



CollegeAdvantage

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Move toward precision medicine

Take the best science and put it into practice at the 2017 Annual Scientific Meeting.

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American College of Allergy, Asthma & Immunology



Stephen A. Tilles, MD, FAAAAI
President, American College of
Allergy, Asthma and Immunology

"I am very excited about our upcoming Annual Meeting in Boston, which is a bit earlier this year, so make sure that you mark the last weekend in October on your calendar. "

– Stephen A. Tilles, MD, FAAAAI,
AAAAI President

Come celebrate in Boston!

As we enter the summer months, many allergists are looking forward to a vacation. At the same time, we're bracing for the upcoming ragweed season and the rush of parents needing treatment plan forms signed before the start of school. At the College, summer means the Annual Scientific Meeting program is set and the finishing touches are in process.

2017 is the College's 75th anniversary, and the theme for this year's meeting in Boston – "Precision Medicine in Allergy Practice: A Rich History. A Strong Future" – provides an opportunity to both celebrate the history of the College and showcase state-of-the-art approaches to problems such as asthma, food allergy, chronic rhinosinusitis, primary immune deficiency, and sleep disordered breathing. Led by Program Chair and College President-Elect Bradley Chipps, MD, FAAAAI, the Annual Meeting Program Committee has created a fantastic educational program featuring talented faculty members from all over the world. The meeting takes place Oct. 26 – 30 at the Hynes Convention Center, located in the heart of Boston's famous Back Bay. This location is a perfect fit for the College, offering both an outstanding meeting venue and walking distance to area hotels, shopping and restaurants.

This year's meeting starts with an all-day session on Moving Toward Precision Medicine in Atopic Dermatitis and Food Allergy. Friday will feature the popular Annual Literature Review Course along with an afternoon plenary session on mastocytosis, several symposia and workshops, a pro/con debate, the Fellows-in-Training (FIT) Program, and the annual House of Delegates meeting. The Annual Meeting officially kicks off on Saturday morning with the opening ceremony followed by a special plenary session on The College: Celebrating 75 Years of Excellence, during which we will hear about the past, present, and future of the College and of health care in general. Other Saturday plenary sessions include Demystifying Early Introduction of Foods to Prevent Food Allergy and Emerging Concepts in Chronic Cough. Sunday and Monday plenaries will focus on regulatory changes, the use of biological therapy for severe asthma, and non-infectious complications of primary immune deficiency.

As always, the Annual Meeting will feature several programs specifically designed for FITs, including the FIT program on Friday afternoon and the ever-popular and fiercely competitive FIT Bowl on Saturday evening.

We are also excited about this year's Annual Fundraising Event, featuring "America's Got Talent" winner Landau Eugene Murphy Jr, a young jazz singer from West Virginia whose voice is nearly indistinguishable from Frank Sinatra. The proceeds from this event benefit the ACAAI Foundation, whose vision is to strengthen, support and fund allergy/immunology training, faculty and research. The ACAAI Foundation also provides travel scholarships for FITs.

As College President, I am proud of the hard work of both the Annual Meeting Program Committee and the College staff, and I am certain you will enjoy celebrating the College's 75th anniversary with us this fall.

Connect with us at acaai.org or through:



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The Advocacy Council – like medicine – is here to stay!

As we gather in Boston to celebrate the College's 75th anniversary, I realize the Advocacy Council (formerly the Joint Council of Allergy, Asthma, & Immunology) has been serving the practicing allergist since 1974, for over half of those 75 years!

The last year has been an extremely active and important year for the Advocacy Council (AC) as we dealt with several critical issues affecting allergists/immunologists. Nearly every issue we are currently following is extremely fluid and a "work in progress." Join us as we share the AC's activities in several sessions during the Annual Scientific Meeting.

On Oct. 27, attend the Town Hall Meeting hosted by the House of Delegates to hear the latest on:

- An AC update - we spend considerable time advocating on your behalf - find out what we've been up to!
- How government agencies and regulations (CMS, FDA, MACRA, MIPS and other health care reform) impact your practice.
- What does the future of allergy look like?
- Telemedicine - how to use it in your office.
- The future of practice parameters.

On Oct. 28, our workshop - Advocacy Council 2017 Update on Coding: What You Need to Know - promises to answer some of the coding issues that have arisen in 2017 and any known changes planned for 2018. This workshop is a must for every practicing allergist and their staff!

On Oct. 29, I am honored to have been chosen to present the Bela Schick Lecture - The Future of Medicine and Allergy - Is it FINALLY a Brave New World?

Also on Oct. 29, the AC is presenting a Plenary Session on regulations directly affecting your practice. Sessions include:

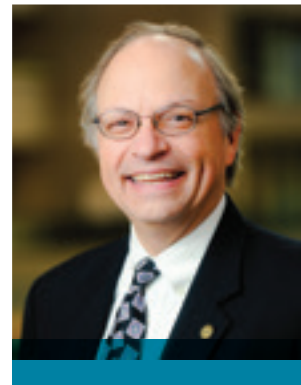
- Regulatory Changes that Affect Allergists: USP 797; FDA Guidance - What You Need to Do. Since last year's

meeting, revision of USP 797 and proposed revisions in FDA Guidances have dominated as the most critical issues facing allergists and their patients. I'll be presenting along with James Sublett, MD, FAAAAI, Advocacy Council director of advocacy and governmental affairs. This session will bring you up to speed on the most recent developments.

