

2022 REPORT OF THE PRESIDENT



Mitchell Levine, DMD

The AADSM is proud to continue supporting members and advancing the field of dental sleep medicine. Read on to learn about the important initiatives we have launched – and what's ahead.

In May, I had the privilege of being installed as AADSM President and promised to you all that I would challenge our Board of Directors, volunteers and staff to continue to develop education, tools and other resources that support the growth of dental sleep medicine practices. I am pleased to report that the Board of Directors confirmed this commitment to you at our most recent meeting when we **updated the AADSM's mission and vision**.

This mission and vision ensure that the strategies, policies, education and resources the AADSM creates focus on supporting you – our members.

As busy professionals, it is easy to miss emails and communications, so I've highlighted a few of the newer resources the AADSM has recently launched that support your dental sleep medicine practices:

- **COMING SOON Updated Dental Sleep Medicine Standards for Screening, Treating, and Management of Sleep-Related Breathing Disorders in Adults Using Oral Appliance Therapy**

Since the original standards were published in 2018, the field has continued to evolve. This updated paper provides best practices for providing oral appliance therapy and summarizes required competencies. As you build referrals, we encourage you to review these standards with medical providers to demonstrate the competencies you have acquired through your training, ensuring you have the knowledge and skills to provide optimal patient care.

- **NEW Verification of Treatment Efficacy Resources**

Patients require personalized care. To help dentists identify when patients are ready to have their medical provider verify that the oral appliance is successfully treating their OSA, the AADSM has developed a new verification resource, along with a form to help convey important patient information to medical providers.

This is just one of the 100+ free tools and templates to help you maximize efficiencies in your practices. Visit aadsm.org/toolsandtemplates for a full list of resources available to members.

- **Discounts on Practice Supplies**

Costs of supplies and materials for your practice add up, and we remain committed to helping members run cost-effective, efficient practices. AADSM members can now receive special discounts from Torch Dental, a centralized ordering system for dental supplies and equipment where you can order all your practice supplies (not just DSM materials) at 20% - 30% savings. We will continue to look for added benefits to save you money and time. Visit aadsm.org/discounts for more information.

Updated Mission:

To advance our members' success in treating obstructive sleep apnea, snoring and other related airway disorders with education, professional development, practice management resources, advocacy, and research.

Updated Vision:

To provide our members with the resources they need to reduce the number of undiagnosed and untreated people with obstructive sleep apnea, snoring and other related airway disorders.

2022 REPORT OF THE PRESIDENT, CONTINUED

- **Breaking Down Barriers for a Successful Practice Virtual Course**

This new, virtual course focuses on how members can overcome common obstacles in DSM and improve patient experience, treatment outcomes and administrative and clinical operations. If you haven't yet registered – it's not too late! Sessions are recorded, so you can view previous sessions and join your peers for the live sessions now through March 2023. Register at aadsm.org/breakingbarriers.

- **NEW In-Person Course: TMD for the DSM Dentist**

This new, live course will be held October 21-23 in Phoenix, AZ and will increase your confidence in managing patient pain issues. Register at aadsm.org/tmdfordsm.

The following pages of this newsletter including more details on some of the resources available with AADSM membership. We look forward to continuing to support the growth of our members and the field of dental sleep medicine.

Did you know?

The AADSM sends out three monthly emails to keep members informed on the latest in the field - NewsFlash, Health Policy Updates, and Latest Findings. You can view all past issues on the AADSM website by visiting aadsm.org/newsletterarchive.

Contact info@aadsm.org if you are not receiving these emails.

NEW AADSM IN-PERSON COURSE

TMD FOR THE DSM DENTIST

OCTOBER 21 - 23, 2022

Hilton Phoenix Resort at the Peak

*A practical, evidence-based TMD course
designed specifically for DSM practitioners.*

REGISTER AT [AADSM.ORG/TMDFORDSM](https://aadsm.org/tmdfordsm)

2022 AADSM Award Recipients

Congratulations to the recipients of the 2022 AADSM awards:



Honorary Membership Award

Nancy Collop, MD

The **Honorary Membership Award** is presented to an individual who is advancing sleep medicine and/or dental sleep medicine.



Pierre Robin Award

Ben Pliska, DDS, MS,
FRCD(C)

The **Pierre Robin Award** is presented to an individual who has exhibited exceptional initiative and progress in education and academic research with original contributions to the practice of dental sleep medicine.



