

Presented by the Department of
Otolaryngology-Head and Neck Surgery
University of California, San Francisco
and Tripler Army Medical Center
Honolulu, Hawaii



UCSF
University of California
San Francisco

Pacific Rim Otolaryngology– Head and Neck Surgery Update Conference

MOANA SURFRIDER HOTEL • WAIKIKI BEACH • HONOLULU, HAWAII

SATURDAY - TUESDAY • PRESIDENTS' DAY WEEKEND

February 14-17, 2015

CONCURRENT COURSE

**American College of Surgeons Thyroid and
Parathyroid Ultrasound Skills-Oriented Course**

Saturday and Sunday • February 14-15, 2015

GUEST SPEAKERS

Robert Kern, MD

Northwestern University's
Feinberg School of Medicine

Mark Varvares, MD

St. Louis University,
School of Medicine

Erich Sturgis, MD

The University of Texas,
MD Anderson Cancer Center

COURSE CHAIRMEN

Andrew H. Murr, MD, FACS

University of California, San Francisco

William R. Ryan, MD, FACS

University of California, San Francisco

Benjamin Cable, MD, LTC, MC, USA

Tripler Army Medical Center, Honolulu, HI

Pacific Rim Otolaryngology– Head and Neck Surgery Update

**MOANA SURFRIDER
HOTEL**
Honolulu, Hawaii

Saturday – Tuesday • February 14-17, 2015

With improved understanding of pathophysiology and disease mechanisms and with technological advancements, the approaches to head and neck surgical disorders and head and neck surgery techniques continue to evolve at a rapid pace. The goal of this course is to provide an update in contemporary head and neck surgery and to foster educational interaction between practitioners from the Pacific Rim and beyond. A distinguished faculty will provide lectures and roundtable discussions. Ample time for questions and interaction with the faculty is planned. Attendees are encouraged to bring their own cases for discussion.

TARGET AUDIENCE

This course is intended for practicing otolaryngologist-head and neck surgeons, facial plastic surgeons, oral and maxillofacial surgeons, dermatologic surgeons, and nurses.

OBJECTIVES

An attendee completing this course should be able to apply knowledge in their practice through:

- Contemporary approaches for pediatric sinusitis;
- The use of the endoscope for middle ear disease evaluation and treatment;
- Website design for the modern otolaryngology practice;
- Contemporary molecular-based approaches to treating thyroid cancer;
- New approaches for diagnosing and managing obstructive salivary duct disease with sialendoscopy;
- Non-cosmetic uses of botulinum toxin in otolaryngology;
- New management strategies to optimize both form and function during rhinoplasty;
- Management of emerging head and neck cancer entities.

ACCREDITATION

The University of California, San Francisco School of Medicine (UCSF) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

UCSF designates this educational activity for a maximum of **23.00 AMA PRA Category 1 Credits™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity. This CME activity meets the requirements under California Assembly Bill 1195, continuing education and cultural and linguistic competency.

Nurses: For the purpose of recertification, the American Nurses Credentialing Center accepts *AMA PRA Category 1 Credit™* issued by organizations accredited by the ACCME.

Physician Assistants: AAPA accepts category 1 credit from AOACCME, Prescribed credit from AAFP, and AMA category 1 credit for the PRA for organizations accredited by the ACCME.



COURSE CHAIRMEN

Andrew H. Murr, MD, FACS
Professor and Chairman
Roger Boles, MD Endowed Chair
in Otolaryngology Education
University of California,
San Francisco

Benjamin Cable, MD, LTC, MC, USA
Chief, Otolaryngology - Head and
Neck Surgery Department, Tripler
Army Medical Center- Honolulu, HI

William R. Ryan, MD, FACS
Assistant Professor, Division of
Head and Neck Oncologic and
Endocrine Surgery, University of
California, San Francisco

COURSE FACULTY

University of California, San Francisco

Steven W. Cheung, MD, FACS
Professor
Division of Otolaryngology/Neuro-otology

Ivan H. El-Sayed, MD, FACS
Associate Professor
Director of Minimally Invasive
Skullbase Center
Division of Head and Neck Oncologic
and Endocrine Surgery

