

FROM ADVOCACY TO ACTION: WHAT CIGNA COVERAGE MEANS FOR PATIENT RELIEF AND WHAT COMES NEXT



Dr. Scott Fortune
*Allergy & ENT Associates
Hermitage, TN*



Dr. Michael Yim
*LSU Health Shreveport
Shreveport, LA*

“Across three separate studies, patients experienced a 50% average reduction in symptom scores and an 80% responder rate with consistent and reproducible outcomes.¹⁻³”

Cigna’s coverage of RhinAer (CPT 31242), effective September 15, 2025, isn’t just a policy change but a call to action. As a leading national payor serving over 15 million covered lives, Cigna’s policy update opens the door for many more patients to access treatment. Patient access to impactful technologies like RhinAer is invaluable, and we’re grateful to Cigna and to the many ENT physicians who have helped lead the efforts for more patients to receive the care they need. Now, ENT physicians have a unique opportunity to move from advocacy to impact. The coverage is in place – what happens next is up to us.

Though coverage marks a major step forward, it didn’t happen by chance. It’s a milestone driven by physician advocacy, professional medical society support, and a growing body of clinical evidence. As the market leader in temperature-controlled radiofrequency (TCRF) for chronic rhinitis, over 50,000 RhinAer procedures have been supported to date. That momentum is backed by more than 20 peer-reviewed publications and multi-study evidence confirming strong 3-year durability outcomes. Across three separate studies, patients experienced a 50% average reduction in symptom scores and an 80% responder rate with consistent and reproducible outcomes.¹⁻³ Together, these results validate RhinAer’s real-world value and its impact in daily practice.

Demonstrating value was just the beginning. Translating coverage into care depends on what we do next. With coverage in place, physicians keep playing a vital role by identifying and treating eligible patients. While pre-certification is no longer required, documenting medical necessity remains essential. If available, practices are encouraged to pursue a voluntary pre-determination and confirm patient eligibility prior to the procedure to ensure a smooth experience. Equally important is clinic readiness – integrating RhinAer into daily workflows, educating care teams, and creating clear pathways for patient follow-up. With thoughtful preparation, practices can make the most of this new phase.

“Every RhinAer procedure performed under Cigna’s new policy helps strengthen the foundation for broader payer adoption. Physician leadership has driven this progress and will shape what comes next.”

Still, coverage doesn’t eliminate every barrier. Patients with high-deductible plans or those out-of-network may remain hesitant or unsure how to proceed. Without proactive options in place, access may still stall at the clinic door. Offering clear self-pay options empowers them to choose relief rather than wait. While self-pay is prevalent among elective and aesthetic procedures, this concept is still relatively new to the ENT community. Aerin Medical’s Market Access team offers resources and training to practices looking to overcome the hurdle of introducing self-pay programs.

Every RhinAer procedure performed under Cigna’s new policy helps strengthen the foundation for broader payer adoption. Physician leadership has driven this progress and will shape what comes next. This is a pivotal opportunity to expand patient access and elevate the role of ENT in treating chronic conditions. With coverage now available, our focus is ensuring that patients can access treatment when it’s medically appropriate. Cigna’s decision reflects confidence in RhinAer’s value, but action is what will turn access into outcomes. With the right tools and support, ENT physicians can lead the way in delivering lasting relief to more patients.

-
1. Stolovitzky JP, Ow RA, Silvers SL, et al. 3-Year Outcomes of Temperature-Controlled Radiofrequency Ablation of the Posterior Nasal Nerve in Patients With Chronic Rhinitis. *Int Forum Allergy Rhinol*. Published online April 4, 2025. doi:10.1002/alr.23577
 2. Lee JT, Abbas GM, Charous DD, et al. Three-Year Outcomes After Temperature-Controlled Radiofrequency Ablation of the Posterior Nasal Nerve for Chronic Rhinitis. *American Journal of Rhinology & Allergy*. 2025;0(0). doi:10.1177/19458924251360889.
 3. Ehmer D, McDuffie CM, McIntyre JB, et al. Long-term Outcomes Following Temperature-Controlled Radiofrequency Neurolysis for the Treatment of Chronic Rhinitis. *Allergy Rhinol (Providence)*. 2022;13:21526575221096045. Published 2022 May 29. doi:10.1177/2152657522109

The RhinAer® Stylus is indicated for use in otorhinolaryngology (ENT) surgery for the destruction of soft tissue in the nasal airway, including in posterior nasal nerve regions in patients with chronic rhinitis. To learn more about RhinAer, please visit RhinAer.com.

