



Addressing the problem of health care misinformation

Challenge false (and sometimes dangerous!) health care myths

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James M. Tracy, DO, FAAAAI,
President, American College of
Allergy, Asthma and Immunology

Taking the lead in tackling the challenges facing our specialty

I am truly honored to be leading such a strong and relevant organization within the allergy/immunology specialty and, indeed, within medicine as a whole. The strength of the College - and everything we do - starts with you, our members.

As I look ahead to the coming year, I am cognizant of some

of the greatest challenges facing our specialty. In addition to the ongoing, intensive themes around cost pressures and reimbursement, changing business and employment models have created novel challenges. In addition, we also have a ramped-up and rapidly proliferating presence of artificial (or augmented) intelligence being applied to the practice of medicine. AI by its very nature is ever evolving. It is imperative that the College remain open-minded while providing clarity, advocacy, and guidance in these areas, especially as it relates to the clinical practice of allergy and immunology.

To steer the profession in these crucial areas during this coming year, the philosophy of servant-leadership is never far from my mind. For me, this philosophy is built on the belief that effective leaders strive to serve others, rather than accrue power or take control. It is characterized by the empowerment and support of teams rather than a

hierarchical model. In our practices, as partners we serve our staff and employees; in the College, the leadership team serves all our tremendous volunteers. This coming year, my goal is to support all members of the College as you endeavor to flourish in the current environment and provide excellent patient care.

I am proud to say that the College, its many volunteer physicians, and its staff are well-positioned to assist and support our members through the challenges we all face. We are extremely fortunate to have world-renowned experts behind every project, program, and resource that we seek to provide for you.

There will be times when you - our members - will ask how the College will fix one problem or another. In truth, we are all on this ship together, with the ultimate goal of providing excellent care to patients as well as financial viability. In the final analysis, YOU are the College, and that is why I serve and support each one of you in your work.

We all need to be advocates for our patients, and not only with the government and payers. Part of being a patient advocate is ensuring that our patients receive what they need, including information and understanding. Even if we cannot solve every one of their issues, patients should always leave our offices feeling cared for. For in the end, we take CARE of people. I hope each of you will join me in that philosophy as I spend this year supporting each of you in this critical work.

Connect with us at acaai.org or through:



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ADVOCACY ADVANTAGE

J. Allen Meadows, MD, FACAAl; Executive Director, Advocacy Council

The Advocacy Council tackles appropriate payment for CPT 95165, the influence of pharmacy benefit managers and more

The Advocacy Council in 2025

As the new year begins, our advocacy continues. Some issues carry over into the new year, and many times our messages need to be repeated and pushed out to our members and policymakers more than once. The College's Advocacy Council won't give up on issues that are important to practicing allergists!

CPT 95165

The paper developed by a College-led work group to combat denials and audits was published¹ last November, and leaders are actively working on the second arm of this project, called the Payer Education Campaign. If you've used the paper and/or the College summary in addressing audits or denials, please let us know the outcomes at AdvocacyCouncil@acaai.org.

MACs

We met with the Medicare Administrative Contractor (MAC) in the Southeast² - Palmetto GBA - and explained that allergen immunotherapy is a proven, clinically effective treatment. CPT

95165 is defined as "professional services for the supervision of preparation and provision of antigens for allergen immunotherapy; single or multiple antigens (specify number of doses)." We noted

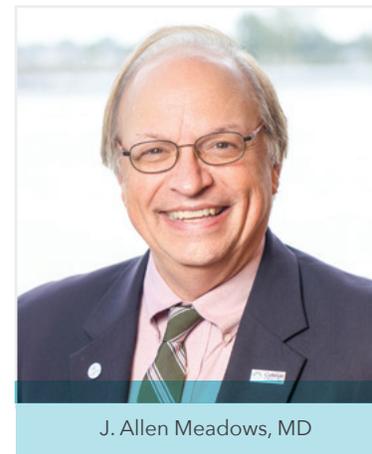
that typically, patients begin immunotherapy with very diluted doses of extract and their concentration gradually increases. Palmetto now recognizes that, for purposes of CPT code 95165, **"there is no differentiation between initiation therapy and maintenance therapy" and that the vials "from which the dose may be drawn is irrelevant."**

There are 12 MACs throughout the country, and plans are underway to meet with each of them to advocate for appropriate payment of 95165. Watch the College Insider e-newsletter for updates!



