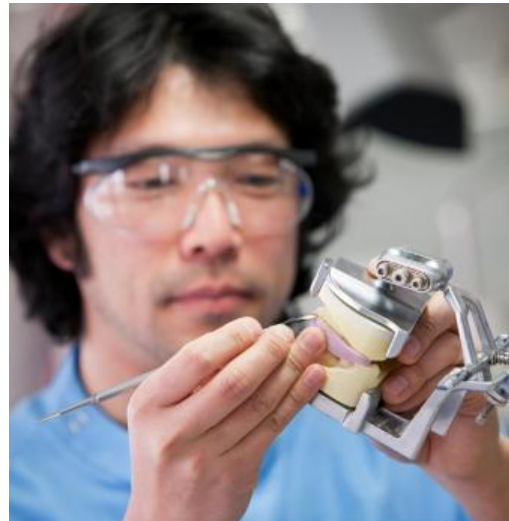


  
**SomnoMed**<sup>®</sup>  
*The Leader In COAT*<sup>™</sup>  
*(Continuous Open Airway Therapy)*

# AN INTRO TO SOMNOMED FOR GENERAL DENTISTS



*Sleep disordered breathing in its various manifestations is arguably the number one health problem in the U.S., and probably throughout the world.*

-William C. Dement - "The Father of Sleep"



*Saving lives! Who knew this would become a major part of our dental practice over 20 years ago. Once you experience that feeling, it's hard to let go of it and that feeling has fueled the passion and drive we have had to continually build our Dental Sleep Practice.*



[Long Island Dental Sleep Medicine](#)

Neal Seltzer, DMD, FAGD, D.ABDSM, D.ASBA, D.ACSDD,  
and Jeffrey S. Rein, DDS, FAGD, D.ABDSM, D.ASBA, D.ACSDD

Dr. Jeffrey Rein, DDS

Dr. Neal Seltzer, DMD

# WHO IS SOMNOMED?

Let's start with the basics. Established in 2004, SomnoMed® is a global medical device manufacturer that specializes in the development and distribution of premium dental sleep medicine oral devices for patients and practitioners across the world.

SomnoMed realizes that no two patients are alike, which is why we pride ourselves on delivering a suite of devices with a wide array of options to treat your obstructive sleep apnea (OSA) patients. SomnoMed has developed the SomnoDent family of oral devices - a collection of clinically proven oral devices, Leveraging the most innovative advancements.

In our state-of-the-art, ISO 13485 certified facilities, SomnoMed's skilled laboratory specialists work diligently, using the utmost care, accuracy, and precision, while adhering to the highest standards of quality to provide you and your patients with reliable and effective premium oral devices.

## SomnoMed Difference

At SomnoMed, we are determined to uphold our trusted reputation and will not settle for anything less. Our commitment to providing unparalleled devices with an unwavering emphasis on quality and services sets us apart from other manufacturers and makes us the dental sleep medicine device of choice for many practitioners.



### The Right People

Passionate and knowledgeable team, focused on delivering exceptional customer service



### Clinically Proven

15+ clinical studies demonstrated the efficacy of SomnoDent oral devices in treating patients with mild-to-moderate OSA



### Diverse Selection

Growing family of SomnoDent oral devices with our Signature and Standard line designed to fit your patient's needs and condition



### Quality Medical Device

SomnoDent oral devices are made with the highest quality materials and manufactured under ISO 13485 standards with FDA 510(k) clearance





# ABOUT DENTAL SLEEP MEDICINE

At SomnoMed, we strongly believe that dentists can dramatically impact patient's lives by changing their quality of sleep. Dentistry has the ability to help improve and save lives!

## Dental Sleep Medicine

Dental sleep medicine is the management of sleep-related breathing disorders, including obstructive sleep apnea (OSA), and bruxism with SomnoDent™ oral sleep devices. Although OSA must be diagnosed by a physician, dental practitioners can still screen and provide COAT™ (Continuous Open Airway Therapy) for diagnosed patients.

## COAT™ Guidelines

According to the [American Academy of Sleep Medicine \(AASM\)](#), oral devices are indicated for:

- Mild and moderate patients who are CPAP intolerant or prefer COAT to CPAP
- Patients who request treatment of primary snoring

## The Dental Practitioner's Role

- Recognize oral signs and symptoms
- Identify and screen patients who snore or may suffer from OSA
- Educate patients on potential sleep-disordered breathing issues
- Promote potential patients to be tested (PSG/HST)
- Provide alternative treatment to CPAP and Surgery
- Selection, fitting, adjustments, and follow-up care of SomnoDent oral devices
- Be a part of the treatment team, along with physicians, dedicated to improving your patient's quality of life through better sleep



# WHY INCLUDE DENTAL SLEEP MEDICINE IN YOUR PRACTICE?

Your dental office is the first source for identifying and screening patients for OSA. As a dental practitioner, you see your patients more often and for longer periods of time than other healthcare professionals.

