy, MD, FAAAAI** will be presenting the Bernard Berman Memorial Lecture. These leading international experts will unveil their compelling lecture topics soon.

Be sure to save the date and plan on traveling to Atlanta to meet with your colleagues and learn valuable strategies to help you and your practice adapt to new changes. And keep an eye out for registration, which will open in August.

# Practice management, literature review and more for allied health professionals

The College's Allied Health Professionals Committee is geared up to present three courses this fall during the ACAAI Annual Scientific Meeting.

Allergy practices and research centers have found great benefit in sending their allied health employees to these ACAAI courses over the years. **David Bernstein, MD, FACAIAI**, said: "This has been a great investment over the many years we have sponsored our staff to attend meetings because they have been able to apply their knowl-



Attendees network between sessions at ACAAI Allied Health Courses

edge to improve their work performance and productivity."

New this year, the Advanced Practice Health Care Providers Course will include a literature review.

"It's a great opportunity to catch-up on recent research highlights in food allergy, pediatric asthma and other hot topics," said **Deidra Sanders, MSN, FNP-BC**, co-chair of the Allied Health Professionals Committee and program. "The quality of this year's program is outstanding and includes case studies and problem-based learning sessions."

The Advanced Practice Health Care Providers Course is tailored to the needs of nurse practitioners, physician assistants, allergy/immunology nurses and other health care providers with extensive experience, as well as physicians.

The two-day Allied Health Professionals Course will cover a variety of hot topics in

allergy and asthma. The high quality program is aimed to meet the continuing educational needs of registered and licensed practicing nurses, registered respiratory therapists, medical assistants and other allied health professionals.

The Office Administrators Practice Management Course is the place to learn best practices from the experts on how to manage an allergy practice. Topics will include:

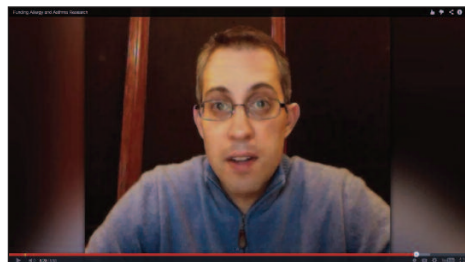
- Cyber liabilities
- Telemedicine
- Partnerships with retail clinics/pharmacists
- Work ethics
- Dealing with employees from different generations
- ICD 10, coding, CMS and MUE
- Marketing your practice

Make plans now to attend these courses. Registration opens in August.

# Advising egg allergic kids to get the flu shot?

If you answered yes to the above question, you may have a young faculty member to thank. **Matthew Greenhawt, MD**, the 2010 recipient of the ACAAI Foundation Young Faculty Award, led research which showed that children with severe egg allergy could safely receive the flu shot.

The result of this study, which was funded by the award, led to a change in the Centers for Disease Control and Prevention (CDC) policy.



Dr. Greenhawt talks about the grant he was awarded in a recent Foundation video

"I cannot thank the Foundation enough for their generosity and confidence in my ability to conduct this study," said Dr. Greenhawt in a recent Foundation testimonial video. "Without this study, I can definitely say my academic career would have taken a far different turn. The results from this study hopefully led to a change to the health status of egg allergic children in the United States and abroad."

Young faculty members can follow in the steps of Dr. Greenhawt and others, by submitting an award application by Aug. 15. The Foundation will provide two \$50,000 awards.

While you prepare your application, be sure to also take a look at the Foundation testimonial video featuring Dr. Greenhawt on the ACAAI Foundation homepage.





## Board of Regents, Executive Committee report summary of actions

Following is a summary of key actions taken during conference calls by the Executive Committee on March 18, and the Board of Regents on April 21:

- Agreed to limit teams competing in the 2014 FIT Bowl to one team per training program with a 2-hour time limit for the event to avoid a conflict with the Awards Ceremony.
- Rescheduled the 2014 Abstract Poster Session to Saturday, Nov. 8, 3:30-4:30 p.m., with the capability of scheduling a second session on Sunday, Nov. 9, 7:30 – 8:30 a.m.
- Appointed **Anne Ellis, MD, FRCPC**, as an associate editor to the *Annals of*

*Allergy, Asthma and Immunology* replacing **Michael Tankersley, MD, FAAAAI**.

- Approved the implementation of a budget neutral *Resident for Allergy* program as presented by the Foundation during the 2014 Annual Meeting.
- Voted to endorse **Kira Geraci-Ciardullo, MD, FAAAAI**, in her campaign for a position on the American Medical Association's Council on Science and Public Health.
- Ratified ACAAI's participation in a patient education DVD/booklet titled *A Family's Guide to Asthma* produced by Conrad and Associates.