Extract invoices

A special shout-out to every office that contributed extract invoices; this is the only way we can effect change. At CMS, the invoices provide supporting data of our request for increased reimbursement to help ease the high costs of extracts.



J. Allen Meadows, MD

Pharmacy Benefit Managers

Last fall, the Advocacy Council informed members³ of the FTC report on PBMs stating that a lawsuit was imminent. That lawsuit has been filed. The report identified PBMs as a leading reason for high drug prices. Despite the importance and size of PBMs, there is little public data on them and their business practices, which is why the FTC issued this report. It found that PBMs:

- Have substantial control over drug accessibility and pricing.
- Exercise significant power over American's access to drugs and pricing.
- Incentivize a preference for their own affiliated businesses.
- Have contracts that disadvantage smaller, unaffiliated pharmacies and patients.

On Nov. 12, 2024, the FTC filed a lawsuit⁴ against the three largest PBMs - Caremark Rx, Express Scripts, and OptumRx (and their affiliates) for engaging in controlling and unfair rebating practices that have unnaturally raised the cost of insulin. OptumRx and Caremark Rx immediately filed for separate evidentiary hearings. We'll monitor this issue and continue to provide updates.

The Advocacy Council - ADVOCATING FOR ALLERGISTS AND THEIR PATIENTS.

¹ [annallergy.org/article/S1081-1206\(24\)01532-1/fulltext](https://annallergy.org/article/S1081-1206(24)01532-1/fulltext)

² mailchi.mp/acaai/2025-proposed-medicare-physician-fee-schedule-6226455

³ college.acaai.org/2024-ftc-and-congress-take-action-against-pbms-for-price-gouging/

⁴ ftc.gov/legal-library/browse/cases-proceedings/221-0114-caremark-rx-zinc-health-services-et-al-matter-insulin

College prior authorization appeal letters improve your PA success rate



Only 18% of physicians appeal prior auth denials. Our PA appeal letters make appeals simple!

When an insurance company denies a prior authorization request, there's a good chance physicians and patients won't appeal the denial. In a 2023 AMA prior authorization survey¹, fewer than one in five physicians surveyed - 18% - reported they always appeal a prior authorization denial. **This is surprising, given that more than 80% of prior authorization (PA) appeals succeed.**²

Why don't physicians appeal these decisions more often? In the AMA survey:

- 62% said they don't think the appeal will succeed based on past experience.
- 48% said patient care can't wait for the PA approval.
- 48% said they don't have enough staff or resources.

If staffing or lack of resources is an issue you face, the College's Prior Authorization Toolkit (college.acaaai.org/priorauth) can help. **Our ground-breaking PA appeal letter generators let you create patient-specific appeal letters, complete with scientific references, for allergy biologics and other medications in just ten minutes.** Simply enter patient and insurance company information, including past treatments that were unsuccessful and/or alternative treatments recommended by the insurance company, and a customizable appeal letter is generated in Microsoft Word. All of our PA appeal letters were created by allergists on our science committees, so you can have confidence in the medical justification cited in these letters.

College PA appeal letters are currently available for the following medication/disease combinations (our newest letters are highlighted):

Asthma	Nasal Polyps	Other
Cinqair	Dupixent	Dupixent/Atopic Dermatitis
Dupixent	Xhance	Neffy/Anaphylaxis
Fasenra		Odactra/Allergic Rhinitis
Nucala		Palforzia/Peanut Allergy
SMART		Xolair/Food Allergy
Tezspire		Xolair/Urticaria
Xolair		Xolair/Food Allergy

The Prior Authorization Xolair/Food Allergy Toolkit continues to be one of the College's most popular toolkits. "I am very grateful for the Prior Authorization Toolkit. It has saved me hours of administrative work and frustration," said Sheila M. Bonilla, MD, FAAAAI. "It's easy to generate prior authorization appeal letters complete with all the required references. The fastest turnaround time for me was one business day for approval! Amazing!"

Travis Miller, MD, FAAAAI, chair of the Advocacy Council said, "The College's Prior Authorization Toolkit saves our office hours of extra work and streamlines the PA approval process. We frequently turn to ACAAI for support with toolkits, and they make the practice of allergy easier."

