



message from the PRESIDENT



ASHNR – Building on a Strong Foundation

Timothy L. Larson, MD

The 41st Annual Meeting of the ASHNR was held in Seattle this September. It was well attended with 352 registrants. The primary format of the meeting was sessions focusing on specific regions where the attendee would learn normal anatomy, pathology, treatment options and post-treatment imaging in a single session. There were excellent sessions emphasizing anatomy of the head and neck, cranial nerves, pediatric imaging and maxillofacial imaging. Use of the audience response system allowed attendees to “cement” and use the knowledge they had just learned. Thanks to the faculty who provided many entertaining summary sessions! Finally, a big thank you to the entire faculty who provided countless hours in preparation for the meeting and who took the time and effort to attend. The strength of the society is its membership and many gave selflessly this year to make the annual meeting a great success.

Special thanks to the Education Committee headed by Dr. Michelle Michel for coordination AND judging of this year’s scientific presentations and posters. There were 31 scientific presentations and 30 posters.

The 2007 ASHNR Gold Medal recipient was Dr. William Lo. The Gold Medal is the highest award given by the ASHNR. Master of Ceremonies for the presentation during the Gold Medal Award Luncheon was Dr. Roy Holliday. Many of us recall Dr. Lo’s many fine contributions to the literature and to the annual meetings. If you’ve ever

had the pleasure to talk with him one-on-one, you quickly realize that he is a quiet man who possesses a “deep well.” Congratulations, Bill, on a well deserved award.

The Annual Meeting builds on the efforts and successes of prior meetings. For this I am grateful for all the time and effort put into the society by past Presidents and Executive Committees. Next years meeting in Toronto will continue to build on this foundation.

No meeting would be successful without adequate funding. We are grateful to this year’s corporate sponsors Xoran Technologies, Inc., Philips Medical Systems, GE Healthcare, Berlex Laboratories, Bracco Diagnostics Inc., Toshiba America Medical Systems, Amirsys, and Seattle Radiologists for their contributions to the society. Please be sure to thank your local representatives for their support. If you interact with and know vendors that would like to support the ASHNR, please let a member of the Executive Committee know or email Francine Hollowell, ASHNR Corporate Liaison (francine_hollowell@emory.org).

The goals of the society, as stated in our bylaws, are to advance knowledge, stimulate interest, improve methods of teaching, and provide meetings in head and neck imaging. The ASHNR, acting alone or in concert with other societies, has done an excellent job to date. Witness for instance this year’s attendance with 166 non-members and 84 residents/fellows at-

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42nd Annual Meeting Preview

Edward E. Kassel, MD
President-Elect and Program Chair

On behalf of the American Society of Head and Neck Radiology, I am thrilled and honored to have the opportunity to invite you to attend our 42nd Annual Meeting in Toronto, Ontario, Canada from September 10-14, 2008 (Wednesday to Sunday, inclusive). Toronto has undergone the greatest cultural spending and growth in its history over the past 4 years. We feel fortunate to have these new architectural developments come to completion the very year the city hosts the ASHNR meeting.

Our host hotel will be the design award-winning Toronto Hilton Hotel, located in the heart of downtown Toronto's vibrant financial, shopping, and entertainment districts. The hotel is just a few walking minutes away from the unique Queen Street West shopping district, and the major Eaton Centre shopping complex, world-class theatres and sports centres, and is directly on the subway line for easy access to the museums and Bloor-Yorkville area shops.

We were impressed with the superb facilities offered by this well-located hotel including an excellent conference room to allow the best audiovisual capabilities, a private area for the conference setting, in a more intimate sized hotel; features that promote warmth, interactivity, and friendship amongst the registrants and faculty, and a trademark of the ASHNR. The guest rooms have been recently renovated, are well designed for style and comfort, are larger and very favorably priced. In addition to an indoor-outdoor pool and small onsite fitness centre, the hotel offers complimentary access to a very spacious and well-equipped Adelaide Club Fitness Centre, a full-service fitness club and spa, including aerobic classes and more, near the Hotel. We felt very fortunate to be able to secure this hotel for our meeting in the prime month of the year to visit Toronto, with its pleasantly warm, comfortable weather. For more information, visit www.VisitHiltonToronto.com.

The 42nd Annual Meeting will build on the strengths of the outstanding programs of recent meetings and from the registrants' and faculty suggestions from this year's Seattle meeting. Sessions have been designed to move from basic to complex anatomy, and from general to more specific space-based discussions. The opening session will highlight ENT Emergencies. Focus sessions will present specific regions of the head and neck in greater detail and will include the sinonasal cavity, the orbits, the skull base and cranial nerves, the neck and the pharynx, including pediatric imaging issues. Following the session on the oral cavity and jaws, including the TMJ, we anticipate all registrants will feel as comfortable assessing this area of the head and neck as for any other area. Sessions on the neck and pharynx will emphasize oncologic

imaging. Discussion within sessions will include imaging considerations (including PET-CT), pathology, treatment implications, and post-treatment assessment. Topics on pitfalls in imaging for specific patient populations, especially the post-treatment patient, will be included. Clinical colleagues have been invited to offer their perspectives and broaden our knowledge in sessions of specific head and neck pathology and/or its treatment. Case Review presentations at the end of the sessions will be challenging to reinforce that session's teaching and allow the registrant to demonstrate his new or refreshed knowledge with confidence. A "Stump the Stars" session will show unknown cases to a panel of courageous experts and allow a "live" teaching experience about how the experts approach their challenging cases.

