



SOMNOMED APPOINTS VP MANAGED CARE FOR ITS NORTH AMERICAN OPERATION

24th September 2012: SomnoMed announced today the first of its senior appointments to strengthen its medical capacities in its North American subsidiary. Stacey Gilbert will take responsibility as new Vice President Managed Care for the development of our business relationship with US health care providers and for our insurance billing department. Stacey will be based at SomnoMed's North American head office in Frisco, Dallas and commence her employment on 1st October 2012.

“Stacey Gilbert is an outstanding, experienced executive, who will take on the important role of developing and guiding SomnoMed’s relationship with US insurance companies. This is one of the new key positions on our way to establish SomnoDent® oral appliance therapy as an accepted and more and more broadly used therapy to treat obstructive sleep apnea offering an effective alternative to CPAP. The reimbursement of all or part of the device and dentist service cost is important in making SomnoDent® part of the mainstream medical device industry treating sleep disordered breathing patients,” said Dr. Peter Neustadt, Executive Chairman of SomnoMed.

“Stacey will take over responsibility for health care providers who have already entered into contracts with SomnoMed and will expand the number of insurers we will be working with. In addition she will expand our Billing Help Line department, which allows dentists to contract SomnoMed to process patient claims. This is a very successful activity, as many dentists are not very familiar with the processing of medical insurance claims,” said Dr. Neustadt.

Stacey Gilbert is a seasoned managed care professional with experience gathered in large, reputable companies and entrepreneurial organisations in therapeutics, as well as medical devices. She earned a BS from the University of North Carolina Greensboro and achieved an impressive career working for Sankyo Pharmaceutical, CV Therapeutics Inc., Gilead Sciences Inc. and until recently for Zoll Medical Corporation, where she was Director National Accounts, Life Vest Division. During the past 12 years in the healthcare industry, Stacey has held a number of key positions of progressive responsibility at start-up and established businesses, including field sales, field sales management, national sales training and regional and national accounts management. Stacey will work closely with two other new appointees, who will be announced in the near future – the new President and the Chief Medical Officer of SomnoMed North America.

About SomnoMed

SomnoMed is a public company providing diagnostic and treatment solutions for Sleep-related Breathing Disorders including obstructive sleep apnea, snoring and bruxism. SomnoMed was commercialized on the basis of extensive clinical research. Supporting independent clinical research, continuous innovation and instituting medical manufacturing standards has resulted in SomnoDent® becoming the state-of-the-art and clinically proven medical oral appliance therapy for obstructive sleep apnea. SomnoDent® is the most comfortable and effective design and treatment solution for over 100,000 patients in 22 countries. For additional information, visit SomnoMed at <http://www.somnomed.com>.