Have your manager join the College to access our prior auth and other resources! Managers of College physician members can join the College for free for the first year. Contact jenniferpfeifer@acaai.org for details.

What are you waiting for? Increase your prior authorization success rate with the College's PA appeal letter generators. Your patients and your staff will thank you.

¹ <https://www.ama-assn.org/system/files/prior-authorization-survey.pdf>

² <https://www.kff.org/medicare/issue-brief/use-of-prior-authorization-in-medicare-advantage-exceeded-46-million-requests-in-2022/>

COMMUNITY ADVANTAGE

Tell primary care colleagues about the benefits of allergy care for their patients

For many patients with allergies and asthma, their primary care physician or advanced practice nurse is their go-to for care. And for some patients, that may be working fine. But what if those primary care practitioners knew more about the benefits of care by a board-certified allergist? The College has two resources on tap for spreading the word.

We've conducted two different campaigns in recent years - one directed to primary care NPs and PAs, and the other to primary care physicians as well as other health care professionals. Each campaign comes with a dedicated microsite featuring information, videos, and links to deeper dives into various conditions on the ACAAI public site. These resources aim to raise awareness about the value of allergy specialist care. And both campaigns help primary care practitioners identify which patients can benefit the most.

Check out the sites for both at acaai.org/allergists-partners and college.acaai.org/time-for-an-allergist-campaign-toolkit.

The theme of this ongoing communication effort is that allergists are not trying to replace primary care colleagues in the care of allergy patients - but instead, primary care and allergy specialists can work together to get patients feeling their best.

The College will continue to promote these resources to the primary care target audience via social media platforms. Join us by amplifying the value of partnering with an allergist!



DO YOU WANT TO MAKE A DIFFERENCE IN YOUR COMMUNITY?

Apply for a Community Grant through The Allergists' Foundation.

It's a great opportunity to advance your career as a clinician and researcher, while strengthening your community!

Awards include Exploratory Grants of up to \$10,000 and Implementation Grants of up to \$25,000. **Special consideration will be given to Fellows-in-Training and early career allergists.**

Letters of Inquiry are due Feb. 17, 2025.

Learn more and apply at
college.acaai.org/grants.



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

The problem of health care misinformation – Be a part of the solution

Help challenge false (and sometimes dangerous!) health care myths

As a health professional, you know that medical information found on social media or the internet may not just be inaccurate - it can also be harmful.

A patient might come to your practice to get care as a result of something they tried after seeing it on social media. Recent viral social media challenges have included swallowing cinnamon, misusing diphenhydramine and cooking chicken with Nyquil®.

Or you may see patients who think their allergies or asthma should be managed in a way they've read about on a website or learned of through an online community - but that might not be the best practice.

The internet is here to stay, and social media remains highly popular. Both will continue to influence health care. What can you do when a patient comes to you with erroneous health information - and what can you do to make sure your patients are making healthy decisions?

Here are some tips:

- Listen with empathy and understand each patient's level of knowledge and cultural beliefs.
- Address the misinformation in a nonjudgmental, respectful way, correcting false claims.
- Provide trustworthy sources where patients can find accurate health information on the internet, such as the ACAAI website, the NIH, CDC, WHO, Mayo Clinic and Cleveland Clinic.
- Give patients tips on how to spot misinformation on social media, such as confirming credentials (is the influencer actually a doctor?) and questioning whether the information seems unlikely or dangerous. (If yes, look it up on a trusted medical website).

Be part of the solution

With a little effort, you can demonstrate your medical expertise and share factual health information online and on social media, and the College has resources to help.

For starters, review your practice website and make sure all information is up to date.

Consider sending a biannual newsletter via email to patients listing services your practice provides, and topical allergy and asthma information.

Become a presence on social media. Use platforms such as Facebook, YouTube, Instagram and Threads to debunk medical myths and provide accurate information. Did you know YouTube is the second largest search engine after Google? Many people go there for trusted health information.

The College's Marketing and Patient Materials Toolkit and Allergy Office: Using Social Media and Managing Your Online Reputation modules provide practical tips to manage your online presence. Find them at college.acaa.org/toolkits/marketing-and-patient-materials-toolkit/ and education.acaa.org/UsingSocialMedia.

