

Setting Sail for Success

SEPT.
18-20
2024



2024 ASCENT ANNUAL EDUCATIONAL *Conference Brochure*

The Main Hotel

NORFOLK, VA

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WELCOME LETTERS

A LETTER FROM OUR PRESIDENT

Greetings, fellow ASCENT colleagues!



Reflecting on this rainy day in Canton, Ohio, I have to share my 17 years in ENT and why attending the ASCENT conference in Alexandria 2024 will accelerate your career!

Seventeen years ago, my career path changed from dentistry to medicine, an incredible change. Management is management, however learning medicine was an entirely different journey! In my first year at Ohio Head and Neck Surgeons, I went to Washington DC for my first “AOA” (ASCENT) conference. I was certainly overwhelmed, overloaded, and mesmerized by all of the information and education shared with me! The classes were educational, and the colleagues and networking I was able to experience were life-altering. I say life-altering because many of the administrators I met and continue to meet remain good friends. After that first year, I never missed an opportunity to go to a conference, create new relationships with administrators from around the world, and finally get top-notch education that pertains directly to my field. My physicians and I agree that joining ASCENT (formerly AOA), is the best decision made in my career as a practice administrator. I have never returned from a conference without an idea or information that made us more money than we spent on my attendance. When our office looks for guidance the go-to comment from my physicians is; what would your colleagues do from ASCENT?

ASCENT is a strong organization filled with administrators from all over the United States. We have many volunteers that are working to help grow our organization as well as supportive vendors and partners. Our leadership team diligently listens to our members and executes their needs. We are proud of our current leaders as well as our predecessors for what they have put in place for the future. We have some passionate leaders!

Join me in welcoming Paul Richards as the incoming President of ASCENT. I know Paul will continue to lead us well. Congrats Paul, and I look forward to working for you as the past president. Finally, I want to personally thank all of our volunteers, the executive council as well and the leadership council for their guidance, support, and passion throughout my years on the ASCENT board, you have made my time on the board spectacular.

Best,

Julie A. Farley, COPM, BBA

WELCOME LETTERS

A LETTER FROM OUR PROGRAM COMMITTEE CHAIR



Dear esteemed ASCENT colleagues,

I hope this message finds you well. I am delighted to invite you to our 2024 ASCENT Annual Meeting, scheduled to take place on Sept. 16-20 at the beautiful Hilton, The Main in Norfolk, Virginia. As your program chair, I am excited about the remarkable sessions and discussions the ASCENT Office, Leadership Council and various ASCENT committees have planned for this year.

Setting Sail for Success is this year's inspiring theme which symbolizes our collective journey towards innovation, growth and excellence. Just as a skilled sailor navigates through changing tides and unpredictable weather, we, too, must chart our course through the dynamic landscapes of our field. This year's meeting aims to equip you with the tools, knowledge, and connections needed to steer your professional endeavors towards new horizons.

Our annual meeting is an excellent opportunity to reconnect with peers, exchange ideas, and gain insights from leading experts in our field. This year, we have a diverse lineup of speakers, engaging workshops, and innovative presentations that promise to inspire and challenge us.

In addition to the formal sessions, we have arranged several networking events to foster collaboration and build lasting professional relationships such as our yearly First Time Attendee/New Member Reception which is a fantastic way to meet new colleagues and to ensure you feel comfortable and welcome. Additionally, we have an exciting themed "Night Out" planned for Thursday, Sept. 19th at The Harbor Club with incredible views overlooking the Elizabeth River. It will be a fun evening of great food, entertainment and memorable experiences with new and old friends!

Whether you are a long-time attendee or joining us for the first time, there will be plenty of opportunities to connect with colleagues and explore new partnerships.

Your participation is crucial to the success of our meeting. Your unique insights and experiences are invaluable, and we encourage you to actively participate in the discussions and activities. Together, we can navigate the waves of change and steer our profession towards a prosperous future. Please register early to secure your spot and take advantage of the early bird discounts.

Thank you for your continued support, and I eagerly anticipate seeing you at the meeting.

Best regards,

Carlos Lopez
ASCENT Program Committee Chair 2024

WELCOME LETTERS

A LETTER FROM THE CHAIRPERSON EDUCATION COMMITTEE



Dear Colleagues,

On behalf of the Ascent Education Committee, it is with great pleasure that I extend a warm welcome to all of you to the 41st Annual Ascent Education Meeting. This conference is vital for practice leaders and professionals nationwide, including ENT Practice Managers, Administrators, CEOs, Physicians, Audiology Managers, middle managers, and coders. Over the years, our audience has broadened, and we are thrilled to have such a diverse group of attendees. This meeting is a unique opportunity for sharing knowledge, fostering collaborations, and advancing the education of ENT practice management.