Jonathan R. George, MD
Assistant Professor
Division of Head and Neck Oncologic
and Endocrine Surgery

Anna K. Meyer, MD, FAAP
Assistant Professor
Division of Pediatric Otolaryngology-
Head and Neck Surgery

Mia E. Miller, MD
Assistant Professor
Division of Otolaryngology/Neuro-otology

COURSE FACULTY (CONT'D)

Steven D. Pletcher, MD, FACS
Associate Professor
Division of Rhinology/Sinus Surgery

Rahul Seth, MD
Assistant Professor
Division of Facial
Plastics/Reconstructive Surgery

Steven J. Wang, MD, FACS
Associate Professor
Division of Head and Neck Oncologic
and Endocrine Surgery

Katherine C. Yung, MD, FACS
Assistant Professor
Division of Laryngology

ucsf faculty

American College of Surgeons Thyroid and Parathyroid Ultrasound Skills-Oriented Course

Saturday and Sunday • February 14-15, 2015

The objective of this course is to introduce the practicing surgeon to office-based examination of the thyroid and parathyroid glands and related pathology. The distinction between normal and malignant lymphadenopathy will be emphasized with a demonstration of the comprehensive examination of lymph node basins in cervical zones I-VI. The process of ultrasound-guided fine needle aspiration (FNA) of thyroid nodules and enlarged lymph nodes will be demonstrated in didactic lecture format. In addition, the hands-on skill sessions allow the surgeon to learn varied techniques of FNA phantom models. The use of patient volunteers will allow supervised hands-on experience with transverse and longitudinal ultrasound methods. Participants will be instructed in the practical details and hurdles in developing office-based ultrasound, including credentialing and coding issues.

After completion of this course, the surgeon should be able to:

- Select appropriate equipment for head/neck ultrasound;
- Summarize general physics and principles of head/neck ultrasound;
- Adjust ultrasound settings for head/neck ultrasound;
- Describe the indications and goals for diagnostic head/neck ultrasound;
- Describe the various positions of the patient, the examiner, and the ultrasound equipment for optimal performance of a diagnostic head/neck ultrasound;
- Demonstrate the technique for performance of a diagnostic head/neck ultrasound;
- Recognize the normal sonographic anatomy of the head/neck;
- List and define the characteristics used to classify sonographically detected head/neck lesions as pathologic and/or benign versus malignant;
- Identify ultrasonographically detectable pathologies of the head/neck;
- Categorize head/neck masses according to their sonographically detected characteristics;
- Describe the equipment required for performing interventional head/neck ultrasound procedures;
- Describe the various positions of the patient used to perform interventional head/neck ultrasound procedures;
- Describe the indications for ultrasound-guided FNA biopsy of head/neck lesions;
- Describe the risks of interventional head/neck ultrasound procedures and measures to help avoid those risks;
- Demonstrate satisfactory performance of an ultrasound-guided FNA biopsy using a phantom model;
- Describe the procedure so that a patient can be fully informed about the risks and alternatives.

PREREQUISITE

Registrants must purchase and complete the CD-ROM course, "Ultrasound for Surgeons: The Basic Course." The CD-ROM is available for purchase online at www.facs.org or over the phone at (866) 475-4696.

Please Note: Advance registration is required for this course and space is limited. Please register as far in advance as possible to guarantee your seat. Registration will close 1/29/15.

ACS COURSE ACCREDITATION The American College of Surgeons is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

CME CREDIT The American College of Surgeons designates this live activity for a maximum of 7* *AMA PRA Category 1 Credits™*. Physicians should only claim credit commensurate with the extent of their participation in the activity.

*4 credits for CD-Rom Prerequisite course; 7 credits for the live course.