At the ACAAI 2024 Annual Meeting, the College's Social Media Subcommittee hosted a session titled, "Social Media and Podcasting: The Changing Face of Medical Education." Speakers led an informed discussion on navigating the changing landscape of medical education with tips and pitfalls of using social media and podcasts for health care education. Information included getting started and legal ramifications of posting on social media. If you attended the Annual Meeting but were unable to attend this session, it is part of the On Demand program accessible on the College Learning Connection website at education.acaa.org.

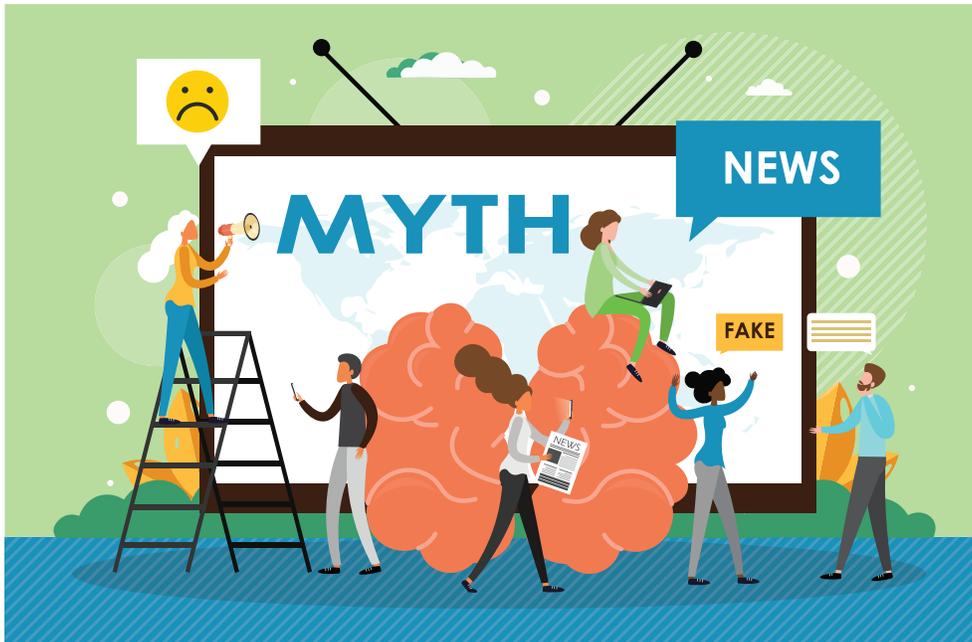
Take it a step further with video

Creating short videos on timely topics is one of the most effective ways to reach wide audiences with factual health information, especially on Instagram, Tik Tok and YouTube. Videos do not need to be professionally filmed. In fact, more casual, quick and relatable videos are the current trend.

Several ACAAI members have become well-known on social media, with thousands, and even millions, of followers. They are successful using social media to dispel myths and provide accurate information on allergy-related topics.



Dr. Zachary Rubin, an allergist practicing in the western suburbs of Chicago, is a great example of a member allergist turning his social media platforms into a vehicle for education on allergy and asthma topics. He's built a loyal following on his platforms and has new patients who found him through his social media posts. He initially posted on Twitter to connect with physicians and then moved



a decade," he says. "It's frustrating to see the same misinformation circulate every few years, but that reinforces how influential this is in our patients' lives."

Among other advice, Dr. Stukus has shared his experiences with surviving attacks from trolls and others who would detract from truthful content. "My goal has always been to be a source of evidence-based information and to serve as a conduit for offering knowledge and perspective," he says. "Earning trust online has always been more important to me than number of followers or becoming an influencer.

Regardless of anyone's desire to

to TikTok and Instagram to post educational content. He's also now on Threads.

During the spring of 2023, Dr. Rubin posted content about allergy medications and cat allergy food that went viral. More than 200,000 people followed him within a few days, and his content took off from there. He now has 1.3 million followers on TikTok, almost a half million followers on Instagram, and over 50,000 YouTube subscribers. He is currently writing a book about allergies to help the public learn more about allergic diseases.

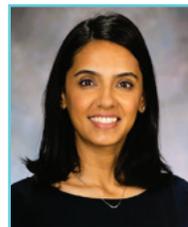
"I want to help people feel empowered about their health and navigating health care," says Dr. Rubin. "I hope to continue to gain the public's trust in my educational content that helps debunk the immense amount of misinformation that has been confusing people for several years. I also like to hula hoop occasionally - just for fun."