In these times of rapidly changing healthcare landscapes, it is crucial that we come together to exchange insights and best practices. This year's theme, "Setting Sail for Success," underscores our commitment to discovering ways to thrive professionally and within our practices. During the conference, you can look forward to a numerous engaging sessions, thought-provoking panel discussions, an pre-conference workshops to attend. Our speakers, renowned for their expertise in healthcare education, will inspire and challenge your perspectives, promote innovative approaches and practical strategies to enhance your practices. Notably, the workshops this year are offered at no charge, so be sure to take advantage of these valuable learning opportunities.

Additionally, we are proud to share we have dedicated two full conference days to coding and revenue cycle management, providing a comprehensive focus on these critical areas. Ensure your billing department participates in this specialized ENT Coding and Revenue Cycle Management track. Beyond the sessions, numerous networking opportunities allow you to connect with fellow professionals, establish meaningful collaborations, and expand your professional network. These interactions will foster a sense of community and inspire the pursuit of excellence in your ongoing learning and career endeavors.

I extend my thanks to our sponsors, partners, and dedicated volunteers for their invaluable support in making this meeting possible. Together, we are shaping the future of ENT practice management and empowering one another. Once again, welcome to ASCENT's Annual Educational Conference. We look forward to everyone having a successful and enriching experience.

Sincerely,

Danielle DeMaio-DeAngelis, MHA, COPM
COPM Chairperson — Education Committee and COPM Advisory Board Administrator Support Community for ENT — ASCENT

KEYNOTE

EMPOWERING OTOLARYNGOLOGISTS TO THRIVE IN PRACTICE

WED, SEPT 18 - 9:15 AM

Renowned otolaryngologist, Dr. Sujana Chandrasekhar will be delivering a compelling keynote address titled, "Empowering Otolaryngologists to Thrive in Practice" at the upcoming ASCENT Annual Educational Conference. With her extensive experience and deep understanding of the field, Dr. Chandrasekhar will provide invaluable insights about practicing otolaryngology that will change your thoughts about the practitioners you work with and the patients cared for.

Dr. Chandrasekhar will discuss the critical gaps between what trainees learn in residency and fellowship versus the realities they face once they enter practice. She will offer practical advice on how practitioners and administrators can bridge these gaps and ease the transition from training to practice, helping young otolaryngologists to navigate the complexities and challenges they will encounter in both private and academic practice. She will also emphasize the importance of clear communication on everyone's part, illustrating how to avoid cross-talk and ensure that all team members understand each other, which is crucial for effective patient care and teamwork.

Moreover, Dr. Chandrasekhar will share her wisdom on how she thrived over decades of practice, addressing the common challenges that physicians and their staff face on a daily basis. She will provide strategies for maintaining a high level of professional satisfaction and personal well-being throughout a long career in otolaryngology. Attendees can expect to leave her keynote inspired and equipped with actionable strategies to enhance their profession, practices and improve patient outcomes.

2024 KEYNOTE SPEAKER

SUJANA CHANDRASEKHAR, MD

Sujana Chandrasekhar, MD is a distinguished Otolologist/Neurotologist, a dedicated wife, and a mother of four. She has made significant contributions to her field through a variety of leadership roles, including serving as the Past President of the American Academy of Otolaryngology-Head & Neck Surgery & Foundation (AAO-HNS/F) during 2015-2016, and as the immediate Past President of the American Otological Society for the 2023-2024 term. Known for her advocacy, she introduced initiatives to improve diversity and parity in medical conference presentations and was instrumental in establishing policies to eliminate all-male panels within her professional societies.



Dr. Chandrasekhar has also held a multitude of editorial and academic positions. Since 2016, she has been a Consulting Editor for Otolaryngology Clinics of North America, where she has significantly increased gender and racial diversity among guest editors and authors and introduced free podcasts per issue, making the academic material available worldwide. Moreover, she co-hosts and co-produces the 'She's On Call' livestream video show, which has garnered over 129,000 views and is praised for its inclusive representation. Her academic appointments include Clinical Professor of Otolaryngology at Zucker School of Medicine at Hofstra-Northwell and Clinical Associate Professor at Icahn School of Medicine at Mount Sinai.

Her dedication and leadership have earned her numerous accolades, such as the AAO-HNS Presidential Citation in 2023, the Dr. Mary Edwards Walker Inspiring Women in Surgery Award from the American College of Surgeons in 2023, and recognition as a "Living Legend" by the AAO-HNS/F Hall of Distinction in 2022. Dr. Chandrasekhar is also a prolific speaker and mentor, frequently delivering keynote addresses and presentations on leadership, sponsorship, and mentorship in medicine. With 118 peer-reviewed publications and a textbook to her name, she continues to be a leading voice and innovator in her field, contributing to both scientific advancements and the cultivation of the next generation of medical professionals.

