



Honorary Guest Lecturers

Timothy L. Smith, MD, MPH is a recognized expert in the management of complex sinus disease. He holds the title of Professor and Director of the Division of the Oregon Sinus Center, Chief of Rhinology and Sinus-Skull Base Surgery and Director of Clinical Research in the Department of Otolaryngology-Head and Neck Surgery at Oregon Health & Science University in Portland, OR. Dr. Smith is honored to present the 2nd Annual Robert J. Toohill Lecture on August 3.



Dean M. Toriumi, MD is a facial plastic surgeon in Chicago who has been internationally recognized as an expert in aesthetic and functional rhinoplasty. Dr. Toriumi serves as Professor and Head of the Division of Facial Plastic and Reconstructive Surgery, Department of Otolaryngology-Head and Neck Surgery at the University of Illinois at Chicago. Dr. Toriumi will present the 26th Annual Roger H. Lehman Lecture the morning of August 4.



Accommodations

A block of rooms has been reserved at The American Club and the Inn on Woodlake.

To make reservations at either property, call 1-800-344-2838. The group block name is "Medical College of Wisconsin" and the city ledger is 8207X9.

Discounted rates available until July 1st, 2014, and room rates are available 3 days prior/post based on availability:

\$319 for a standard king guestroom at The American Club and \$199 for a prairie double or lake King at the Inn on Woodlake. No resort fees apply.

CME Credit Designation

The Medical College of Wisconsin is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The Medical College of Wisconsin designates this live activity for a maximum of 16.5 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.



CME
program

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Milwaukee, Wisconsin 53226
www.mcw.edu/ent



BEST EVIDENCE ENT 2014

AUGUST 2-5

At The American Club in Kohler, Wisconsin, USA
Home to Whistling Straits - site of the 2015 PGA Championship

FEATURING:

HONORARY GUEST LECTURERS,
TIMOTHY L. SMITH, MD, MPH
DEAN M. TORIUMI, MD

MINI SLEEP SURGERY COURSE
PRESENTED BY
B. TUCKER WOODSON, MD

CONFERENCE DIRECTORS:
JOHN S. RHEE, MD, MPH
DAVID R. FRIEDLAND, MD, PHD
CHARLES HARKINS, MD



Best Evidence ENT 2014

Best Evidence ENT 2014 will be held **Saturday, August 2 - Tuesday, August 5 at The American Club**, a Forbes Five-Star and AAA Five Diamond Resort Hotel located in Kohler, Wisconsin, one hour north of Milwaukee, one hour south of Green Bay and two hours north of Chicago. This location offers everything for the discerning traveler, from golfing Whistling Straits (ranked #2 by Golf Digest), a 500-acre nature preserve, the Kohler Design Center, the Kohler Waters Spa, a sports center and racquet club to the exclusive Shops at Woodlake.

Best Evidence ENT 2014 will update practicing otolaryngologists on the latest **evidence-based clinical care pathways and practice guidelines** for patient assessment and treatment. The conference will also include a mini sleep course presented by world renowned sleep apnea specialist, **B. Tucker Woodson, MD**. This course will focus on new surgical approaches in the treatment of obstructive sleep apnea in adults and children.

The faculty of the Department of Otolaryngology and Communication Sciences at the Medical College of Wisconsin is proud to present this inaugural conference that will cover the entire scope of the specialty.

Visit the conference website for more information: www.mcw.edu/ent.

Learning Objectives

- Review patient outcomes based on peer reviewed research.
- Describe best evidence practices for diagnostic and assessment procedures.
- Incorporate new concepts associated with particular diagnostic procedures into practice.

SCHEDULE OF EVENTS

Saturday, August 2, 2014

3:00 - 6:00 pm	Surgical Sleep Course - New Adult & Pediatric Treatments B. Tucker Woodson, MD & Cecille G. Sulman, MD
7:00 - 9:00	Opening Reception - Kohler Design Center

Sunday, August 3, 2014

7:30 am	Best Evidence ENT - John S. Rhee, MD, MPH
8:00	Sinusitis Guideline - David M. Poetker, MD
8:30	Robert J. Toohill Lecture: Treatment Outcomes in Chronic Sinusitis - Timothy L. Smith, MD, MPH
9:30	Break
10:00	Chronic Sinusitis Panel - Todd A. Loehrl, MD
11:00	Sudden Hearing Loss Guideline - David R. Friedland, MD, PhD
11:30	Dizziness Panel - Steven A. Harvey, MD
12:00 pm	Adjourn/Lunch

