

BUSINESS BUILDER PROGRAM

SYSTEMS TO ACCELERATE YOUR SUCCESS

A turnkey system with proprietary technology, training, coaching, and office systems to ensure your success with dental sleep medicine.



SLEEP
GROUP
SOLUTIONS

www.sleepgs.com

Dear Doctor,

Congratulations on taking this huge step toward saving your patients' lives, and marriages and greatly impacting your community while building tremendous value in your practice. As with any new venture I'm sure you have a lot of questions, that's great, we are here to help. The SGS Dental Sleep Medicine Business Builder Program is your cookbook to success, and we look forward to working with you in the coming months to make this a clinically and financially successful part of your practice like we have for many others for nearly 20 years!

Our goal is simple – we have laid out a path for you to follow to build up to a million-dollar sleep business over the next 12 months. Our DSM Business Builder Program provides you with the training, tools, support, and coaching to get you there. If you are reading this letter then you've already taken the first step!

Enclosed in this flyer you'll find a breakdown of what is included in our program. Your SGS representative will work with you to assess your practice and prepare a proposal that precisely fits your needs. We have some phenomenal financing options in place to help make getting started as easy as possible. Your first payment can be deferred as much as 12 months to allow time for us to get you set up, train your team in person, set up insurance billing, and get some cases diagnosed, delivered, billed, and paid long before your first payment.

Dental sleep medicine can be complicated but with SGS by your side along with our years of experience, it doesn't need to be. Congratulations again on taking this step forward for your patients and your practice, we look forward to working with you!



Best Regards,

John Nadeau

President
Sleep Group Solutions



EDUCATION & TRAINING



Comprehensive training, coaching, and ongoing support included in our program

EVERY DSM BUNDLE COMES WITH:

● ***Full day in-office Dental Sleep Medicine Office Training***

An expert dental sleep medicine specialist will join you and your entire team for a full day of setup, installation, and hands-on training with the Eccovision Pharyngometer/Rhinometer.

● ***Full day in-office Sleep Care Coordinator Training***

An SGS Certified Sleep Care Coordinator will visit your office for a full day of consultation and high-level training for your entire team.

● ***Lifetime support from our dedicated Client Care team***

Available via phone, email, and Facebook Messenger

● ***SGS Dental Sleep Medicine Study Club***

Gain access to an exclusive Facebook group dedicated to Sleep Group Solutions Clients and Dental Sleep Medicine. Network with other SGS sleep dentists across the U.S.

TECHNOLOGY

THE ECCOVISION ACOUSTIC PHARYNGOMETER

measures and reports the cross-sectional area of the patient's oral airway from the oral cavity to the glottis. A practitioner may take this information to identify an "airway bite" position for the fabrication of an oral appliance to manage sleep apnea.

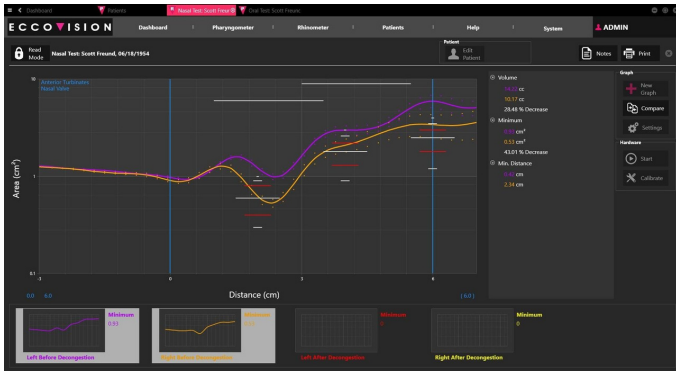
THE ECCOVISION ACOUSTIC RHINOMETER

measures and reports the cross-sectional area of a patient's nasal airway from the nasal valve through the turbinates to the nasopharynx. Practitioners utilize this information to determine the site and severity of any nasal obstruction that may be inhibiting proper nasal breathing.