- Revision of the Affordable Care Act, presented by Bill Finerfrock, our Washington D.C. lobbyist and advocate for our specialty, will update us on the latest efforts by the Trump administration and Congress to "repeal and replace" the Affordable Care Act.
- MACRA, MIPS, APMs. Stephen Imbeau, MD, FAAAAI, and Dr. Sublett, will provide an update on the latest from the government on how this alphabet soup affects our practices. They will give overviews of the MACRA and MIPS rules and update the attendees on the College's efforts in providing a structure for the allergists to use in Advanced Payment Models.

On the afternoon of Oct. 29, Dr. Imbeau and myself are presenting our workshop, Advocacy Council Update on Legal/Regulatory Issues (USP, DASH, ICD-10, etc.) Every day it seems we hear about a new regulation or ruling - learn which of those issues affect you and your practice!

The AC works conscientiously to keep you abreast of the ever-changing field of medicine - don't worry - we've got your back!





American College of Allergy, Asthma & Immunology

Precision Medicine in Allergy Practice

*A rich history.
A strong future.*

ANNUAL SCIENTIFIC MEETING ADVANTAGE

Bring precision medicine to your practice

Five days of unbeatable education from experts around the globe. Perfect for any stage of your practice. Connect with thought leaders in the specialty. Meet up with friends (and make new ones) at fun social events. Strengthen your entire office team.

As the allergy specialty surges forward, we see a bright future. The College has put together an Annual Scientific Meeting – Oct. 26-30 in Boston – that will help you take the latest treatments and research to those who matter – your patients. New surprises await – but your favorite sessions like the Annual Literature Review and the FIT Bowl are all still here.

It's fun looking back as we celebrate our 75th anniversary – our history is rich and fascinating. We need to understand our past to embrace the future – and our Annual Meeting this year is all about our strong future.

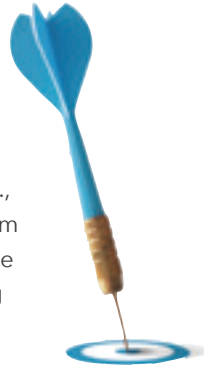
Focus on the future

With all the focus on precision medicine at this year's meeting, we reached out to the Editor-in-Chief of the *Annals of Allergy, Asthma and Immunology*, Gailen Marshall Jr., MD, PhD, FAAAAI, for his take on the program and its relevancy to practicing allergists. "The 2017 Annual Meeting will be an outstanding blend of solid science, translational studies and practical information that the practicing allergist-immunologist will find most useful to improve their office practice," said Dr. Marshall. "The theme of this year's meeting, Precision Medicine in Allergy Practice, was envisioned by President-elect and Annual Meeting Program Chair, Bradley Chipps, MD, FAAAAI, and developed by the Annual Program Committee. The meeting is designed to show practicing allergists-immunologists the principles of precision medicine – genetic susceptibilities modified by environment and lifestyle choices – as it applies to management of allergic and immune diseases. These principles apply from the bench to the bedside and back again."

Future-focused sessions will dive into applying precision medicine to atopic dermatitis and an update from the Center for Drugs at the FDA on precision medicine and targeted therapy. More sessions include optimizing individualized care in hereditary angioedema, the best biologics for GINA non-responders, and demystifying early peanut introduction.

New workshops on hot topics

Add some of our new workshops to your schedule to get up-to-date on what's trending in allergy. Get tips on managing nut allergic patients at Going Nuts: The Complexities of Diagnosis and Management in Nut Allergy. Learn how to conduct virtual appointments during our workshop on Telehealth/Telemedicine. Find out how to use the latest treatments for patients with atopic dermatitis in Biologics in Atopic Dermatitis. Looking to get your patients to put down their pack-a-day habit? Get help at Smoking Cessation in an Allergy Practice: What's New and How To. Get



the scoop on how you can help patients with GI disorders at FPIES, EoE and Other GI Disorders: Gastroenterology and Allergy Viewpoint. Visit the Annual Meeting website at annualmeeting.acaaai.org to see the full selection of workshops!

This year, we are again offering a hands-on rhinolaryngoscopy workshop as well as an intermediate/advanced course. There, you can learn how to better navigate the recesses of the nasal airway and larynx, pick up more advanced skills needed to perform a comprehensive airway exam and identify all the major anatomical structures of the nasal, pharyngeal and glottic areas. To take the intermediate/advanced course, you need to have taken our hands-on rhinolaryngoscopy course or received similar training, and be willing to be examined during the course.

Browse e-posters anytime, anywhere

Our e-posters for select abstract presentations are not just convenient for those who are presenting research – meeting attendees can search and browse all the posters at designated monitors or 24/7 online for the duration of the meeting. It's a great way to check out all the latest research in the field, even if your schedule doesn't give you time to watch as it's presented.