EXECUTIVE PARTNERS

PARTNERING COMPANIES PROVIDING RESOURCES

ASCENT Executive Partners

The ASCENT Executive Partner program is an exclusive partnership to elevate ASCENT members' accessibility and resources from our partnering companies. With the help of our Executive Partners, ASCENT can provide members with enhanced access to the partnering companies and unique education and resources, including this year's ASCENT 2024 travel grant program.

Please stop by our Partners' booths in the ASCENT Marketplace Exhibit Hall to extend your thanks for providing resources for our association.



ASCENT Advantage Partners



SPONSORS + EXHIBITORS

IN THE MARKETPLACE

ASCENT Marketplace

Take advantage of an outstanding ASCENT Marketplace full of business solution providers who can help you solve your toughest challenges and ultimately make your life more manageable. The ASCENT Marketplace is where you will get first-hand experience with the new products, technology, and innovative tools for managing today's ENT practice.

ASCENT Sponsors as of July 16, 2024

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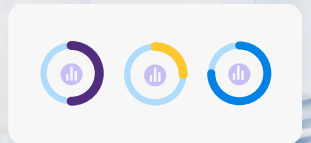
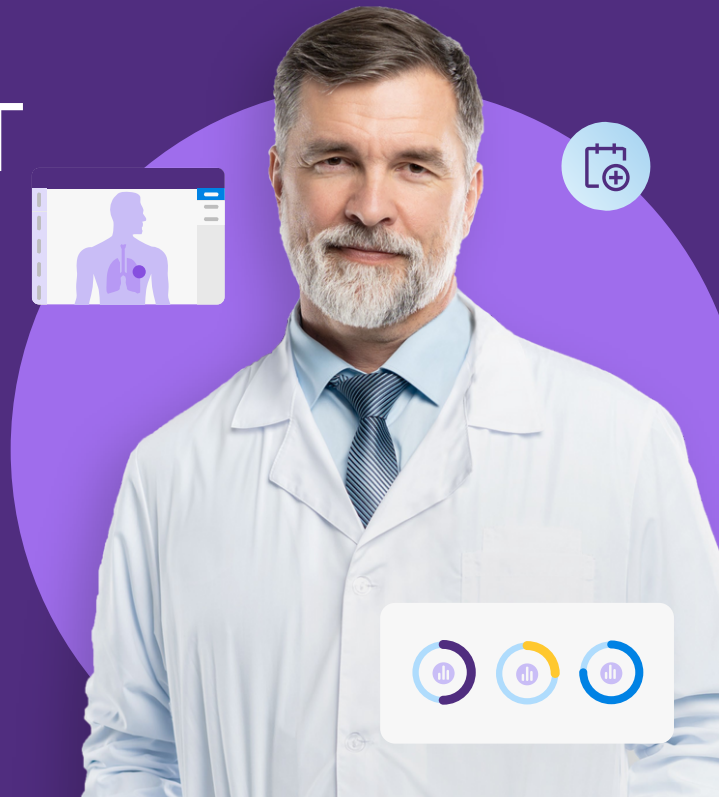
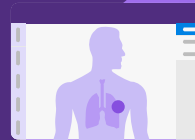
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I am modernizing the business of ENT

ASCENT Annual Conference

Sep 18–20 | Norfolk, VA

EHR + PM + Patient Collaboration
+ Immunotherapy



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REGISTRATION INFORMATION

PRICING, DISCOUNTS, & MORE

Conference Pricing

Early Bird Pricing - Before August 1 | Regular Pricing - After August 1

Member Full-Conference Registration.....	\$825/\$925
Member Full-Conference and Coder RCM Registration.....	\$975/\$1075
Staff of ASCENT Member Registration.....	\$850/\$950
Non-member Full-Conference Registration.....	\$900/\$1000
Guest/Spouse Registration.....	\$400/\$400
Boot Camp: Coaching for Healthcare Leaders.....	\$0
Boot Camp: Growth Strategies for Your Practice.....	\$0
Boot Camp: Compliance Plans 2024 - Wednesday (Coder RCM)	\$0
Boot Camp: Jim Fedio.....	\$0
Thursday Evening Out Event Ticket - FREE (Must RSVP in Registration for Event)	
Add-On Guest Ticket.....	\$85

Coder RCM Registration – Mon., Tues. & Workshop Wed. Only\$550/\$600

Boot Camp: Compliance Plans 2024 - Wednesday (Coder RCM)\$0

Registering three or more attendees from your same practice? Register the first two at full price and receive \$100 off the third registration and each additional one after that. Use the promo code **3ORMORE** on your third attendee registration (and each additional one after that) and provide ALL of the names of the attendees from your practice in the "Group Discount Requirement" field. Any coders doing the Monday/Tuesday/Wednesday morning ONLY track are not eligible for the group discount.

