



INTERNATIONAL SOCIETY FOR OTITIS MEDIA

Newsletter

#1



*First Board of Directors meeting
of ISOM in Stockholm, June 2013*

A warm welcome

I am proud to bring you the first newsletter of the International Society for Otitis Media (ISOM), which was inaugurated at the 7th International Symposium on Otitis Media in Stockholm. The society exists to ensure the future of these highly successful symposia, as one way of bringing together

and engaging the international research and clinical communities.

In this newsletter we welcome articles from those who worked hard to initiate our society: our president Rich Rosenfeld, secretary Joe Kerschner, and treasurer Margaretha Casselbrant. David Lim provides an insight into the

history of the OM symposia, from its origins as a chat amongst friends in a Hollywood beach hotel, through uncertain times, and now its firm establishment on the international conference circuit. Indeed, Sten Hellström and Malou Hultcrantz report the success of the most recent conference in Stockholm, which attracted hundreds of delegates from over 30 countries. Finally, Charlie Bluestone tells us about another recently formed society, the Society for Middle Ear Disease (SMED), which aims to increase awareness of otitis media and act as a resource of information for patients, parents, and professionals.

The ISOM is a new venture for all of us, as is this newsletter. Let me know any topics you would like to see covered in this newsletter, ideas for content are always well received.



Mahmood Bhutta
Editor, ISOM Newsletter
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Richard M. Rosenfeld
President, ISOM

Of all the ways to occupy time on the flight home from OM2013 in Stockholm, probably the last activity I might have contemplated was writing a "President's Report" for the ISOM Inaugural Newsletter. Although a newsletter was inevitable, little did I know that one board member - Mahmood Bhutta - would not only embrace the challenge of creating one, but would request my first presidential installment before OM2013 had even concluded.

Inaugural President's report

For the uninitiated, "OM2013" refers to the incredible 7th Extraordinary International Symposium on Recent Advances in Otitis Media orchestrated by Sten Hellstrom and Malou Hultcrantz in Stockholm, Sweden, from June 12 through 16, 2013. The event was an unqualified success, combining an extraordinary venue, with extraordinary content, and extraordinary participants from more than 30 countries.

From the myopic perspective of ISOM the OM2013 symposium was laden with milestones: our first Executive Committee meeting, our first Board of Directors meeting, and an Open Session to share to the ISOM vision with attendees and exchange ideas. We began the symposium as little more than a partial board of directors, yet ended as a vibrant, new society with 70 members, a president-elect (Tania Sih from Brazil), and plans for OM2015 in Arlington, Virginia (near Washington, DC) and OM2017 in Queensland, Australia.

Although ISOM is a natural sequel to almost 40 years of otitis media symposia, making it a reality required tremendous effort by a core group of individuals who warrant recognition. Bylaws are the heart and soul of an organization, and we are on solid ground with the expertise of Robert Ruben in working through 10 drafts. My fellow officers, Joseph Kerschner as secretary and Margaretha Casselbrant as treasurer are fountains of advice, support, and creativity. Last, the pioneering efforts of David Lim, Charles Bluestone, and Jerome Klein, laid a solid intellectual and financial foundation that made ISOM inevitable.

As stated in the bylaws, a primary mission of ISOM is to enhance, support, and coordinate communication and collaboration among Society Members, related disciplines, and other societies. This inaugural newsletter is a first step towards that goal, a gentle reminder of life between symposia as we develop committees,

infrastructure, and shared purpose. It is also a call for action, to get involved in ISOM through active participation and communication. ISOM is YOUR society, so let us know how to best serve your needs. Your feedback is welcome at richrosenfeld@msn.com.

With warmest regards and unabashed optimism for success.



