Dialogue with the President

What’s NEW in the New Year — Kien Nguyen

2013 was an exciting year for SomnoMed, Inc. We launched our medical initiative early in the year with the addition of Dr. Jagdeep Bijwadia to our management team as Chief Medical Officer; we held our first medical advisory board meeting in July; and we introduced our medical education programs for sleep physicians, which Doctor Bijwadia will discuss in further detail. We also launched the E0486 Medicare verified SomnoDent® Herbst®.

As a key part of our medical initiative, we are establishing Continuous Open Airway Therapy (COAT™) as a therapeutic category for oral devices in the treatment of mild to moderate OSA. We want to drive more prescriptions of COAT and referrals to you, the sleep dentist.

In 2014, expect to see SomnoMed increasing focus on the sleep physicians and payers. We will expand our medical education programs and exhibit at more medical sleep conferences. We are working hard to prepare for the introduction of compliance recording, which will provide clinicians with objective measurements for their patients wearing SomnoDent. Doctor Bijwadia is working with sleep researchers to conduct clinical studies on SomnoDent with compliance recording and Stacey Gilbert, our VP of Managed Care, has started talking to transportation companies to gain support and payment for SomnoDent with compliance recording. On the innovation front, we plan to introduce new devices to help you to care for your patients.

We look forward to seeing you in 2014 and thank you for your support. Please continue to let me know how we are doing to serve you with our products and services, you can reach me at knnguyen@somnomed.com.

CMO Corner — Dr. Jagdeep Bijwadia

Let me state unequivocally, that in my opinion, oral devices are significantly under-utilized for the treatment of mild and moderate sleep apnea. As Chief Medical Officer of SomnoMed, and a practicing board certified sleep physician, I am extremely excited to work with sleep physicians around the country to increase awareness of the strong evidence supporting the use of oral devices.

SomnoMed, as the premier medical device company, has made a unique and significant investment in a medical initiative to increase physician’s awareness that oral device treatment is an extremely effective modality in the right patient population. By building relationships with sleep physicians in major metropolitan areas, SomnoMed is helping increase the collaboration (Continue on following page)
between dentists and physicians, which will improve the sleep health of patients suffering from sleep apnea. SomnoMed is also adding to the current evidence base by continuing ongoing research with key physician opinion leaders around the country. I am happy to report that we have several such research initiatives under way that will undoubtedly impact physician’s perspectives regarding use of oral devices.

In the last year as CMO I have had the pleasure of working with leaders in dental sleep medicine to develop medical content for sleep dentistry courses both for dentists entering the field as well as advanced courses for those who want to enhance their expertise. I look forward to meeting with you in these forums and working with you to positively impact the care of our patients.

**Education Opportunities**

Interested in gaining a deeper knowledge of obstructive sleep apnea, sleep dentistry and oral devices? Join Jagdeep Bijwadia, MD and Steve Wick for An Overview of Obstructive Sleep Apnea (OSA) for the Dental Professional. CME Credits are available.

The goal of this web-based program is to provide dental sleep medicine protocols for general dentists. We will define sleep disorders; review the epidemiology of sleep, discuss complications, symptomology, diagnoses and treatment options.

In addition we will review the identification of patients with sleep apnea, patient screening tools, as well as the anatomy and physiology of sleep apnea. Our program concludes with a brief segment on the business case for integrating sleep dentistry into your practice.

Courses will be offered starting February 2014 and office staff is encouraged to attend along with the dentist. The first one hour course is free of charge and the course fee for the complete four hour program is $595.00. Please visit [www.somnomed.com/somnomed-academy-education](http://www.somnomed.com/somnomed-academy-education) for registration details.

**The Dentist - Physician Connection**

SomnoMed is providing unique opportunities for physicians and dentists to come together to discuss oral devices as a treatment for OSA and develop referral relationships. In 2013, SomnoMed hosted 7 events across the country.

