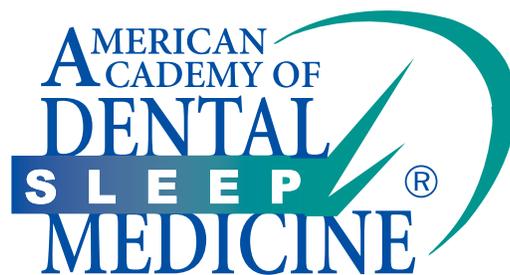
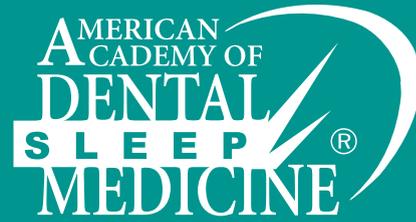


RAISING OURBAR

2010 Membership Report





Mission

The American Academy of Dental Sleep Medicine (AADSM) promotes research on the use of oral appliances and dental surgery for the treatment of sleep disordered breathing and provides training and resources for those who work directly with patients. AADSM members collaborate with colleagues to learn about oral appliances and the role they play in the diagnosis and treatment of sleep-related breathing disorders. The organization builds bridges and forms relationships with the medical community, especially in sleep centers, and other professional groups who play an integral part of the sleep disorders treatment and research team.

The AADSM helps educate practitioner dentists through clinical meetings that keep leading-edge ideas accessible and establishes and maintains appropriate treatment protocol. The AADSM also reaches out to the community at large, working toward the creation of a positive public awareness of sleep disorders and the role of the dentist in recognition and treatment of sleep breathing disorders.

Vision

The American Academy of Dental Sleep Medicine is the primary professional resource for dentistry's involvement in research, assessment and management of sleep disordered breathing. Additionally, the Academy fosters relationships with the medical community to further sleep disorders research and treatment.

Leadership

Officers

Sheri G. Katz, DDS
President
Steve Carstensen, DDS
Secretary-Treasurer
Jeffrey P. Pancer, DDS
Immediate Past President

Directors

Fernanda R. Almeida, DDS
Kathleen M. Bennett, DDS
B. Gail Demko, DMD
Leslie C. Dort, DDS
James E. Metz, DDS
Steven C. Scherr, DDS

President's Report

What a year! Dental sleep medicine saw huge advancements in 2010 with the American Academy of Dental Sleep Medicine (AADSM) leading troops of new dentists and seasoned professionals toward a deeper understanding of sleep-disordered breathing.

Countless dental professionals have contributed to the mission of the AADSM. Their innovation and commitment to excellence have raised the bar in dental sleep medicine and given us greater heights to strive toward. The 2010 Membership Report includes three main sections that highlight our outstanding progress.

Raising our Impact - With a steadily growing membership, the Academy has established new ways to introduce entrepreneurial dentists to industry basics and offer more experienced practitioners advanced study and research opportunities. Dental sleep medicine is receiving more recognition from the public and media, so the Academy has developed practice management and promotion tools to help members connect with their key audiences.

Raising our Profile - To help dentists receive professional recognition for the safe and effective treatment of sleep-related breathing disorders, the Academy has provided timely support materials in response to new reimbursement policies and will continue to do so in the coming years. In 2010, the Board of Directors began

defining their short and long-term goals and will finalize a revised Strategic Plan in 2011. A major component of the new plan will emphasize certification and accreditation as these tools will safeguard dental sleep medicine as an instrumental part of the sleep field.

Raising our Science - AADSM members have increasingly pursued involvement in scientific research. Whether publishing a study in the Academy's peer-reviewed journal *Sleep and Breathing* or receiving award recognition for their latest data, these thought-leaders are a necessary element of dental sleep medicine. Meanwhile, the AADSM leadership has actively built relationships with government bodies and sleep medicine organizations that will raise the visibility and future support of dental sleep medicine research.

The AADSM membership and leadership have collaborated for two decades to raise the bar one notch higher at every opportunity. I hope that you will be inspired by our progress and keep pushing that bar even higher.