From Symposia to International Society



From left to right Ben Senturia, Charlie Bluestone and David Lim at the first symposium

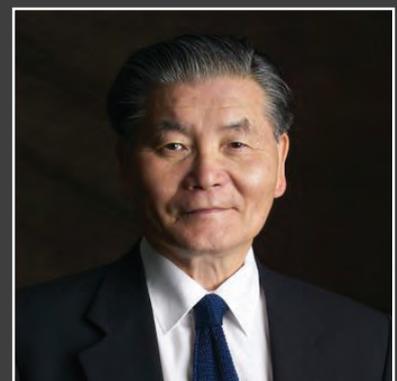
In 1960 and early 1970, the dramatic increase of otitis media with effusion was a big mystery. A discussion of the idea to have a Symposium on Otitis Media with Effusion took place at Ben Senturia's pool side cabana in a Hollywood Beach Hotel where the Triological Meeting was held. Ben Senturia, Charley Bluestone and I discussed having a scientific symposium, distinct from the clinically oriented symposium that was common at that time. In fact, Ben and Charley were skeptical of such a symposium at first, but I persuaded them to have a symposium at the Ohio State University. This is how OSU became the home for the first symposium.

Due to its success, it was decided

to have the second one at the OSU. It was then decided to have a quadrennial symposium and move the meeting to a beach hotel. Thus, the 3rd Symposium was held at Bahia Mar, Ft. Lauderdale, FL; 4th (Bal Harbor, FL); 5th-8th (Ft. Lauderdale, FL); 9th (St. Pete Beach, FL); 10th (New Orleans, Louisiana). In 1985, it was decided to allow Extraordinary Symposium, meaning outside of ordinary symposium taking place in U.S.

The 1st Extraordinary Symposium took place in Kyoto in 1985; 2nd (Oita, Japan); 3rd (Copenhagen, Denmark); 4th (Sendai, Japan); 5th (Amsterdam, The Netherlands); 6th (Seoul, Korea), 7th (Stockholm, Sweden). At the Stockholm Symposium in 2013,

it was voted to establish the International Society for Otitis Media (ISOM) to take over the International Symposium to maintain this highly successful research forum.



David Lim
Co-Founder International
Symposia on Otitis Media

A word from the Secretary

I have had the fortunate opportunity to serve in an executive administrative role for a number of organizations that have ranged from large to small, with budgets ranging from several thousand dollars a year to over a billion dollars a year. In my experience, one item that has remained constant is that in the organizations which I have been a part of that are thriving and growing there is a palpable sense of wanting to belong and wanting to contribute.

Although the International Society for Otitis Media is quite new we truly have a rich history already as pointed out in Rich Rosenfeld's President's Letter and we

certainly are off to a great start as an organization with individuals who want to contribute. The formation of the Board has already created a group of interested and active participants who are pushing us forward.

At the first Board meeting the expectations of what we can accomplish were lofty, energetic, and forward-thinking. I look forward to serving this organization as Secretary during the upcoming years. We have much to do which includes:

1. Increasing our communication with those interested in the field of otitis media – hence this Newsletter!
2. Creating a broad Society that encourages those with this interest to function together, to think together, to be a cohesive group to accomplish much. One of the most tangible ways to accomplish this is to be a MEMBER of the Society. Please encourage all you know with a similar interest to

join ISOM at <http://www.otitismediasociety.org/> 3. Continuing to build on the scientific excellence which has been the life blood of those who have been connected in this work in the past four decades.

Please don't hesitate to contact me if you have any questions or concerns about ISOM and please absolutely forward along any ideas or projects which you feel are important for the Society to address. We are off and running and it is a wonderful endeavor to be a part of!



Joseph E. Kerschner
Secretary, ISOM

A word from the Treasurer



Margaretha Casselbrant
Treasurer ISOM

It is both a pleasure and honor for me to have been a part of the development and organization of the International Society for Otitis Media (ISOM) and now serve as the Treasurer. I have a long history with the International Otitis Media Symposia, as I attended my first meeting in 1979 in Columbus, Ohio, and since then I have only missed one meeting. The incorporation of ISOM and development of the by-laws is the platform that will secure the future for basic and clinical research in otitis media. But more importantly is the commitment of the people involved, which is reflected by the work over the past 40 years by the founders of the International Symposia on Otitis Media: Drs. Senturia, Lim, Bluestone and Klein.