Register Here

CODING & RCM CONFERENCE SCHEDULE



Monday, Sept. 16, 2024

7:00 AM Registration

8:00 AM Welcome and Introduction | *Kim Hopkins*

8:30 AM The Basics and the Mindblowers | *Dottie Davis*

9:30 AM Unravel Otolaryngology Diagnosis Conundrums | *Melissa Hainz*

10:30 AM Break

11:00 AM Telehealth Billing and Guidelines | *Paul Spencer*

12:00 PM Lunch

1:00 PM Audiology and Hearing Aid Coding | *Michelle Netoskie*

2:00 PM Revenue Cycle Management with Prior Authorization and Benefit Checks Best Practices | *Rita Genovese*

3:00 PM Break

3:15 PM Round Table | *Rita Genovese, Dottie Davis, Paul Spencer, Michelle Netoskie, Kim Hopkins, Hillary Illingworth*

6:00 PM Sponsored Dinner for Coding Attendees:

Sponsored by Fuel Medical Group



CODING & RCM CONFERENCE SCHEDULE



Tuesday, Sept. 17, 2024

8:00 AM Breakfast

8:30 AM Mastering the Documentation Audit: Your Winning Game Plan | *Michelle Netoskie*

9:30 AM From Words to Imagery: Conquer Otolaryngology Anatomy | *Melissa Hainz*

10:30 AM Break

11:00 AM Cracking the Code. Demystifying Facial Fracture Repairs | *Kim Hopkins*

12:00 PM Lunch

12:00 PM Full Conference Registration Opens

1:00 PM Using Modifier 25 in Otolaryngology | *Kim Pollock*

2:00 PM Master ENT Denials and Get Paid! | *Kim Pollock*

3:00 PM Break

3:00 PM Community Meetings - Academic, Small & Mid

3:15 PM Coding Community

6:00 PM First Time Attendee Reception

Wednesday, Sept. 18, 2024

8:00 AM Breakfast

8:30 AM Boot Camp: Compliance Plans 2024 - Audit Coder Track | *Sean Weiss and Ron Chapman*



ANNUAL CONFERENCE SCHEDULE

Tuesday, Sept. 17, 2024

9:00 AM Boot Camp: Coaching for Healthcare Leaders | *Natalie Johnson*

9:00 AM Boot Camp: Growth Strategies for Your Practice | *Nick Hernandez and Lisa Chase*

10:30 AM Break

12:00 PM Full Conference Registration Opens

12:30 PM Workshop: Interview Questions | *Jim Fedio*

2:00-4:00 PM Welcome to Norfolk Registration Cocktail: *Sponsored by ModMed*

3:00 PM Community Meetings - Academic, Small & Mid

6:00 PM First Time Attendee Reception

ANNUAL CONFERENCE SCHEDULE

Wednesday, Sept. 18, 2024

7:00 AM Walk/Run

7:30 AM

- Practice Builder Sponsored by Aerin Medical: Revenue Cycle Optimization and Cost Benefit of Moving Procedures to the In-Office Setting | **Barbara Cobuzzi**
- Practice Builder Sponsored by Audigy Medical: Topic TBD
- Practice Builder Sponsored by Modernizing Medicine: Topic TBD
- Practice Builder Sponsored by Phreesia: Topic TBD

8:00 AM Breakfast

8:30 AM - 12:00 PM Boot Camp: Compliance Plans 2024 - *Open to All - Must Pre-Register* | **Sean Weiss and Ron Chapman**

9:00 AM Opening Ceremonies and Awards | **Julie Farley**

9:15 AM Keynote: Empowering Otolaryngologists to Thrive in Practice | **Sujana Chandrasekhar, MD**

10:15 AM Academy Update | **James Denny, MD**

10:45 AM Break in the Marketplace

11:00 AM Demo Showcase Sponsored by ALK Inc: Penicillin Allergy Assessment | **Steve Dietz**

11:15 AM

- It's Not a Diagnosis, It's a Person! | **Ron Howrigan**
 - Change Management: A Step-by-Step Guide to Save Time, Money, and Talent | **William Ranes**
 - Dare to Lead | **Natalie Johnson**
 - Innovation Invigoration Creating Program for Your Brand | **Lisa Chase**
-

ANNUAL CONFERENCE SCHEDULE

12:15 PM Lunch

1:00 PM

- Let's All Play Follow the Speaker | *Glenn Anderson*
- Panel 1 - CPOP Audio Techs | *Julia Croce*
- The Future of Health Care in a Post-Pandemic World | *Ron Howrigan*
- Connecting with Physicians; The Art of Effective Communication with Providers | *Jim Fedio*
- Physician Owned MSO Versus Private Equity | *Dave Hinkle*