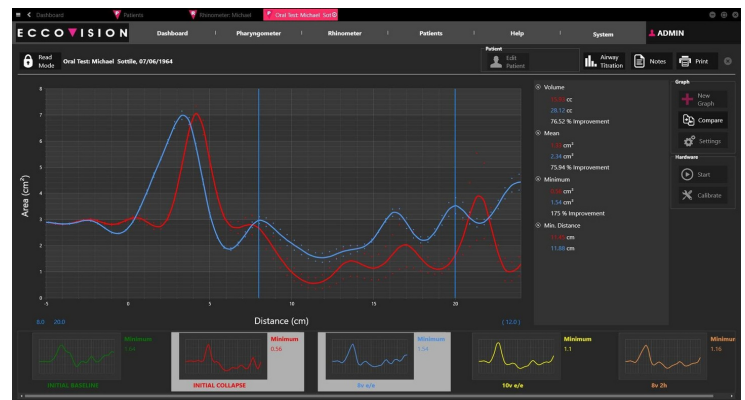
ECCOVISION
PHARYNGOMETER RHINOMETER





Easily measure and identify airway size and stability in a variety of mandibular positions to determine precise vertical and horizontal jaw positions for maximum airway improvement

Complete Dental Sleep Medicine health history information and airway measurement records in one system. Reports include sleep health screening & airway stability, airway/appliance titration results, and complete patient health history summary information.



You'll use Eccovision For:

- Screening patients to identify those at risk for sleep-disordered breathing
- Determining optimal jaw position for your airway bite
- Testing and adjusting appliances at delivery to ensure optimal airway stability
- Monitoring short and long-term changes to the oral and nasal airway through treatment

Having the non-invasive Eccovision airway imaging system is an indispensable tool to view the repositioning of the airway and treat patients confidently. **-Dr. Anjoo Ely, DDS**

TECHNOLOGY

WatchPAT™

Home Sleep Testing Device

WatchPAT® 300 is an innovative diagnostic Home Sleep Test (HST) that utilizes the proprietary Peripheral Arterial Tone signal (PAT®) to enable simple, accurate, and reliable sleep apnea testing while avoiding the complexity and discomfort associated with traditional air-flow based systems.



What you get:

- One WatchPAT 300 HST device
- One Snoring & Body Position Sensor (SBP), 12 SBP Sensor adhesives
- 12 unified PAT Probes
- Access to the Cloud-PAT platform for physician study interpretation
- Connection with SGS InterpStudies network sleep physician for interpretation/diagnosis of sleep tests



MEDICAL BILLING & PRACTICE MANAGEMENT

The final components necessary to a successful Dental Sleep Medicine business

Insurance Credentialing

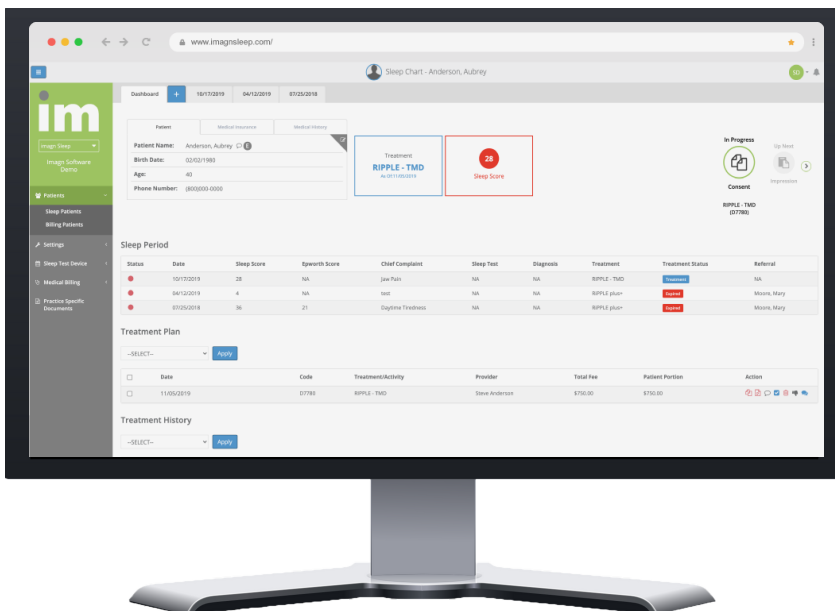
SGS will assist with the setup of putting provider NPI on record with all major private payers (this is a required pre-requisite for medical billing services) and enrollment for one location as a Medicare DME supplier.

Imagn Software



Imagn Software is your one-stop solution for both medical billing and dental sleep medicine practice management.

