



CollegeAdvantage

A Publication of the American College of Allergy, Asthma & Immunology

ACAAI.ORG

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Taking your practice to new heights

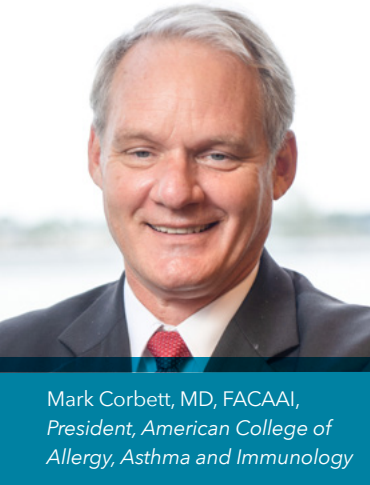
New and updated College resources can help meet current challenges

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American College of Allergy, Asthma & Immunology



Surveys as service

I hope the new year has been good to you so far, and I thank you for continuing to support all of the great work of the College.

In the first part of 2022, you will notice several surveys coming to you from the College with a request that you take a few minutes to provide us with your experience and opinions. You may find yourself wondering: Why does the College do so many surveys of its members? And you

may find it tough to find the motivation to complete all of them. So I think it's important to explain why these attempts to gather information are important, and why I ask that you respond as often as possible.

First, let me assure you that every survey the College sends to its members comes from a desire to be of service, whether to you or to our patients or both. Responding is one of the simplest and most straightforward ways that you can also be of service to the profession.

Our detailed Membership Survey, which is happening this quarter, is an activity we conduct every two years to assess and adjust the programs, products and services that we provide to you as part of your membership.

We're also conducting surveys early this year about a few different A/I conditions and the challenges associated with them. The purpose of these is to find ways to help our patients get connected to the best possible care, and to help our members be a part of that care as appropriate.

And our partnership surveys with AMA, MGMA and other groups help to ensure that information specific to the A/I specialty is included in various data reports regarding compensation and other aspects of our business.

In exchange for your participation in these surveys, we give you access to the resulting data and information. We develop new educational content for members, new patient information, or both. We add newly identified concerns to our advocacy agenda. We add to the body of knowledge on hot topics in the field.

Surveys are valuable to the College because we need to know what you, our members, are thinking and experiencing in the real world. We need to corroborate trends or find ways to help patients with rare conditions. We need to find practical ways to help reduce gaps in health care within our field. These are noble goals, but the College needs input from allergists in order to move in the right direction on all of these.

So, I have a favor to ask of each of you. Please consider participating in our surveys as an opportunity to contribute to the College and our specialty as a whole. This can be a great service opportunity that takes only minutes to complete, and that can be done at your convenience. I promise you that your efforts will not be wasted, and that your answers to our questions will have meaning.



Connect with us at acaai.org or through:



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ADVOCACY ADVANTAGE

By James L. Sublett, MD, FACAAl, executive director, advocacy and governmental affairs

Rule promotes prescription drug and health care spending transparency

The Biden Administration recently published an interim final rule requiring health plans to submit certain information on prescription drug and health care spending, premiums, and enrollment to the federal government. The purpose of the reporting is to help inform policymakers about competition and industry concentration and to identify excessive pricing of prescription drugs and/or monopolies. It will also allow health plans to see how their costs and spending compare with the industry as a whole.

The annual data submitted must include (among other things) the following aggregated information:

- General information regarding the plan or coverage.
- Enrollment and premium information, including average monthly premiums paid by employees versus employers.
- Total health care spending, broken down by type of cost (hospital care; primary care; specialty care; prescription drugs; and other medical costs, including wellness services), including prescription drug spending by enrollees versus employers and issuers.
- The 50 most frequently dispensed brand prescription drugs.
- The 50 costliest prescription drugs by total annual spending.
- The 50 prescription drugs with the greatest increase in plan or coverage expenditures from the previous year.
- Prescription drug rebates, fees, and other remuneration paid by drug manufacturers to the plan or issuer in each therapeutic class of drugs, as well as for each of the 25 drugs that yielded the highest number of rebates.

- The impact of prescription drug rebates, fees, and other remuneration on premiums and out-of-pocket costs.