I am looking forward to serving as the Treasurer of the Society for the next few years. In addition to being responsible for the society's funds and securities as well as the collection of dues, I will also work to promote the awareness of ISOM to individuals interested in otitis media as well as support camaraderie and research collaboration among members of the society.

The enthusiasm and support for ISOM has been great and many have joined as charter members during the 2013 Otitis Media meeting in Stockholm. Presently, there are 69 charter members from all over the world: 40% from the United States, 40% from Europe and the remaining 20% representing Asia, South America, Australia and New Zealand. This is truly a great beginning for ISOM.

Notes from Stockholm

The 7th Extraordinary Symposium on Recent Advances in Otitis Media is over and we would like to thank you all for making this symposium successful!

The symposium was not only scientifically exciting but was also characterized by a warm and friendly atmosphere to which all of you contributed!

We planned a meeting with a tight schedule focusing on various aspects of otitis media. It is our sincere hope that the symposium has increased our knowledge in various areas but certainly also got us more confused in other areas.

There will be a possibility to share this new knowledge with others through publication and we know that you all have been contacted or will be contacted by Bob Ruben the Editor of International J of Pediatric Otorhinolaryngology. However also an Italian publisher which will try to collect contributions from all of you for printed proceedings from this symposium.

This meeting also meant a new order, we now have an International Society for Otitis Media. This means that we have an organization for the forthcoming OM meetings which will preserve the heritage of prior symposia and which will ensure a sustainable future for the otitis media meetings!

Finally we once again thank you all and let us see each other if not before in Washington DC 2015 at the 17th International symposium of Recent Advances in Otitis Media!!



Sten Hellström and Malou Hultcrantz
Organising Committee,
7th International Symposium
of Otitis Media

Emeritus Professor Jacob Sade (guest of honour at the Stockholm meeting), with his wife

The Society for Middle Ear Disease (SMED)

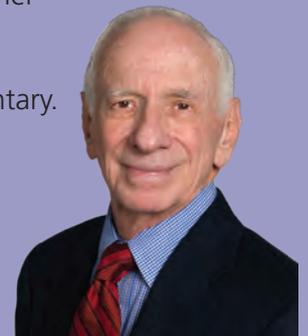
I am pleased to discuss the similarities and differences between the new International Society for Otitis Media (ISOM) and the recently established Society for Middle-Ear Disease (SMED), since they have identical goals, e.g., reduce the world-wide burden of middle-ear disease. Even though there is a distinct difference in governance and constituencies, there are some similarities in their

target populations, since both focus on health care professionals, but SMED is primarily directed toward patients and their families.

SMED is a non-profit community (lay) advocacy society dedicated to promoting public and professional awareness of middle-ear disease. It promotes shared decision making between patients, their families, and health care professionals with its robust website (societyformiddleear disease.org) which includes treatment guidelines and the latest clinical abstracts. Volunteer Advocates govern it and 42 international leaders in middle-ear disease are Advisors who advise the Advocates.

By contrast, ISOM is governed by, and constituents are, health

care professionals. It is a forum to advance the frontiers of research, education, and patient care related to otitis media. ISOM also disseminates information, but unlike SMED it will sponsor biennial international otitis media meetings. It too has a website (otitismediasociety.org); both have links to each other since they are indeed complimentary.



Charles D. Bluestone
Co-founder SMED

Save the dates!



INTERNATIONAL SOCIETY FOR OTITIS MEDIA

18TH INTERNATIONAL SYMPOSIUM ON RECENT ADVANCES IN OTITIS MEDIA

SAVE THE DATE ★ June 6 - 10, 2015 ★ www.OtitisMediaSociety.org

Arlington, Virginia
Gateway to the Nation's Capital – The best place to stay, shop, dine and play when visiting Washington, D.C.



19TH INTERNATIONAL SYMPOSIUM ON RECENT ADVANCES IN OTITIS MEDIA

SAVE THE DATE ★ JUNE 4 - 8, 2017 ★
Gold Coast Queensland, Australia

www.OtitisMediaSociety.org

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