"Allergy-immunology specialists are already clinical leaders in the new approach to biomedical research and care. Our 2017 program will equip all of us, no matter if you work in research or daily practice, to develop new techniques for diagnosis and therapy and translate them to the front lines of better patient care," said Dr. Marshall. "There is little doubt attendees will find information that enriches their basic and clinical knowledge and that will have pragmatic utility for everyday practice improvement. Our entire editorial team will be seeking to bring the best of the best from the meeting to you in the pages of the 2018 *Annals*. We look forward to seeing you in Boston." Registration for the Annual Meeting opens in late July – check your email or annualmeeting.acaaai.org for details.



American
College
of Allergy, Asthma
& Immunology

Extend your stay

Come a little early and stay through Monday of the Annual Scientific Meeting for some of our best sessions. We have a great lineup that will help you implement precision medicine in your practice, every day.

On Thursday, Oct. 26, we're taking a deep dive into atopic dermatitis and food allergy. In the morning, topics include the epidemiology, systemic aspects, and pathophysiology of atopic dermatitis, as well as the infectious complications, the role of contact allergy, and new treatments. "Allergists and clinical immunologists are seeing increasing numbers of eczemas and other skin rashes," said Luz Fonacier, MD, FACA, a presenter at the session. "Contact dermatitis is a common cause of eczema in adults and children and accounts for 5.7 million physician visits per year. I'm going to be discussing the differential diagnosis of an eczematous dermatitis and common contact allergens."

In the afternoon, we're covering food allergy in-depth. What's new on the horizon in food allergy? Find out as we discuss oral and epicutaneous immunotherapy and other methods of treatment plus mechanisms, prevention, epidemiology and non-IgE mediated food allergy.

On Monday, Oct. 30, you'll be able to check out some of our best sessions on severe asthma, the immunology of eczema, and complications of PIDD, as well as great Meet the Professor breakfasts and workshops.

Check out our session on Current Approaches for Treatment of Obstructive Lung Disease. How will GINA 2017 and GOLD 2017 affect your practice, and what does clinical trial data mean for you? Get the skinny on the best ways to bring new, cutting-edge treatments to your practice.

Our following session will tackle itchy skin problems - the Immunology of Eczema: How to Best Address the Itch That Rashes Cause. Find out how to address chronic scratchers and what to do about skin diseases in the elderly.

Our last plenary of the day is a good one, covering What We Know: Non-infectious Complications of PIDD. The sessions will use data from USIDNet on the frequency of non-infectious complications of primary immunodeficiency disease. Get all the info you need on how to evaluate PIDD patients with immune dysregulation, and peer into the future to find out how to use personalized therapy for monogenic immune deficiency with immune dysregulation.

When registration opens in late July, make sure you add these two great days to your schedule!



Take your team to new heights

With new and seemingly endless regulations, it's more important than ever that your entire office team is on the same page.

Luckily, you can all get the skills and training you need at the Annual Scientific Meeting, Oct. 26-30 in Boston. We've got sessions perfect for every member of your office, whether you are in clinical practice or a research center.

The Office Administrators Practice Management Course on Oct. 27 covers all the topics important to running your practice. Sessions cover:

- College resources to help your practice thrive
- The changing world of regulations and payment (including MIPS, APMs and telehealth)
- Human resources in the millennial generation
- Financial services
- Coding to maximize revenue
- Creating a management dashboard, and
- Setting up an 'awesome' office.

"I am very excited with the line-up of presentations and speakers for the Office Administrators Course," said Kay Tyler, MBA, Practice Management Committee vice chair and CEO of Family Allergy & Asthma. "There is so much to cover in one day, but we are hitting all of the key topics in daily practice management - reimbursement, coding, human resources, customer service. This session will be beneficial for any office staff involved in personnel management, billing, and management of an allergy practice."

The Advanced Practice Health Care Providers Course on Oct. 27 is perfect for nurse practitioners, physician assistants, allergy/immunology nurses and other health care providers with extensive experience - and allergists are welcome, too! This full-day course has its own literature review and tackles topics like:

- Interpretation of anaphylaxis and treatment of difficult cases
- What we know (and don't know) about biologics
- SCIT vs. SLIT
- How changes in the health care landscape will affect patients
- The microbiome
- Integrative medicine in allergy practice, and
- How to use technology to advance your practice.

The Allied Health Care Providers Course on Oct. 28-29 is a one-and-a-half-day course designed for registered and licensed practicing nurses, registered respiratory therapists,

medical assistants and other allied health professionals.

A wide variety of topics are covered, including:

- Transitioning allergic patients to college
- Dealing with food allergy-related anxiety
- Managing EoE
- Understanding oral immunotherapy and its application in clinical practice
- Improving your spirometry skills
- An update on immunotherapy regulations
- Patient education in a fast-paced office
- Allergic rhinitis
- Medication adherence in COPD and adult asthma
- The myths and truths regarding vitamin D, and
- Adverse reactions to vaccines.

Registration opens in late July for all - so plan now to have your office staff attend the Annual Meeting with you.