2:00 PM Break in the Marketplace

2:15 PM Demo Showcase Sponsored by Modernizing Medicine: Topic TBD

2:45 PM

- The Prosecutors Playbook - The Do's and Don'ts of Billing, Coding, Compliance and Documentation | *Sean Weiss*
- Marketing Your Practice the Total Tactics Toolkit | *Lisa Chase*
- Driving Strategic Decision with Data | *Nate Moore*
- The Power of Automation: Improve Online Reputation, Patient Retention, and Patient Acquisition | *Ravi Kalidindi*
- Maximizing Profitable and Efficacy in Your ENT Practice | *Keith Matheny*

3:55 PM

- The Gap Analysis: What is, Why Use It, and How to Perform It | *Sean Weiss*
- Value-based Management: Taking a Wellness Approach for Better Organizational Outcomes | *Owen Dahl*
- Negotiating Managed Care Contracts – Secrets from a Former Managed Care Executive | *Ron Howrigan*
- Leveraging Your Practice Data To Improve Performance | *Hardy Shah*
- 7 Ways to Save Your Sanity and Stop Bringing Your Toast | *Glenn Anderson*

5:30 PM President's Reception: Sponsored by the ASCENT Executive Partners

ANNUAL CONFERENCE SCHEDULE

Thursday, Sept. 19, 2024

7:00 AM Run/Walk

8:00 AM Rise and Grind: COPM and COPM-C Breakfast

8:00 AM Breakfast in the Marketplace

8:15 AM Demo Showcase Sponsored by DoctorConnect: Topic TBD

9:00 AM

- Embarking on the Benchmarking Journey: Mastering the 2024 ASCENT Survey | **Mark Benninghoff**
- Enhancing Revenue in Otolaryngology Through Workflow Optimization | **Jennifer McNamara**
- Revenue Cycle Analysis for Medical Practices | **Nate Moore**

10:00 AM Break

10:30 AM

- Seeing Past Tomorrow; Using Appointment Data to Strategize, Change and Thrive in the Future | **Nate Moore**
- Legislative Updates in ENT and Audiology | **Tom Tedesci, AuD**
- Regulatory Compliance for Medical Facilities | **Julian Goduci**
- Remote Workers are Only Productive Only for 3.5 hours Per Day... But So are You | **Jared Carrizales**

11:30 AM

- Lightning Session: Assignment, Alignment, and Application: Building a Successful Clinical Team | **Elwanda Richardson**
- Lightning Session: Top of the Pyramid - Advanced Management of Patient Feedback | **James Benson**
- Lightning Session: USP 797 for Allergy Clinics | **Pamela Lowry**

12:00 PM Lunch

ANNUAL CONFERENCE

SCHEDULE

1:00 PM

- ENT Provider Compensation Plans: Navigating the Winds of Change | **Brad Reah**
- Remote Tele-Audiology Services in ENT Practice: The Future is Now | **Richard Gans**
- HR, Ugh! Join a Panel of Your Peers as They Discuss Challenges and Solutions | **Sarah Laughlin**

2:00 PM

- Panel: Implementing Virtual Assistant in Your Practice | **Camille White**
- ADRs Prepayment Review and Post Payment Audits of ENT Practices: How Should You Respond? | **Robert Liles**
- The Rise of AI in Medical Practices and Cybersecurity Considerations | **Jeremy Winn**
- Confused by Reconstructive Coding? Breaking Down Local and Regional Flap Codes | **Kim Hopkins**

3:00 PM Break in the Marketplace

3:45 PM

- Supporting a Productive RCM Team | **Michelle Netoskie**
- Lightning Session: Dialing In on the Right Pricing Strategy for Your Ancillary Hearing Aid Practice: A Case Study | **Kristi Gravel**
- Lightning Session: Successfully Navigate Difficult Business Conversations | **Joe Casper**
- Lightning Session: Be The Change You Wish to See: Lessons from Gandhi on Driving Change in your Organization | **Caroline Grant**

6:00 PM Evening Out at The Harbor Club: *Sponsored by Fuel Medical Group and ALK, Inc.*

Join us for an unforgettable Evening Out Event at the ASCENT meeting, hosted at the stunning Harbor Club. This private event space boasts unmatched views of the Elizabeth River, providing a picturesque backdrop for a night of networking, food, drink, and entertainment. The Harbor Club's versatile ambiance, blending nautical charm with modern comfort, ensures a memorable experience whether you're on the deck enjoying the waterfront vista or inside surrounded by floor-to-ceiling windows. With a variety of gathering spaces, this venue is perfect to relax on the balcony with soft lounge seating and fire pits, or engage in lively conversations at high-top tables while taking in the soothing river views. After the event, continue your evening at Waterside, exploring nearby bars and attractions, all just a short walk from the hotel. Don't miss this opportunity to elevate your evening at the ASCENT meeting.