Sheri Katz, DDS
President AADSM

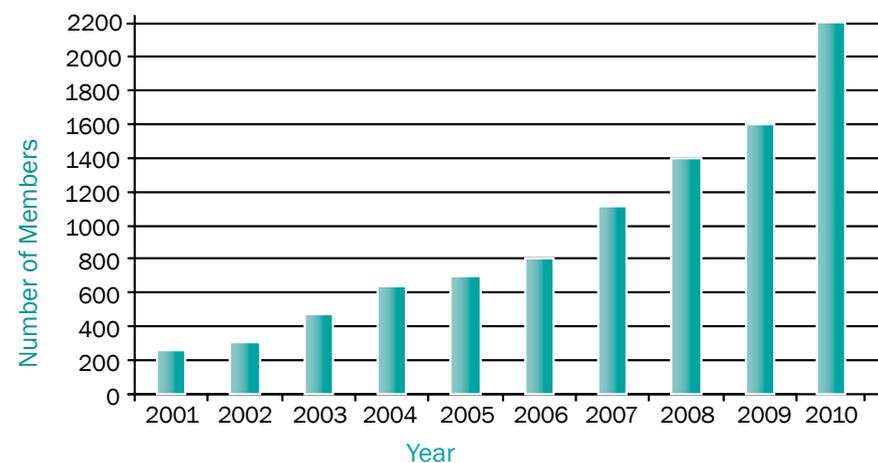
RAISING OUR IMPACT

Membership Growth

The AADSM had an outstanding year in 2010 with membership surpassing 2,200 - a 38 percent increase from 2009 and more than seven times that of a decade ago.

To help welcome this surge in new members, the Membership Committee hosted the inaugural first-time attendee's breakfast at the 19th Annual Meeting. The event was a huge success with speaker presentations from the AADSM leadership and plenty of time to network. The Academy will offer this breakfast again at the 20th Anniversary Meeting in Minneapolis, Minn.

As in past years, AADSM members offered their invaluable knowledge, insights and experience to advance the research and practice of oral appliance therapy and upper-airway surgery. Through involvement in committees, task forces and focus groups, experts from around the globe collaborated to guide the direction of dental sleep medicine in 2010.



Professional Development

Annual Meeting

San Antonio saw a record number of dental sleep medicine professionals at the 19th Annual Meeting. Attendance neared 800 - a 15 percent increase from the previous year. Annual Meeting highlights included educational courses, general session presentations, meet-the-professor luncheons, Q&A sessions, award announcements and the Changing of the Presidents.

Courses & Workshops

The AADSM offered winter and fall Introduction to Dental Sleep Medicine Courses, a fall Advanced Course in Dental Sleep Medicine and its inaugural one-day Workshop in Dental Sleep Medicine. More than 250 dental professionals attended these courses and workshops to study topics ranging from patient screening to management of device side effects and insurance reimbursement.

Study Clubs

As in past years, the AADSM's spring and fall study club sessions sold-out. Each session included three teleconference meetings. The small group format enabled participants to address clinical concerns, ask case-specific questions, and discuss relevant literature, treatment protocol and practice parameters.

Continuing Education

Members earned continuing education credits for the American Dental Association and Mastership/Fellowship credit for the Academy of General Dentistry through the AADSM introductory and advanced courses, workshops, study clubs, Annual Meeting, and peer-reviewed publication *Sleep and Breathing*.

Certification

Eleven AADSM members passed the 2010 exam of the American Board of Dental Sleep Medicine (ABDSM), bringing the number of Diplomates of the ABDSM to more than 160. Diplomates of the ABDSM have demonstrated the highest level of education, training and experience in dental sleep medicine. Certification recognizes their professional achievements and assures dental and medical colleagues, patients, and the public of their qualifications as dental sleep medicine practitioners.

Practice Management

Industry experts expanded their support of AADSM activities in 2010, helping the Academy offer more member benefits than ever before. In 2010, there were 17 AADSM sponsors, up from nine in 2009. Twenty-eight companies exhibited at the 19th Annual Meeting and 13 companies presented their products and services at one or more of the 2010 courses.

