

THURSDAY - SATURDAY
November 2-4, 2017

UCSF Otolaryngology Update: 2017

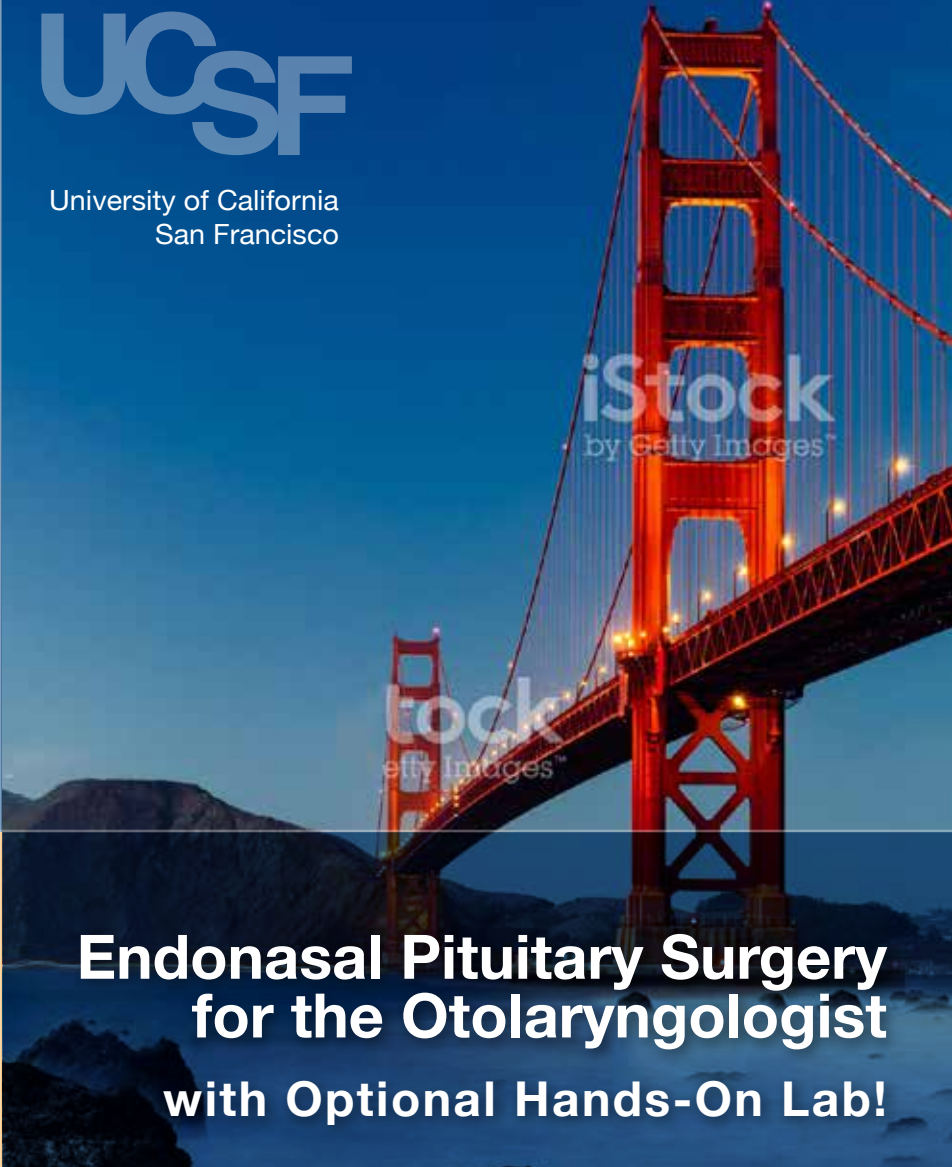
Palace Hotel
San Francisco, California

OTOLARYNGOLOGY COURSE CHAIRS

Andrew N. Goldberg, MD, MSCE
Andrew H. Murr, MD, FACS



University of California
San Francisco



Endonasal Pituitary Surgery for the Otolaryngologist with Optional Hands-On Lab!