Distinguished Service Award

Jean-Francois Masse,
DMD

The **Distinguished Service Award** is presented to an individual who has exhibited exceptional initiative, leadership, and service in dental sleep medicine.

Trending Topics in the AADSM Online Discussion Board

AADSM members have access to an online discussion board, so you can connect with other colleagues anytime, anywhere. Whether you're sharing new studies or asking questions about fellow members' experiences in DSM, the discussion board is your place for quick, quality peer advice. Here are just a few trending posts from 2022:

Sleep study at recall

At 3 months recall, when a patient is advised a sleep study, should the study be done with the MAD or without?? What changes in the sleep study should one see to know the success of the treatment? (This might sound like a silly question but I have asked a couple of sleep specialists and they have given me different answers so turning to this group for help) Thank you.

Acoustic Pharyngometer

Has anyone been using an Acoustic Pharyngometer in their practice with success?

Sleep Doctors and MAD

Can physicians make oral appliances? I was under the impression that only dentists are allowed to make custom fitted titratable oral appliances to treat OSA but I'm finding that there are some physicians who are doing this too. Is this different from state to state or am I just finding out something but everyone else knows already?

Unilateral joint pain

...Pt came in today reported left side jaw pain every morning after removing the device.[...]He did a lot of stretching and hot showers, and he said it is 80% better. Upon exam, I found midline to be good, bite even on both sides. Very slight noise in left TMJ noted late in opening. What do you think is causing his discomfort? What adjustments should I make?

View these posts and others at
aadsm.org/discussion_board

Increasing Awareness- By the Numbers

The AADSM is using public relations efforts, social media, and advertising to raise awareness of OAT and encourage referrals to AADSM members. To date, **more than 1.1 million physicians** have seen our ads. Learn more about the efforts below:

**6 MILLION
PEOPLE**

PUBLIC RELATIONS

Six million people have seen **online articles, podcasts and TV segments featuring AADSM members or oral appliance therapy.** These stories have been featured in Sleep Lab Magazine, WebMD, The Washington Post, The New York Times, Becker's Hospital Review, Managed Healthcare Executive, and other outlets. View a full list of articles at aadsm.org/inthemedial

DIGITAL ADVERTISING

700,000+ people have viewed digital ads about oral appliance therapy and AADSM Qualified Dentists. These ads appear as people search on Google or browse the internet. Ads are focused on people with specific interests - such as patients searching for OSA treatment or physicians interested in sleep apnea.

**700,000+
PEOPLE**

**210,000
PATIENTS &
PHYSICIANS**

SOCIAL MEDIA

210,000 patients and physicians have seen ads on Facebook, LinkedIn, and Instagram. Looking for ways to increase your social media presence? Follow the AADSM on social media and share our posts with your network.

EMAIL OUTREACH

28,000+ physicians received emails from the AADSM that provided additional education on oral appliance therapy and the benefits of working with an AADSM Qualified Dentist for treatment.

**28,000+
PHYSICIANS**



Educate potential referring providers! A recording of the webinar, for which physician CME is available, can be found at **AADSM.ORG/OATWEBINAR**

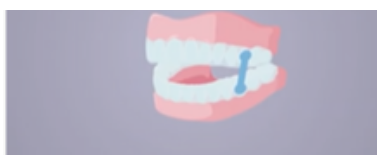
PHYSICIAN WEBINAR & WEBPAGE

To educate physicians about oral appliance therapy, the AADSM hosted a free webinar in July 2022. An informational webpage was also created to provide physicians with additional information, an evidence brief, and forms for referring patients for oral appliance therapy.

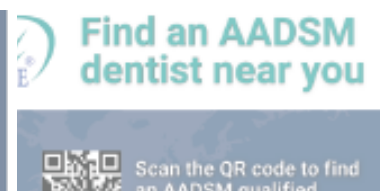
Ad - mms.aadsm.org/sleep-apnea/sno

**Oral Appliance for Sleep
Effective as CPAP**

Customized for use by an AADSM



New Device for Sleep Apnea



The Results: Find-an-AADSM-Dentist

The AADSM online directory has seen a 113% increase in visitors! This means more patients and physicians are using the online directory to find an AADSM Qualified Dentist near them to help treat OSA.

20,260

people visited the directory in 2021

43,215

people visited the directory in 2022

113%

increase in directory visitors!