Focus on practice management

Attendees can choose from workshops and plenaries that are geared toward getting your practice running as efficiently as possible, including:

- **How to Improve Your Patient's Satisfaction: Improving Practice Operations - Which Pearls Really Work, workshop, Oct. 27**
- **Essentials of Sterile Compounding for the Allergy Practice, workshop, Oct. 27**
- **Town Hall Meeting, Oct. 27**
- **Advocacy Council 2017 Update on Coding: What You Need to Know, workshop, Oct. 28**
- **Competing with Dr. Google: How Allergists Can Combat Misinformation & Misperceptions, Meet the Professor, Oct. 29**
- **Regulatory Changes that Affect Allergists: USP 797; FDA Guidance, Etc. - What You Need to Do, Oct. 29**
- **Telehealth/Telemedicine, workshop, Oct. 29**
- **Essentials in Becoming a Leader in Your Office, workshop, Oct. 29**
- **Advocacy Council Update on Legal/Regulatory Issues and the Alphabet Soup (USP, MACRA, APMs), workshop, Oct. 29**

ANNUAL SCIENTIFIC MEETING ADVANTAGE



Big band with an America's Got Talent Twist

Love Frank Sinatra and Dean Martin? You won't want to miss Landau Eugene Murphy, Jr. performing big band with a twist.

This year's Annual Fundraising Event on Oct. 29 will fly you to the moon. With your ticket to the event, you'll be treated to a performance by Landau Eugene Murphy, Jr., winner of America's Got Talent. He covers classic jazz like Dean Martin and Frank Sinatra, and describes his style as "big band with a twist." He's performed more than 100 sold-out concerts over three continents. After a day packed with presentations and information, come unwind with him and sing along with your favorites.

Your ticket gives you access to a reception with cocktails before the show, a plated dinner with wine and a live performance by Landau Eugene Murphy, Jr. Grab your tickets when you register for the Annual Scientific Meeting: they're \$250 each or \$2,300 for a table of 10. Corporate tables are \$10,000.

Just want to come for the live music? Show-only tickets are \$55.

Proceeds benefit the ACAAI Foundation, which supports Fellows-in-Training Program Relief Grants, Young Faculty Support Awards and more.

COMMUNITY ADVANTAGE

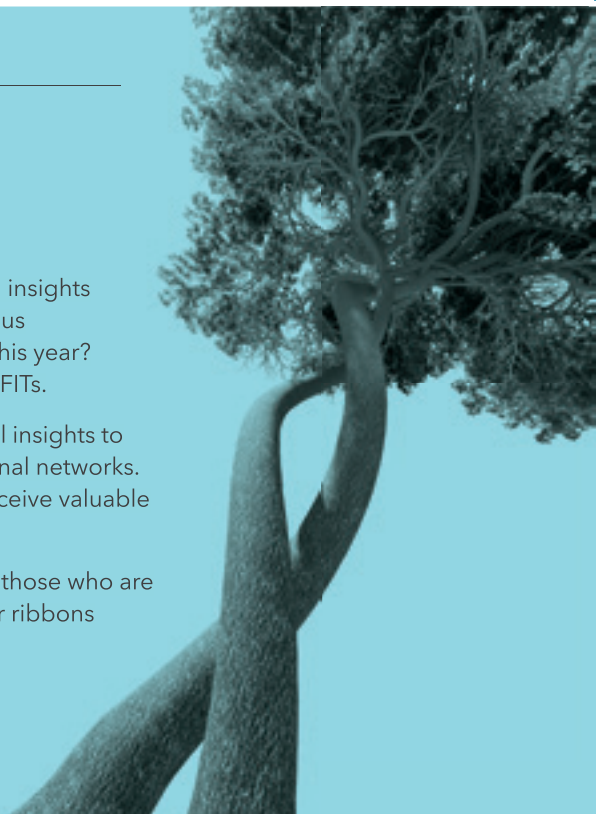
Support the next generation of College members

The Annual Meeting provides an important means for Fellows-in-Training (FITs) to gain insights into the specialty and establish a lifelong engagement with the College. Will you help us ensure every FIT member has this opportunity by sponsoring a FIT travel scholarship this year? Fellows, members and local allergy societies are encouraged to sponsor one or more FITs.

Your support will allow more FITs to hear from top experts in our field, receive practical insights to further their careers, connect with other training programs and expand their professional networks. Many FITs will also have an opportunity to present their research - allowing them to receive valuable feedback from seasoned researchers.

Travel scholarships are awarded at \$700 for FITs with accepted abstracts and \$400 for those who are not presenting. Sponsors are recognized at the meeting with Travel Scholarship Donor ribbons and acknowledgement in the program guide.

Send your check, made out to the ACAAI Foundation, to Kate Barcal at the Executive Office. If you have questions, please contact Kate at 847-725-2283 or katerinabarcal@acaaai.org.





Top ten places to explore in Boston

It feels fitting that as we celebrate our history - and our future - our Annual Scientific Meeting will be held in Boston, one of the oldest cities in the U.S. So, while you're at the meeting, soaking up the great education, what are the best places to check out during your free time?