Rosemarie Rohatgi, DMD of San Diego Sleep Therapy had this to say about the program hosted by SomnoMed in November 2013:

“My practice focuses solely on Sleep Medicine, so teaming up with SomnoMed’s MedEd program has helped me provide another outlet to bridge the gap between physicians and dentists. Our event was successful on many levels. Most notably, we were able to provide insight to physicians about misconceptions with oral devices and discuss efficient patient flow between both of our offices.”
Medical Reimbursement News
— Stacey Gilbert

It is truly a time to be excited about what is happening in the field of sleep medicine, and sleep dentistry, and to know that we are a part of it all. Our growth is not possible without you, our customers. In fact, the growth we are experiencing at SomnoMed has also led to an equal increase in the number of dentists who are using our medical reimbursement service.

If you have tried to “navigate the landscape” of medical billing without much success or have tried other services and been disappointed in the results, I welcome you to contact us. We will take the time to listen and understand your practice needs and help you communicate insurance coverage information effectively with your patients. Most importantly, we will do everything possible to minimize your barriers to reimbursement with insurers.

I encourage you to reach out and contact your SomnoMed sales representative today. They will answer your initial questions and help you get started right away! On a final note, please forward your billing and reimbursement topics of interest and questions to me directly at sgilbert@somnomed.com. Your entry may be featured in a future edition of our newsletter. If your entry is chosen for publishing, you’ll win a free medical billing voucher for your next case (value $250)!

Product Spotlights

SomStart Packs Make Treating OSA Simple

Are you looking for a way to get started in treating your patients with continuous open airway therapy? SomnoMed has made doing so as easy as 1-2-3 with SomStart Packs. Each level features pre-paid devices and marketing materials to assist you in promoting the benefits of oral devices to your patients. Whether you are new to sleep dentistry, or have several patients ready to be fitted for a device – there is a SomStart pack that is right for you!

Call 1-888-447-6673, option 4 or visit http://www.somnomed.com/Products/SomStart.aspx for more information or to order today!

*Reimbursement Services are available for all SomStart packs at an additional fee per case.
Welcome to SomnoMed

We welcomed Stephen DePirro to SomnoMed, Inc. as Director of Operations on September 16, 2013. Stephen is responsible for logistics, technical customer support and laboratory functions at SomnoMed, Inc. in Frisco, TX.

Stephen joined us from Stern Reed Associates in Addison, TX, a division of National Dentex where he served as Laboratory President and was responsible for managing the daily operations of the company. Stephen is also experienced as a dental technician and clinician. He is licensed to practice as a Denturist in the State of Washington.

“Joining SomnoMed was an easy decision. It is a privilege to work with such a knowledgeable group of executives and industry leaders committed to improving compliance and the quality of life for patients globally suffering from obstructive sleep apnea.

I am passionate about the excellent treatment of patients, and I believe my previous experiences managing commercial dental laboratories and leading effective dental teams will complement this organization.

Since starting at SomnoMed, the team and I have made process improvements in all areas of our operational departments and I look forward to delivering quality service and excellent customer experiences to our clients and patients as this company positions itself as the leader in continuous open airway therapy.”

SomnoDent® Herbst®
A Popular Value

In June of 2013 — SomnoMed launched the SomnoDent Herbst.

E0486 Medicare verified, the SomnoDent Herbst Flex is made with our proprietary SMH BFlex material which provides superior comfort and retention. The Herbst comes standard with a telescopic calibration mechanism, but is available in Shim upon request. You and your patients will rest easy with the comfortable, high quality, clinically effective SomnoDent Herbst.

SomnoMed’s Full Line of Products

SomnoMed offers a broad range of oral devices that are comfortable for patients, made of high quality materials, and are highly effective. With more clinical studies than any other manufacturer – we are sure there is a device or two that would be a good fit for your practice and your patients!

Call 1-888-447-6673, option 4 to order a SomnoDent or visit www.somnomed.com and click Prescription Form.