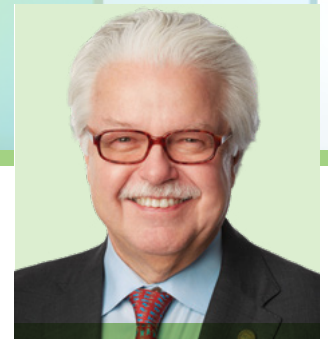
For each drug in the “Top 50” lists, as well as for each therapeutic class, health plans must report total annual spending by the plan; total annual spending by the enrollees; the number of enrollees with a paid prescription drug claim; total dosage units dispensed; and the number of paid claims.

For purposes of the interim final rule, “prescription drug” means a set of pharmaceutical products, including biologics, that have been assigned a National Drug Code by the Food and Drug Administration and are grouped by name and ingredient.

The reporting requirements are extensive and skew heavily toward prescription drug pricing. The data collection on health services is very broad compared to the drug price reporting requirements.

Neither the reporting plans nor health care providers will have access to this raw data. However, starting in 2023, the government will publish biannual reports on prescription drug pricing trends and the impact of prescription drug costs. The information in these reports will be aggregated so that no drug- or plan-specific information is made public. Further, no confidential or trade secret information submitted to the government may be included in the reports.

The Advocacy Council – WE ADVOCATE FOR ALLERGISTS AND THEIR PATIENTS.



James L. Sublett, MD

College unveils new campaign to encourage referrals

The College has launched a new campaign to encourage NPs and PAs who don't specialize in allergy treatment to consider referrals of their patients to allergists. The campaign's tagline is, "Allergists: Your Partners in Patient Care."

The campaign features a microsite that demonstrates how board-certified allergists and their teams have specialized training and expertise in screening and treating patients for allergies, asthma, and related conditions. These experienced teams may include advanced practice providers and other practitioners.

The information on the microsite stresses that, unlike other clinicians, board-certified allergists are specially trained to find the source of allergies, asthma, and related symptoms and to provide effective, whole-body treatment. The message to primary care NPs and PAs is that by referring patients to an allergist and collaborating closely with our members, they can help their patients control or prevent their asthma or allergic reactions, get long-term solutions to their conditions, and improve their quality of life.

The microsite contains fact sheets on asthma and allergies that NPs and PAs can print out for patients. The fact sheets describe the most common scenarios in which an allergist can help patients deal with moderate to severe asthma as

well as other allergic conditions and related symptoms. The information can be downloaded and shared with patients who have allergy and asthma symptoms - to help them get tested, get treated and get better.

Digital ads promoting the microsite and targeted to NPs and PAs will be served up via social media platforms such as Facebook and Twitter, as well as online publications that serve the NP/PA communities. The ads emphasize the proposed partnership between allergists and other HCPs in working together to improve the health of those who suffer with asthma or allergies. The microsite also contains links to patient success stories that describe the difference made in patients' lives by working with an allergist.

You can find the microsite at PartnersInCare.acaaai.org. Consider linking to the microsite from your practice website to encourage the NPs and PAs in your community to partner with you to improve their patients' health surrounding allergy and asthma symptoms.



New College resources help your practice soar

Get the latest on practice assessment, social media, coding, staffing and telemedicine.

College committees and task forces have been busy this past year creating and updating resources to help your allergy practice! Whether you're looking to evaluate your practice, find accurate coding resources, resolve staffing issues or learn how to use social media, the College has the answers – plus much, much more.

Check out the new resources below – all free to members – to help solve your current challenges or to elevate your allergy practice to the next level. Share these resources with your practice manager!

Toolkits

Find current information, resources, “how to’s,” related tools and more – all in one place with the College’s toolkits! Our wide range of toolkit topics spans many aspects of running an allergy practice. Find them at college.acaai.org/practice-management. New and updated toolkits include:

- **Coding Toolkit** – updated and expanded to include 2021 E&M coding changes and new ICD-10 codes. Our coding resources, including our recorded webinars, educational modules and FAQs, are the gold standard for allergists/immunologists.
- **Human Resources Toolkit** – now includes resources to help with current staffing issues.
- **Risk and Compliance Toolkit** – get the latest details on the information blocking rule and how to protect your practice against cyberattacks.
- **Telehealth Toolkit** – updated to reflect current insights from COVID-19. Learn how to optimize your existing telemedicine program, and get info about laws, reimbursement, licensing, efficacy and more.