- 1 The Freedom Trail** - A beautiful 2.5-mile brick route that leads you to 16 historically significant sites.
- 2 Museum of Fine Arts** - Check out this comprehensive collection of American art at the fourth largest museum in the U.S. with more than 450,000 works of art.
- 3 Paul Revere House** - Discover the true story of Paul Revere at his colonial home.
- 4 Fenway Park** - Explore "America's Most Beloved Ballpark," home of the Red Sox since 1912.
- 5 Boston Common** - Visit the oldest public park in America, established in 1634.
- 6 Boston Harbor** - Take a short cruise to see the skyline (or some whales!).
- 7 Harvard Museum of Natural History** - With exhibits drawn from the university's collections, the museum presents a rare glimpse at the exotic and a fresh look at the familiar.
- 8 Skywalk Observatory** - The only place where you can get beautiful, 360-degree views of Boston's skyline.
- 9 The Fens** - Unwind in nature at this public park and wildspace.
- 10 Samuel Adams Brewery** - Take a free tour (and tasting) at this great brewery that also serves as the brands 'test kitchen.'



Take your
practice to the
next level

PRACTICE MANAGEMENT ADVANTAGE

Miss any of our Perfecting Practice webinars?
Did you know they're available on the College Learning Connection for you to access anytime, anywhere? Always free for members.

They cover a wide range of topics - everything from social media strategies for allergists to billing and coding. There's something for everyone. Access all the webinars at college.acaai.org/practice-webinars.

- **Billing, Coding and Your Bottom Line:** Do you have allergy-specific coding questions? Get the scoop on how to bill for biologics, proper coding for venom immunotherapy, how to bill for RUSH and cluster immunotherapy and more. Presented by coding expert Gary Gross, MD, FAAAAI.
- **Advocacy Roundtable:** Get the latest on important allergy advocacy issues, including USP, FDA and state regulations for preparation of allergen extract vials; 95165 billing issues; and narrow networks. Presented by Allen Meadows, MD, FAAAAI, chair of the Advocacy Council of ACAAI, and James Sublett, MD, FAAAAI, executive director of advocacy and governmental affairs for the Advocacy Council of ACAAI. Just recorded on June 22.
- **Optimize Your Office Operations:** Learn how to review your practice and identify ways to improve your operations. Start with one or two areas of your office that would benefit from immediate improvement. Presented by Owen Dahl, a practice management consultant.
- **Social Media Strategies for Allergists:** Learn how to leverage social media to connect with patients. Presented by David Stukus, MD, FAAAAI.
- **Best Practices in Office Collections:** Get info on everything about in-office collections as they relate to financial policies, high deductible health plans, financial counseling, payment plans and more. Presented by Jason Biddy, MBA, past administrator for Alabama Allergy and Asthma Center.
- **Human Resources Basics for Today's Allergy Practices:** What are the "must have" policies and procedures in staff management? Get tips about hiring, retaining and motivating staff in a rapidly changing employment landscape. Presented by Kay Tyler, MBA, Practice Management Committee vice chair and CEO of Family Allergy & Asthma.
- **New Allergists to FITs:** What We Wish We Would Have Known at Graduation: Graduating from a fellowship and wondering about the next steps? Allergists talk about what they wish they would have known at graduation. Moderated by Meagan Shepherd, MD, chair of the New Allergists Committee, and Sarah Spriet, DO, past Senior FIT Representative to the Board of Regents.
- **Getting Started in Practice:** Just starting out or looking to change practices? Get an overview of what you need to know, such as practice options, questions you need to ask, employment agreements and more. Presented by Stanley Fineman, MD, MBA, FAAAAI, chair of the Practice Management Committee, and Allen Meadows, MD, FAAAAI, chair of the Advocacy Council of ACAAI.

EDUCATION ADVANTAGE

Decipher MIPS with our toolkit

Like it or not, the Merit Based Incentive Payment System (MIPS) began in January of this year. Do you know if you're required to participate? If you are, are you doing what you need to avoid a penalty or maximize your bonus? The College's new online MIPS toolkit will help you decode MIPS and decide on the best path for you and your practice.

Check out our MIPS toolkit to find the answers to your 2017 MIPS questions:

- Do you need to participate in MIPS?
- How can you do the bare minimum to avoid a 4% penalty in 2019?
- What are the various reporting options for 2017 - and what will happen if you don't participate?
- Should you report as an Individual or as part of a Group? What are the pros and cons of each?
- What do you need to know to report on each of the four categories of MIPS (Quality, Cost, Improvement Activities, Advancing Care Information)?
- What should you do to maximize your bonus in 2019?
- Do you belong to a Physician Hospital Organization or Accountable Care Organization? Find out what that means for MIPS.
- What free resources can help me?

Access our MIPS toolkit at college.acaai.org/mips-toolkit.



Whether you're just beginning your journey or further down the path, mentorship can be invaluable.



The word 'mentor' is based on the eponymous character that advised Telemachus on his quest to find his father in Homer's *The Odyssey*. Mentorship describes the guidance provided by a more experienced or knowledgeable person to a less experienced or knowledgeable person.



FELLOW-IN-TRAINING ADVANTAGE

By Tammy Peng, MD, Senior FIT Representative

My own path to a career in allergy/immunology was paved in large part by my relationships with incredible mentors that I encountered in residency. Given limited exposure to allergy/immunology at my residency institution, I initially sought to broaden my experiences in the field. Along the way, I developed

relationships with multiple allergists with diverse backgrounds and at varying points in their career who ultimately guided me throughout the application process. I am deeply grateful for my mentors, without whom I could be in an entirely different field.