Participation in the scientific program by residents and fellows, as well as all registrants, is encouraged and we hope you consider submitting an oral or poster presentation. A call for abstracts will be available on our website (www.ashnr.org) in early 2008.

The social program will include an opening evening reception at the hotel as well as the very touching Gold Medal Luncheon to honor an individual who has significantly contributed to the knowledge or practice of Head and Neck Radiology. Casa Loma, an Edwardian castle from a bygone era of imperial grace and splendor, situated on an escarpment overlooking the city and Lake Ontario, will be our venue for the Saturday evening social function. For more information on Casa Loma visit www.casaloma.org. We will have the opportunity to tour the castle, including its beautiful gardens and terrace, before dinner.

The meeting will commence early Wednesday afternoon at 12:30 pm and the Sunday morning session will finish at 11:30 am. We anticipate approval for a minimum of 28 hours of CME credit. There will be a free afternoon to visit the city or surrounding areas, such as Niagara Falls.

Please save the dates September 10-14, 2008. We expect the meeting to be both very educational and enjoyable in a friendly, warm atmosphere. This is the best time of the year to visit the city. There are many new facets of the city to discover and enjoy, including the Toronto International Film Festival. The online registration will be available soon on the ASHNR website. It is advisable to register early for both the Annual Meeting and the hotel to avoid disappointment. The hotel will fill for sure. I suggest you consider arriving a day or two early to have the chance to see all the city has to offer. Watch the website and the Spring 2008 issue of this newsletter for more details about the program and the city. Further information about "What to do in Toronto?" will follow in the Spring 2008 issue.

Dr. Phillips to Represent Neuroradiology on CPT Panel

On August 3, 2007, the ASNR announced on its website that the American Medical Association Board of Trustees, at its last meeting, had accepted the nomination of C. Douglas Phillips, MD for the AMA Current Procedural Terminology (CPT) Editorial Panel Advisory Committee Seat.

The ASNR is confident that Dr. Phillips will become a respected member of the Advisory Committee and will make many valuable contributions. He possesses extensive knowledge of coding and billing issues and experience in working with payers on a local, state and national level. Dr. Phillips has been involved with the ASNR Coding and Reimbursement Committee, as CPT expert, for over a year and has demonstrated substantial knowledge of CPT issues, coupled with unique dedication and ability to effectively collaborate with multiple physician groups.

The AMA CPT Editorial Panel Advisory Seat is extremely important to neuroradiology because it allows ASNR to be actively involved in the creation of CPT codes for new technologies utilized by neuroradiologists as well as to protect neuroradiology interests by being apprised of

and allowed to comment on coding proposals submitted by other specialties. The CPT advisory seat also allows ASNR to be involved in the National Correct Coding Initiative (NCCI) and comment on Medicare policies that can influence which procedures performed on the same day will be reimbursed separately without being "bundled" into a single payment.

As you may already know, ASNR's representation in CPT process is dependent on maintaining the seat in the AMA House of Delegates — the ASNR needs to demonstrate that at least 35% of its *Senior* members belong to the AMA. Currently that is not the case, and ASNR is at risk for losing its representation in coding, reimbursement and quality forums. At this very volatile time in radiology reimbursement, it is extremely important for neuroradiology to have active representation and not allow other specialties to assume the role of speaking on our behalf. Please assure that our collective voice continues to be heard by maintaining your membership in the AMA.

The ASHNR congratulates Dr. Phillips on this appointment.

Report from the ACR

C. Douglas Phillips, MD
ACR Councilor

Another item of the ACR Radiology Report of the Future, as reported in the summer issue of this newsletter, is an item that likely should factor more importantly into our Radiology Report of Today, and that is our method of notifying the clinicians of our findings when they are "unexpected or requiring urgent attention." What has been made painfully clear to the occasional unfortunate radiologist caught in the system is that not only do the findings need to be communicated in a timely fashion, but some form of audit trail needs to be established to prove that the notification was indeed received. How many of us have sent a fax to an office, received the "item sent" notification, and assumed that the fax was adequate to notify a physician of our findings? Entire services have developed to establish the communication trail and document it – in some areas of the US they are profitable and growing ventures. We encourage all radiologists to establish a method of communicating urgent findings and establishing a satisfactory audit trail that satisfies your practice, your malpractice carrier, and your refer-

ring physicians of the receipt of these critical findings. Obviously, many different systems are possible, and a single practice may use several for different clinician groups. It is critical that we establish the system, test it, and use it.

The final item I will briefly mention, which represents a small way that we can all participate in the continuing viability of our specialty and practices, is the support of the political efforts of the ACR. Please remember that the ACR represents our single greatest influence on our elected officials; it is our loudest voice in Washington to maintain our practices and reimbursement. Specialties which have maintained their reimbursements, and even flourished are those which have had some influence on the changes which we can all see coming. Instead of being a passive observer and a recipient of whatever we might find cast aside, we must continue to lobby to have a seat at the table when these items are discussed. We encourage our members to be active in the ACR, and support your local and state chapters, and the ACR as a whole.