Public Awareness

Traditional Media

The Academy increased its public relations efforts in 2010, distributing a press release on the research conducted by each of the AADSM 2010 abstract award winners and hosting a press room at the 19th Annual Meeting.

To help prepare the AADSM for media interest, the Board of Directors participated in a half-day interview training session, learning how to develop and deliver effective messaging and address reporters' questions. The Academy's training and outreach efforts resulted in media coverage from United Press International (UPI), *The New York Times*, CNN, and WebMD, as well as numerous other national, web, local, and trade publications.

The Public Relations Committee developed a consumer friendly script for a video that will be filmed and sold in 2011 to help inform patients of OSA and oral appliance therapy.

Social Media Success

Social media supported the Academy's efforts to connect and engage with media contacts, sleep-disordered breathing patients, dental colleagues, and medical counterparts. These communication tools helped AADSM members expand their impact on the sleep medicine field through non-traditional routes.

The following milestones were met in 2010:

Blog - 3,500 Visitors
Twitter - 500 Followers
LinkedIn - 300 Members
Facebook - 200 Fans

To connect with AADSM members using social media, visit www.aadsm.org and click on the appropriate links.

RAISING OUR PROFILE

Task Forces

During 2010, the Dental Sleep Medicine Facility Accreditation, Strategic Planning, and Recommended Reading List Task Forces helped advance Academy initiatives that did not fall under the jurisdiction of any of the standing committees. Their contributions included a new accreditation program, three-year strategic plan and updated reading list, which will benefit the whole AADSM membership.

Dental Sleep Medicine Facility Accreditation

Since its founding in 1991, the American Academy of Dental Sleep Medicine has established and maintained appropriate treatment protocol for the use of oral appliance therapy and upper-airway surgery to treat sleep-related breathing disorders.

The accreditation program will establish standards for optimal patient care, and it will evaluate how facilities meet these standards. Dental sleep medicine facilities can earn accreditation by adherence to standards of excellence as demonstrated by knowledge, experience and outstanding management of care.

Accreditation will safeguard patient care, solidify dental sleep medicine professionals as instrumental

to the sleep medicine team, and help facilities build strong medical partnerships. Maintaining these standards will support fair reimbursement for dental sleep medicine services by assuring insurance providers of the high level of treatment offered by accredited facilities.

Sleep-related breathing disorders, such as obstructive sleep apnea, are serious medical conditions that require safe and effective treatment to prevent co-morbid diseases such as heart attack, stroke, and diabetes. Requirements for demonstrated competency ensure a continuum of care and validate the skills and knowledge necessary to provide quality service.

Strategic Planning

Building on the three-year strategic plan that the Board of Directors developed in 2007, the Academy's officers and directors assessed the plan's components and began creating a continuing document to guide the Academy's future decisions.

The strategic planning process assisted the Academy leadership in assessing its existing business model and forecast, identifying critical areas for discussion, analyzing the implications of the member feedback, identifying potential initiatives, and determining strategic imperatives.

Fall Introduction and Advanced course attendees were invited to participate in a strategic planning focus group while in Las Vegas. An online member survey was also e-mailed to all AADSM members in December.

Member participation in the AADSM strategic planning process helped to:

1. Clarify the mission and vision of the organization
2. Prepare the Academy for the future
3. Help the leadership anticipate and manage change
4. Improve the decision-making process

The Board will consider member feedback from the focus group and member survey when they meet in 2011 to develop a strategic plan for the next three years.

Reimbursement Support

In addition to the work of these three task forces, various members of the AADSM leadership have contributed to the legal interpretation and communication of new reimbursement policies including the Medicare local coverage determinations released in 2010. The Academy released FAQs and answered individual member inquiries to help ensure that AADSM members receive fair reimbursement for the high quality of patient care they provide. The AADSM will continue to provide guidance as oral appliances used to treat sleep-related breathing disorders become increasingly significant to patients and medical insurers.