ANNUAL CONFERENCE SCHEDULE

Friday, Sept. 20, 2024

8:00 AM Breakfast

9:00 AM

- The Revolutionary Impact of Augmented Reality and AI in Healthcare | *Joe Goldstein*
- The Conflict Code | *Steve Beck*
- High Level Disinfection or Sterilization- Is there a choice? | *Pamela Carter*
- Expanding Your Allergy Program from Within | *Jim Lowry*

10:00 AM

- A Google Diagnosis? Not Your Parents' Healthcare Experience! | *Kelly O'Keefe*
- Total Meeting Makeover | *Steve Beck*
- When Your Private Equity Investment Goes Bad | *John Reiboldt*
- Top 5 Cybersecurity Lessons from Largest HIPAA Settlements Ever | *Jeremy Winn*

11:00 AM Exhibit Hall and Prizes

11:45 AM Luncheon and Business Meeting

1:00 PM

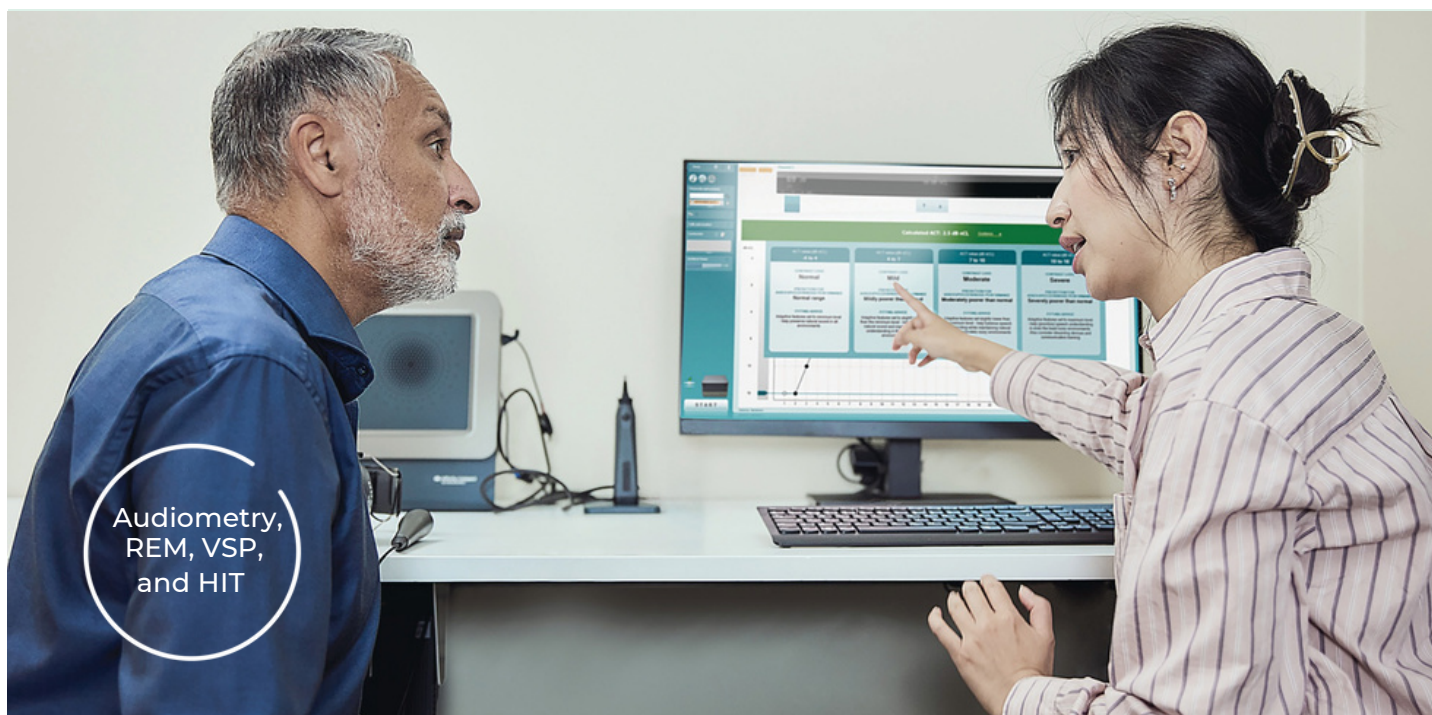
- Healthcare Technology: An Update on Coming Innovations From the Consumer Electronics Show | *Dan Quall and Stuart Lyon*
- Heart-Centric Security: Safeguarding Against Today's Patient Data Scams | *Joe Goldstein*
- Achieve Your Goals Without Having to Do Everything Yourself | *Zed Williamson*
- Solving for X - Exhilarating Revenue Growth | *Joe Casper*

2:00 PM Community Meetings - Small, Mid-Size, and Academic

3:00 PM Break

3:15 PM Community Meetings - Small, Mid-Size, and Academic

5:00 PM Reception - Goodbye Norfolk



Hearing products made to increase efficiency

Create your ideal set-up for hearing aid fitting with the Affinity Compact. It is fully modular, allowing you to choose the hardware and software features you need now—and upgrade later to add audiometry, real-ear measurements, visible speech mapping or hearing instrument test options. Its space-saving design makes it easy to create your ideal set-up for workflow. Its selection of consultation tools help improve the patient experience and set them up for success.