SIALENDOSCOPY COURSE CHAIRS

Ivan H. El-Sayed, MD, FACS

WEDNESDAY
November 1, 2017



ENDONASAL PITUITARY SURGERY FOR THE OTOLARYNGOLOGIST PROGRAM – WEDNESDAY, NOVEMBER 1, 2017

6:45 am	<i>Shuttle from Palace Hotel to UCSF Parnassus Campus</i>	
7:20	<i>Registration and Continental Breakfast</i>	
7:50	Welcome and Introduction	Ivan H. El-Sayed
8:00	Endonasal Anatomy of Paranasal Sinuses	Patricia Loftus
8:20	Endonasal Anatomy of the Pituitary Sella and Surrounding Structures	Ivan H. El-Sayed
8:40	Presentation and Non-surgical Treatment of Pituitary Tumors	Lewis Blevins, Jr.
9:00	Common Pituitary Tumors and Sellar Lesions	Manish K. Aghi
9:40	Post-operative Endocrine Management of Pituitary Tumors	Lewis Blevins, Jr.
10:00	<i>Coffee Break</i>	
10:20	Targeted Endoscopic Approach to Pituitary Sella	Jose G. Gurrola
10:40	Expanded Endonasal Approach to Pituitary Sella	Ricardo L. Carrau
11:00	Closure of Pituitary Defects and Nasal Septal Flap	Ivan H. El-Sayed
11:20	Equipment, Hemostasis and Two Surgeon Technique	Jose G. Gurrola
11:40	PANEL DISCUSSION Moderator: Ivan H. El-Sayed Moderator Manish Aghi, Ricardo Carrau, Jose Gurrola, Patricia Loftus	
12:00 pm	<i>Lecture Session Adjourns – Shuttle Return to Palace Hotel</i>	
Program continues for Afternoon Hands-On Lab Participants (Limited Enrollment)		
12:10 pm	<i>Lunch (provided to Lab participants)</i>	
12:15	Lunch Lecture: Postoperative Sinonasal Care After Pituitary Surgery	Patricia Loftus
1:00	Hands On Lab: • Direct Pituitary Approach • Ethmoidectomies • Superior Turbinate Resection • Nasal Septal Flap • Pituitary Sella • Inferior Turbinate Flap	<i>Lab Instructors:</i> Patricia Loftus Jose G. Gurrola Ivan H. El-Sayed Ricardo L. Carrau Andrew N. Goldberg Steven D. Pletcher Manish K. Aghi
3:00	<i>Break</i>	
3:15	Further Dissection: • Transplanum Approach • Vidian Canal Drill Out • Carotid Exposure • Trans Tuberculum and Limbus	
5:00	<i>Hands-on Lab Adjourns / Shuttle Return to Palace Hotel</i>	

COURSE OVERVIEW

This course is designed for otolaryngologists and neurosurgeons interested in endoscopic approaches to the Pituitary sella. In recent years there has been a trend for neurosurgeons to address tumors of the pituitary with an endoscopic transnasal approach. This results in a close collaboration of the two specialties. A panel of experts will lecture on common surgical indications, pre- and post-operative care, surgical anatomy, and strategies for successful patient management. In the afternoon, attendees will practice surgical techniques in a hands-on lab at UCSF's high-tech Anatomy Learning Center.

LEARNING OBJECTIVES

Upon completion of this course, participants should be able to:

- Understand the basic anatomy of the nasal cavity and paranasal sinuses;
- Describe the endoscopic landmarks and surrounding anatomy of the pituitary gland and sella;
- Describe common pituitary tumors and nonsurgical treatments;
- Understand rational for endocrine management strategies after pituitary surgery;
- Describe important landmarks for approach to the pituitary gland;
- Discuss the expanded endonasal endoscopic approach to the pituitary sella;
- Identify available local flaps for closure of pituitary defects and CSF leaks;
- Describe non-vascularized closure techniques of cranial defects;
- Employ nasal hygiene strategies after endonasal pituitary surgery.

OTOLARYNGOLOGY UPDATE: 2017

WWW.OTOUPDATESF.COM – PROGRAM November 2-4, 2017

Thursday, November 2, 2017

7:00 am *Registration and Continental Breakfast*

SESSION 1 • ANDREW N. GOLDBERG, MD, MSCE

Introduction

Andrew H. Murr &
Andrew N. Goldberg

8:00 **Eustachian Tube Dilation - A Breath of Fresh Air**

Aaron D. Tward

8:20 **CSF Leak Patients:
What Do I Do and What Happens Next?**

Jose Gurrola

8:40 **Office-based Sotradecol for HHT**

Jay Piccirillo

9:00 **HPV-related Head and Neck Cancer:
Demystifying the Disease**

Chase M. Heaton

9:20 **Questions**

KEYNOTE ADDRESS

9:30 **The Digital Doctor: Hope, Hype and Harm at the Dawn
of Medicine's Digital Age**