What about social media trolls? "There are people who will not be nice online and sometimes it is not a real person but is a bot programmed to annoy you," says Dr. Rubin. "Set clear boundaries for what you can and cannot do. Do not feel pressured to respond to every comment, especially if they are negative. If you're posting reliable, science-based content to your platforms, it's a great start."



Dr. David Stukus, professor of Clinical Pediatrics in the Department of Pediatrics at The Ohio State University College of Medicine in Columbus, Ohio is another ACAAI member with a large social media following. He has lectured on the topic of combating misinformation. "I've been engaging on social media as a medical professional for over

engage with social media, health care professionals have to acknowledge and understand how this is impacting the practice of medicine in today's world."



Dr. Farah N. Khan, an allergist in Columbus, Ohio and chair of the ACAAI Social Media Subcommittee, devotes her social media posts to providing evidence-based information for anyone suffering from allergies or asthma. She has more than 10,000 followers on Instagram, and posts daily on newsworthy topics, as well as addressing questions allergists frequently hear from their patients. She helps followers understand how to identify and manage their allergic conditions, while steering clear of myths and debunking misinformation. Dr. Khan and her colleagues on the subcommittee create collaborative posts to highlight in an engaging way their ongoing efforts to disseminate reputable A/I information.

With your extensive training as an allergist/immunologist, you are an expert on allergic conditions. Demonstrate your medical expertise and share factual health information with your patients and on social media to help bust dangerous myths.

Sources:

<https://www.nih.gov/about-nih/what-we-do/science-health-public-trust/perspectives/tackling-misinformation-three-pronged-approach#>

<https://www.hhs.gov/sites/default/files/surgeon-general-misinformation-advisory.pdf>

FELLOW-IN-TRAINING ADVANTAGE

Kylie Jungles, MD, Senior FIT Representative



Kylie Jungles, MD

Entering the workforce as a new attending allergist

Kylie Jungles MD, Senior FIT Representative

During the many years of medical training, young doctors often dream about their first position as an attending physician. This career milestone signifies the culmination of years of hard work and dedication after a long pathway of clinical

training. However, for many fellows-in-training, finding their dream position as an attending allergist may seem like a daunting task, without a guidebook or MATCH algorithm to help lead the way.

Learning how to navigate the job search and contract negotiation process is crucial in finding a desired position out of fellowship. For many physicians, this information was often not included in medical school curriculum. Things to consider when selecting your first job include the type of clinical practice, compensation model and contract details. Understanding these details is essential in finding a position that is the right fit. But never fear, the College has resources available for FITs to help navigate the job search process.

The FIT and New Allergist Toolkit on the College website has all the resources you'll need in choosing and negotiating your first position as an attending allergist. Find it at college.acaa.org/toolkits/fit-and-new-allergist-toolkit/. You can start off your job search process by perusing the College's list of verified job search websites - including the ACAAI Career Center - and reviewing job search tips from the New Allergist Committee. The toolkit also provides the most updated MGMA salary data so you can compare average salaries for allergists across the country.

Once you've found a position that feels like a good fit, you can utilize the toolkit's resources for negotiating a fair contract and salary, including articles and podcasts. College members also get a discount on services from Resolve, a national firm specializing in physician employment contract review.

The early career stage is an exciting time for an allergist. I encourage FITs to take advantage of all the support offered by the FIT Committee and the College to get your path moving in a great direction.

2025 ALLERGEN EXTRACT MIXING COURSE

Saturday, May 17

Chicago, Illinois
Hilton Chicago O'Hare Airport

Get Compliant On USP 797

REGISTRATION OPENS FEBRUARY 1

For more information, visit education.acaa.org/AMC25.

SAVE THE DATE!

What's new on the College Learning Connection?

Explore the new educational resources on the College Learning Connection! Whether you're a seasoned allergist, a Fellow-in-Training (FIT), or a primary care provider looking to enhance your knowledge, there's something for everyone. Your College membership includes access to resources on the CLC, which will elevate your clinical expertise and patient care strategies.



Prepare for success: ACAAI review for the boards

Start your journey to board certification or recertification with the *ACAAI Review for the Allergy & Immunology Boards, 5th Edition*. This comprehensive resource offers updated content to help you excel in your exams and deepen your understanding of key topics in allergy and immunology. Find it at education.acaaai.org/brbook5.