Because of my personal experiences in choosing a subspecialty, I have continued to seek opportunities for mentorship, both as a mentor and mentee. Fortunately, as a College member Fellow-in-Training (FIT), I have not had to search too far for these chances. This year, the College has stepped it up with two mentorship programs: the Spark program for residents and the Reach mentor program for FITs and young allergists.

The Spark program was designed with the intention of "sparking" an interest in careers in allergy/immunology in residents. Residents from across the country have been selected to attend the College's Annual Scientific Meeting and will also participate in FIT educational program. These selected residents will also be paired with interested FIT mentors.

The Reach Mentor program matches College members with FITs and new allergists (those in practice for eight years or less) based on parameters including interests and locations. You can find mentor and mentee applications at college.acaa.org/mentoring.



Mentorship can occur formally through programs like the Spark program or the Reach Mentor program, but can also arise informally. Regardless of how the relationship between mentor and mentee is forged, mentoring is a valuable part of professional and personal development. The benefits of mentoring have been described throughout the literature and include improved personal development, research productivity, job satisfaction, and quicker path to achievement. When veteran allergists impart their experiences with those early in their career or still in training, there is not only individual growth, but also continued progress and evolution of our specialty. Even as fellows, our experiences in selecting our field and journey to fellowship are invaluable to interested residents and medical students. These relationships are the building blocks for development of the future of allergy/immunology.

I hope that readers will take advantage of the opportunities I have mentioned in this article - whether in the role of mentor or mentee. For those interested in learning more about the Spark or Reach Mentor programs, please feel free to contact me at tpeng@mednet.ucla.edu.

Optimize space to improve workflow and patient experience

The physical design of your practice can influence your relationships with patients and the efficiency of your practice. That, in turn, can make practicing medicine a more enjoyable experience. But changing your practice layout doesn't have to cost you an arm and a leg. Here are some things to consider as you think about improving your existing space or look for a new practice location.

1. Create team work stations to encourage collaboration.

- Facilitate communication among all members of a care team (allergist, nurse and medical assistant (MA) by creating a team work space. This improves efficiency and strengthens your team.
- Locate team work spaces near exam rooms to maximize efficiency (and minimize the steps required between exam room and work space). One example: an allergist/MA combined work station that is just outside the allergist's three exam rooms, enabling frequent communication and easy access to all rooms.

2. Design patient-centered exam rooms.

- Include space both for physical exams and where allergists and patients/family members can sit down together and discuss care plans.
- Find a way to connect with patients while using your electronic health records. Large wall-mounted screens that connect to laptops allow allergists to share information to patients. A less expensive option: shift your position so you can share your laptop with patients.
- Review the lighting. Is it too bright or too dark? Proper lighting can make a big difference and make a room more comfortable.
- Consider painting the room a calming, warm color to help relax patients. Artwork, particularly landscapes or nature pictures, have a soothing effect.

3. Put allergy shot room up front.

- A standalone shot room, located near the front of the clinic, provides easy access to patients and reduces clinic traffic. Consider using a portable screen to give patients privacy, and have epinephrine and a crash cart nearby for safety.

- Kevin McGrath, MD, FAAAAI, vice-chair of the ACAAI Practice Management Committee, explained, "Our shot room is near the waiting room, and my office is diagonally across from it. It's a short distance for staff to come to me for problems, shot dose adjustments, etc. I like to be involved, aware, and visible, which gives patients confidence that I'm overseeing their care."

4. Standardize exam rooms.

- Create a clinical team (allergist, nurse, MA) to recommend "standard" supplies that should be part of each exam room. Some ideas: gowns, otoscope tips, hand sanitizer and markers for skin testing.
- Standardize all cabinets and drawers in each exam room so they're identical. When an allergist or nurse is looking for a tool or supply item, they will know exactly where to find it, regardless of the exam room. That saves time for everyone.
- Create a restocking system to ensure every exam room is fully stocked at the beginning of each day - eliminating the need to stop in the middle of an exam or test to search for a missing item.



Give some thought to the layout of your clinic and exam rooms. Simple changes can result in improved efficiency for you and your staff, plus a better patient experience.



COMMUNITY ADVANTAGE

A glimpse into the future

As we celebrate our 75th anniversary, we've been doing a lot of looking back. During our 50th anniversary, we asked College members what they thought the future of allergy would be like in 25 years - in 2017. Now, we're looking back to see if those predictions came true - and making a couple of new predictions. What will the future of allergy look like when the College turns 100 in 2042? College members have some ideas.

*Joseph Bellanti, MD, FAAAAI,
College historian*

1992 Prediction

"If our specialty is to survive to the year 2017 - allergists will have to embrace clinical immunology...and find new disease entities."

Did it come true?

"This is still true today."

2042 Prediction

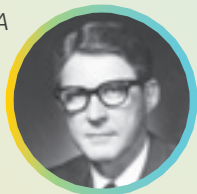
"I think there's a bright future ahead for the specialty. As we move into the fields of precision and personalized medicine, I think it's important to stress that the allergist-immunologist has a much broader opportunity to embrace other fields of clinical Immunology. And we shouldn't lose sight of those opportunities for immune deficiency, for autoimmune disease, for the new advances in cancer immunotherapy with



checkpoint inhibitors. So, this knowledge of immunology expanding and having clinical application, I think, is very important for a membership, and particularly our young membership, the Fellows-in-Training. So, I think this area is very important."