Allergy Office modules

Get real-world allergy practice management advice with our Allergy Office Modules. These were created with your busy schedule in mind. Each module is only about 15 minutes long! Explore many practice management topics, including

our latest module, **Allergy Office: Using Social Media and Managing Your Online Reputation**.

This 15-minute educational module shows you how to use social media to engage, educate and attract patients to your allergy practice. Find Allergy Office modules at education.acaai.org/aomodules.

Shared decision-making tools

Use our shared decision-making tools to work together with your patients to find the best-fitting treatments. The College has two new online shared-decision-making (SDM) tools to use with patients: **Peanut OIT** and **Chronic Rhinosinusitis with Nasal Polyps**. Both are available on the College public and member websites.

Other valuable resources

- **Allergy Practice Assessment Quiz** – this 10-minute quiz evaluates your practice across 14 key areas (coding, extract mixing, profitability, etc.). It creates an individualized action plan for each practice by recommending specific College resources to help. Take the quiz at education2.acaai.org/PMRESQUIZ.
- **Biologics at a Glance** – updated to provide the latest info on five commonly used biologics for allergy/immunology. It includes information about indications, dosing, side effects and more. Find it at college.acaai.org/biologics-sheet.

Whatever issues you're facing in practice, the College has resources to help. With 20+ toolkits, 30+ archived webinars and 14 educational modules encompassing all areas of practice management, the College's Practice Management Center at college.acaai.org/pmc has you covered!





COMMUNITY ADVANTAGE

Help drive the College forward

College Fellows, apply for leadership positions of vice president, treasurer and regent.

Fellows, the American College of Allergy, Asthma & Immunology (ACAAI) is seeking leaders and visionaries to guide the College into the future.

If you have served on ACAAI committees or substantially contributed to other College activities, you are encouraged to apply for positions on the ACAAI Board of Regents (BOR). Those candidates interested in the positions of treasurer and vice president must have previously served a three-year term on the BOR. Those interested in one of the three BOR positions must have been an ACAAI Fellow for at least three years before nomination. Regents' terms are for three years.

Interested candidates can find the application at college.acaai.org/get-involved/nomination-application. Completed applications should be emailed to miriamstandish@acaai.org or mailed to the ACAAI Executive Office. A curriculum vitae and a cover letter indicating any special professional relevant information not included in the application form, along with a personal statement, should be included with the application.

The Nominating Council will review all applications and nominate candidates for the open positions. **The deadline for submission is Friday, Feb. 18.**

Gear up for educational opportunities in 2022

Get ready for lots of new educational programs in 2022. If you missed the Annual Meeting in New Orleans last year, you don't have to miss out on its important sessions. The College recently launched our 2021 On Demand series from the Annual Meeting, including the Literature Review, Thursday's Dermatology program, the Practice Management Program, and a wide variety of content from the General Sessions. If you registered for the in-person meeting or the livestream broadcast, you are already enrolled in the On Demand courses in the College Learning Connection. Others may purchase access to the courses that include sessions from all parts of the meeting to claim credit and gain knowledge at their own pace.

Do you enjoy podcasts? Allergy Talk is a great way to stay current and earn CME. Topics range from asthma, biologics, food challenges and more! Find AllergyTalk in your app store or at education.acaai.org. Under the Resources menu, click on Podcasts. Watch for new episodes!

Stay tuned for the most comprehensive ACAAI - AAAAI Joint Board Review course ever in April! It will be fully online and offer more than 40 presentations and a live online Q&A session. Although this course is traditionally directed toward Fellows-in-Training, you might be surprised to know that your colleagues in practice usually make up at least 20% of the participants. Course participants say that they find the Board Review course a convenient way to stay up to date, especially in areas that may not be part of their current practice. Watch for announcements in the spring, or go to education.acaai.org/2022BRC.