Transforming asthma care

Asthma management takes center stage with the recorded webinar: *Asthma Urgency - Shifting the Rescue Paradigm*. Discover groundbreaking approaches to rescue therapy, and complement your learning with the AllergyTalk Podcast: The Asthma Urgency Call-to-Action Miniseries, where experts discuss anti-inflammatory reliever therapies and their implementation in clinical practice. Find the webinar at education.acaaai.org/clcwebinars.



Stay current with cutting-edge research

Couldn't make it to the ACAAI Annual Scientific Meeting? The *On Demand 2024 ACAAI Annual Scientific Meeting* brings the conference directly to you. Access recorded sessions featuring the latest in allergy and immunology research, clinical advancements, and expert discussions at your convenience. If you attended the Annual Meeting, you can access On Demand at no charge. Find it at education.acaaai.org/ondemand.



Provide practical insights for primary care providers

Help bridge the gap between specialties with our food allergy teaching tools. The *Slide Deck and Speaker Guide: Food Allergy Diagnosis and Management for PCPs* can help allergists present information to primary care colleagues so they can be empowered to identify and manage food allergies effectively, improving outcomes for patients at every level of care. Find it at education.acaaai.org/foodallergyslides.



Advancing food allergy care

Explore the *Food Allergy eYardstick*, a fully online, interactive rendition of the latest food allergy yardstick designed to streamline diagnosis and management. This resource offers practical tools and evidence-based insights to enhance patient care. Find it at education.acaaai.org/FAeyardstick.



Timely discussions on vaccines and immunology

Enhance your understanding of immunizations with *What's New in Vaccine Immunology - Part 2* and *Vaccines: New Developments and How to Address Vaccine Hesitancy*. Find the webinars at education.acaaai.org/clcwebinars.



Improving drug allergy protocols

Dive into the *Drug Allergy Protocol Library*, a comprehensive collection of protocols that provide practical, evidence-based strategies for understanding and implementing drug allergy testing protocols. This essential tool supports safe and effective clinical decision-making. Find it at education.acaaai.org/drugallergyprotocol.



Unlock your learning potential today

The College Learning Connection is your gateway to staying ahead in the dynamic fields of allergy, asthma, and immunology. With a diverse selection of courses, webinars, podcasts, and tools, you'll find everything you need to enhance your clinical skills, prepare for certification, and provide the best care for your patients. **Don't miss out – visit the College Learning Connection at education.acaaai.org today and explore the wealth of knowledge waiting for you!**

Plan ahead for Asthma and Allergy Awareness Month

Can it really be time to start thinking about National Asthma and Allergy Awareness Month in May? Yes! Plan ahead so you can spread the word about allergic conditions and how allergists can help patients find relief. The College's Asthma and Allergy Awareness Toolkit has resources to make it easy! Find the toolkit at college.acaai.org/toolkits/allergy-asthma-awareness-toolkit.

Ready to start?

Community outreach

- **Health fairs** - Plan ahead for a health fair - they are a great opportunity to connect with the community. Check with local hospitals or community organizations to see what they're planning. Distribute information, host an "Ask the Expert" booth, or plan to offer free asthma screenings. Our Asthma Screening Guide offers tips on getting started and resources to help run the event.
- **In-person or virtual presentations** - Volunteer to be a speaker for a community group or library talk on

allergies or asthma. Our PowerPoint presentations can be used for virtual or live presentations.

- **Media relations** - Local media can help spread the word about allergies and asthma and might be looking for content and experts. Use our article templates to easily craft a news release to send to your local media.
- **Social media** - Post factual information on asthma and allergies in May (or anytime!).
- **Reaching out to primary care physicians** - Use resources in the College's Time for an Allergist Toolkit (college.acaai.org/time-for-an-allergist-campaign-toolkit) to help educate PCPs about all the conditions you treat. See the article on page 5 for more information. We also have a resource to share with primary care advanced practice nurses.

For your practice

- **ACAAI public website** - Geared toward patients, our highly popular

site at ACAAI.org has informative web articles about asthma, all types of allergies, treatments, and management.