Recommended Reading List

In 2010, the AADSM updated the recommended reading list that is provided to all new members and includes articles relevant to dental sleep medicine and oral appliance therapy. The list is also used as a study guide for applicants preparing to sit for the ABDSM certification exam. The former list was created several years ago and many new articles have been published since then. The updated list includes more than 200 scholarly articles meant to expand members' understanding of the complexities of dental sleep medicine. There are 11 main sections, which cover the following topics:

- Basic Sleep Medicine
- Analysis of Polysomnogram Reports
- Medical and Sleep Disorder History
- Research and Literature Review
- Oral Appliance Selection and Oral Appliances vs. CPAP on Various Anatomic, Behavioral and Physiological Parameters
- Proper Fitting Techniques for Oral Appliances
- Treatment Plan, Informed Consent, and Indications, Contraindications, Possible Complications and Side Effects
- Long-term Follow-Up Care Including Compliance and Appliance Stability
- Portable Monitoring Devices in Oral Appliance Therapy
- Oral Appliance Titration
- Pediatric Patients

AADSM Timeline

1991 – Eight founding members and 26 charter members start the Sleep Disorders Dental Society (SDDS) - later to become the American Academy of Dental Sleep Medicine

1992 – SDDS becomes incorporated and bylaws are created

1992 – Inaugural Annual Meeting of the SDDS takes place in Phoenix, Ariz., drawing 25 attendees

1996 – American Dental Association approves SDDS educational programs for continuing education credit

1997 – Springer publishes the first volume of *Sleep and Breathing*, the official peer-reviewed, scientific journal of the AADSM

1998 – SDDS founds the Certification Program, which will accredit more than 100 dentists between 1998 and 2004

1999 – SDDS honors first recipients of the Pierre Robin Academic Award and Distinguished Service Award at the 8th Annual Meeting

2000 – SDDS becomes the Academy of Dental Sleep Medicine (ADSM)

2000 – ADSM publishes the first issue of *Dialogue*, the official publication of the AADSM, earlier called the *ADSM Report*

2002 – ADSM comes under the management of the American Academy of Sleep Medicine (AASM)

2002 – *Sleep and Breathing* becomes an accepted peer-reviewed journal in the Index Medicus

2002 – Academy's National office moves from Wexford, Pa. to Westchester, Ill.

2002 – ADSM membership surpasses 300 dental professionals

2003 – The 12th Annual Meeting of AADSM runs in conjunction with the SLEEP Annual Meeting for the first time

2003 – ADSM sends its first monthly E-News update

2004 – American Board of Dental Sleep Medicine (ABDSM) replaces the ADSM's Certification Program for the administration of board-certification in dental sleep medicine

2004 – Academy honors first recipients of the Honorary Member Award and Best Abstract in Dental Sleep Medicine Awards at the 13th Annual Meeting

2005 – ADSM offers its first Introduction to Dental Sleep Medicine Course in Miami, Fla.

2006 – AASM publishes "Practice Parameters for the Treatment of Snoring and Obstructive Sleep Apnea with Oral Appliances" in the journal *SLEEP*

2006 – ADSM becomes the American Academy of Dental Sleep Medicine (AADSM)

2007 – Diplomates of the ABDSM conduct the first AADSM study club

2009 – AADSM offers its first Advanced Study Club Program and Advanced Course in Oral Appliance Therapy

2010 – AADSM offers its first one-day workshop in dental sleep medicine

2010 – The Research Committee launches a new research award

competition for students and clinicians

2010 – AADSM relocates to a new national office in Darien, Ill.

2010 – Academy membership passes 2,200, including 161 D. ABDSM

2010 – Board of Directors approves DSM Facility Accreditation program

RAISING OUR SCIENCE

2010 Award Recipients

Distinguished Service Award

Kent E. Moore, DDS, MD

Pierre Robin Academic Award

Stuart J. Menn, MD

Honorary Member Award

Allan I. Pack, PhD, MBChB

19th Annual Meeting Abstract Award Winners

Clinical Excellence Award

Michael Simmons, DMD

Teaching of dental sleep medicine in U.S dental schools

Clinical Research Award

Yasuhiro Sasao, DDS, PhD

Videoendoscopic diagnosis for predicting response to oral appliance therapy in obstructive sleep apnea