The College is already in full planning mode for the 2022 Annual Scientific Meeting – Podium to Practice: Advancing Allergy and Immunology Care. We are looking forward to seeing you in the beautiful new convention center in Louisville, so mark your calendars for Nov. 10-14, 2022.



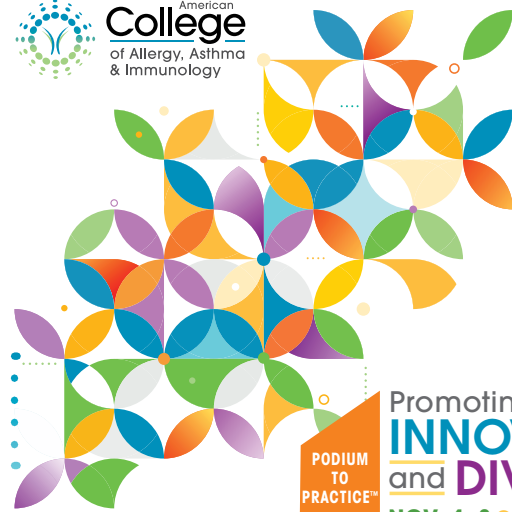
Great to be back!

New Orleans welcomed ACAAI at the 2021 Annual Scientific Meeting

The College's 2021 Annual Scientific Meeting brought together more than 2,000 health care providers in person in New Orleans or through our livestream program. It was the first in-person national allergy meeting in nearly two years.

Participants had their pick of a wide variety of sessions on topics ranging from COVID-19, biologics, anaphylaxis, food allergy and more. An entire day of the meeting was focused on dermatologic conditions and treatments. Plenaries provided insight on A/I issues.

We celebrated our award recipients and welcomed Mark Corbett, MD, FAAAAI as the new ACAAI president. New officers and regents were installed on the Board of Regents. Workshops were back! Participants in New Orleans got hands-on experience in anaphylaxis simulation, patch testing and dermatological techniques.



ANNUAL SCIENTIFIC MEETING ADVANTAGE



Mark Corbett, MD, FAAAAI, became the 2021-2022 AAAAAI president.



2020-2021 AAAAAI President Luz Fonacier presented the Gold Headed Cane Award to Jay Portnoy, MD, FAAAAI.



Kathleen May, MD, FAAAAI, presented the Bela Schick lecture, "The Three Ps: Revisited," which explored population-wide educational obstacles on patients, physicians and the allergy profession.



David A. Khan, MD, FAAAAI (right), presented the Edward J. O'Connell Lecture titled, "Drug Allergy Parameter."



Dr. Samuel Weiss and Charles Miller from Wilford Hall Ambulatory Surgical Center won the FIT Bowl competition.



Meeting attendees got hands-on experience at the anaphylaxis case simulation workshop.

FELLOW-IN-TRAINING ADVANTAGE

By Christopher Foster, MD, FIT representative

A year to remember

Happy New Year to all of our hard-working Fellows-in-Training!

The celebrations continue as I offer my congratulations to the recently graduated FITs who are now among the newest cadre of board-certified allergists/immunologists. Well done! First-year FITs have hopefully established a firm foundation in their training program, while senior fellows are likely already eyeing October and planning a path to success on their board examination. For those who are unfamiliar with our FIT Resources page on the ACAAI website, as well as those who have just not made their way over in quite a while, I encourage you to take a good look at education.acaai.org/content/fellows-in-training-resources. I am confident you will find the most comprehensive set of collated review materials available for you to incorporate into your study plans.

Thanks to the marvels of science, and especially vaccination, along with a concerted effort by planners and attendees alike, many of us gathered in New Orleans for the College's annual meeting this past November. In addition to outstanding updates from experts across our field, the theme highlighted innovation and diversity across our specialty and provided perspectives on how our varying patients may experience their illness and disease management. Thank you to the College administrative staff, Executive Committee, Board of Regents, and especially Dr. Brian Kelly, who led as chair of the program planning committee and pulled off what seemed an unimaginable feat at this time a year ago.