William H.M. Lo, MD

*American Society of Head and Neck Radiology
2007 Gold Medal Recipient*

The American Society of Head and Neck Radiology (ASHNR) presented its 2007 Gold Medal to Dr. William H.M. Lo on September 28, 2007, during the ASHNR 41st Annual Meeting.

Born in Hong Kong, Dr. Lo spent many years in Iowa before settling in Southern California. A graduate of Morningside College in Sioux City and the University of Iowa School of Medicine, he completed his rotating internship and residency in Diagnostic Radiology at LA County-USC Medical Center in 1964. Following his residency, he stayed at LA County for two more years, completing a research assistantship in Cardiovascular Radiology and a fellowship in Neuroradiology.

In 1966, Dr. Lo joined the St. Vincent Radiological Medical Group, with whom he practiced for the next forty years. Working with his colleagues at St Vincent and the renowned House Ear Institute, he authored landmark articles on the use of CT, and later MRI, in the diagnosis of small acoustic neuromas, cholesterol granulomas, paragangliomas, endolymphatic sac tumors and variations in the arterial and venous anatomy of the temporal bone.

Through his multiple book chapters and invited lectures, generations of otologists and radiologists have benefited from his thoughtful, concise descriptions of the imaging and clinical findings in patients with tinnitus, profound sensorineural hearing loss and facial palsy. Earlier this year, Dr. Lo received a Presidential Citation from the American Otologic Society for his many scientific and educational contributions.

The ASHNR Wants YOU!

*Suresh K. Mukherji, MD
Secretary*

The ASHNR has undergone unprecedented growth over the last 6 years. The continuing medical education mission has always been and always will be the core foundation of our organization. However, over the past several years, we have seen a rapid increase in the number and quality of scientific exhibits and presentations and a substantial increase in membership. The continued expansion and growth of our society is due to you!...the dedicated members who support our society through membership dues, attendance at the Annual Meeting, scientific submissions, and contributions to the Core Curriculum Fund. One of the primary strengths of the ASHNR has been the collegial nature of our meeting and the ability to meet new and old friends and discuss current issues and future challenges with other attendees and faculty.

The continued success of the society rests in the hands of its members. New members bring new ideas and solutions to

old problems. We can only ensure our future success by encouraging and embracing your new ideas. The ASHNR would like to encourage greater participation by all those individuals who wish to become more involved in our organization. The society has numerous committees and we would welcome those individuals who wish to play a more active role. The committees include Education, Membership, Nominating, Publications, and Rules. If you are interested in serving on a 2008-2009 committee, please contact ASHNR Business Manager Ken Cammarata at kcamarata@asn.org outlining your interests and for which committee(s) you would like to be considered. Ken will then pass your name on to ASHNR President-Elect Dr. Edward Kassel. I strongly encourage all of you to consider taking a more active role I look forward to seeing you again in Toronto for the 2008 meeting.

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tending the Seattle meeting. Two additional goals are to (a) foster the continuing development of head and neck imaging as an art and a science and (b) promote research in the field of head and neck imaging. In recent issues of this newsletter, Dr. Ric Harnsberger has outlined the goals and formation of the Core Curriculum Fund (CCF) of the ASHNR. The Executive Committee this year will be formalizing that structure. We look forward to sharing with you the opportunities that will be avail-

able as a result of this Fund. The goal is to have the details finalized and the Fund functioning by next year's meeting in Toronto. You can help build the CCF by including a tax deductible contribution with your annual renewal of membership.

The 42nd Annual Meeting will be held in Toronto September 10-14, 2008 at the Hilton Toronto. Dr. Ted Kassel is the program chair. It promises to be an educational meeting at an outstanding venue. I hope to see you there.

Members Demonstrate Support by Contributing to Core Curriculum Fund

The ASHNR wishes to acknowledge and thank the following members who have contributed to the *ASHNR Core Curriculum Fund* from March 31, 2007 to November 1,

2007. The funds collected will be used by the society to provide quality benefits and educational programs to members.

Kenneth A. Bell, MD
 Carol A. Dolinkas, MD
 John A. Ecklund, MD
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H. Ric Harnsberger, MD
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To make a tax deductible donation to the fund, please send your check, made payable to the *ASHNR Core Curriculum*

Fund, to: *ASHNR Core Curriculum Fund*, 2210 Midwest Road, Suite 207, Oak Brook, Illinois 60523-8205.

Welcome New Members!

The following candidates for membership were approved during the September 28, 2007 ASHNR Annual Business Meeting in Seattle, Washington.

Active Members

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 Neenah, WI

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42nd Annual Meeting

September 10–14, 2008
Hilton Toronto Hotel
Toronto, Ontario, Canada

43rd Annual Meeting

September 9–13, 2009
Saraton New Orleans Hotel
New Orleans, Louisiana

ASHNR 2007–2008 Executive Committee

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