Verify your Find-An-AADSM-Dentist information is accurate. You can view/edit your information by logging in to your AADSM account, selecting the "Member Information" tab, and selecting "Change Contact/Profile Info." Here, you can also activate the new "Request an Appointment" button by your directory listing, giving patients an opportunity to connect directly with you.

Resources to Raise Patient Awareness

The AADSM provides members with patient awareness tools to help educate and inform people in your community of your ability to treat sleep-related breathing disorders. You can find the following freely available resources on the AADSM website by visiting aadsm.org/patient_awareness:

Patient Education Videos



The AADSM developed three short video clips to help educate the public on oral appliance therapy and drive prospective patients to the Find-an-AADSM-Dentist directory. Share these videos on your social channels, in your waiting room, or wherever else you see fit!

Email and Website Banner Images



These banner images are available for you to use in your professional email signatures, on your website, or in any other digital marketing to let your patients know that you are a DSM provider.

Patient Fact Sheets



A variety of patient fact sheets are available for download to help increase awareness of the dangers of untreated OSA. Some of these info sheets can be used by patients to share with their loved ones, as well.

View these resources by visiting aadsm.org/patient_awareness or by scanning the QR code to the right!



AADSM Product Guide

AADSM members have access to plentiful products and resources that are either discounted or free as a benefit of membership. This guide highlights just a few of the top resources members are using now to work with patients, physicians, and team members. The icons indicate where each item can be found.



Members-only Tools and Templates

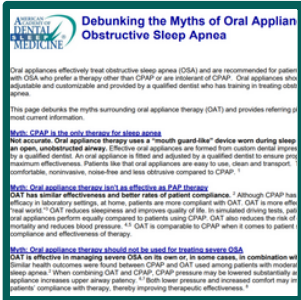


Online Learning Center



Online Store

Products to Build Physician Referrals



Building Physician Referrals Informational Sheet

Member Price: Free

Ensure you have what you need to confidently communicate with referring providers using tips and scripts from this info sheet.

Debunking the Myths of Oral Appliances for OSA Fact Sheet

Member Price: Free

Familiarize referring providers with the facts about OAT by debunking some of the common myths surrounding this therapy.



OAT Evidence Brief

Member Price: Free

Include this evidence brief in correspondence with referring providers to educate them on OAT. The packet contains information on more than 20 studies involving dental sleep medicine and oral appliance therapy.

Customizable Introduction Letters

Member Price: Free

Choose from a variety of introduction letters to send referring providers. Drafted by the AADSM, these letters can be customized to include information on you and your practice.

Products for Clinical Application

Downloadable Exam Form

Member Price: Free

Ensure you are collecting the information you need from an OAT patient with the AADSM's customizable exam form - for dentists and dental team members!

OAT Side Effects Guide

Member Price: \$30

Keep this guide by your side when seeing patients to utilize at-a-glance charts that help you quickly identify treatment options for common OAT side effects.

Integrating Screening for Sleep Apnea into Your Dental Practice

Member Price: \$150

This self-paced, online resource utilizes a mix of recorded lectures and demos to educate dentists and team members on topics including:

- Sleep Health
- Screening for OSA
- Measuring Neck Circumference
- Determining Mallampati & Friedman Classifications



Additional free resources are available at AADSM.ORG under Membership -->Members Only Tools & Templates

Products to Help with Managing Your Practice



Reimbursement Guide for Oral Appliance Therapy

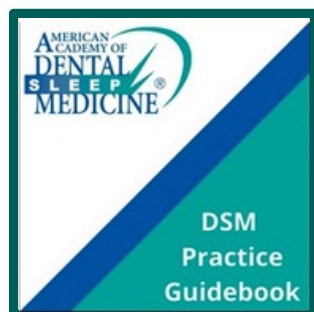
Member Price: Free 

Refer to this online guide for information on reimbursement from medical insurance and Medicare. Be sure to download the template letters and forms as well!

Billing and Coding Online Learning Modules

Member Price: \$55+ 

Stay up-to-date on coding and billing through recorded lectures in the online learning center. These can be accessed at your convenience and offer ADA CERP CE credit.



DSM Practice Guidebook: Policies and Procedures for DSM Practices

Member Price: \$300 

Find essential template policies and procedures for team training, patient education, OAT initiation, and more in this guidebook. Templates are provided to help with office efficiency.

Gap Waiver Toolkit (new!)