Robert Wachter

10:10 *Coffee Break*

SESSION 2 • P. DANIEL KNOTT, MD

10:30 **New Dimensions in Facial Feminization Surgery**

P. Daniel Knott

10:50 **Anesthesia and the Young Child**

David Conrad

11:10 **Frontal Sinus – From Balloons to Obliteration**

Andrew N. Goldberg

11:30 **Update on Medical and Surgical Options for
Pediatric OSA**

Garani S. Nadaraja

11:50 **Questions**

12:00 pm *Lunch (On Your Own)*

SESSION 3 • IVAN EL-SAYED, MD, FACS

1:30 **Endoscopic Orbital Surgery**

Ricardo Carrau

1:50 **Update on Management of Meniere's Disease**

Jeffrey Sharon

2:10 **Birth of a New Field: Anterolateral Skull Base Surgery**

Ivan H. El-Sayed

2:30 **Tinnitus - Neurobiology and New Treatments**

Jay Piccirillo

2:50 **Questions**

3:00 *Coffee Break*

SESSION 4 • DYLAN K. CHAN, MD, PHD

3:20 **CMV- A Treatable Form of Congenital Hearing Loss**

Dylan K. Chan

3:40 **A Practical Approach to the Adult Patient with Dysphagia**

Ricardo Carrau

4:00 **Allergic Fungal Sinusitis**

Patricia Loftus

4:20 **Questions**

4:45 **PANEL DISCUSSION: Pediatric Otolaryngology**

Moderator: Kristina W. Rosbe

Panelists: Dylan K. Chan, Garani S. Nadaraja, Jordan Virbalas
Jacqueline Weinstein

5:30 pm *Adjourn*

Friday, November 3, 2017

7:00 am *Continental Breakfast*

SESSION 5 • ANDREW H. MURR, MD, FACS

7:55 **Opening Remarks**

8:00 **Odontogenic Sinus Disease: Implants, Cysts,
and Tumors**

Steven D. Pletcher

8:20 **Fetal Surgery - The Otolaryngologists' Role in
the EXIT Procedure**

Anna K. Meyer

8:40 **Bone-anchored Hearing Solutions Update**

Charles J. Limb

KEYNOTE ADDRESS

9:00 **Value Based Care: Look Out - That Train Is Coming**

Randal Weber

9:40 *Coffee Break*

10:10 **Nasal Polyps - New Therapies and Perspectives**

Andrew H. Murr

10:30 **Neurovascular Complications of ESS**

Ricardo Carrau

10:50	Sialendoscopy: Durability of Outcomes	William R. Ryan
11:10	Update on Treatment of Sudden Hearing Loss	Steven W. Cheung
11:30	Vascular Anomalies - An Evidence-based Update	Josephine Czechowicz

11:50 **Questions**

12:00 pm *Lunch (On Your Own)*

SESSION 6 · PATRICK HA, MD, FACS

1:30	Transoral Robotic Surgery and the Unknown Primary	Patrick Ha
1:50	Hypoglossal Nerve Stimulation for OSA – It's Here!	Jolie L. Chang
2:10	Endoscopic Ear Surgery- What Lurks Around the Corner...	Aaron D. Tward

KEYNOTE ADDRESS

2:30	HPV and Oropharyngeal Cancer – Trends, Prevention, Counseling	Joel Palefsky
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3:10 **Questions**

3:20 *Coffee Break*

3:40	Low-risk Thyroid Cancer – What Makes Sense?	Marika M. Russell
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4:00	Facial Reanimation - My Perspective	Rahul Seth
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4:20	MOC: Would You Want your Doctor to be Board Certified?	Randal Weber
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4:40 *Adjourn for Breakout Session*

WHAT'S ON YOUR MIND? Discuss with Our Faculty

Rhinology: Andrew Goldberg, Steven Pletcher, Andrew Murr, Jose Gurrola, Patricia Loftus

4:45	Head and Neck: William Ryan, Ivan El-Sayed, Patrick Ha, Chase Heaton, Jonathan George, Marika Russell, Randal Weber
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Otology: Charles Limb, Jeffrey Sharon, Aaron Tward, Steven Cheung

