

Key Contact volunteers get results

Have good data. Keep focused on the patient. Listen carefully. Build long-term relationships.

These are the steps producing results for volunteers in ACAAI's Managed Care Key Contact network.

In communities across the country, allergists are meeting with decision makers in managed care organizations. There are nearly 600 local HMOs, and the goal is to have a College representative for each of them. Frequently the Key Contact network member teams up with one or more other allergists from the community for the liaison activities.

The overriding message to managed care: "You have an opportunity for

better outcomes at less cost. We can show you the data and explain the *why* and the *how*."

The College distributes outcomes data, referral guidelines, practice parameters and other resources to the Key Contact volunteers to share with local managed care organizations. If a Key Contact physician has no relationship to any decision maker in the managed care organization, the College helps schedule an appointment with the HMO's medical director or utilization review manager.

"The medical directors are recognizing that allergists have something important to offer in solving one of managed care's most difficult and expensive problems," said Dr. M. Razi

Rafeeq, who has met several times with HMO Health Ohio, the Blue Cross/Blue Shield plan in Toledo.



ACAAI American College of Allergy, Asthma & Immunology

"They view us as bringing positive solutions that can help reduce costs."

In monthly meetings, Dr. Rafeeq and the HMO Health Ohio medical director, Dr. Fred Hill, are collaborating on patient education strategies for high-users of asthma services, guidelines for referral to specialists, and a

~ continued on page 6

Vic Damone to perform at ACAAI Annual Meeting

Vic Damone, an international entertainer known as "the singer's singer," will perform at the 6th annual fundraising dinner dance, Saturday, Nov. 9, replacing Joel Grey.



Vic Damone

Damone was lauded by Frank Sinatra as having the "best vocal equipment in the business."

In a career that began at age 17 when he won Arthur Godfrey's "Talent Scout" program on CBS, Damone

recorded more than 1,400 songs and appeared in a number of movies. His first record, "I Have But One Heart," became an instant hit. His many hit songs include "You're Breaking My Heart," "Again," "Gigi," "Ebb Tide," "Why Was I Born," "An Affair to Remember" and "On the Street Where You Live."

His popularity drew the attention of movie executives, and he had starring roles in films including "Rich, Young and Pretty," "Hell to Eternity," "Deep In Your Heart," "Athena," "Kismet," "Crash Boat" and "Hit the Deck."

He is currently working on a new album, "Love is Being Loved," to be released later this year, which will feature such ballads as "I've Got a Crush on You," "All I Ask of You" (from "Phantom of the Opera") and "More Than You Know."

The ticket price of \$150 per person supports the ACAAI Research and Development Fund which sponsors asthma camps for inner-city children, fellows-in-training scholarships, clinical research and other allergy and asthma philanthropies. ❖

Leading allergists/immunologists to present Annual Meeting lectures

The 1996 Annual Meeting lectures will feature presentations from some of the College's most highly recognized allergists and immunologists. Here is a preview of the various topics and lecturers:

- John P. McGovern Lecture — "Practice Parameters & Guidelines: How should They Be Used?," Dr. Rufus E. Lee
- Bernard Berman Memorial Lecture — "Unusual Presentations in Food Allergy," Dr. Sami L. Bahna
- Stanislaus Jaros Lecture — "Sick Building Syndrome — A Wolf in Sheep's Clothing," Dr. Emil J. Bardana Jr.

- Bela Schick Lecture — "Reports of the Death of the Speciality Have Been Widely Exaggerated," Dr. Bob Q. Lanier
- Daniel Goodman Lecture — "How to Help the Latex-Sensitive Patient," Dr. B. Lauren Charous

Other social program highlights include "An Evening With the Boston Pops," Sunday, Nov. 10, and Sha Na Na performing at the Grand Presidential Reception's "Fabulous Fifties Sock Hop," Friday, Nov. 8.

Social programs

International entertainer Joel Grey will be the featured performer at the Annual Fundraising Dinner Saturday, Nov. 9. The multifaceted actor has performed on stage, screen, television, nightclub and concert venues.

Grey won a Tony Award for Best Supporting Actor in 1967 for his performance in the play, "Cabaret." He has been nominated three other times for Tony Awards. His performance in the 1972 film version of "Cabaret" earned him an Oscar for Best Supporting Actor. He later headlined a national "Cabaret" tour, which played in 42 cities, ran for more than 800 performances and grossed over \$50 million.



Sha Na Na



Joel Gray

Details will be reported in the ACAAI Annual Meeting Preliminary Program, which will be sent to members this summer. ❖



Boston Pops Orchestra

College seeks Scanlon Award nominations

Nominations are being sought for the second annual Robert T. Scanlon Community Service Award. The award recognizes an ACAAI fellow or member for notable achievements related to the field of allergy through work in the lay or medical community.

The award is a memorial to Dr. Scanlon, who served as ACAAI president in

1993-94. He led the College's efforts to represent the interests of patients in the debate on national health care reform throughout his presidency and was instrumental in establishing ACAAI's Managed Care Liaison Council.

Nominations for the award, highlighting achievements, should be submitted

to Dr. John Selner, Chairman of the Nominating Committee, c/o ACAAI, 85 W. Algonquin Road, Suite 550, Arlington Heights, IL 60005. **Deadline: August 31, 1996.** The award will be presented at the Annual Meeting in Boston. ❖