Member Price: Free 

This toolkit provides advice on how to attain a gap waiver for out-of-network benefits and appeal a denial. It includes customizable template letters can be used to request a gap waiver for out-of-network benefits and appeal a denial.

Products for Dental Team Members

DSM Patient Intake Form

Member Price: Free 

Use this customizable template and script to gather OSA-related information when scheduling a potential OAT patient.

DSM Team Training Program

Member Price: \$300 

This self-paced, online program utilizes a mix of recorded lectures and demos to review the basics of dental sleep medicine and educate team members.



DSM Practice Quick Start Checklist (new!)

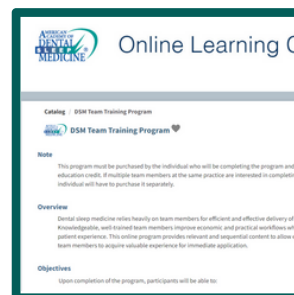
Member Price: Free 

Show your commitment to dental sleep medicine and promote the dental sleep medicine side of your practice with AADSM scrub tops.

Script for Patient Contact Within One Week of Delivery

Member Price: Free 

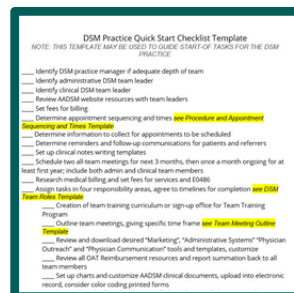
Use this customizable script to facilitate contact with the OAT patient within one week of delivery, as advised by the AADSM Standards of Practice.



Dental Team Pre-Screening Checklist

Member Price: Free 

Use this customizable checklist to ensure you're gathering the right information from each patient prior to exams.



Products to Promote Your Practice to Patients



Health Risks of OSA Fact Sheet

Member Price: Free 

Share this fact sheet with patients to help them better understand how OSA impacts their overall health.

Poster Variety Pack

Member Price: \$25 

Decorate your office with these various educational posters to promote your DSM services to patients. You'll receive two copies of four different 8 1/2" x 11" posters.



Get Help for Snoring and OSA Brochures *(recently updated!)*

Member Price: \$35 

Provide patients with an overview of the causes of snoring and OSA and the three major approaches to treating them, including a custom-made oral appliance from the dentist.

Getting Started with OAT Brochures *(recently updated!)*

Member Price: \$35 

Use this brochure to educate patients on oral appliance therapy, how oral appliances work, advantages of their use, ongoing care instructions, and more.



6 Steps for Starting Oral Appliance Therapy Infographic *(new!)*

Member Price: Free 


Post this infographic in waiting or exam rooms to educate patients on the process of starting oral appliance therapy. **(also available in Spanish!)**

All About OAT – A Guide for Patients *(coming soon!)*

Member Price: \$150 


Use this presentation as your go-to tool for conversations about starting oral appliance therapy. Notes are included for the dentist's or staff's use when presenting to patients.

Find More Resources at AADSM.ORG

For more information on educational courses and events... 

visit the AADSM Online Learning Center.



For more downloadable fact sheets and customizable templates... 

visit the AADSM's "Members-Only Tools and Templates" webpage.



For additional products for your office... 

visit the AADSM Online Store.



Meet the 2022-2023 AADSM Board of Directors

The AADSM Board of Directors works on your behalf to advance the field of dental sleep medicine. These dedicated individuals set strategy for helping members succeed, advocate for the interests of the dental sleep medicine community, and cultivate important relationships with other organizations. Each member brings unique expertise and leadership to his or her role. For more information on each board member, read their bios at aadsm.org/board_of_directors.php



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Diplomat, ABDSM**
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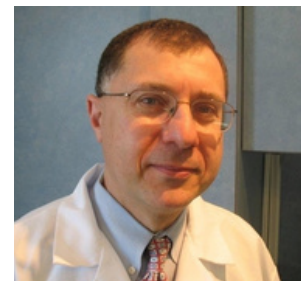
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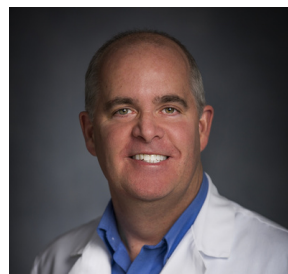
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Albert@DentalSleepSolutions.com

* One discounted ticket per person. Tickets not include travel and fees.