American College of Surgeons,
Division of Education

COURSE FACULTY

Tripler Army Medical Center -
Honolulu, HI

**Jennifer M. Bager, MD, MAJ,
MC, USA**

Staff, Otolaryngology - Head and
Neck Surgery

Macario Camacho, MD

Staff, Otolaryngology - Head and
Neck Surgery

Joseph B. Golden, MD

Staff, Otolaryngology - Head and
Neck Surgery

Philip D. Littlefield, MD

Assistant Chief, Otolaryngology -
Head and Neck Surgery

Scott B. Roofoe, MD, LTC, MC, USA

Chief, Facial Plastic and
Reconstructive Surgery Residency
Program Director, Department of
Otolaryngology

Eric D. Wirtz, MD

Staff, Otolaryngology - Head and
Neck Surgery

GUEST FACULTY

Dan S. Alam, MD

Physician, Queens Medical Center,
Honolulu, HI

Robert C. Kern, MD

Chair, Department of Otolaryngology -
Head and Neck Surgery; Professor
in Otolaryngology - Head and Neck
Surgery and Medicine-Allergy-
Immunology, Northwestern University
Feinberg School of Medicine,
Chicago, IL

Christopher Klem, MD, FACS

Physician, Queen's Medical Center -
Honolulu, HI

Erich M. Sturgis, MD

Professor, Department of Head and
Neck Surgery, Division of Surgery,
The University of Texas MD Anderson
Cancer Center, Houston, TX

GUEST FACULTY (CONT'D)

Mark A. Varvares, MD

Donald and Marlene Jerome
Endowed Chair and Professor,
Department of Otolaryngology,
St. Louis University
School of Medicine,
St. Louis, MO

ACS ULTRASOUND COURSE CHAIRS

Jolie Chang, MD

Assistant Professor
UCSF Salivary Surgery Center

Marika D. Russell, MD

Assistant Professor,
Department of Otolaryngology -
Head and Neck Surgery,
University of California,
San Francisco
Interim Chief of Service,
San Francisco General Hospital

Christopher Klem, MD, FACS

Physician, Queen's Medical Center-
Honolulu, HI

trippler faculty

Pacific Rim Otolaryngology – Head and Neck

February 14-17, 2015

SATURDAY, FEBRUARY 14, 2015

6:30 am	<i>Registration and Continental Breakfast</i>	
6:55	Welcome and Overview	Cable, Ryan, Murr
7:00	Update on Drug-Eluting Stents in Sinus Surgery	Andrew H. Murr, MD
7:30	Tympanostomy Tubes - Still Relevant?	Benjamin B. Cable, MD
8:00	Sialoendoscopy and Salivary Duct Surgery	William R. Ryan, MD
8:30	Upper Lid Blepharoplasty and Ptosis Repair	Scott B. Roofoe, MD
9:00	Oral Cavity Soft Tissue Reconstruction: The Basics	Steven J. Wang, MD
9:30	<i>Break</i>	
10:00	Chronic Rhinosinusitis: Current Therapy and Future Treatments	Robert C. Kern, MD
10:25	Dealing with the Difficult Patient	Jennifer M. Bager, MD
10:50	Patient-centric Decision Making in Acoustic Tumors	Steven W. Cheung, MD
11:15	Early Glottic Cancer: Surgery or Radiation?	Katherine C. Yung, MD
11:40	Overview of Sleep Medicine and Surgery	Macario Camacho, MD
12:05	Value-based Health Care in Otolaryngology: Why It Is Important To You	Christopher Klem, MD
12:30	<i>Adjourn</i>	
1:30 pm – 5:00 pm	<i>Concurrent Ultrasound Course See Ultrasound Course Agenda for Details</i>	
5:00	Case Discussions	
6:00 pm	<i>Adjourn</i>	