- **YouTube videos** - The College's YouTube channel (youtube.com/allergists) features new, short videos with College member allergists answering common questions. Also, find videos that offer patients' perspectives on allergic conditions and getting care from an allergist. These are ideal to provide information on your practice website or in your waiting room. Or share on social media!

To keep the momentum going, we'll be covering National Asthma & Allergy Awareness Month in our email newsletter, *College Insider*, this spring. Remember to follow the College on social media during the month and help to share information with your followers.

**HELP YOUR COMMUNITY
FIND RELIEF!**



COMMUNITY ADVANTAGE

CA²PER encourages collaboration in clinical research

ACAAI Immediate Past President Dr. Gailen D. Marshall, Jr., MD, PhD, FAAAAI unveiled an exciting new initiative at the 2024 Annual Scientific Meeting called the Community and Academic Partnership in Education and Research (CA²PER) program. The new program is designed to bring together academic and community allergists to conduct collaborative, practice-based translational research.

"The program's goal is to help establish partnerships between academic and community allergists to set the stage for clinical research that might otherwise be difficult to initiate - either due to the lack of preliminary data or not having the expertise and resources needed to initiate this type of research," said Dr. Marshall. "It was important to us when developing the program to ensure that both realms (academic and community) play an equal role in the success of the project and that they both benefit from their involvement."

CA²PER research teams must consist of at least one academic allergist Principal Investigator (PI) and one private/
community practice allergist PI, both of whom have an active membership with the College.

Teams selected must have equal collaboration, as well as shared responsibilities and tasks. In addition, the team must co-present and co-publish the research.



CA²PER

Community & Academic Allergists Partnership in Education & Research

The process has begun to select the first CA²PER teams who will begin their projects later this year. Award notifications will be announced by the end of February.

CA²PER will go hand in hand with the Community Allergists Partnership in Education Program® (CAPE), which was launched by 2023-24 ACAAI President Kathleen R. May. CAPE fosters partnerships in education by providing opportunities for teaching in a community allergy practice. We are looking forward to building on this by also providing an opportunity for collaborative research.

If you have not applied for a CA²PER grant but have a research idea that you would like to see funded, consider submitting a Letter of Inquiry for the 2026 grant cycle.

Visit college.acaaai.org/CA2PER (or scan the QR code) to learn more and to access the wealth of resources we have developed to help you prepare a strong application.





ANNUAL MEETING ADVANTAGE

Education, research, networking and more in Boston

The 2024 Annual Scientific Meeting in Boston was a huge success

The College's 2024 Annual Scientific Meeting brought together more than 2,100 health care providers in Boston. In addition, nearly 500 more joined the meeting through our Livestream program.

With the theme of "Advancing Allergy/Immunology Discovery," the meeting kicked off on Thursday with a full day dedicated to the latest science in the diagnosis and management of asthma. The day ended with the ProCon debate, where experts discussed diagnostic testing and the use of biologics as first-line therapies.

And the meeting kept going strong! Hundreds of attendees joined us Friday afternoon for ePoster Day, a focused event featuring groundbreaking research and extraordinary challenging cases.

Participants had their pick of sessions on topics ranging from asthma, atopic dermatitis, biologics, coding, EOE, OIT and more. Workshops provided a full spectrum of instruction and hands-on techniques in patch testing, punch versus shave biopsy, anaphylaxis case simulations, performing a rhinologyngologic exam and SQ immunoglobulin infusion.

The meeting's social events were a chance for attendees to relax and reconnect. The President's Welcome Reception highlighted Boston's many unique neighborhoods with exceptional food and décor from individual areas of the city,

including the waterfront, North End, China Town and Fenway Park. At the always exciting FIT Bowl, Drs. Veronica Alix and Vishaka Hatcher from Wilford Hall Ambulatory Surgical Center emerged as the winners after mastering tough (and entertaining) questions against the other teams.

During the Annual Business Meeting on Sunday, we celebrated our award recipients and welcomed James M. Tracy, DO, FACAAl as 2024-25 ACAAl president.



2023-24 ACAAl President Dr. Gailen D. Marshall, Jr. hands the gavel to 2024-25 ACAAl President Dr. James M. Tracy.



