



**SomnoMed**<sup>®</sup>  
The Leader In COAT<sup>™</sup>  
(Continuous Open Airway Therapy)

Summer Newsletter 2015/16

## ***Dear Physicians, Dentists and patients, Welcome to our latest summer update.***

Thank you for taking the time to read our news and for your ongoing support and interest.

The treatment of Sleep Apnea using the SomnoDent<sup>®</sup> oral appliance continues to gather momentum worldwide with over 250,000 patients now having been treated with a SomnoDent<sup>®</sup> in 27 countries. More and more patients are receiving this positive and life changing treatment and every year more peer reviewed clinical studies are published adding to our growing body of clinical evidence.

### ***In this edition we feature the following articles***

- ***SomnoMed receives the “Frost and Sullivan” Excellence awards***
- ***The importance of having a trained and experienced dentist fitting SomnoDent<sup>®</sup>***
- ***Tips for the perfect model , most comfortable fit, and the best patient outcome***
- ***Latest Clinical Guidelines Update from AADSM/AAS***
- ***Compliance Monitoring using Dentitrac***
- ***The amazing uptake of Fusion into the market***
- ***Another Great Patient Story***

In the last 12 months in Australia we have seen the launch of a “new” competitor to SomnoDent<sup>®</sup>. This “new” device uses old nonadjustable technology and lacks any solid clinical evidence. Please note that The Clinical Guidelines for the American Academy of Dental Sleep Medicine ,covered in this Newsletter, highlight that the appliances should be custom made and titratable, fitted by a trained and qualified dentist, on the prescription of a Sleep Physician.

At SomnoMed we recognize that we have an important role to play in supplying a proven and efficacious medical device for the treatment of a serious medical condition. Thank you for your support.

Sleep Well.

**Peter Field**

**Director - Sales & Marketing - ANZ**



2015 AUSTRALIA EXCELLENCE AWARDS

## *Somnomed Recognized at Frost & Sullivan's 10th Australia Excellence Awards*

Frost & Sullivan honored 28 companies across 4 industries at the 2015 Frost & Sullivan Australia Excellence Awards banquet, held this month at the Hilton Hotel, Sydney. Among the winners were two companies that are prominent in the field of sleep medicine.

Somnomed Ltd was recognized in the "Australia Medical Devices in Obstructive Sleep Apnea Company of the Year" category and Philips Healthcare was recognized in the "Australia Patient Monitoring Company of the Year" category. A full list of the 2015 recipients may be viewed online.

This year is particularly special as it marks the 10th year that Frost & Sullivan is hosting the excellence awards in Australia, recognizing and celebrating exemplary practices and best-in-class companies in the country.

Mark Dougan, managing director, Australia & New Zealand, Frost & Sullivan says in a release, "Frost & Sullivan believes it is important to highlight industry best practices and acknowledge those who have accomplished noteworthy achievements. Our awards endeavour to identify and spotlight companies that have delivered excellence in their respective industries, as well as spur companies to continue pushing boundaries and share best practices."

Recipients of the 2015 Frost & Sullivan Australia Excellence Awards were identified based on in-depth research conducted by Frost & Sullivan's analysts. The award categories offered each year are carefully reviewed and evaluated to reflect the current market landscape and include new emerging trends. The short-listed companies were evaluated on a variety of actual market performance indicators which include revenue growth; market share and growth in market share; leadership in product innovation; marketing strategy and business development strategy

See more at:

<http://www.sleepreviewmag.com/2015/12/somnomed-philips-healthcare-recognized-frost-sullivans-10th-australia-excellence-awards/>

# *Great models, great job. A better fit means a better patient outcome.*



*Eddie Amon is a Geelong dentist who has been involved in Dental Sleep Medicine and fitting Oral appliances since 1998.*

*SomnoMed approached Eddie because our technicians had identified that Eddie supplies very high quality models. When asked the secret to his technique, Eddie was quick to give credit to his local lab.*

“Good records are imperative for a good result. I use a high quality Alginate for my impressions and make sure that the material has not pulled away from the impression tray. At the same time I assess that the imprint is accurate. These alginates are then sent to the lab to be poured up ASAP using quality, strong plaster. I ask for trimmed vacuum working models and the Lab charges me \$40 for process. By having these models made I can check to see how accurate they are. If there are no porosities in the plaster and the occlusion is good, I feel more confident about the quality of the models. I can also check to see that nothing has been damaged. An accurate George Gauge bite record is equally important. With good models I can see how well my bite record fits. It is important to make sure that the mandible has not deflected right or left and that the mid lines line up. As we want a passive bite record I make sure that the bite forks are clear of the teeth by adjusting their length and using a 5mm fork. By using well softened Beauty Wax for the registration material I feel I get the most accurate bite results. With good models and an accurate registration I minimise the chance of an ill fitting Somnodent MAS. I think it is worth the effort to ensure I get a great product for my patient.”