### Officers' Slate *continued from page 6*

Dr. Chipps received the Golden Stethoscope Award from the Sierra Sacramento Valley Medical Society and Alliance, and the Jerome Glaser Distinguished Service Award from the American Academy of Pediatrics.

**Dr. Santiago Martinez** is in private practice in Orlando, Florida, serving adults and children. He is Clinical Assistant Professor at Florida State University College of Medicine, and University of Central Florida College of Medicine. He is also Allergy Chief at the Arnold Palmer Hospital for Children in Orlando, Florida. A Fellow of the College for 17 years, Dr. Martinez is currently a member of the ACAAI Pediatrics, Adverse Reactions to Foods and International Committees. He was chair of the Pediatrics Committee from 2001 to 2006. He has also served as chairman of the Scientific Committee of the Pan-American Medical Association of Central Florida. He has been recognized in Orlando Magazine's "Top Doctors" for the past three years and was presented the Hispanic Physician Award for Outstanding Service in Allergy and Immunology. Dr. Martinez is the permanent consulting physician, children's medical services for the State of Florida Department of Health and Rehabilitative Services.

**Dr. William Silvers** is in private practice at Allergy Asthma Colorado in Centennial, Colorado and is a clinical professor at the University of Colorado School of Medicine. A Fellow of the College for 32 years, he is currently a member of the ACAAI Sports Medicine Committees. Dr. Silvers served as chair for the Sports Medicine Committee from 2009 to 2012. He helped to found what is now known as the Integrative Medicine Committee and served as a member to various other committees over the years. Dr. Silvers has received numerous awards and founded "Allergists for Israel" which is now an international endowment fund.

**Dr. Cherie Zachary** is in private practice at Allergy Midwest Allergy and Asthma in Woodbury, Minnesota. She has been an ACAAI Fellow for 18 years and currently serves on the Membership Recruitment Committee. Dr. Zachary has received a number of awards, including America's Top Physician and most recently *Minnesota Monthly's* Top Doctors for Women. She currently serves as the chair for the allergy, asthma and immunology section of the National Medical Association.

## Awareness night at Phillies game to strike out asthma

ACAAI member allergists, their staff and **Teva Respiratory** representatives teamed up to take a swing at uncontrolled asthma with screenings for Philadelphia Phillies fans during Asthma Awareness Night at Citizens Bank Park on May 6. The event was part of the ACAAI Nationwide Asthma Screening Program and the *Know Your Count* asthma awareness program.

ACAAI members **Christopher Chang, MD, FAAAAI, Farah Khan, MD, Mary Paul, MD, Shashank Sheth, MD and Gregory Toci, MD, FAAAAI** and their staffs screened more than 200 fans at two locations in the stadium. Asthma awareness was promoted throughout the ballpark thanks to Teva Respiratory's support of the event. Notably, award winning singer and actress Kristin Chenoweth helped kick-off the game and Asthma Awareness Night by performing the national anthem. Chenoweth suffers from asthma and is sharing her story by serving as the spokesperson for the *Know Your Count* ([knowyourcount.com](http://knowyourcount.com)) program.



Phillie Phanatic with actress and asthma sufferer Kristin Chenoweth, who sang the National Anthem before the game.

# Residents for Allergy Program returns

Back by popular demand, the Residents for Allergy Program will be making its return in Atlanta during the 71st ACAAI Annual Scientific Meeting. Initially developed in 2000, the program, served as a recruiting tool for encouraging medical residents to consider a career in allergy/immunology. This year, however, the program is returning with an exciting new focus.



Dr. Rossman

“The program has been reinvented to educate primary care residents on allergic diseases to make them more well-rounded, and to ultimately help

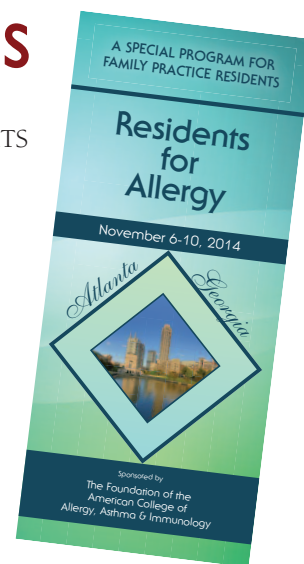
them understand when referrals are needed,” said **Suellyn Rossman, MD, FAAAAI, ACAAI foundation president.** “The best way for residents to learn is by being amongst the nation’s leading allergists, while taking part in all of the educational and exciting events our Annual Scientific Meeting has to offer.”

So how does the program work? The concept is as follows:

- Primary care residents will be recruited locally in Atlanta to attend the meeting.
- ACAAI registration fees will be waived (application deadline October 3).
- Residents will be invited to the same events as Fellows-in-Training.

- Mentors and FITS will meet their resident match on Friday evening and escort them through scheduled activities.