Pediatric: Pediatric Faculty

5:30 pm *Adjourn*

Saturday, November 4, 2017

7:00 am *Continental Breakfast*

SESSION 9 · CHARLES J. LIMB, MD

7:55	Opening Remarks	
8:00	DISE in Selection of Surgical Treatment for OSA	Megan Durr
8:20	Deep Neck Infection – Current Management Perspective	Matthew Russell
8:40	Non-melanoma Skin Cancer: Not Everything is Skin Deep	Randal Weber
9:00	Top 5 Ways an AHP Will Enhance Your Practice	Laura Kirk
9:20	When Thyroid Cancer Goes Crazy...	Jonathan George
9:40	New Developments in Non-invasive Facial Rejuvenation	P. Daniel Knott
10:00	<i>Coffee Break</i>	
10:20	Cochlear Implants for Single-sided Deafness	Charles J. Limb
10:40	Irritable Larynx and Chronic Cough: The Behavioral Perspective	Sarah L. Schneider
11:00	Revision Pituitary Surgery	Jose Gurrola
11:20	Otitis Media: What's New, What's Controversial	David Conrad
11:40	Questions	
12:00	<i>Adjourn</i>	

COURSE OVERVIEW

An outstanding group of faculty will discuss technical advances in the fields of rhinology and sinus surgery, endoscopic skull base surgery, head and neck oncologic surgery, otology/neurotology, pediatric otolaryngology, sleep apnea, and facial plastic surgery. This symposium is dedicated to the state-of-the-art with an emphasis on new diagnostic and treatment methods, new technology, and new surgical strategies for the contemporary practice of Otolaryngology/Head and Neck Surgery. Policy, value based care, and the digital revolution will also be topics for discussion. Small group sessions will be available to discuss individual cases and to have more intimate time with the faculty. The target audience for the course is practicing otolaryngologists.

program

LEARNING OBJECTIVES

Upon completion of this course, participants should be able to:

- Be able to consider new treatments of tinnitus based upon neurobiology;
- Apply the latest treatment guidelines for the use of Eustachian Tube dilation techniques;
- Assess changes in current practice pertaining to pediatric and adult obstructive sleep apnea treatment;
- Consider societal expectations of competency and the role of maintenance of certification in securing consumer confidence;
- Appraise the current role of trans-oral robotic surgery in the treatment paradigm of the unknown primary cancer;
- Consider the enhanced role of endoscopic sinus surgery techniques as they apply to skull base tumor surgery;
- Assess the current state of Meniere's Disease therapeutic options and the current state of applicability of bone anchored hearing aids;
- Employ a variety of options in the consideration of re-animating the paralyzed face;
- Review the options that can be employed to evaluate, treat, and follow patients with CSF leaks;
- Be introduced to the current state of sialendoscopy and understand outcomes of the technique in different disease processes.

OTOLARYNGOLOGY UPDATE COURSE CHAIRS

Andrew N. Goldberg, MD, MSCE

Professor
Director, Division of Rhinology
and Sinus Surgery
Department of Otolaryngology-
Head and Neck Surgery,
University of California, San Francisco

Andrew H. Murr, MD, FACS

Professor and Chairman
Roger Boles, MD Endowed Chair
in Otolaryngology Education
Department of Otolaryngology-
Head and Neck Surgery,
University of California, San Francisco

ENDONASAL PITUITARY COURSE CHAIR

Ivan H. El-Sayed, MD, FACS

Professor, Division of Head and Neck
Oncologic Surgery
Department of Otolaryngology-Head and
Neck Surgery

GUEST FACULTY

Ricardo L. Carrau, MD

Professor of Otolaryngology-Head
& Neck Surgery, and of Speech and
Hearing Science
The Ohio State University Medical
College, Columbus, OH

Megan Durr, MD

Otolaryngology-Head and Neck Surgery
Specialist,
Kaiser Permanente Oakland Medical
Center and Richmond Medical Center,
CA

Jose G. Gurrola, II, MD

Assistant Professor of Otolaryngology
Division of Rhinology and Endoscopic
Sinus Surgery
University of Virginia Health System,
Charlottesville, VA

Jay F. Piccirillo, MD, FACS

Professor, Otolaryngology - Head and
Neck Surgery;
Director, Clinical Outcomes Research
Office
Washington University School of
Medicine, St. Louis, MO

Randal S. Weber, MD, FACS

John Brooks Williams and Elizabeth
Williams Distinguished University Chair
in Cancer Medicine, Department of Head
and Neck Surgery, Division of Surgery,
The University of Texas MD Anderson
Cancer Center, Houston, TX

UCSF FACULTY

(Department of Otolaryngology-Head
and Neck Surgery unless indicated)