***A big thank you to Eddie for his contribution.***

# Some pointers from the SomnoMed Lab team.

- *We accept stone models or to save you the time we accept PVS impressions and we will pour the stone models at no additional charge.*
- *We accept all bite registrations, including neuromuscular, phonetic, and George Gauge.*
- *With PVS Impressions, please ensure coverage is extended sufficiently to the posteriors and always wait for the PVS to set before removing from the patients mouth. This avoids drag marks and having to get the patient back for a second impression. If you are pouring up your own models always ensure a third, a third, a third, that is, one third Base, one third Gingival Sulcus and one third teeth. Sufficient base will reduce breakage in transit and permits trimming without having to add base.*

## In Summary

The success of the SomnoDent® treatment is due to many factors but one of these is definitely the high levels of compliance of our patients. Compliance is enhanced when the device is manufactured correctly using high quality proprietary materials to ensure that the device fits comfortably. In a recent study of 69 patients using the Dentitrac Compliance Monitoring system, overall compliance was 85.9% (based on an all night, every night measurement) with an average nightly usage of 7.5 hours.(Reference 1)

Ultimately the comfort and fit of SomnoDent® is enhanced by the quality of the impressions and models supplied by the treating dentists. We hope this information has been useful and we look forward to working with you. Our lab team is here to help. If you would like copies of the latest clinical trials supporting the use of SomnoDent®, or would like to speak to a SomnoMed representative then please don't hesitate to contact us.

1800 445 660 | [www.somnomed.com.au](http://www.somnomed.com.au)



## ***Latest Clinical Guidelines Update.***

Late in 2015 the latest clinical guidelines for the treatment of Snoring and Sleep Apnea with Oral appliances was published by the American Academies of Sleep and Dental Sleep Medicine. This is a very timely publication as recently we have seen television advertising direct to the public of do-it-yourself boil and bite appliances and advertising for a “new” Monobloc Oral appliance that has no clinical evidence supporting its claims.

### ***The key recommendations of the American Academy of Sleep Medicine and American Academy of Dental Sleep Medicine are:***

- *That an experienced and trained dentist be used*
- *That a custom made & titratable appliance be fitted*
- *That a Follow up visit to the dentist is conducted with a follow up sleep study*

### ***Clinical Practice Guideline for the Treatment of Obstructive Sleep Apnea and Snoring with Oral Appliance Therapy: An Update for 2015***

An American Academy of Sleep Medicine and American Academy of Dental Sleep Medicine Clinical Practice Guideline Kannan Ramar, MBBS, MD1; Leslie C. Dort, DDS2; Sheri G. Katz, DDS3; Christopher J. Lettieri, MD4; Christopher G. Harrod, MS5; Sherene M. Thomas, PhD5; Ronald D. Chervin, MD6 1Mayo Clinic, Rochester, MN; 2University of Calgary, Calgary, Alberta, Canada; 3Atlanta, GA; 4Walter Reed National Military Medical Center, Bethesda, MD; 5American Academy of Sleep Medicine, Darien, IL; 6University of Michigan, Ann Arbor, MI

DISCLOSURE STATEMENT: This was not an industry supported study.

## ***SomnoDent® and Private Health Rebates.***

### ***Did you know SomnoDent® is covered by Private Health Cover?***

There are a number of Item numbers that are claimable for the consultation, diagnosis and fitting of a SomnoDent®. Rebates will depend on your Fund and the level of cover.

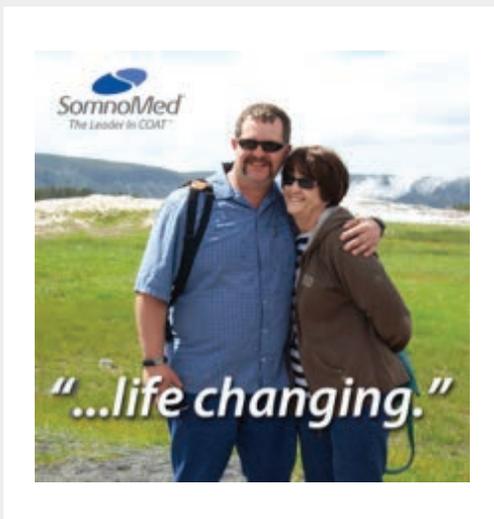
***Please contact your health fund to enquire about your level of cover.***



## *SomnoDent Fusion® Captures the Market*

**Fusion** has now been available for twelve months, being launched in October 2014. Fusion offers the advantages of a greater range of forward movement without increased lateral movement of the jaw. The metal support rods also mean that the winglets are stronger while the combination of fine adjustment with the interchangeable winglets means fewer bite resets. Fusion has been quickly adopted by our Dental Network with 30% of devices now sold being the Fusion. SomnoMed continues in it's strategic drive to bring innovative products to this market.

*Watch this space in 2016 for more exciting innovations from our product development team.*



### **Another Great Patient Story**

"Before I found my sleep dentist I was sleeping with my CPAP device. This posed several problems for me. Most are the obvious: wearing the CPAP mask, trying to sleep with a hose attached to your face, having to travel with it, and then my allergy issues became more severe. Maintenance is a pain as well.

My SomnoDent device has allowed me to enjoy life a bit more without the hassle of a CPAP. And, there is the added benefit of not having to make sure I have a source of power available. Which means, I can go camping again! I would recommend the SomnoDent device to anyone with obstructive sleep apnea.

It is life changing."

- Derek, SomnoDent Patient