SUNDAY, FEBRUARY 15, 2015

6:30 am	<i>Continental Breakfast</i>	
6:55	<i>Announcements</i>	William R. Ryan, MD
7:00	Parathyroidectomy Pearls	William R. Ryan, MD
7:30	Mastoid Obliteration - When and How?	Phillip D. Littlefield, MD
8:00	Avoiding Complications In Endoscopic Sinus Surgery	Steven D. Pletcher, MD
8:30	Tinnitus Update	Steven W. Cheung, MD
9:00	Cancer Epidemics Affecting Otolaryngologists	Erich M. Sturgis, MD
9:30	<i>Break</i>	
10:00	Leslie Bernstein Lecture – Pharyngoesophageal Reconstruction	Mark A. Varvares, MD
11:00	Sleep Disordered Breathing in Children: What is Next After T&A?	Anna K. Meyer, MD
11:25	Update In Juvenile Nasopharyngeal Angiofibroma	Ivan H. El-Sayed, MD
11:50	Molecular Diagnostics in Thyroid Surgery: Current Practice and Future Direction	Jonathan R. George, MD
12:15	Aesthetic Considerations in Functional Rhinoplasty	Dan S. Alam, MD
12:40	<i>Adjourn</i>	
1:30 pm – 6:45 pm	<i>Concurrent Ultrasound Course See Ultrasound Course Agenda for Details</i>	
5:00	Case Discussions	
6:00 pm	<i>Adjourn</i>	



Head & Neck Surgery Update Conference

MOANA SURFRIDER HOTEL
Honolulu, Hawaii

MONDAY, FEBRUARY 16, 2015

12:25 pm	<i>Announcements</i>	Benjamin B. Cable, MD
12:30	New Techniques in OSA Surgery	Macario Camacho, MD
1:00	Evidence-based Guidelines for Chronic Sinusitis	Steven D. Pletcher, MD
1:30	Modern Management of Esthesioneuroblastoma	Ivan H. El-Sayed, MD
2:00	Beyond Aesthetics	Scott B. Roofoe, MD
2:30	Clinical Implications of HPV-associated Oropharyngeal Cancer	Erich M. Sturgis, MD
3:00	<i>Break</i>	
3:30	VHIT: Vestibular Assessment at The Bedside	Mia E. Miller, MD
4:00	Chemotherapeutics in Head and Neck Cancer	Eric D. Wirtz, MD
4:30	Endoscopic Management of Laryngotracheal Stenosis	Katherine C. Yung, MD
5:00	Website Design and Search Engine Optimization Basics for the Medical Provider	Rahul Seth, MD
5:30	Oral Cavity and Oropharynx Carcinoma in the Nonsmoker/Nondrinker	Steven J. Wang, MD
6:00	Pediatric Sinusitis - The Stair-Step Approach	Benjamin B. Cable, MD
6:45	<i>Adjourn</i>	
7:00 pm	<i>Reception</i>	

TUESDAY, FEBRUARY 17, 2015

6:30 am	<i>Continental Breakfast</i>	
6:55	<i>Announcements</i>	Andrew H. Murr, MD
7:00	Advanced Thyroid Cancer: Interdisciplinary Management to Optimize Outcomes	Jonathan R. George, MD
7:30	Evaluation and Treatment of Nasal Obstruction	Rahul Seth, MD
8:00	Medical Decision Making in Head and Neck Cancer	Mark A. Varvares, MD
8:30	Transoral Robotic Surgery: Current and Future Utility	Joseph B. Golden, MD
9:00	BAHA Attract: Early Experience	Mia E. Miller, MD
9:30	<i>Break</i>	
10:00	Role of In-office CT Imaging	Robert C. Kern, MD
10:30	Endoscopic Ear Surgery - More Techniques and Applications	Phillip D. Littlefield, MD
11:00	Salvage Surgery for Head and Neck Malignancy	Joseph B. Golden, MD
11:30	Tongue Tie: More Than You Ever Learned in Residency	Anna K. Meyer, MD
12:00	Nasal Fractures: An Organized Approach	Andrew H. Murr, MD
12:30 pm	<i>Adjourn / Evaluations</i>	

program

Saturday and Sunday • February 14-15, 2015

AMERICAN COLLEGE OF SURGEONS THYROID AND PARATHYROID ULTRASOUND SKILLS-ORIENTED COURSE

SATURDAY, FEBRUARY 14, 2015

1:00 pm	<i>Registration</i>
1:30	Introduction
1:40	Scanning Techniques and Normal Head and Neck Ultrasound Anatomy
2:15	Physics and Principles of Head and Neck Ultrasound
3:15	Interventional Head and Neck Ultrasound
4:00	Interpretation of Thyroid and Parathyroid Ultrasound
4:45	Live Demonstration of Ultrasound Skills and Office Based Ultrasound: Obstacles to Getting Started
5:00 pm	<i>Adjourn</i>