Manish K. Aghi, MD, PhD

Professor of Neurological Surgery,
Brain Tumor Research Center at UCSF

Lewis Blevins, Jr., MD

Professor of Medicine and of
Neurological Surgery,
Medical Director, California Center for
Pituitary Disorders at UCSF

Dylan K. Chan, MD, PhD

Assistant Professor, Division of Pediatric
Otolaryngology

Jolie L. Chang, MD, FACS

Assistant Professor,
Division of General Otolaryngology,
Head and Neck Surgery

Steven W. Chung, MD, FACS

Professor, Division of Otolaryngology,
Neurotology, and Skull Base Surgery

David Conrad, MD

Assistant Professor, Division of Pediatric
Otolaryngology

Josephine Czechowicz, MD

Assistant Professor, Division of Pediatric
Otolaryngology

Jonathan R. George, MD

Assistant Professor, Division of
Head and Neck Oncologic and
Endocrine Surgery

Patrick Ha, MD, FACS

Professor and Director,
Division of Head and Neck Oncologic
Surgery

Chase M. Heaton, MD

Assistant Professor, Division of
Head and Neck Oncologic and
Endocrine Surgery

Laura Kirk, MSPAS, PA-C

Physician Assistant in Otolaryngology –
Head and Neck Surgery

P. Daniel Knott, MD

Associate Professor and Director,
Division of Facial Plastic and
Reconstructive Surgery

Charles J. Limb, MD

Professor; Director, Division of Otolaryngology,
Neurotology and Skull Base Surgery

Patricia Loftus, MD,

Assistant Professor,
Division of Rhinology & Skull Base
Surgery

Anna K. Meyer, MD

Assistant Professor, Division of
Pediatric Otolaryngology

Garani S. Nadaraja, MD

Assistant Professor,
Division of Pediatric Otolaryngology,
UCSF Benioff Children's Hospital,
Oakland

Joel Palefsky, MD

Infectious Disease Specialist,
Professor of Medicine and Laboratory
Medicine

Steven D. Pletcher, MD

Associate Professor, Division of
Rhinology and Sinus Surgery

Marika D. Russell, MD, FACS

Assistant Professor, Division of
General Otolaryngology-
Head and Neck Surgery

Matthew S. Russell, MD, FACS

Assistant Professor, Otolaryngology
Hospitalist

William R. Ryan, MD, FACS

Assistant Professor,
Division of Head and Neck Oncologic
and Endocrine Surgery

Sarah L. Schneider, CCC-SLP, MS

Speech Language Pathology Director,
UCSF Voice and Swallowing Center
Department of Otolaryngology – Head
and Neck Surgery

Rahul Seth, MD

Assistant Professor, Division of Facial
Plastic and Reconstructive Surgery

Jeffrey Sharon, MD

Assistant Professor, Division of Otolaryngology,
Neurotology, and Skull Base Surgery

Aaron D. Tward, MD, PhD

Assistant Professor, Division of Otolaryngology,
Neurotology and Skull Base Surgery

Jordan Virbalas, MD,

Assistant Professor,
Division of Pediatric Otolaryngology

Robert M. Wachter, MD

Professor and Chair, UCSF Department
of Medicine

Jacqueline Weinstein, MD

Assistant Professor

faculty

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.

Endonasal Pituitary Surgery for the Otolaryngologist - November 1st

UCSF designates this live activity for a maximum of **x.xx AMA PRA Category 1 Credits™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Otolaryngology Update – November 2nd-4th

UCSF designates this live activity for a maximum of **xx.xx 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 PRA category 1 credit™* from organizations accredited by the ACCME.

Pharmacy:

The California Board of Pharmacy accepts as continuing professional education those courses that meet the standard of relevance to pharmacy practice and have been approved for *AMA PRA Category 1 Credit™*.

GENERAL INFORMATION

Advanced registration closes one (1) business day prior to start of course. On site registration fees, if applicable, will be applied after this date.

HOW TO ENROLL

UCSF Otolaryngology Update – November 2nd-4th

Tuition: \$725 Physicians
\$625 Nurses/Pharmacists/Allied Health Professionals/Residents/Fellows

Endonasal Pituitary Surgery for the Otolaryngologist - November 1st

Tuition*: \$300 Physicians – Morning Lectures Only
\$200 Nurses/Allied Health Professionals – Morning Lectures Only
\$150 Residents/Fellows – Morning Lectures Only
\$800* Afternoon Hands-On Lab (Enrollment Limited)

Payment can be made by Visa, MasterCard, AmEx or check.