Monday, August 4, 2014

7:30 am	Nasal Valve Consensus Statement - Sachin S. Pawar, MD
8:00	Roger H. Lehman Lecture: Progression in Management of Nasal Valve Collapse: Moving Beyond the Alar Batten Graft - Dean M. Toriumi, MD
9:00	Break
9:30	Tympanostomy Guideline - Joseph E. Kerschner, MD
10:00	Tympanostomy Panel - Robert H. Chun, MD
10:30	Tonsillectomy Panel - Charles J. Harkins, MD
11:30	Pediatric Hearing Loss: Best Practices - Christina L. Runge, PhD
12:00 pm	Adjourn/Lunch

Tuesday, August 5, 2014

7:30 am	Head and Neck Cancer: Quality Care - Michael E. Stadler, MD
8:00	Hoarseness Guideline - Jonathan M. Bock, MD
8:30	Voice Outcomes Following Thyroid Surgery Guideline - Joel H. Blumin, MD
9:00	Break
9:30	Hyperparathyroidism: Clinical Care Pathway - Becky L. Massey, MD
10:00	Thyroid Cancer: Best Evidence - Bruce H. Campbell, MD
10:30	Conference Adjourned

ACTIVITIES

Golf

Play the Straits! Whistling Straits is the site of the 2015 PGA Championship and the 2020 Ryder Cup, and ranked #2 by Golf Digest Magazine among US Public Courses. Whistling Straits offers two courses sculpted into the Lake Michigan coastline.

Ranked among the best in the country, Blackwolf Run is situated on a river basin formed by glacial runoff to create one of the most scenic and challenging courses in North America. Blackwolf Run offers two championship courses.

Because of the distinction of these courses, it is highly recommended that tee times be made well in advance. Limited tee times have been reserved for conference attendees the afternoon of Sunday, August 3 and Monday, August 4. Contact Diann Fiscus at dfiscus@mcw.edu or at 414.805.5609 to reserve these limited times.

Additional tee times can be scheduled individually by calling 1-866-887-8455.

Kohler Waters Spa

Presented with the 2013 Five-Star Award by Forbes Travel Guide, Kohler Waters Spa is one of the 35 spas worldwide awarded with this distinction! Enjoy the latest innovative water treatments, therapeutic massages, facials and body treatment experiences in a place of tranquility or take pleasure in the relaxation pool and waterfall. Call 1-866-887-8455 for spa reservations.

Other Activities

Endless activities exist in Kohler for guests of all ages. Try hiking the wilderness preserve, river canoeing or kayaking, horseback riding, trap shooting, charter fishing, or take a yoga class, tour the Kohler factory or the Kohler Art Center. Unique boutique shopping is available in the Shops at Woodlake.

REGISTRATION BEST EVIDENCE ENT 2014

The American Club
Kohler, Wisconsin, USA • August 2 - 5, 2014

Registration includes admission for one to the reception on Saturday evening in the Kohler Design Center, continental breakfast each day, refreshment breaks, box lunches on Sunday and Monday and course syllabus.

NAME: _____
DEGREE: _____
ADDRESS: _____
CITY/STATE/ZIP: _____
CONTACT PHONE: _____
CONTACT E-MAIL: _____
Do you have any special needs? _____

REGISTER

- ☐ \$395 USD by May 1, 2014 ☐ \$495 USD after May 1, 2014
☐ I would like to purchase additional admission to the Kohler Design Center Reception on Saturday evening, August 2, 2014. Cost is \$75 USD per additional guest.

PAYMENT MUST ACCOMPANY REGISTRATION

- ☐ Pay by Check—make check payable to: MCW/Otolaryngology
☐ Pay by Credit Card—American Express, MasterCard, Discover or Visa
Total Payment \$ _____ USD

TERMS OF PAYMENT

- ☐ MASTERCARD ☐ VISA ☐ AMERICAN EXPRESS ☐ DISCOVER
Credit Card #: _____
Expiration Date: _____
Card Holders Name: _____

E-mail registration/payment to: dfiscus@mcw.edu

Fax registration/payment to: 414-805-7936

Phone registration/payment to: 414-805-5609

Mail registration with payment to:

MCW/Otolaryngology
Attn: Diann Fiscus
9200 W. Wisconsin Ave.
Milwaukee, WI 53226

For additional information, and to reserve tee times for the afternoons of August 3 and 4, please contact Diann Fiscus at dfiscus@mcw.edu or 414.805.5609.

Refunds for cancellations will be made if requested in writing before July 1, 2014, minus a \$75 USD administrative fee. No refunds will be made on or after July 1, 2014. The Department of Otolaryngology and the Medical College of Wisconsin reserve the right to alter or cancel this if necessary.

**REGISTRATION FEE: \$395 USD by May 1, 2014
\$495 USD after May 1, 2014**