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HOTEL STAY

HILTON NORFOLK THE MAIN | NORFOLK, VA



Hilton Norfolk The Main

100 East Main Street

Norfolk, VA 23510 US

Nestled in the vibrant heart of Norfolk, VA, Hilton The Main stands as a beacon of luxury and comfort. This premier hotel offers guests an exceptional stay with its elegantly designed rooms, top-notch amenities, and outstanding service. Whether you are in town for business or leisure, Hilton The Main provides a perfect blend of sophistication and convenience, ensuring a memorable experience for all its visitors.

Norfolk is known for its culinary delights, and Hilton The Main is no exception. The hotel boasts several remarkable dining options that cater to a variety of tastes. From upscale seafood at Saltine to the casual yet refined ambiance of Varia, guests can indulge in a wide array of delectable dishes without ever leaving the premises. The hotel's commitment to providing high-quality dining experiences makes it a standout destination for food enthusiasts.

One of the most appealing aspects of staying at Hilton The Main is its prime location in a walkable city. Norfolk offers a rich cultural tapestry woven with historic landmarks, museums, and thriving arts scenes, all within easy walking distance from the hotel. Guests can leisurely stroll to nearby attractions such as the USS Wisconsin, the Chrysler Museum of Art, or enjoy a scenic walk along the picturesque waterfront. This accessibility allows visitors to immerse themselves fully in the charm and vibrancy of Norfolk, making their stay at Hilton The Main not only comfortable but also enriched with local experiences.

To Book Rooms for the ASCENT Conference:

Standard rooms: (Run of House)
\$205.00 per night plus tax

Run of House is a mixture of rooms with 2 Queen Beds and 1 King Bed. Run of House does not guarantee room type or specific location in the hotel.

All guest room rates are subject to state and local taxes, currently sixteen and a half percent (16.5%), plus \$3.00 per room per night occupancy tax. Taxes are subject to change without notice. For triple and quadruple occupancy there is a \$20.00 additional charge per adult (18 years or older) per room per night, with maximum occupancy of four (4) persons per room.

Reserve your accommodations by **Friday, Aug. 16, 2024** or until the room block is sold out by using [this link](#).

Remember to sign up for Hilton Honors to Earn Points, Hotel Rewards and for complimentary internet access inside your hotel room.



EXPLORING NORFOLK, VA

The Norfolk and Hampton Roads area in Virginia is a vibrant and diverse region that offers a compelling mix of historical significance, cultural richness, and natural beauty. As a destination, it attracts visitors with its unique blend of maritime heritage, thriving arts scene, and beautiful waterfront views. Norfolk, in particular, is home to the world's largest naval base, which adds an intriguing layer of history and modern military presence. The city also boasts a dynamic downtown area with a range of restaurants, shops, and entertainment options that visitors can explore after a meeting or a day of business.



After a meeting in Norfolk, there are several noteworthy places to visit. The Chrysler Museum of Art is a must-see for art enthusiasts, featuring an extensive collection of works from various periods and cultures. The Nauticus maritime museum, which includes the Battleship Wisconsin, offers an immersive experience into naval history and the science of the sea. For those looking to unwind, the Norfolk Botanical Garden provides a serene escape with its lush landscapes and themed gardens. Additionally, the Virginia Zoo is a fantastic spot for families and wildlife lovers, housing a wide variety of species in beautifully designed habitats.

The broader Hampton Roads area offers several must-see attractions. Just a short drive away, Virginia Beach is renowned for its broad sandy shores, vibrant boardwalk, and a host of water activities. For a taste of American history, Colonial Williamsburg offers a captivating experience, allowing visitors to step back in time and explore a meticulously restored 18th-century town. The area also features Jamestown and Yorktown, which are pivotal sites in America's early colonial history. Whether you are exploring historical landmarks, enjoying the beach, or indulging in local cuisine, the Norfolk and Hampton Roads area is brimming with highlights that cater to a wide range of interests.

GETTING TO NORFOLK

Whether you're traveling by air or by car, getting to Norfolk can be a pleasant experience. Here's a guide to help you navigate both options.

