PREFACE

Managing a successful allergy practice is easier said than done, especially in these rapidly changing times. Unfortunately, running a practice is not something taught during fellowship, and existing practice resources are scarce, expensive, or not focused on our specialty. The fifth edition of the AAAAI Practice Management Resource Guide represents a significant revision at many levels:

- A completely revised billing and coding guide with ICD-10 transition strategies
- Major updates to the EMR guide with regards to selection strategies, meaningful use and mobile technology
- An expanded chapter for marketing and referral development with new social media strategies
- A completely revised and updated chapter doing clinical research in the allergy practice
- A new chapter (currently in preparation) for academic practice management
- Updated advice on practice opportunities for FITs and new allergists
- More practical tips on how to set up an allergy office
- An updated an expanded immunotherapy extract preparation chapter

As with the previous edition, we consider this edition to be a work in progress. We invite you to share your thoughts and ideas to improve this guide. We can be reached at practicemanagement@aaaai.org.

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