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TITRATABLE & RETENTIVE
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*SAGHADOIAN P ET AL. RESPIR MED 2017 OCT 1:191-19-42.
TRZEPICZUR W ET AL. CLIN ORAL INVESTIG 1 MAR 2021.
**BRAEM M. F1000RESEARCH (INTERNET). 2015 FEB 26. [CITED 2017 FEB 14].

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Efficacy that Will Help You
Sleep Better

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in the *Journal of Clinical Sleep Medicine*¹ reported:

94%

of Mild & Moderate
Patients Successfully
& Efficaciously
Treated
(ODI < 10 h⁻¹)

81%

of Patients of all
Severities Successfully
& Efficaciously
Treated
(ODI < 10 h⁻¹)

97%

of Patients Reported
Reduction in Snoring
Volume

85%

of Patients Achieved
Their Treatment Goal

Flexible, Easier Delivery | First Time Fit | Durability | Comfort
Biocompatibility | Precision | Featuring MG6™ Technology

¹Mosca E; Remmers J; et al. In-home mandibular repositioning during sleep using MATRx plus predicts outcome and efficacious positioning for oral appliance treatment of obstructive sleep apnea. *Journal of Clinical Sleep Medicine*. Vol. 18, No. 3, March 2022.

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Appliances are
a comfortable
alternative to CPAP.*

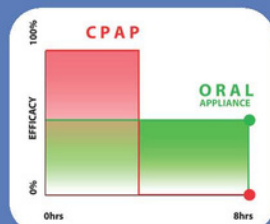
Let's face facts. CPAP is a very effective treatment for OSA –
but only if it is used every night. As shown in the graph below
for mild to moderate OSA, Oral Appliance Therapy is an
effective alternative when worn the whole night versus CPAP.



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now for more info.



* Intended for the treatment of nighttime snoring and mild to moderate
obstructive sleep apnea in patients 18 years of age or older.

Updated AADSM Product

STARTING ORAL APPLIANCE THERAPY PATIENT EDUCATION BROCHURE

Provide patients who have already been diagnosed
with OSA information on oral appliance therapy with
this updated brochure. Content includes how oral
appliances work, advantages of their use, how
custom oral appliances are fabricated and an
explanation of ongoing care.

Purchase the brochures at aadsm.org/onlinestore



≡ SAVE THE DATE ≡

2023 AADSM ANNUAL MEETING

MAY 19 - 21, 2023

PHILADELPHIA, PA

Photo Credit: K Huff for PHLCVB

JDSM

2022's Best of the *Journal of Dental Sleep Medicine*

The *Journal of Dental Sleep Medicine* (JDSM) is the official quarterly online publication of the AADSM. JDSM keeps dentists informed on scientific developments that are important to their patients by presenting the best research and key information on dental sleep medicine and the broader domain of sleep-related breathing disorders, in a clinically useful format. The journal publishes original cutting-edge science in the growing and evolving field of dental sleep medicine, as well as case studies, reviews, and clinical commentaries.

The following pages summarize the top articles from 2022.

Thank you to JDSM editors:

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Walter Silva Jr., DDS; Kate Sutherland, BSc, PhD; Daniel Tache, DMD; Satoru Tsuiki, DDS, PhD

Association of Sleep Disordered Breathing with Oral Health Findings in Children

Michelle DaRocha, DMD^{1,2}; Jacy Stauffer, DMD^{1,2}; Donna Kritz-Silverstein, PhD^{3,4}; Rakesh Bhattacharjee, MD⁵

1 San Ysidro Health, Children's Dental Center at Rady Children's Hospital, San Diego, California; 2 NYU Langone Dental Medicine – California South, Department of Pediatric Dentistry, San Diego, California; 3 Herbert Wertheim School of Public Health and Longevity Science, University of California San Diego, La Jolla, California; 4 Professor of Epidemiology, Department of Family Medicine, School of Medicine, University of California San Diego, La Jolla, California; 5 Associate Professor of Clinical Pediatrics, Division of Respiratory Medicine, Department of Pediatrics, Rady Children's Hospital-San Diego, University of California San Diego, San Diego, California

Conclusions:

Dental clinical parameters including bruxism, mouth breathing, and a history of tonsillectomy were associated with higher SRBD-PSQ scores.

Clinical Implications:

Specific oral health assessment characteristics elicited on a dental examination may be associated with the SRBD-PSQ, placing dentists in an important position to screen for SDB.



