APP-NEA

INVITATION TO JOIN APP-NEA'S DENTAL NETWORK

Dear Doctor,

As many as **20%** of your adult dental patients and **10%** of your pediatric patients suffer from a very common form of Sleep Disordered Breathing (SDB) called Obstructive Sleep Apnea (OSA) according to the American Academy of Sleep Medicine (AASM) and the National Institute of Health (NIH). OSA is linked to contributing and worsening of various medical diseases such as heart disease, heart attack, stroke, diabetes, high blood pressure, Alzheimer's, and dementia, and psychiatric disorders such as depression, anxiety, mood swings, and impotence, but also worsening daytime functioning and quality of life. NIH recently reported that OSA is on-track to be the next health crisis, expected to exert social and economic burdens of epidemic proportions by 2025.

There was a time not too long ago when periodontal probe for the screening for periodontal disease and enhanced oral cancer screening tools was not common place in general dental practices, in fact, failure to diagnose and treat, based on practice parameters and guidelines, can result in the deterioration of patients' general and oral health.

> **With that in mind, <u>I am asking for your help in contributing objective practice and treatment outcome data</u>. This data will serve as invaluable documentation in proposing legislation for incorporating screening and treatment for OSA and snoring as part of our profession's future standard of care and practice parameters and guidelines.**

APP-NEA, LLC, a provider of dental sleep medicine practice (DSM) solutions and a leader in sleep health initiatives, is excited to invite you to join our national APP-NEA Dental Network, dedicated to supporting innovative educational, easily implementable, automated administrative and clinical solutions for dentists practicing or exploring incorporating DSM into their practices. Our mission is to serve healthcare professionals and patients by simplifying the diagnosis, treatment, and management of OSA.

As a clinician, you have an ongoing interest in continuing to provide up to date, appropriate, effective, evidence-based care for your patients, even as care delivery models change. Your membership in APP-NEA's Dental Network will give you access to medical professionals and prospective patients in your marketplace as APP-NEA continues to expand its national reach. You can join our network at **NO** cost to you. Membership is **NON-binding** and you can choose to cancel your membership at **ANY time, for ANY reason**.

Your membership will position you for preferred local exposure as a qualified, credentialed APP-NEA expert dentist, especially in the expanding area of sleep disordered breathing and dental sleep medicine. Additionally, national payers and self-insured employers are increasingly becoming aware of the importance of sleep health for their members and employees.

Working in concert with key opinion leaders within the profession, APP-NEA has created a comprehensive, cost effective, easy to implement dental sleep medicine patient management and oral appliance therapy services in a simple, intuitive and logical analytical cloud-based workflow. With membership in the APP-NEA Dental Network, you join a network of select dentists with the ability to provide services for this new base of patients and medical professionals in your community as they become available through APP-NEA's innovative marketing initiatives. Also, membership in APP-NEA's Dental Network will not affect any of your current professional relationships or clinical activities.

www.app-nea.com

APP-NEA'S DENTAL NETWORK

Benefits of Joining

No fee to join and you can cancel your membership at any time, for any reason.

Offer a **new** service to your existing patient base and a new source of revenue.

Expand your practice by implementing our step-by-step, out-of-the-box screening, diagnosis, clinical, administrative, and medical billing systems for seamless integration of dental sleep medicine.

Access the **only** predictive analytic MAD-FIT^{TM} algorithm, powered by automation and refined by big data, enabling APP-NEA certified dentists to calculate the exact jaw position for maximum therapeutic efficacy with an oral appliance and fit a Mandibular Advancement Device (MAD) precisely from the very first fitting, bypassing the arbitrary determination of a start position for oral appliances and the frustrating, time consuming, arbitrary trial and error methodology for titration of the oral appliance.

Be included as a provider in APP-NEA's regional and national sleep and oral health and wellness programs as they become available.

Engage with APP-NEA^{TM} network of physicians, sleep laboratories, home sleep study providers, and dental laboratories that work with professionals like you, using the most advanced treatment and evidence-based protocols, and have committed to preferred pricing just for our network of providers.

Reduced fees for services from our network of independent Home Sleep Study providers and Dental Laboratories, decreasing your cost and increasing your profitability.

Be identified as a credentialed Dental Sleep Expert in your community.

Market services beyond dental sleep medicine and oral appliance therapy to new patients and dental professionals in your community.

Get all of the important sleep medicine and dental sleep medicine updates, in one convenient place – your inbox.

Tuition of $2995 for MAD-FIT Certification Course and, as a bonus, unlimited access to marketing materials and Team Training module "Sleep SWOT" for all of your team members at no charge (normally **priceless**) for as long as you are a member in good professional standing, and per patient **MAD-FIT** case fee of $495.

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To join, please follow the instructions below

1 - Complete the Pre- Registration Survey (optional) so we can better understand your needs and email it back to info@app-nea.com

2 - Register as a provider and create your professional/practice profile using your preferred work email (we encourage you to utilize your administrative team as much as possible).

3 - Review the Certification/Implementation Course in **the** certification section in your dashboard and take the examination. Upon successful completion of the exam, you will be awarded AGD-PACE accredited 10 CE credits.

4 - Have your team view the Team Training Module – Sleep SWOT. This is also accessible in the certification section in your dashboard. Preferably, this should be taken at a team meeting followed by a discussion (lead by you), so the entire team understands the discipline and the 'why?'

5 - Download the "Sleep SWOT" and "STOP-BANG" screening forms from the Resources section in your dashboard. Sleep SWOT is completed out by the patient, preferably in the waiting room or in the treatment room. STOP-BANG is to be completed by your Hygienist or DA. Extensive patient-friendly information and an educational video on the pathophysiology of OSA and snoring is available and can be accessed on your desktop to share with patients.

6 - For those patients that would like to move forward with getting diagnosed or those diagnosed with OSA and would like to be treated with Oral Appliance Therapy (OAT) - based on AASM/AADSM practice parameters and guidelines - simply add them as a New Patient in your dashboard.

7 - Once added, the step-by-step process will guide the patient, your team, and you through the administrative and clinical workflow.

8 - Please friend/like us on our APP-NEA Facebook page and follow us on Twitter.

Feel free to reach out if you have any questions. We look forward to having you in our network.

Sincerely

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Attending : Lenox Hill Hospital, NSUH, LIJ; Department of Otolaryngology; Division of Head & Neck Surgery and Oral & Maxillofacial Surgery
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