Ralph Hale, MD, FAAAAI, past president ACA (AAAAI's name at the time) 1971-72, deceased



1992 Prediction

"We will develop a POTENT NON-STEROIDAL, ANTI-INFLAMMATORY drug without serious side effects for long-term use."

Bobby Lanier, MD, FAAAAI, past executive medical director



Did it come true?

"Dr. Hale is partially correct in that montelukast has been developed. While it is not as potent as we hoped - it is very safe. Currently, for long-term treatment, we have developed a series of biologic medications attacking the basis of inflammation. Monoclonal antibodies have been developed which get closer to both preventing the inflammation as well as the accumulation of damage."

2042 Prediction

"Allergists will drift from concentration on antibody E to a broader consideration of all antibodies and cellular messengers. Subcutaneous allergy injections, the current standard of care, will become rare as advanced methods of influencing the immune system become possible."



Susan Bailey, MD, FAAAAI, Speaker of the AMA House of Delegates



1992 Prediction

"In the year 2017 - clinical allergy will STILL be a rewarding area of practice. Improved understanding of rhinitis and asthma will result in superior medications...as immunotherapy evolves into GENE THERAPY."

Did it come true?

"Clinical allergy is still a very rewarding area of practice; although it has changed with allergy medications going OTC, our allergy and asthma patients still very much need our partnership in developing safe and effective management plans. It is as rewarding as ever to see a child with poorly controlled asthma become active and athletic with good allergy care. Immunotherapy is still our primary disease modifying therapy for allergic disease and asthma. Biologics are playing a rapidly increasing role, which I never would have guessed 25 years ago. We are becoming better at identifying asthma phenotypes, but gene therapy seems quite distant given the increasing complexities we discover."

2042 Prediction

"In 25 years, there will still be a need for allergists. I believe telemedicine can help us reach patients that have not had access to us before. Food desensitization will be routine. Pharmacogenomics will help us decide which medications or biologicals are best suited to our patients, without having to go through trial and error like we do now."



Jack Selner, MD, FAAAAI, past president 1992-93, deceased



1992 Prediction

"We'll have to adapt to drastic changes in technology for diagnosis and treatment...or fade into the sunset."

James Sublett, MD, FAAAAI, past president and executive director of advocacy and governmental affairs for the Advocacy Council



Did it come true?

"This may surprise our readers, but I feel the single most significant technologic advancement was hard to visualize in 1992 - the power of high speed internet and the resulting connectivity. This, along with the rapid development of personal devices have empowered our patients to want to understand more about allergic diseases. The ability for allergists to communicate electronically has not only opened the door to increased professional education (access worldwide to peer reviewed literature, webinars, the College Learning Center, virtual meetings) but also enhanced patient engagement to provide better education and communication for our patients."

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COMMUNITY ADVANTAGE

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"For more than the last decade the College has been working to enhance electronic communication through continuously improving delivery of information, to our members, and our current and future patients. Our strength is in the processing of information. The immune system is as complex as the most sophisticated supercomputer, and we are the only specialty trained to diagnose and treat diseases of the immune system."

2042 Prediction

"We are currently moving out of the symptomatic treatment era to the era of "biologics." Currently, in our field, they have been developed for difficult-to-treat asthma, urticaria and atopic dermatitis, but I expect application to other disease states in the future. For the last 100 years, we have had allergen-specific subcutaneous immunotherapy, which, if developed today, would be touted as a huge breakthrough. With increased identification of allergen components (the dust mite has over 25), we will move to using patient specific component immunotherapy as a better way of treatment. This will be applied, not only to food allergy, but inhalants."

"I hope that we will have in a significant way moved to better understanding of the gene-environmental interaction. With the use of 'Big Data' and personal monitoring of exposure we should be able to understand better the role of gene-environment interaction and the development and prevention of allergic diseases."

"Just as 'brick and motor' stores have been impacted by online shopping, adaptation by allergists to use telemedicine (already in progress), eConsults, apps, and personal electronic devices, both for real-time monitoring and communication, will dramatically change the way we interact with and treat our patients."



PATIENT ADVANTAGE

Summer isn't over yet, but it is time to start thinking ahead.

Start planning now for free, back-to-school allergy and asthma screenings in your community. While fall weather may not be what we want to think about right now, it's certainly something important for allergists to start considering.

Fall weather brings with it a lot of pollen and mold - and a lot of miserable allergy sufferers. Your community can greatly benefit from these screenings, and you can help a lot of people who might otherwise suffer undiagnosed.

The Nationwide Asthma Screening Program (NASP), sponsored by Teva Respiratory, provides everything you need to easily host your own screening event. Visit college.acaai.org/NASP and fill out an interest form to let us know you plan to participate. Then, get tips on finding a screening location from our coordinator's manual online at the same webpage, and once your location and dates are secured, send in the final location confirmation form.

To participate in a fall/winter screening, interest forms are due by Aug. 31. A representative from Teva will deliver a kit of promotional banners to your office, and if you want, they can provide you with printed materials for your screening as well.

