

2014 IN REVIEW

2014 was another strong year for SomnoMed and a big thank you to our loyal customers for your ongoing support. We know that with you, we have helped improve the lives of thousands of Australians and their partners and families.



Mandibular Advancements Splints are not a new invention however what is new is the evidence from an increasing number of clinical trials proving that these devices are effective in treating Obstructive Sleep Apnoea. Patients will get a response and feel better for a good nights sleep. A custom made SomnoDent means our device is extremely comfortable which leads to excellent compliance.

This year we surveyed 1460 SomnoDent patients who had agreed to receive information from SomnoMed. 460 patients responded, an amazing response of 28%.

- 82% of patients were still wearing their device
- 74% were wearing their device every night
- 89.3% felt the device was comfortable

Thank you to all those patients whom responded and thank you for your marvellous feedback. The consistent message in our recent clinical data is **Similar Health Outcomes** when compared to CPAP therapy. This comes down to a very comfortable appliance with high patient compliance.

New Developments 2014 to 2015

2014 saw the addition of SomnoDent Fusion & the launch of our Dental cleaning tabs SOMETABS in the Australian Market place.

The beginning of 2015 has seen SomnoMed continue to improve our offering with developments with the soon to be launched Dentitrac Compliance Micro Recorder, by Braebon.

Initial trials indicate that overall compliance in our 20 trial patients using the Dentitrac was 82% average overall, the same figure as reported in our survey data.

Dentitrac offers a new way for Sleep Physicians and patients to monitor and evaluate treatment. Armed with growing evidence, we will continue to link prescribers to our dental network.

Thank you again for your support in 2014 and we look forward to continued growth, innovation & service with you in 2015.

Peter Field,
Director - Sales & Marketing - ANZ

Introduction to Dental Sleep Medicine Courses

In 2014 SomnoMed held five Introduction to Dental Sleep Medicine Courses, 2 in NSW, 2 in Victoria and 1 in Qld.

The feedback is always very positive with 75 Dentists and 24 staff learning how to treat sleep related breathing disorders with SomnoDent, an interesting and rewarding addition to any practice.

The agenda includes presentations from Sleep Physicians, ENTs and experienced SomnoMed Dentists, with marketing support and follow up visits from SomnoMed representatives.

Participating Dentists learn bite registration technique using the George Gauge and have their own SomnoDent made following this session.

Visit the **DENTAL SLEEP MEDICINE TRAINING COURSES** section on our website for more information and dates for upcoming courses.

This year, SomnoMed will also work in collaboration with DENTAL CORP to run a series of training courses for their Dentists.

Terry Rose from Smile in Style, talks about his experience with SomnoMed & DSM courses.

Initially I had no plans to add sleep appliances to my practice. I looked at it as a small part of dentistry and I had preferred to put my time and energy into other more exciting areas of dentistry (eg. Lasers, Cerec, Orthodontics, Holistic). My views were soon to change. My wife complained of my snoring at night and my twitching in bed. I had a consultation with John Swieca, a Melbourne sleep specialist, and booked in for a sleep study. I decided this was a good opportunity to learn about sleep appliances so booked in for the Somnomed course.

I attended a Somnomed lecture day which entailed a number of different lecturers and a hands on session. The hands on session comprised of taking impressions, registrations with a George Gauge and deciding on appliance design. I gained certification to treat patients from the course, set up contacts with sleep physicians and had a mandibular advancement appliance designed for myself.

Barbara Toal provided good support before, during and after the course with training of myself and my staff.

I received the sleep appliance prior to getting the results of my sleep study with Dr Swieca. Three nights prior to getting the results of my sleep study my wife had had enough and encouraged me to wear my mandibular advancement splint to bed. I wore the splint and she and I had the best night's sleep in the time of our relationship. I got my sleep study results and found I was in the severe category with over 70 sleep apnoea events per hour with night time tremor events. Since wearing the splint my daytime sharpness has improved radically - I used to feel like falling asleep in the afternoon (even on occasions during lecturing) and I felt like falling asleep when driving long distances. Now I feel sharp as a tack by comparison during the daytime. My night time tremor events have lessened. I assume these were from adrenaline surges to kick start my system during sleep apnoea events - I had previously had some treatment for adrenal fatigue.

I used to look at the Somnomed dental posters with the slogan "My dentist saved my marriage" and think there is no way I would put that up on my clinic wall. Nowadays I am happy to place this poster on the wall. I am a living testimony to the success of the product and advocate for the treatment. It is surprising when you start asking patients and have the appropriate questions added to your medical history how many patients have issues, need to or have had sleep studies. In a time when the Dental Industry is struggling to stay busy, this is a golden area to become involved in where there is an abundance of work out there amongst our patients that are suffering with sleep apnoea.



About Dr. Terry Rose

Dr. Terry Rose received both his Bachelor of Science (1981), and his Bachelor of Dental Surgery (1984) at the University of Otago in New Zealand. He immigrated to Australia in 1986 and went on to found Smile in Style in 1990, serving the areas of Sunbury and Moonee Ponds.

Dr. Rose has a particular interest in holistic dentistry, cosmetic dentistry and orthodontics. Dr. Rose improves smiles by straightening teeth with custom orthodontic treatment, restoring teeth with CEREC technology, brightening smiles with the Kór teeth whitening system, or restoring full function and beauty with dental implants.

Helping his patient's look and feel their best, Dr. Rose aims to not only improve his patient's smile but also the functionality of their teeth. His rooms are equipped with the latest in dental technology: The new CEREC Omnicam, low radiation digital radiographs, Diagnoston Laser decay detection, computer guided implant dentistry, Waterlase MD Dental Lasers, and Rotary NiTi equipment for Root Canals.

In addition to providing excellent patient care, Dr. Rose lectures for Progressive Orthodontic Seminars (POS) in both New Zealand and Australia. Dr. Rose also lectures for Sirona in Melbourne, training general dentists in the use of CEREC technology.

Dr. Rose is a member of the International Academy of Oral Medicine and Toxicology (IAOMT). He uses the safe amalgam removal protocols recommended by IAOMT. This is in line with Dr. Rose's belief that the teeth and body are linked in health and well being and that optimal results are made possible with the use of innovative dental techniques and technologies. His use of technologies is complemented by regularly attending professional seminars in dentistry.

Outside of the office, Dr. Rose enjoys meditating, Pilates, bike riding and spending time with his wife and three daughters at Smith's Beach, Phillip Island, bodysurfing.



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