From the FIT perspective, our SPARK program enjoyed another successful year pairing allergy/immunology hopefuls with mentors and providing designated time at the meeting to converse with program directors and current allergy/immunology fellows. The perennial FIT Bowl was once again a live, in person event, and featured a highly entertaining and friendly competition. Wilford Hall defended their title and emerged the winner! The FIT business meeting kicked off with an annual update from Dr. Timothy Chow, our immediate past senior FIT representative to the Board of Regents. Next, we elected Dr. Brent Griffin from the University of Alabama at

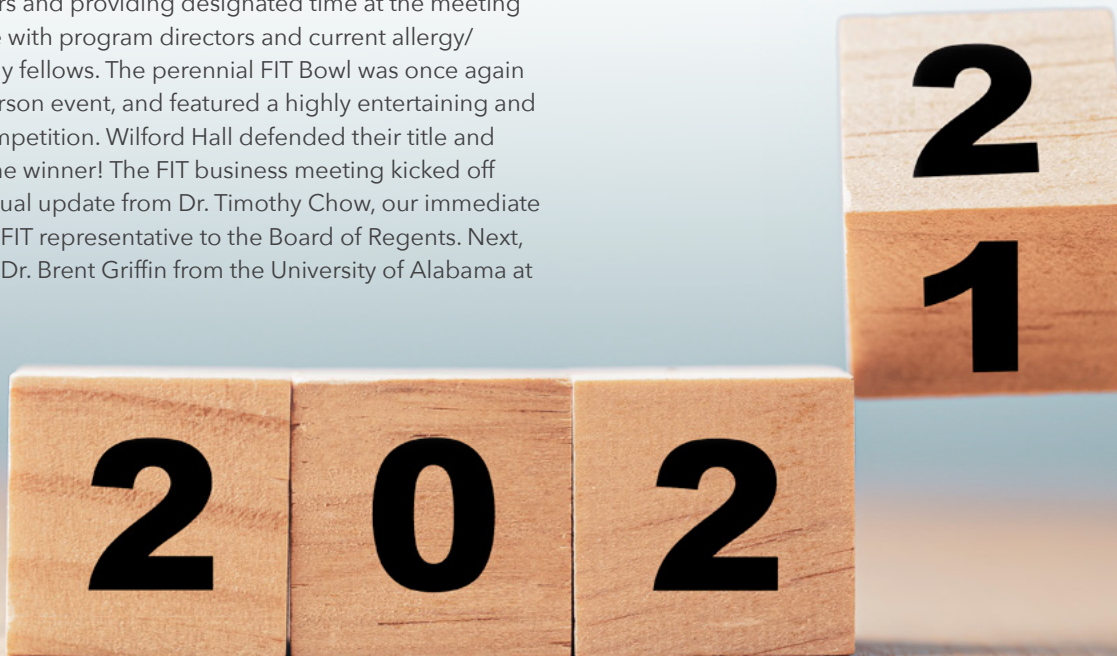
Birmingham to be our new junior FIT representative - welcome Brent! Finally, our esteemed panelists (Dr. Stanley Fineman, Dr. Desha Jordan, and Dr. Karla Adams) provided timely advice on new allergist transitioning, with a focus on contract negotiations, career diversity, how to get involved in the College, and how to thrive in our professional development.



Christopher Foster, MD

Speaking of getting involved, now is the time to start thinking about how you can serve as part of exciting opportunities within the College. Be it advocacy, committee work, writing of board review corner questions, mentorship through the SPARK program, or simply joining in the community discussions on DocMatter, I encourage each of you to find an avenue to solidify the College as your professional home. As a starting point, please consider making plans now to join us Nov. 10-14, 2022 in Louisville, KY!

If you have questions at all about how you can jump in and be more directly involved in the action, or if you have any concern that you think needs the attention of our FIT Committee, then I encourage you to reach out to me directly or contact your regional FIT Committee representative. I hope you each have a fantastic 2022!



New leadership for *Annals*

Look for new features and continued premier clinical research in the College's academic journal.

After 16 years at the helm of the College's scientific journal *Annals of Allergy, Asthma and Immunology*, Editor-in-Chief Gailen D. Marshall, Jr., MD, PhD, FAAAAI, has stepped aside and assumed the role of vice president on the ACAAI Board of Regents. The College thanks him for his many years of excellent service as editor-in-chief, and for being crucial to raising the journal's visibility and impact to new heights.