- 1-year subscription (setup fees included)
- Complete practice management solution for your practice
- Integrated medical billing management
- On-demand training videos & live software billing training session



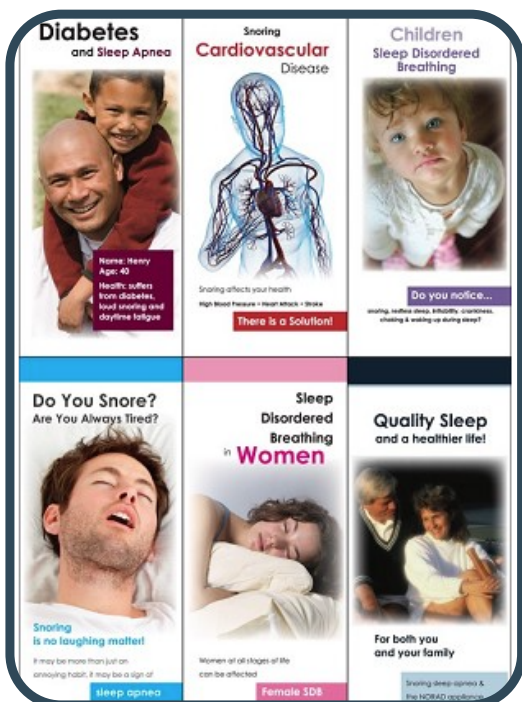
MARKETING

Management, support, and supplies designed to strengthen your DSM practice



What does it include?

- Monthly patient sleep health awareness Newsletters
- Dental Sleep Medicine Website Content
- Direct-to-physician targeted mailing promoting your practice
- One Dental Sleep Medicine pop-up banner - 31.5" W x 80" H
- Six different patient information brochures (100 of each)





SLEEP GROUP SOLUTIONS

Check out what others are saying...



"Sleep Group Solutions is absolutely amazing. Their professionalism is bar none. They all are so helpful with questions, training, and getting you everything you need to be successful in your practice. I would recommend SGS to both existing and new dental professionals. They are literally saving lives one appliance at a time." **-A. Hawkins**

Eccovision has allowed me to relax. I no longer have to instruct my assistants where to take a bite, saving me time and stress, and patients appreciate the extra efforts made to ensure best practices in treating them.

-K. Smith

The Eccovision technology allows me to get the treatment position for my oral appliance therapy every time and helps with doing oral appliance therapy in less visits and minimal titration appointments.

-J. Carollo

Sleep Group Solutions has given us the knowledge and help that we need to treat our patients more effectively. The pharyngometer has made a big difference in our patient's results. The staff at Sleep Group Solutions are always willing to help us and answer any questions we have. They truly care about our success. **-A. Drake**

NEXT STEPS:

Your DSM Journey with Sleep Group Solutions

Speak with your personal SGS Dental Sleep Medicine consultant to complete your purchase or financing. After completion, here's what you can expect for your practice:

Onboarding & Training

Immediately after finalizing the purchase of your DSM Business Bundle, you will be contacted by our onboarding team. They will assist you with the following:

- Schedule the setup of your online sleep management portal and training for your home sleep test system(s)
- Schedule the setup and implementation of your Imagn Sleep Software
- Schedule a full day in-office training on the Eccovision Pharyngometer/Rhinometer and clinical record techniques
- Begin the process of insurance and Medicare credentialing for your practice

Month 1

- Implement sleep screening and health history updates for all dental patients
- Bring in friends and family for sleep tests and records for their appliances
- Call on your list of high-risk patients that you've already started building

Month 2

- Deliver (and bill) your first appliances
- Physician communication program starts (letters). All screened, diagnosed, and patients in treatment have letters go out to their primary care physicians
- Complete Medicare DME supplier enrollment

Month 3

- Payments come in for first appliances delivered
- Start visiting with physician offices you've previously communicated with
- Hit your goal of sleep tests being done every night



NEXT STEPS:

Continued..

Month 4-6

- Second in-office training with SGS Sleep Care Coordinator
- Begin ramping up direct-to-patient marketing
- Initial physician referral cases come in

Month 9-12

- Target to deliver 2-3 appliances/week
- Ramp physician referrals to 50% of your case volume (this will continue to climb)
- Open house for referring physicians
- By month 12 target 30 deliveries/mo

With this full-suite Dental Sleep Medicine Business Bundle, Sleep Group Solutions is here every step of the way down the road to success. We are excited to take this journey with you.

Let's get started!





SCAN QR CODE FOR
MORE INFORMATION



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