



## HOW TO GROW YOUR DENTAL PRACTICE THROUGH DENTAL SLEEP MEDICINE

What if I told you that one out of four of your patients, that sat in your chair today, are suffering from something as common as **cavities**, and you could be treating them for it?

The answer, believe it or not, is **snoring**. Did you know that around 60% of people that snore have undiagnosed sleep disordered breathing, the most common of them being **sleep apnea**.

Now, more than ever, you have the opportunity to grow your practice by helping to identify and treat many of your patients that suffer from Obstructive Sleep Apnea (OSA) or simply unhappy with CPAP therapy.

There are an estimated 80% of people with sleep apnea undiagnosed or misdiagnosed entirely. The solution starts here with detailed and proficient training in the management of sleep-disordered breathing that allows dental professionals to provide a much-needed service in their community, and improve, or even save their patients' lives.



# What are the Benefits of Implementing Dental Sleep Medicine (DSM) in my Dental Practice?

## A. The Benefits for you and your Dental Practice

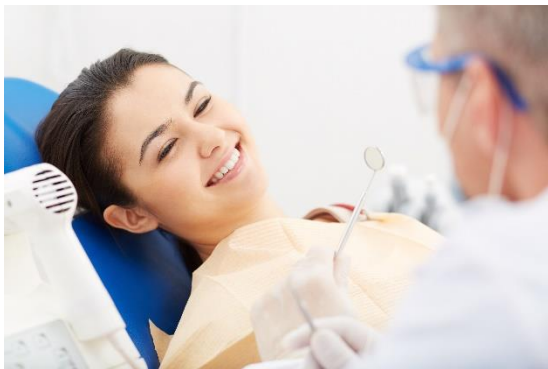
- Acquire New Patients – lots of them
- Increased Income
- A Unique Life-saving Service
- Serve an Undeserved Need
- Significance

## B. The Benefits to Your Dental Team

- Professional Pride, Prestige
- Providing a Needed Service
- Rewards
- Job Security
- Feeling of Significance

## C. Benefits for Your Patients

- Your patients will now have a convenient and caring source (you) that can discover and treat that serious disease- Obstructive Sleep Apnea- that wakes them up all through the night and diminishes their quality of living.
- They will understand that trained dental professionals are the best source for discovery of Obstructive Sleep Apnea. They will spread the word – referrals.
- They will know their dentist will be able to offer them the most comfortable and popular treatment for OSA- the Oral Appliance Therapy. (OAT).
- They will be delighted that Medicare and their private insurance, in most cases, will pay for the OAT.
- Your patients will sleep better, feel better, be healthier and live longer.



## “How do I build a Patient and Physician friendly DSM Practice?”

Success in treatment acceptance and end point attainment varies with, and depends upon, each individual dentist’s determination and his/her patient’s cooperation. The training programs will present the tools, the use of screening and diagnostic equipment, the techniques, the verbal skills, etc., but as in other

health-care therapies, a partnership between the professional provider and the patient is the key to success. The patient’s cooperation is essential. Take periodontal disease therapy (STM or CPT), for example: The dentist and hygienist will remove the disease, teach the patient how to maintain periodontal health, and then monitor the patient’s progress for the patient’s lifetime. Sleep apnea can be considered an episodic disease like periodontal disease, diabetes and cardiac disease.

For these there is no cure; only a lifetime of care to keep these diseases under control. Failure of patients to comply will result in an episodic return of the symptoms in any of these cases. Compliance will keep them under control. With Obstructive Sleep Apnea a patient must continue compliance with the treatment to prevent a recurrence of the symptoms so that explains the patient’s role in the “partnership for success”.



## “How would I get paid? Do Insurances cover the Services?”

Some of the most common questions regarding Dental Sleep Medicine and Insurance:

**What is Durable Medical Equipment and how does that apply to us, as dentists?** Durable Medical Equipment (DME) is any equipment that provides therapeutic benefits to a patient in need of certain medical conditions and/or illness. A treatment option for Obstructive Sleep Apnea is a custom, lab fabricated, oral appliance. The oral appliance is considered a billable DME and can only be provided by a dentist.

**What documents do I need for successful medical insurance processing?** The patient will need a diagnosis via a sleep test signed off by a Board-Certified Sleep MD. You will also need a prescription for the oral appliance. There are home sleep tests that provide the sleep test diagnosis, letter of medical necessity and Rx. It is also suggested that the patient sign a CPAP refusal or intolerance form. Notations on a patients file are vital; make sure to note any co-morbidities such as high blood pressure and daytime sleepiness.

**What do I need to know about Medicare?** You would be signing up with Medicare as a DME supplier. You also have options! By Opting in Medicare, it can really benefit you with referrals. When you Opt-In you have the option of being a Participating Provider or Non-Participating Provider. These choices will determine whether you accept Medicare’s fees or if you create your own fees for OAT therapy.

With training in Dental Sleep Medicine, you will learn more about the above questions and learn the answers to other often-asked questions about reimbursement:

- What are the deductibles?
- What is the difference between dental and medical codes?
- How some dentists leave thousands of dollars of medical reimbursement on the table and lose case acceptance in the process
- The number one medical billing error you should not make
- An easy way to help your entire team eliminate any acceptance problems with Medical Billing



## “How do I get Started?”

If you are interested enough to have read this far, you have already started. To succeed in DSM, you must have passion for helping people and excitement for being at the forefront of a new medical/dental science. With only 4% of dental practices qualified to offer these services, you can be proud to be a medical/dental pioneer.

The introduction for your education is to attend a Dental Sleep Medicine course. There you will learn all the basics. Sleep Group Solutions presents two-day dental CE courses every weekend in two different cities. The **“Introduction to Dental Sleep Medicine”** covers all aspects “from A to Pay”. You will learn the mysteries of the science of sleep, a functional protocol for screening and treating patients, how to find patients who need your services, the various dentist sleep apnea oral appliances and how to monitor their efficacy and billing benefits with medical codes.

Oral appliance therapy (OAT) is the most convenient and preferred therapy for the mild and moderate cases and for those patients who cannot tolerate the CPAP device. Fortunately, this is where The Dentist rides in on a white horse to the rescue. We dentists, like to say, we are on the front line of the battle against sleep apnea. Dentists are in the optimum position to see the signs and symptoms and can offer the most preferred solutions to the problem.

In the words of the Great Master Yoda, in the classic Star Wars movies, “There is no ‘try’; there is only ‘do’ or ‘do not’.” Get the dental sleep medicine training now!

A dentist must be 1000% committed to success. (Anything we endeavor will be more likely to be achieved when we are positive that we will win.) The seminar training is only the beginning of the learning process. We must retain what we have learned and schedule in-office training for your dental office. Starting Monday after the course you can start sleep screening for your dental team, patients, friends and family. Having your team screened for sleep and having those with OSA treated, you and your team can become sleep ambassadors for your patients from personal experience. Everyone on the team must be skilled and committed.



For starters you can add a sleep questionnaire to your patient’s paperwork to see who may be at risk for sleep apnea. You can also add visual aids to your office such as posters and signs about sleep wellness and symptoms that will prompt patients to start a conversation about their sleep. Sleep Group Solutions have these tools available at their seminars and they can help you with your dental sleep medicine journey.



Yours for better health,  
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