SUNDAY, FEBRUARY 15, 2015

1:30 - 6:00 pm	Hands-On Skills Station Modules
6:15	Submit Skills Station Report Cards and Evaluations
6:30 pm	<i>Adjourn</i>





GENERAL INFORMATION

Syllabus - An electronic course syllabus will be sent to participants prior to the course and will be posted on the course website. There will not be a printed version of the syllabus for this course.

HOW TO ENROLL

Pacific Rim Otolaryngology Update Conference

Pre-registration will close on Tuesday, 2/14/13.

Tuition: Physicians

\$640 by 12/31/14 **\$690** on or after 1/1/15

Nurses/Pharmacists/Allied Health

Professionals/Residents/Fellows/

Full-Time Military

\$540 by 12/31/14 **\$590** on or after 1/1/15

American College of Surgeons Ultrasound Course

Saturday February 14 - Sunday February 15, 2015

\$1350* ACS Fellows/Physicians

\$1555* Physicians non-FACS

\$1555* Allied Health Professionals

\$675* Resident and Associate Society Member

\$775* Resident but not Associate Society Member

*Those people that also register for Pacific Rim Otolaryngology will receive a \$400 discount off registration for the Ultrasound course (does not include CD-Rom prerequisite, please see course description for more information).

*Discounted rates available by mail/fax/phone only. Not available on-line.

For those that prefer to register on-line, we will have rebate forms available on-site at the course.

Registration for the ACS Thyroid and Parathyroid Ultrasound Skills-oriented course is limited and advance registration by 1/29/15 is required.

REGISTER VIA

Online: www.cme.ucsf.edu

Mail: Complete course registration form and send with payment to:
UCSF Office of CME
P.O. Box 45368
San Francisco, CA
94145-0368

Fax: Fax completed registration form to:
(415) 502-1795 (be sure to include your credit card number)

Phone: To register by phone or to inquire about your registration status, please call the UCSF CME Registration Office at (415) 476-5808.

REFUND POLICY

Pacific Rim Oto Update Course: Cancellations received in writing before the first day of the course will be refunded, less a \$75 administrative fee. No refunds will be made on cancellations received after that date.

ACS Ultrasound Course: Cancellations received in writing before December 12, 2014 will be refunded, less a \$75 administrative fee. No refunds will be made on cancellations after that date.

CONFERENCE LOCATION

In the heart of Waikiki Beach, the Moana Surfrider Hotel, introduced the world to Hawaiian hospitality in 1901. Often referred to as the "First Lady of Waikiki", this oceanfront Oahu hotel is a legendary landmark. Step back into yesteryear with all the contemporary amenities and unique services to make your Waikiki Hawaii vacation both memorable and enjoyable.

Attendees can reserve rooms at one of the three Starwood properties on Waikiki:

Moana Surfrider (Host Hotel - Course Location)

\$265 Banyan City View

\$295 Run of Ocean

\$360 Tower Ocean View

The cut off date is January 12, 2015, or until the group room block is filled.

To reserve by phone, please call 888-625-5144 or you can call the hotel direct at 808-922-3111 and identify yourself as an attendee of this course to obtain the conference rates. You can also reserve on-line by visiting the course webpage at www.cme.ucsf.edu and clicking on the link under Travel & Lodging.

As a special benefit Starwood Hawaii Hotels is happy to offer special pre & post rates at any Starwood Hotel or Resort in Hawaii. Just call 1-800-782-9488 and ask for rate plan PLAYMORE.