If your screening is open to the public, we'll post your screening online so people can find it. Then, we'll email you a link to our electronic toolkit, which has everything you need to make your screening a success. Print your own participant registration forms, and customize your own publicity posters, fact sheets, fliers, FAQs and more. One of the only things you need to bring is your spirometry equipment.

Questions? Contact Amanda Spejcher via email at amandaspejcher@acaai.org or 847-725-2266.





EDUCATION ADVANTAGE

E-parameters make learning easy

Practice parameters are one of the most valuable ways the College contributes to the allergy specialty, providing the latest and best available scientific evidence and clinical consensus.

To make it even easier to access this important information, the College has launched two new e-parameters on Anaphylaxis and Primary Immunodeficiency Diseases (PID) that are free to members. The e-parameters were developed with the assistance of the Clinical Programs/Patient Safety & Quality Committee, led by Mervat Nassef, MD, FAAAAI.

"Due to their length, reading and applying practice parameters can be a daunting task," said Dr. Nassef. "The e-parameters are interactive, web-based versions of the full practice parameters. They give users a broad view of the parameters and quickly drill down to the specific areas the user is most interested in learning."

The Anaphylaxis E-parameter includes anaphylactic triggers, evaluation of symptoms, management and office preparation for anaphylaxis and other considerations. You can access it at education.acaai.org/anaphylaxisparameter. According to Dana Wallace, MD, FAAAAI, chair of the ACAAI Education Council, "the Office Management section provides an excellent protocol - text, tables, and charts - for preparing your office and staff for that unexpected anaphylactic emergency." She suggests using the e-parameter as 'homework' before your next office mock anaphylaxis drill.

"There is practical, day-to-day advice on best practices for how to manage patients at risk for anaphylaxis," said Anne Ellis, MD, FAAAAI, chair of the Anaphylaxis Committee. "Even more importantly, learn how to ready your own practice for the management of in-office anaphylaxis following immunotherapy injections or food allergy challenges."

The PID e-parameter was recently released and contains the most current recommendations for the evaluation, treatment and management of the most common primary immunodeficiency diseases. Check it out at education.acaai.org/pidparameter.

E-parameters are designed to be used in your practice. Whether you use them as a staff training resource or point of care tool, you will find them to be an efficient and effective way to find the information you need.

"I think each of these modules is a great tool that helps to organize the parameters into an easy-to-use format," said Dr. Nassef. "This should facilitate implementation of practice parameters into clinical practice by physicians worldwide."

COMMUNITY ADVANTAGE

By Charlotte Meadows, Alliance President

What can you do for the Alliance?

The Annual Scientific Meeting in Boston is fast approaching and I am already looking forward to seeing all Alliance members and guests in our hospitality suite and at our business luncheon. Your support of our auction at the Annual Fundraising Event shows the College that we believe in the future of allergy. Working together, we can all continue to grow the future of our specialty.



Did you know that Boston is home to over 50 colleges and universities? For this reason and many others, our Alliance members should plan to attend the Annual Meeting - and plan to bring your children! It's a great time for college visits - even if you're not planning on Harvard. It can often help with admissions to have a visit to a college documented - colleges do keep track of that sort of thing! Our oldest was in 9th grade when we visited Harvard in conjunction with a College meeting, during the year's first snow storm, and got an up close and personal look at what it takes to get into an Ivy League university. It's never too early to get admissions information for your children.

This year, our business meeting and brunch will take place at Top of the Hub at noon on Oct. 29. From the top of the Prudential Tower, this exciting venue will give you an eagle's view of all of the downtown Boston area. We will also be offering an engaging list of entertainment and educational options in our hospitality suite where a light breakfast will be served for all of our Alliance members and registered guests this year. We are also planning to include field trips to some of the area's most interesting spots, particularly the Freedom Trail. Please watch for registration information for the meeting in late July.

Also, our Alliance Fundraiser Committee, chaired by Judy Fineman, has worked to get another outstanding list of items for you to bid on at the live auction on Sunday evening.

Thus far we have three handbags, an evening bag, original artwork by Jenny Commins, several pieces of jewelry for both men and women, a three bedroom/three bath beach condo at Gulf Shores, Alabama, a case of Becklyn Cellars award winning wine, and more! This is a fantastic way for you to support the Alliance. Either plan to participate in the live auction, or contribute your own item for us to auction to the highest bidder! If you want to discuss an item with us, please contact me at cbmeadows@att.net or Judy Fineman at jaf9980@gmail.com. All proceeds support our Foundation, which works to promote and fund allergy training programs. Without a pipeline of allergists in training, our spouses will be 'going it alone' in the future.

Finally, we will be offering a special training on advocacy for the allergy profession, in the hospitality suite on Oct. 28, that you may want to invite your spouse to attend with you. We know that we all care about the future of allergy, but how can you get involved with making a difference with your local, state and national policy makers? It really is as simple as knowing some simple "how to's" that we will teach you. In today's highly charged political environment, it is important to understand who makes the decisions and how to get to know them.

It's only a few short months away - make plans now to attend the Alliance activities at the College meeting, where we'll be celebrating 75 years of excellence.



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