- Your patients trust you
- You have a clear view of the patients airway
- You can dramatically improve your practice revenue while improving your patient's quality of life

**20%** or 1 in 5 adults has mild OSA<sup>1</sup>

**40%** of diagnosed OSA patients are CPAP intolerant<sup>2</sup>

**18 million** estimated number of Americans undiagnosed but living with OSA<sup>3</sup>

**25%** of middle aged men suffer from OSA<sup>4</sup>

**9%** of middle aged women suffer from OSA<sup>4</sup>

## What Does That Mean for Your Practice?

Let's assume your practice saw 1,000 patients, divided as follows:

<b>400 Men</b>	<b>35% at risk</b>	<b>96 patients</b>
<b>600 Women</b>	<b>9% at risk</b>	<b>54 patients</b>
<b>Total at Risk</b>		<b>150 patients</b>

That's a potential to treat an additional 150 patients.

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<sup>1</sup> Young et al. J Am Med Assoc 2004

<sup>2</sup> Banu Salepci MD, Benan Caglayan MD, Nesrin Kiral MD, Elif Torun Parmaksiz MD, Sevd Sever Comert MD, Gulsen Surac MD, Ali Fidan MD, and Gulden Aktin Gungor RN RESPIRATORY CARE, Sept. 2013 VOL 58 NO 92

<sup>3</sup> National Sleep Foundation

<sup>4</sup> Marshall et al. Sleep 2008



***“Before I found my sleep dentist I was sleeping with my CPAP device. This posed several problems for me. Most are the obvious: wearing the CPAP mask, trying to sleep with a hose attached to your face, having to travel with it, and then my allergy issues became more severe. Maintenance is a pain as well. [My SomnoDent] device has allowed me to enjoy life a bit more without the hassle of a CPAP. And, there is the added benefit of not having to make sure I have a source of power available. Which means, I can go camping again! I would recommend the SomnoDent device to anyone with obstructive sleep apnea. It is life changing.”***

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- Derek, SomnoDent™ Patient



[More SomnoDent™ patient experiences](#)





# HOW CAN WE HELP YOU?

If you have a patient in the chair or if you have a question as to what to do next, simply pick up the phone and give us a call. One of our knowledgeable SomnoMed team members will gladly walk you through the process. We also have an ebook to help guide you through the process as well.



## Show Your Patients a SomnoDent

To help educate your patients, SomnoMed offers sample SomnoDent oral devices to use as a visual aid when discussing treatment options. We also offer patient brochures, ideal for your waiting room.

## Build Relationships

SomnoMed will help connect you with physicians and other sleep clinicians in your area. We also have additional materials and information to share with healthcare providers.



## Wearing is Believing

The best way to confidently and accurately address your patient's concerns regarding comfort and fit of any SomnoDent oral device is to wear one for yourself. SomnoMed will fabricate an oral device for you for a small fee. The first-hand knowledge obtained will help you overcome your concerns, answer your patient's questions with confidence, and strengthen the trust between you and your patients. Click [here](#) to view our oral devices.

## Right When You Need It

The friendly and experienced SomnoMed team is readily available to offer our assistance, expertise, and marketing materials to help support the launch of Dental Sleep Medicine within your practice.



# DON'T LET YOUR LEARNING STOP HERE!

Now that you've finished reading this guide, don't stop there! This is just the beginning of the opportunities SomnoMed® offers for dental sleep professionals. Now it's time to visualize your patients who are CPAP intolerant, or undiagnosed, and begin making a decision on whether you're going to treat them, or not.

When you're ready to learn even more about SomnoDent™ oral devices and COAT™, or hear how other dentists are succeeding by partnering with SomnoMed®, **review testimonials from providers across the country.**

Curious to know more about SomnoMed?  
Find out in **3 minutes.**







Long term reliable partners are difficult to find. I feel with SomnoMed I share a common vision and work-ethic.

SomnoMed has been a tried and trustworthy partner with my practice for many years. They continue to work closely with me in growth through industry relationships, education, and practice development resources. Not to mention their industry-leading line-up of sleep devices.

- Dr. Srujal Shah, DDS, DABDSM



[www.somnomed.com](http://www.somnomed.com)

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