

SLEEP 2009 - Seattle

SomnoMed is the leading company in Dental Sleep Medicine

17th June 2009, Sydney: SomnoMed Limited (ASX: SOM).

The annual conference SLEEP 2009 was the centre point for Dental Sleep Medicine and the Sleep Medicine fraternity worldwide. This year's conference SLEEP 2009 took place in Seattle and brought record numbers for the American Association of Dental Sleep Medicine (AADSM) conference, with more than 600 delegates and the medical conference of Associated Professional Sleep Societies (APSS), which attracted more than 6,000 delegates.

Integrated into the medical and dental conferences are industry exhibitions. Dental Sleep Medicine typically attracts about 50 exhibitors, whereas the medical event attracts over 500 exhibitors, covering all aspects of diagnosis and treatment of sleep disordered breathing.

SomnoMed participated in both events with highly visible exhibition stands manned by SomnoMed staff and executives from the US, Australia, Japan, Germany and Sweden. Further support was given by key opinion leaders in the form of demonstrations of the SomnoDent™ MAS and information sessions about its efficacy, available scientific research and patient testimonials.

All exhibition activities were focused on the positioning of the SomnoDent™ MAS therapy as a patented, clinically proven and compliant third generation OSA treatment option for sleep disordered breathing.

“SLEEP 2009 was a very important strategic investment for SomnoMed and I am very pleased with the response. It offered an ideal opportunity to present the SomnoDent™ MAS therapeutic option to a broader medical fraternity. It also confirmed our view that there is a significant demand for the SomnoDent™ MAS therapy for all patients diagnosed and untreated, as well as non-compliant to traditional treatment options, such as surgery or CPAP,” said Ralf Barschow, SomnoMed Limited's CEO.

The SLEEP 2009 conference positioned SomnoMed as the leading company in Dental Sleep Medicine and presented the SomnoDent™ MAS therapy as the third generation and least invasive OSA treatment option to a very broad range of physicians, sleep specialists, ENT's and pulmonologists. Over two hundred interested physicians were registered and will receive follow up calls and further support material.

Prior to the conference SomnoMed welcomed 190 participants at the SomnoMed Appreciation Dinner with key note speakers Dr Marie Marklund and Prof. Philip Westbrook. On this occasion SomnoMed also celebrated its 5th anniversary since inception. Ralf Barschow said, “After 5 years we are turning the corner to profitability and sustainability. Equally important is that we can look back to more than 10 years of clinical research, which is a key factor leading to the medical and dental fraternities' acceptance of the SomnoDent™ MAS therapy.”

Contact:

Ralf Barschow
CEO, SomnoMed Limited

How the SomnoDent™ MAS works

The medical term for your lower jaw is 'mandible' and an oral appliance worn over the teeth is a 'splint', hence the name SomnoDent™ Mandibular Advancement Splint, or SomnoDent™ MAS.

The SomnoDent™ MAS consists of two acrylic plates fitted over the upper and low teeth. A patented fin coupling mechanism on the lower arch accurately positions the lower jaw (mandible) a little forward of its natural position.

This positioning tightens the soft tissue at the back of the throat to stop it from collapsing – the cause of snoring (partial collapse) and sleep apnoea (full collapse). SomnoDent™ MAS allows the normal opening and closing of the mouth, allowing the user to yawn, speak and drink. The device will last 5 years and comes with a warranty.

The SomnoDent™ MAS is provided to patients through an integrated clinical protocol, involving dentists, primary care practitioners and sleep physicians. This pathway ensures that all patients are appropriately diagnosed and that only suitable patients are fitted with the device.

