

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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