The editor-in-chief is tasked with enhancing *Annals'* reputation and leading the publication in new strategic directions. In addition, this leadership position is responsible for clinical and scientific aspects of the publication and management of the editorial office staff.



Mitchell H. Grayson, MD, FAAAAI (left) and Gailen D. Marshall, Jr., MD, PhD, FAAAAI (right) at the 2021 ACAAI Annual Scientific Meeting.

Effective with the January 2022 issue, Mitchell H. Grayson, MD, FAAAAI, became the new *Annals* editor-in-chief. Dr. Grayson's scholarly achievement and experience in research design and organization skills, in addition to his years on the *Annals* editorial board, made him an excellent choice for the position.

Dr. Grayson has assembled a stellar group of editors to continue working toward the goal of being the leading journal for the practicing allergist/immunologist. They are:

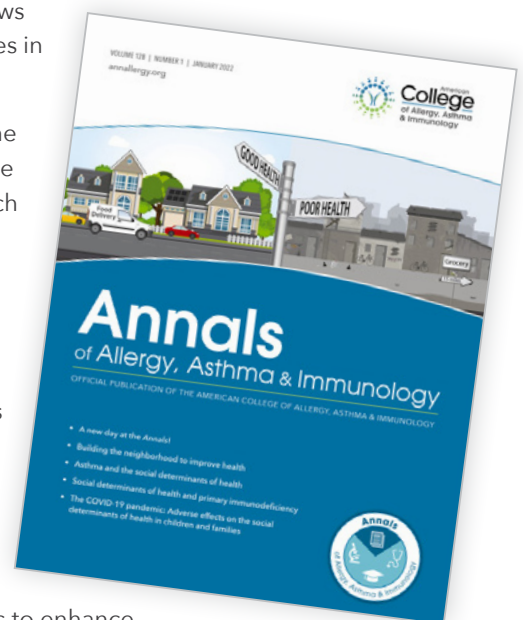
- Senior Executive Editor Donald Leung, MD, PhD, FAAAAI

- Executive Editor John Oppenheimer, MD, FAAAAI
- Deputy Editor Jonathan Spergel, MD, PhD, FAAAAI
- Senior Associate Editor Matthew Greenhawt, MD, MBA, MSc, FAAAAI
- Associate Editors:
 - Anna Nowak-Wegrzyn, MD, PhD, FAAAAI
 - Mariana Castells, MD, PhD, FAAAAI
 - Jay Lieberman, MD, FAAAAI
 - Larry Borish, MD, FAAAAI
 - David Stukus, MD, FAAAAI
 - Marcus Shaker, MD, FAAAAI
- Biostatistician Melissa Moore-Clingenpeel.

Be on the lookout for a greater *Annals* presence on social media, and new features to appear in the journal. In January, "The Marginal Zone" debuted, a new monthly cartoon from artist and allergist/immunologist, Erin Reigh, MD. These cartoons will be related to the issue's monthly topic and are designed to make you chuckle. "The Marginal Zone" is found between the Reviews and Original Articles in each issue.

The emphasis of the journal is to provide clinical and research information that is readily applicable to both the clinician and the researcher. Each issue also provides opportunities to participate in accredited continuing medical

education activities to enhance overall clinical proficiency. Dr. Grayson and his editorial team will continue to expand the reach of *Annals* and engage our readers in clinical discussion as they strive for professional excellence.



Tap into YouTube

The College's YouTube videos share patients' experiences working with allergists for successful treatment.

Looking for a great way for your practice to promote allergy-related topics to your patients - and potential patients? Think YouTube! According to Hootsuite, in 2020, YouTube had more than two billion logged in monthly users. More than 74% of adults in the U.S. use this platform.

We make it easy for you! The College's YouTube channel has informative videos on several allergy-related topics. You can link to our videos in your practice's social media posts or in your digital newsletter.

Find our channel at [youtube.com/user/allergists/videos](https://www.youtube.com/user/allergists/videos).

Our videos share patients' real-life experiences with eczema, asthma and chronic rhinosinusitis with nasal polyps.

Patients can meet:

- Amanda, who describes her successful treatments for CRWNP and asthma in two videos.