Clinical Research Award

Luc Gauthier, DMD, MSc

Follow-up study of two mandibular advancement appliances: preliminary results

Graduate Student Excellence Award

Kristen Fritz, DDS

Prevalence of sleep disorders in pediatric orthodontic patients

Graduate Student Research Award

Hiroko Tsuda, DDS, PhD

A correlation between two pediatric sleep disordered breathing questionnaires and craniofacial morphology in children

Graduate Student Research Award

Whitney Mostafiz

Influence of oral dimensions on mandibular advancement splint treatment outcome in obstructive sleep apnea

2010 Research Donations

AADSM Past-President Dr. Jeffrey Pancer presented a check for \$5,000 to Dr. David Bruce on behalf of the American Sleep Medicine Foundation (ASMF) at SLEEP 2010 in San Antonio, Texas. This donation will foster new research in sleep medicine. The ASMF is a non-for-profit 501(c)(3) charitable and scientific organization, which was established in 1998 by the AASM to support sleep research and education.

National Institutes of Health Recommendations

The AADSM submitted suggestions to the National Center on Sleep Disorders Research for consideration during the revision of the 2003 Sleep Disorders Research Plan. The recommendations from the AADSM aimed to increase the number of dentists who become qualified to provide oral appliance therapy (OAT) and upper-airway surgery to treat sleep-disordered breathing; demonstrate the safety and efficacy of these treatments; and raise awareness of dental sleep medicine in the dental, medical and public spheres.

Recommendation – Research should support the identification of patient indicators for oral appliance therapy success so that patients with mild to moderate obstructive sleep apnea (OSA) who prefer OAT to continuous positive airway pressure (CPAP), can use OAT as their first line of treatment and have confidence in treatment outcomes. Determining treatment efficacy with patient indicators will help physicians and dentists predict individual patient success, save time and money, improve patient compliance, and decrease the rate of untreated sleep apnea.

Recommendation – To establish guidelines that help dental professionals select the best oral appliance for a specific patient, research should develop parameters for the effectiveness of certain devices, styles and appliance mechanisms. The Food and Drug Administration has approved many mandibular advancement devices and tongue retaining devices, but the industry lacks a standard guide indicating which devices are appropriate for certain patient care needs.

Recommendation – Identifying common side effects of OAT and establishing an effective response protocol will facilitate optimal patient care. Research should examine the common side effects experienced by patients undergoing OAT, identify solutions to these problems, and develop best practices to reduce or eliminate negative therapy outcomes.

Recommendation – To address the cost of co-morbid diseases, lost productivity, and work or driving-related accidents resulting from untreated OSA and excessive daytime sleepiness, research should demonstrate the importance of having a safe and effective alternative to CPAP for patients who cannot tolerate or comply with this treatment. Determining the comparative effectiveness of OAT and CPAP with respect to patient compliance, long and short-term well-being, and overall safety, will benefit public health.



The Future of Sleep Medicine

The Future of Sleep Medicine Task Force, comprised of representatives from all areas of sleep medicine, met on Oct. 11 at the AASM national office in Darien, Ill. Steering committee members selected AADSM President Sheri Katz, DDS, and Founding AADSM President, Robert Rogers, DDS, to attend and represent the Academy's membership and leadership.

The task force discussed current and emerging technologies, care delivery models, data management, accreditation and diagnostic tools that provide value to the acute and chronic management of sleep disorder patients.

This work will direct initiatives to help advance sleep medicine and integrate dental sleep medicine professionals into the patient care team and larger sleep medicine community.

The discussion continued with a second meeting on Feb. 18, 2011 in La Jolla, Calif., in conjunction with the AADSM and AASM winter courses. The Findings and recommendations will be presented at SLEEP 2011 in Minneapolis and as a "white paper" that will be submitted for publication in the *Journal of Clinical Sleep Medicine*.

Dr. Katz and Dr. Rogers pictured left with Dr. William Dement, a pioneer in the sleep medicine field

Communicating Knowledge

With Each Other



Dialogue

Featuring...

- Case Studies
- Certification & Accreditation Details
- Course Previews & Lecture Recaps
- Educational Articles
- Recommended Reading Lists
- Technical Tips

With Our Patients



Our New Website

Coming Soon...