Traveling to Norfolk by air is quite convenient, thanks to the Norfolk International Airport (ORF). Located just a few miles from downtown, the airport offers numerous flights from major airlines, making it accessible from various parts of the country. Upon arrival, travelers can use several ground transportation options, including rental cars, shuttles, taxis, and ride-sharing services like Uber and Lyft. The airport facilities are modern, with amenities such as dining options, shops, and Wi-Fi to ensure a comfortable wait time before your next leg of the journey.



If you prefer to drive, Norfolk is well-connected by an extensive network of highways. Interstate 64 (I-64) is the primary route that runs through the Hampton Roads area, connecting to other major highways like I-264 and I-664. These interstates make it easy to reach Norfolk from neighboring states and cities. The scenic drive can be quite enjoyable, especially if you take the Chesapeake Bay Bridge-Tunnel, which offers breathtaking views of the bay. Once in Norfolk, the city's layout and ample parking options make it relatively straightforward to navigate by car.

Both travel methods have their advantages. Flying is quicker and can be more convenient for those coming from distant locations, while driving offers flexibility and the chance to explore the surrounding areas at your own pace. Whichever way you choose to get to Norfolk, you're bound to find the journey as enjoyable as the destination itself.



Cone Beam (CBCT) Accreditation

IAC offers a **unique approach to accreditation** and is leading the field with **innovative, customized solutions** for your facility.

Customer Service: Facilities are busy caring for their patients and accreditation should not interfere with that. IAC clinical staff are available to guide applicant facilities through the accreditation process via phone, live chat or e-mail quickly and efficiently.

Quality & Safety Focused: Offering a meaningful clinical peer review of case studies (with pathology) to evaluate diagnostic quality, report accuracy and report completeness, IAC is a partner in quality. IAC provides quality improvement-focused solutions such as the IAC QI Self-Assessment Tool, to help facilities optimize processes and improve patient safety and outcomes.

Continuous Improvement: Accreditation must be thorough to truly affect the quality of care provided; however, IAC continues to explore ways to enhance the application process to make it simpler, more efficient and cost-effective to applicants including discounts on multiple site applications.



Trust the experts at IAC to successfully accredit your ENT practice!

IAC has been supporting ENT practices to assure CT study quality and patient safety since 2006! With 18 years experience, we not only have a thorough knowledge of all Cone Beam CT manufacturers, but we also understand the needs and challenges of ENT practices.

IAC

Improving health care through accreditation®

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Stop by the **IAC booth**
at **ASCENT 2024** or visit
intersocietal.org/ct.

REGISTRATION CHECKLIST

CHECK IT OFF AS YOU GO!

Print this checklist and cross off items on your ASCENT 2024 to-do list as you complete them!

- ☐ Register to attend at askASCENT.org/ASCENT2024.
- ☐ Register by August 1 to secure the lowest registration rates.
- ☐ August 16 Deadline: Secure your hotel room at The Main Hilton Hotel. Book now [here](#)!
- ☐ Encourage your colleagues to attend - register two individuals from your practice at full price and receive \$100 off each additional registration with promo code 3ORMORE.
- ☐ Make plans to meet fellow otolaryngology professionals.
- ☐ Check your email and the website frequently for updates and new program information.
- ☐ Map out your plans to visit vendors in the ASCENT Marketplace Exhibit Hall. Visit askASCENT.org/ASCENT2024 for a list of exhibiting companies.
- ☐ Review the schedule and plan which session to attend.
- ☐ Attend one of the Boot Camps or Sessions given pre-conference.
- ☐ Use [#ASCENT2024](#) now and through the conference to connect on social media and share your experience!

BRING YOUR OWN BAG

A SUSTAINABLE CHOICE FOR OUR UPCOMING MEETING

This year, in an effort to promote sustainability and reduce waste, we will not be handing out new meeting bags to attendees. Instead, we encourage everyone to bring their favorite bag to the event. By doing so, you'll not only have a chance to showcase your unique style but also contribute to our collective effort to minimize our environmental footprint.

For those who may not have a suitable bag or forget to bring one, we will have a limited supply of bags from prior meetings available on a first-come, first-served basis. However, these will be in short supply, so it's best to plan ahead and bring your own. Bringing your own bag ensures that you have something familiar and comfortable to carry your materials in, and it helps us avoid the production and distribution of additional bags.

We appreciate your understanding and cooperation in this initiative. By taking this small step together, we can make a significant impact on our planet. Let's set an example for others by embracing sustainable practices and making conscious choices. We look forward to seeing you and your favorite bag at the meeting!



WE LOOK FORWARD TO SEEING YOU IN PERSON!



**Setting
Sail for
Success**

THE ENT CODING AND REVENUE CYCLE MANAGEMENT MEETING
Sept. 16-18

ASCENT
ANNUAL EDUCATION CONFERENCE
Sept. 18-20, 2024 | The Main Hotel, Norfolk, VA