

# The alchemy of precision and innovation: treating chronic airway inflammatory conditions in 2025

Chronic inflammatory processes of the upper and lower airways can represent a nightmare for both the treating physician as well as suffering patients. The advent of biologicals and use of personalized medicine has revolutionized its management in many ways, still leaving unresolved gaps that need to be closed with innovative approaches and proof of efficacy in everyday life <sup>(1)</sup>.

This issue of Rhinology has a strong focus on optimizing treatment in chronic rhinosinusitis and associated disorders. As most therapies start with topical steroids, Magboul and colleagues have performed a meta-analysis proving its safety and efficacy (this issue). In more complex situations, where biologicals are indicated <sup>(2)</sup>, guidelines and instructional videos can improve personalized choices and patient compliance. One such document is presented here by different EUFOREA experts as a pocket guide featuring recommendations for CRSwNP and asthma (this issue). It includes the selection of the appropriate patient and biologic, as well as providing patient education videos. A brochure that has very high clinical and practical relevance and should be used by all of us. The use of biologicals in chronic rhinosinusitis (CRS) is further supported by novel real-world evidence from a Korean database study, however, also highlighting its costs and the need for adapted administration intervals (this issue). To adequately judge on the success of such expensive therapies we need to re-defined goals <sup>(3)</sup>. Control – Remission <sup>(4)</sup> – Cure, are three disease states often used in this context, with “remission” being very appealing as described by Hellings et al. (this issue), with still many open research questions. But we should not forget about patients’ preferences, as highlighted in this issue. While most patients seek for most efficient treatment, some have strong preferences for or against surgery (this issue). Furthermore, co-morbidities such as otitis media <sup>(5)</sup> may have substantial influence on the

choice of therapy. A meta-analysis by Lazzeroni and colleagues, in this issue, supports the use of biologicals in this specific subgroup of patients (this issue). Finally, there seems to be even an easy fix for our postnasal drip patients, where hydration with water showed improved viscosity of altered nasal secretions <sup>(6)</sup>. Trying to achieve optimal surgical results during endoscopic sinus surgery may be supported by the use of motion analysis as described by Mijaji et al. in a study using 3D printed sinus surgery models (this issue). This issue also features novel insights in secondary CRS. A Chinese study identified fungus balls occurring in two or more sinuses in >6%, a so far largely neglected fact (this issue).

I sincerely hope you enjoy reading this second issue of Rhinology in 2025, where precision medicine meets innovative treatments. But even if your main focus is not CRS you will find novel insights on olfaction, benign tumors, skull base surgery and epistaxis/HHT.

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## References

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