- Find-A-Dentist Search with ZIP-Code & Radius Controls
- Integrated Social Media
- Interactive Public Section
- Intuitive Navigation
- Practice Management Center
- Press Room

2010 Financial Report

The American Academy of Dental Sleep Medicine's fiscally conservative approach to management maintained its strong financial health in 2010. The following information reflects unaudited, preliminary numbers. The Secretary-Treasurer will present a complete, audited financial report at the 20th Anniversary Meeting in Minneapolis, Minn.

The Academy's net assets, an estimated \$1,900,000 were approximately 75 percent of its total assets, demonstrating a lack of debt. The Board's sound stewardship has positioned the Academy for a strong start in 2011, securing its ability to offer members quality educational and research opportunities.

REVENUE AND ASSETS

The Academy's total revenue increased from nearly \$1,200,000 in 2009 to nearly \$1,400,000 in 2010 (chart one). Diversified revenue streams created a strong financial base in 2010 (chart two). The greatest income came from membership activities, the Annual Meeting, publications and educational programming.

The Academy's 2010 revenue reflects the most successful Annual Meeting in AADSM history as well as the Board's decision to host a greater variety of educational courses including a one-day workshop and an advanced study club program in dental sleep medicine. A loyal base of renewing members and a 38-percent increase in new members also raised revenue.

EXPENSES

A tremendous amount of activities occurred in 2010, leading to greater membership participation and higher costs. Expenses increased an estimated \$225,000 or 29 percent compared to 2009, which is in line with that of the previous year.

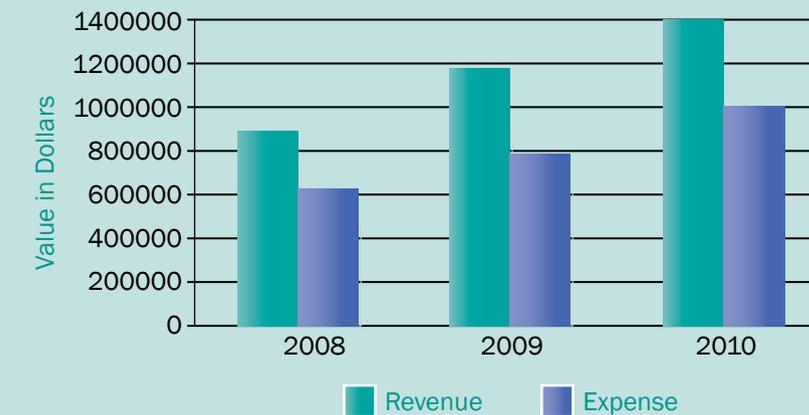
Expenses included operational costs, education and curriculum activities, the Annual Meeting, membership benefits, publications and public relations (chart three).

INVESTMENTS

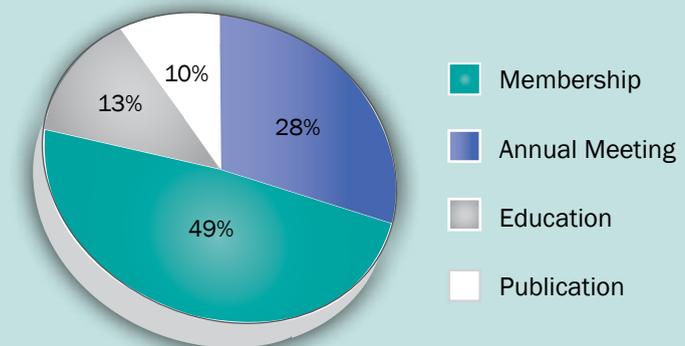
The Academy's investments had an excellent return of nearly \$40,000 in 2010, which was consistent with the market conditions. The investment revenue enabled the AADSM to continue investing in outstanding member initiatives.

The Board of Directors will meet in spring 2011 to assess the state of the organization and finalize their strategic plan for the next three years, securing the mission and direction of the Academy.

REVENUE AND EXPENSES BY YEAR - Chart One



AADSM 2010 REVENUES - Chart Two



AADSM 2010 EXPENSES - Chart Three



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American Academy of Dental Sleep Medicine

2010