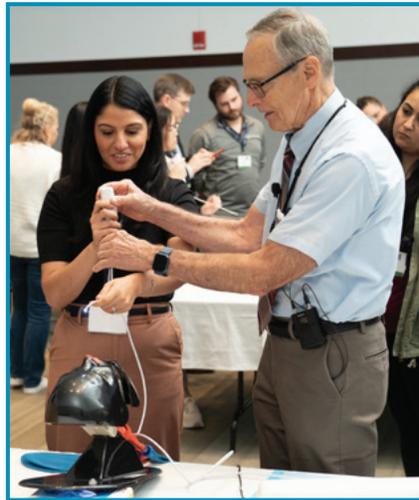
A researcher presents her findings during ePoster day.



Winners of the 2024 FIT Bowl: Drs. Veronica Alix and Vishaka Hatcher from Wilford Hall Ambulatory Surgical Center.



ACAAI 2023-24 President Dr. Gailen D. Marshall, Jr. presents the Gold Headed Cane to Dr. Luz S. Fonacier.



An attendee gets hands-on instruction at the "Performing a Rhinology Exam" workshop.



Wally the Green Monster, the official mascot for the Boston Red Sox, entertains guests at the Welcome Reception.



Plenary moderators Dr. Kristin C. Sokol (left) and Dr. Colby A. Stone, Jr. (right) present a plaque to Dr. Mariana C. Castells, who gave the 2024 Edward J. O'Connell lecture.



Dr. Michael S. Blaiss (left) and Dr. Jay A. Lieberman (right) present a plaque to Dr. Melinda A. Rathkopf, who gave the 2024 Bela Schick lecture.

ACAAI Annual Meeting media coverage reaches 4.3 billion

Hundreds of stories highlight groundbreaking research

Media coverage of the ACAAI 2024 Annual Scientific Meeting was highly successful. More than 300 individual stories ran in international, national, regional, and local news outlets. The accumulated stories had a reach of 4.3 billion.

Coverage started several weeks prior to the start of the meeting with in-depth interviews with incoming 2024-25 ACAAI President Dr. James Tracy about his plans for the coming year. Also interviewed by several media outlets prior to the meeting were Program Chairs Drs. Jay Lieberman and Kristin Sokol.

The College sent its annual electronic press kit to more than 400 media outlets. The kit contained 11 news releases on topics including confusion over anaphylaxis treatment; increased psychology referrals for children with food allergies; parental understanding

of the effects of elimination diets for atopic dermatitis; new research on asthma treatments; and more.

Every type of media outlet covered the meeting. HealthDay, a leading producer and syndicator of evidence-based health news and video for consumers and physicians and one of the largest health news syndicators to internet sites, covered the meeting extensively. At least 10 stories out of the meeting were carried on hundreds of internet news sites, including top news outlets such as US News & World Report, Yahoo! News and MSN.

Health care trade press also showed strong interest in the news from our meeting. Healio ran more than 60 stories. Other health care-focused websites that covered the meeting included Medscape and MedPage Today, which each ran 8-10 stories.



Late-breaking news from the meeting revolved around data released in an article in the *New England Journal of Medicine*. The article highlighted results of a study showing combination ICS-SABA and ICS-Formoterol asthma treatments are more effective than SABA-only treatment. Details of the study were presented by Dr. Bradley Chipps in a Sunday session and will inform an upcoming asthma guideline from the Joint Task Force on Practice Parameters. The media alert was picked up by major media outlets.

College staff and experts work with health and medical journalists year-round to raise awareness of the field of allergy/immunology. The Annual Meeting is one of our biggest opportunities of the year to share news of interest to the public and the medical community.

Apply for leadership positions

College Fellows, apply for 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 Regent

positions must have been an ACAAI Fellow for at least three years before nomination. Once selected, Regents serve three-year terms.

Interested candidates can find the application at surveyMonkey.com/BORApplication2025. In addition to the application, a curriculum vitae, personal statement and any special relevant information should be uploaded when completing the application. The Nominating Council will review all applications and provide their proposed slate of nominees to the BOR for formal consideration.

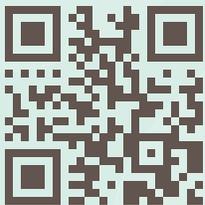
The deadline for submission is Monday, Feb. 17.

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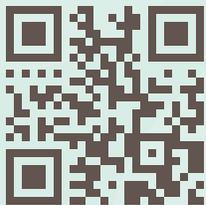
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