

MAS Review

SomnoMed Newsletter January 2008

Volume I, Issue 3

Welcome to SomnoMed!

As we welcome 2008, please join us in welcoming new people to SomnoMed.

EVP of Europe - SomnoMed has announced the appointment of Sergio Herrandis as our Executive Vice President in charge of Europe. Sergio is fluent in Italian, French, German and English and has the right entrepreneurial skills and drive for success. Sergio has gained extensive experience in senior European Sales Management positions with leading companies in the field of dental technology, such as Valcambi SA and Ivoclar Vivadent AG.

Sales Manager of North America - Gus Dorrell is not new to SomnoMed, but new to the position of Sales Manager of North America. Gus has been a valuable part of the SomnoMed Team since we arrived in the US in 2004. He has extensive knowledge of the Dental Sleep Medicine Industry as well as Oral Appliance Therapy. Gus' new role includes working both one on one and in group settings with Dentists and leading, growing and managing the sales team.

Account Manager & Sales, North America - Joel Blixt comes to SomnoMed with a background in sales and marketing, and consumable goods. He will be responsible for developing new business, as well as supporting existing SomnoMed Clients. Joel is committed to the promotion and education of Dental Sleep Medicine as a area of growth in the Dental Field.

Upcoming Continuing Education

Dr. Barry Glassman-Intro to Dental Sleep Medicine
January 25 - Philadelphia, PA
January 26 - New York, NY
Dr. Barry Glassman-Advanced Dental Sleep Medicine
April 11 & 12 - Dallas, TX
April 25 & 26 - Philadelphia, PA



For previous issues of MAS Review, visit www.somnomed.com and check out Latest News or call 1-888-447-6673.

Dental Sleep Medicine Course

Dr. Barry Glassman, author of our Special Features, will be holding Advanced Dental Sleep Medicine Courses in April.

Whether you've been practicing Dental Sleep Medicine for years or you're just starting out, everyone can take something from this Course.

In this two day course, you will learn how to quickly become a respected member of the Sleep Medicine Team and learn what to (and what not to) promise your patient. The Advanced course will have Case Presentations as well as an entire section dealing with Joint and Muscle Therapy and all possible MAS appliance complications.

In addition, Ambulatory testing will be done on selected attendees and results of the diagnostic screening reviewed. Attendees will be given electronic formats of letters and examination forms.

April 11th & 12th - Dallas, Tx, Omni at Parkwest
April 25th & 26th - Philadelphia, PA Sheraton Suites

Cost of the Advanced Course is \$1350 and is approved for 14 AGD/ADA credits.

To sign up or for more information, call 1-888-447-6673 or email MASReview@somnomed.com.

Coming Soon!



After 8 years of research SomnoMed is introducing a new soft line splint made of a patented bio material - SMH BFlex that provides a fit unmatched and unlike anything seen before in a

resilient material!

The new MAS™ Flex provides:

- Superior Retention
- Greater Softness on Teeth
- Reline-ability

Standard benefits of the MAS also include comfort, effectiveness & longest product lifetime available.

The patented SMH BFlex material securely anchors the splint with a snug fit – even on short teeth with little undercut!

SomnoMed looks to offer this new material to our Clients in early March. Call 1-888-447-6673 for more information.



En français, s'il vous plaît.

SomnoMed serves both the United States and Canada from our Denton, Texas location. While English is the language most spoken in our service area, there are pockets of Clients, especially in Canada, who prefer to speak French.



For these Clients, we have provided the patient educational materials in French! Both the “Do you Snore?” tri-fold brochure and the “Wake Up with an Alternative to CPAP” tri-fold brochure have been translated and printed. For your patient educational materials in French, please contact Annette Wilson at 1-888-447-6673.

Marketing Tips -How to use your CD



As a SomnoMed Client, you received a Welcome Kit, complete with a Dentist Folder that contained a Compact Disk. There is a wealth of information on your CD. A quick description is below - for more details or for another Dentist CD, call 1-888-447-6673.

1. **Sample Letters** – Each letter is customizable to your practice and can be changed as you see fit. We have provided them as examples of what has been used in the past successfully. Includes Letters to Sleep Physicians, Patients, Insurance Companies and more.
2. **Marketing Materials** – These are the materials that SomnoMed provides for you. Each item is on the CD if you choose to add your contact information and reprint yourself. Also, the electronic versions are helpful to put onto websites, incorporate into presentations, and email to Sleep Physicians and Patients.
3. **Research** – Both the complete and summaries of the extensive research on the SomnoMed MAS™ has been provided for you. These are great tools in working with Sleep Physicians and answering general questions about the SomnoMed MAS™.
4. **Practice Parameters** – Useful to have for the Sleep Physician’s reference, your own, or Insurance purposes.
5. **Power Point Presentations** – These have been used by SomnoMed, other Dentists, and other Sleep Physicians with success.
6. **Insurance Instructions** – This folder contains letters, medical codes, and step-by-step instructions on filing for Insurance for your patient.
7. **Other Important Information** - Includes Epworth Sleepiness Scale, Patient Questionnaires, and FDA Information.