“Reception toward this program has been very favorable so far,” said Dr. Rossman. “We are excited to see what the return of this program has in store.”



# Tweet, pin, share, like...repeat

Are you on social media sites like Twitter, Pinterest and Facebook? If so, be sure to connect with your colleagues, patients and the College. ACAAI has designed its social media sites so that you can easily share all posted content with your followers. You can even start conversations with your colleagues about specialty topics, especially via the ACAAI LinkedIn group.

Here are a few samples of how you can get connected and join the conversation.

- **LinkedIn:** The ACAAI LinkedIn Group was designed with members and other allergy professionals in mind. Join conversations about the current news affecting the allergist specialty. If you’re looking to brainstorm or strike up a conversation with colleagues, you can post a conversation to the board to kick off the engagement. The group is kept private, so if you haven’t done so already, request to join today and we’ll get you added to the more than 1,720 LinkedIn members.
- **Facebook & Twitter:** What do allergy sufferers need to know about seasonal allergies? What treatment options are available to them? The answers can be found on the College’s Facebook and Twitter pages. Many of the posts you will find here are directed toward the general public and patients. You can easily reuse this content with your patients by either sharing the posts on Facebook or retweeting the posts on Twitter. Be sure to regularly check both of these accounts for membership information as well. You’ll find deadline reminders for the Annual Scientific Meeting among other news.
- **YouTube:** Educate your patients by embedding the Allergist YouTube videos on your website. Currently, ACAAI has 43 videos posted that have received more than 100,000 views. Embedding the videos onto your practice site is simple – just click on the video you’re interested in and then click the “Share” link below the YouTube video player. Lastly, click on the “Embed” button for the code.
- **Pinterest:** In the age of camera phones, many social media users expect posts of a visual nature. And Pinterest is the queen



of visual. A virtual corkboard of images and hyperlinks, you can re-pin content from the ACAAI Pinterest page for your followers, such as seasonal allergy tips, holiday sneeze and wheeze triggers, allergy-friendly recipes and much more. The College joined Pinterest in February 2013 and already has more than 10,000 followers.

During the Annual Scientific Meeting be on the lookout for QR codes on printed materials. By scanning the code with your smartphone, you’ll instantly access the ACAAI Annual Meeting website and other important information.

Need to know how to find the College on all of these great social media sites? Simply visit [acaai.org](http://acaai.org) to find icons in the top right-hand corner to take you directly to each of the sites.



# Al Jarreau

2014 ACAAI  
FUNDRAISING  
DINNER

Jazz ~ Pop ~ R&B

**Sunday, November 9**

*Atlanta, Georgia*

Known as one of the greatest jazz singers alive, seven-time Grammy Award winner Al Jarreau is one of the very few artists to ever win a Grammy in three categories: jazz, pop and R&B. Two of these were German Grammys, showcasing the international following he has. With several hit songs, such as *We're in this Love Together*, *Mornin'*, *After All*, *Your Song* and *Tell Me What I Gotta Do*, he received his own star on the "Hollywood Walk of Fame" in March 2001.

A singer since the age of four, Al Jarreau continues to tour extensively worldwide. He will release his 23rd album, later this summer, nearly 40 years after his first compilation debuted.

Net proceeds from the event will be donated to the ACAAI Foundation to support Fellows-in-Training Program Relief Grants, Young Faculty Support Awards and other Foundation programs.

**7:00 pm: Reception**

**8:00 pm: Plated Dinner**

**9:30 pm: Performance**

**Physician Tickets: \$250 each**

**Physician Tables: \$2,300 each**

**Corporate Tables: \$10,000 each**

**ACAAI** American College  
of Allergy, Asthma  
& Immunology

Tickets available at:  
[www.acaai.org](http://www.acaai.org)

2014 Annual Scientific Meeting  
November 6-10 • Atlanta, Georgia

FIT Travel Grant Sponsorship Form

Dear ACAAI:

I (we) will be pleased to sponsor \_\_\_\_\_ Travel Grant(s) (\$700 each) for  
Fellows-in-Training for the Annual Scientific Meeting in Atlanta, GA. Nov. 6-10.

Enclosed is a payment for \$\_\_\_\_\_.

The grant is provided in the name of: \_\_\_\_\_  
(Your name or that of the group)

**PAYMENT INFORMATION**

**By credit card:**

Check one:  Visa  MasterCard  American Express

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV code (3 digits on back of card): \_\_\_\_\_

Name as it appears on the Card: \_\_\_\_\_

Amount to Charge: \_\_\_\_\_

Signature: \_\_\_\_\_

**By check:**

If paying by check, please make your check payable to the **American College of Allergy, Asthma & Immunology (ACAAI)** in U.S. funds only.

Non-U.S. sponsorships can be paid only by credit card or U.S. Postal money order.

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