By staying at the host hotel, you help UCSF meet its contractual obligations and keep registration fees reasonable. Please take this into consideration when making your accommodation decisions.

AIR TRANSPORTATION AND RENTAL CAR

UCSF has negotiated special fares with airlines and car rental agencies. Please visit the TRAVEL AND LODGING section on the course webpage at www.cme.ucsf.edu for more information and discount codes.

general info



0569

Office of CME

UCSF Box 0742, LH-450
San Francisco, CA
94143-0742

Upcoming CME Courses

Sialendoscopy / Salivary Duct Surgery Course

Thursday, November 6, 2014
Hotel Kabuki, San Francisco, California

Head and Neck Cancer and Endocrine Surgery Update

Friday, November 7 -
Saturday, November 8, 2014
Hotel Kabuki, San Francisco, California



For more information,
visit our website at
www.cme.ucsf.edu.
You may also reach
us by calling the
Office of CME at
(415) 476-4251 or
emailing
info@ocme.ucsf.edu.



PACIFIC RIM OTOLARYNGOLOGY – HEAD AND NECK SURGERY UPDATE CONFERENCE

MOT15006

February 14-17, 2015 • Moana Surfrider Hotel • Honolulu, HI

ACS THYROID AND PARATHYROID ULTRASOUND SKILLS-ORIENTED COURSE

MMH15010

February 14-15, 2015 • Moana Surfrider Hotel • Honolulu, HI

Mail to : UCSF Office of CME
P.O. Box 45368
San Francisco, CA 94145-0368
Fax: (415) 502-1795

Register On-line: **www.cme.ucsf.edu**
Registration Information: (415) 476-5808
Course Information: (415) 476-4251

☐ Dr. ☐ Mr. ☐ Mrs. ☐ Ms.

Last Name	First	M.I.	
Degree			Specialty
Address			
City		State	Zip
Daytime Phone		Fax	
Email			

Address Label Code Letter (see address label: example, A, B, C, D, etc.) _____

Would you like to be on our priority email list? ☐ Yes ☐ No

Date of birth to be used as OCME registrant number: _____ / _____ / **XX**
Month Day

Please indicate if you have any special needs:

Registration Fees (receipt/confirmation will be mailed within two to four weeks):

PACIFIC RIM OTOLARYNGOLOGY - HEAD AND NECK SURGERY UPDATE

Physicians

☐ **\$640** by 12/31/14 ☐ **\$690** on or after 1/1/15

Nurses/Pharmacist/Allied Health Professionals/Residents/Fellows/Full-Time Military

☐ **\$540** by 12/31/14 ☐ **\$590** on or after 1/1/15

ACS ULTRASOUND COURSE**

- ☐ **\$1350*** ACS Fellows/Physicians
- ☐ **\$1555*** Practicing Physicians non-FACS
- ☐ **\$1555*** Allied Health Professionals
- ☐ **\$675*** Resident and Associate Society Member
- ☐ **\$775*** Resident but not Associate Society Member

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ACS Ultrasound Course: Cancellations received in writing before December 14, 2014 will be refunded, less a \$75 administrative fee. No refunds will be made on cancellations after that date.

*Discounted rates available by mail/fax/phone only. Not available on-line.

Make checks payable to *UC Regents*

Please charge my credit card: ☐ Visa ☐ MasterCard ☐ American Express for \$ _____

Card #	Expiration date
Name on Card (Please Print)	Authorized Signature

Pacific Rim Otolaryngology Refund Policy: Cancellations received in writing before the first day of the course will be refunded, less a \$75 administrative fee. No refunds will be made on cancellations received after that date.

ACS Ultrasound Refund Policy: Cancellations received in writing before December 14, 2014 will be refunded, less a \$75 administrative fee. No refunds will be made on cancellations after that date.

Moana Surfrider Hotel
2365 Kalakaua Avenue
Honolulu, HI 96815
(808) 922-3111
www.moana-surfrider.com