* Register for the Otolaryngology Update Course November 2nd-4th and receive \$100 off your registration fee for the Endonasal Pituitary Surgery Hands-On Lab

Online: cme.ucsf.edu

Mail: Complete course registration form and send with payment to:
UCSF Office of Continuing Medical Education
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 registration status, please call UCSF's CME Registration Office at (415) 476-5808.

Please check our website for up-to-date information on the course: cme.ucsf.edu

On-Site Registration: Generally we are able to accommodate on-site registration at our courses however pre-registration is preferred to ensure that we have adequate course materials.

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.

Endonasal Pituitary Surgery Hands-On Lab: Cancellations for the Lab must be received in writing by October 1, 2017. No refunds will be made on cancellations received after that date.

CONFERENCE LOCATION

Enjoy San Francisco's renowned attractions such as the historic cable cars, shopping in Union Square, Chinatown, or visit San Francisco's culinary hub at the Ferry Building.

A block of guestrooms has been reserved at the historic **Palace Hotel** at the special UCSF conference rate of **\$355 per night**. You are urged to make your reservations early. The cut-off date is **October 18, 2017**, or until the group room block is filled.

To make hotel reservations online, call 888-627-7196. Please identify yourself as a member of the UCSF Otolaryngology conference to receive the special rate.

By staying at the host hotel, you help UCSF meet its contractual obligations and keep registration fees reasonable.

ADDITIONAL TRAVEL INFORMATION

For rental car and air transportation discount codes, please visit the course website at www.OtoUpdateSF.com

COURSE REGISTRATION FORM

UCSF Otolaryngology Update 2017

Endonasal Pituitary Surgery for the Otolaryngologist

November 2-4, 2017 / November 1, 2017

Palace Hotel

San Francisco, California

MOT18001/MOT18002

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

Online registration: www.OtoUpdateSF.com
 Registration Assistance: (415) 476-5808
 Course Information: (415) 476-4251
 Exhibitor Information: (415) 476-4253

Dr. Mr. Mrs. Ms.

Last Name _____ First _____ M.I. _____

Degree _____ Specialty _____

Address _____

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

Date of birth to be used as OCME registrant number: ____ / ____ / X X
 Month Day

Please indicate if you have any special needs: _____

Registration Fees:

UCSF Otolaryngology Update – November 2nd-4th

- \$725** Physicians
- \$625** Nurses/Pharmacists/Allied Health Professionals
- \$625** Residents/Fellows

Endonasal Pituitary Surgery for the Otolaryngologist - November 1st

- \$300** Physicians – Morning Lectures Only
- \$200** Nurses/Pharmacists/Allied Health Professionals – Morning Lectures Only
- \$150** Residents/Fellows – Morning Lectures Only
- \$800*** Afternoon Hands-On Lab (Enrollment Limited - must register by phone: 415-476-5808, or online)

* Register for the Otolaryngology Update Course November 2-4 and receive \$100 off your registration fee for the Endonasal Pituitary Surgery Hands-on Lab

Check enclosed payable to UC Regents

Please charge my credit card: Visa MasterCard AmEx for \$ _____

Card # _____ / _____ / _____ Expiration date

Name on Card (Please Print) _____ Authorized Signature _____

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.

Endonasal Pituitary Surgery Hands-On Lab: Cancellations must be received in writing by October 1, 2017. No refunds will be made on cancellations received after that date.

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<http://www.sfpalace.com/>





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UPCOMING COURSES

**24th Annual Advances in
Diagnosis and Treatment of Sleep
Apnea and Snoring**
February 16-17, 2018
Grand Hyatt Hotel, San Francisco, CA


**Pacific Rim Otolaryngology
Head and Neck Surgery Update
Conference**
February 17-20, 2018
Moana Surfrider Hotel, Honolulu, HI

**ACS Thyroid and Parathyroid
Ultrasound Skills-Oriented Course**
February 18-19, 2018
Moana Surfrider Hotel, Honolulu, HI

REGISTER TODAY!

For more information or
to register online visit our
website at
cme.ucsf.edu

You may also reach us
by calling the Office of
Continuing Medical
Education at (415) 476-4251
or emailing
info@ocme.ucsf.edu

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Paper

GREENER MEETINGS

We're saving paper!

The syllabus for each course will be transmitted electronically prior to the course.