- Nicole, who has had eczema since she was a baby and has worked with her allergist to get it under control.
- Kaitlyn, a Black teenager who worked with her allergist for diagnosis and treatment of eczema.

Also available are videos featuring College members on important topics relevant to both patients and the media. Dr. Jonathan Bayuk created four videos that address important COVID topics. His video on how to breathe if you have a respiratory infection has close to five million views.

Your practice can tap into the popularity of YouTube with accurate information and relatable patient experiences.



ALLIANCE ADVANTAGE

Southern hospitality in New Orleans

New Orleans provided an exciting backdrop for Alliance activities at the ACAAI 2021 Annual Scientific Meeting. We were able to make some fun memories getting to know each other while exploring New Orleans.

Guest speakers at our hospitality suites enriched us with presentations on the history of New Orleans, including the world-famous beignet, the Mississippi River and jazz.

This year's Alliance luncheon was at Mulates for the best bayou experience in the heart of the city! At the luncheon, we welcomed our new co-presidents, Lelia Sublett and Charlotte Meadows.

We look forward to seeing you all in Louisville this November! The Alliance is looking forward to planning future events for the 2022 Annual Meeting.



How are our community grantees doing?

Within just three months of starting their projects, funding recipients of The Allergists' Foundation Community Grant program have already made tremendous progress! Here are just a few updates on projects we funded in 2021.

Clinical Research Projects

All of our grantees conducting patient-focused clinical studies have obtained Institutional Review Board or other necessary approvals for their research, hired and/or trained their research team, secured resources and formed collaborations to carry out their work. Some are already in the process of enrolling patients into their studies.

Areas that will be explored by these projects in the coming months include:

- Identifying multi-level risk and resource factors that may contribute to asthma and atopic dermatitis outcomes in urban minority children.
- Determining how telehealth versus in-person appointments impact asthma-related outcomes among Black and Latinx patients with moderate to severe persistent asthma.
- Exploring the feasibility of implementing a penicillin allergy delabeling protocol for low-risk pediatric patients.

Outreach and Education Projects

Grantees with projects focused on education and outreach have also made a lot of headway in the first quarter of the program. They've secured the necessary resources, established collaborations and begun to develop new educational material/collateral. Here is an update:

- Infant and Toddler Food Allergy Curriculum Needs Assessment: Finalized the needs assessment questionnaire, which is being reviewed by a Delphi panel composed of Fellows-in-Training who will assist with the selection of the most important questions and topics. The project team has also established a collaboration with the American Academy of Pediatrics Section on Allergy and Immunology for the dissemination of the needs assessment to pediatric residents via their membership listserv.
- Anaphylaxis Response and Safety for Children in Head Start: Identified participating early learning centers and collaborators to provide education for caregivers and standardized its survey tools for teachers and program directors.
- Cannabis Allergy: Finalized the topics for six educational modules pertaining to cannabis allergy; content for some of these modules is already in development and will be available for CME credit via the College Learning Connection once finalized.



Do you want to make a difference in your community? Apply for a 2022 Community Grant through the Allergists' Foundation. **Letter of Inquiry is due Feb. 15.**

Awards will include exploratory grants (up to \$10,000) and implementation grants (up to \$25,000).

Visit college.accai.org/grants to learn more.



**DO YOU WANT TO
MAKE A DIFFERENCE
IN YOUR COMMUNITY?**

Apply for a Community Grant through the Allergists' Foundation.

Letter of Inquiry is due Feb. 15.

The Allergists Foundation's Community Grant Program has one main objective:
To provide support to allergists for research projects that improve clinical practice with a focus on reducing health disparities.

By focusing on clinical outcomes, each Community Grant Project has the potential to impact **tens of thousands of patient lives**, and from all walks of life.

Awards will include exploratory grants (up to \$10,000) and implementation grants (up to \$25,000).

Fellows-in-Training and young allergists (within the first 5-10 years of practice) will be given special consideration and are strongly encouraged to submit a proposal.

Visit college.acaai.org/grants
to learn more.

**Empowering practicing allergists.
Removing barriers to care.**



**THE ALLERGISTS'
FOUNDATION**

of the American College of
Allergy, Asthma & Immunology

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