Read the full article by scanning the QR code or visiting
aadsm.org/journal/original_article_1_issue_92.php

The Simultaneous Use of Positive Airway Pressure and Oral Appliance Therapy With and Without Connector: A Preliminary Study

Yasue Tanaka, PhD^{1,2}; J. Michael Adame, DDS³; Adolfo Kaplan, MD⁴; Fernanda R. Almeida, PhD¹

1 Department Oral Health Sciences, Faculty of Dentistry, University of British Columbia, Vancouver, BC, Canada; 2 Division of Aging and Geriatric Dentistry, Tohoku University Graduate School of Dentistry, Sendai, Japan; 3 Adame Dental Sleep Medicine, Edinburg, Texas; 4 Pulmonary and Sleep Center of the Valley, McAllen, Texas

Conclusions:

The use of PAP and OA simultaneously can improve self-reported side effects related to PAP therapy and sleepiness without change in PAP parameters.



Read the full article by scanning the QR code or visiting
aadsm.org/journal/original_article_2_issue_92.php

Comparison of Three Mandibular Advancement Device Designs in the Management of Obstructive Sleep Apnea: A Retrospective Study

Linda Sangalli, DDS, MS, PhD; Fernanda Yanez-Regonesi, DDS, MS; Diego Fernandez-Vial, DDS; Andrés Martínez-Porras, DDS; Isabel Moreno-Hay, DDS, PhD

Department of Oral Health Science, Division of Orofacial Pain, University of Kentucky, College of Dentistry, Lexington, Kentucky, USA

Conclusions:

The three MADs were efficacious in improving AHI and ESS, but not min SpO₂, in patients with OSA, with no differences between MAD designs. Because some patients showed a worsening in AHI, a posttreatment sleep study is of great importance.

Clinical Implications:

MAD should be selected on an individual basis, according to patient preference and trained dentist recommendation, as the design did not affect the effectiveness in terms of AHI improvement.



Read the full article by scanning the QR code or visiting
aadsm.org/journal/original_article_1_issue_93.php

Oral Appliance and Pharmacologic Agents in the Treatment of Sleep Apnea: A Pilot Clinical Study

Rutger Wolfgang Stache, DMD, MS¹; Bharati Prasad, MD, MS²; Grace Viana, BSc, MSc³; David Carley, PhD⁴; Maria Therese Galang-Boquiren, DMD, MS⁵

¹University of Illinois at Chicago, Department of Orthodontics (former resident); Private Practice, Chicago, IL; ²Associate Professor of Medicine, University of Illinois at Chicago, Department of Medicine; ³Clinical Assistant Professor, University of Illinois at Chicago, Department of Orthodontics; ⁴Professor Emeritus, University of Illinois at Chicago, Department of Biobehavioral Nursing Science; ⁵Associate Professor of Orthodontics, University of Illinois at Chicago, Department of Orthodontics

Conclusions:

Combination of pharmacotherapy and oral appliance may be a viable option in treating patients with moderate to severe OSA.



Read the full article by scanning the QR code or visiting
aadsm.org/journal/original_article_1_issue_91.php

Thank You

FOR BEING A PART OF THE AADSM COMMUNITY

We appreciate your support over the last year and hope you've been taking advantage of all the education, networking, referral resources, and more that membership has to offer. Continue experiencing the benefits of membership into 2023 by renewing your membership beginning October 1.



REMINDER

Renew for 2023 starting 10/1/2022!

IT'S NOT TOO LATE TO REGISTER!

BREAKING DOWN BARRIERS TO BUILD A SUCCESSFUL DSM PRACTICE



This virtual course includes 8, 2-hour sessions guiding attendees through administrative and clinical workflows to improve patient experience, treatment outcomes and financial viability. Sessions began in August 2022 and will continue through March 2023. All sessions are recorded, so if you haven't registered yet, you can still sign up, view the recordings, and join us for the next session!

TOPICS INCLUDE:

- Designing Systems for Success
- The Business of DSM
- Physician Relations & DSM Practice Growth
- Self-Evaluation of Practice
- A Path to Clinical Excellence
- Steps to Therapeutic Positioning

FACULTY INCLUDE:

- Tanya DeSanto, DDS – Co-Chair
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- David Federici, DMD
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- Rubina Nguyen, DDS
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- Kent Smith, DDS
- Gy Yatros, DDS

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AADSM 2022

*Report of the
President*



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A NOTE TO LET YOU KNOW

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