New Pricing to Start February 1, 2008

SomnoMed takes pride in offering exceptional products backed by outstanding warranties and customer service. We want to let you know that as of February 1st, 2008 we will be slightly increasing the prices of our MAS devices. Our SomnoMed MAS Acrylic device will now be \$499, and our SomnoMed MAS Laminate will now be \$449. We will also be charging \$35 each for all Anterior Bite Ramps, Anterior Openings, and Elastic Hooks ordered. If you have any questions, please contact Scott Mackinaw at 1-888-447-6673. We look forward to your continued business and support.

Basic Principles of Dental Sleep Medicine, Part Three of Four

By Dr. Barry Glassman

We have looked at an overview of Dental Sleep Medicine as well as Classification of Sleep Disorders. The third article in our series addresses the Dentists role in diagnosis of Obstructive Sleep Apnea.

No profession has been as successful as dentistry in the field of prevention. As a result, a patient is more likely to see his dentist on a regular basis than any other health care professional. It was long ago determined that dentist could play a major role in helping to uncover potential health risks in their patients. Medical updates on six month or yearly recall visits often include questioning about basic health issues and blood pressure recordings. There is a movement in the dental and medical fields to educate dentists to ask basic questions about their patient's quality of sleep. Simply asking if patients snore and do they wake up and feel refreshed will screen patients for additional questions. Neck circumference alone has been shown to be an excellent predictor of apnea. Additional questions would be about having excessive daytime sleepiness, the presence of witnessed apneas, or difficulty in falling asleep or staying asleep. Further questioning related to many of the comorbidities associated with SDB may also lead the dentist to a proper referral to the sleep specialist and/or another medical specialist. These questions should not only be related to hypertension and excessive thirst, but should also include questions about oral acidity and esophageal burning. During the dental examination the dentist should look for excessive wear facets which are likely to be a combination of parafunction and oral acidity. Obvious enamel defects from acid including dentinal pooling should be noted. Often the first signs of Gastro Esophageal Reflux Disease (GERD) are odontogenic, and there is a relationship between GERD and sleep apnea, with a proposed pathophysiology related to alterations is diaphragmatic and abdominal pressure gradients.

Positive responses should lead to a referral to the sleep specialist. There are those dentists involved with dental sleep medicine who feel that the dentist should diagnose various sleep disorders and proceed with therapy. While the polysomnogram is indeed the gold standard in sleep medicine's diagnostic regimen, various home testing units are available. Many of these testing devices do in fact give valuable information. None of them, at this

point in time, can evaluate EEG patterns and diagnose alterations in sleep architecture. The lack of supervision with these home testing units remains a concern, and thus at this time these testing procedures and generally considered excellent screening devices but are not considered diagnostic by themselves and are generally not at this time reimbursable by third party payers in the United States. It is this author's opinion, as well as the position of the American Academy of Dental Sleep Medicine, that while it would be in the patient's best interest to have the type of screening described above completed in a dental office or in their homes as prescribed by a dentist, it is the responsibility of the dentist to then refer his patient to a sleep specialist for diagnostic purposes. It is essential to understand that there are other sleep disorders that are not obstructive in nature that can be contributing to a patient's signs and symptoms. Making a referral with information gained from the history and/or screening testing is an excellent service we can provide for our patients.

In the next issue of *MAS Review*, we will look at the Dentists Role in Treatment. The author would like to thank Dr. William Pistone, Mr. David Brooks, and Mr. Adrian Zacher for their contributions.



Barry Glassman, DMD, maintains a private practice in Allentown, PA, and is a Diplomate of the American Academy of Craniofacial Pain, a Fellow of the International College of Craniomandibular Orthopedics, a Fellow of the Academy of Dentistry International, and a Diplomate of the American Academy of Pain Management. He is on

staff at the Lehigh Valley Hospital where he serves as a resident instructor of Craniofacial Pain and Dysfunction and Dental Sleep Medicine. He is a Diplomate of the Academy of Dental Sleep Medicine, and is on staff at the Sacred Heart Hospital Sleep Disorder Center as well as serving as the Chief Dental Consultant to three other sleep centers in the Lehigh Valley. He is a popular and dynamic international speaker and serves as a guest lecturer throughout the year.

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