



AADSM Member Growth Guide

A guide to growing your practice through marketing and media relations and helpful tools to get you there



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Introduction

Introduction to the member tools guide

Welcome to the American Academy of Dental Sleep Medicine's (AADSM) guide to growing your practice with effective marketing and public relations strategies. In today's competitive healthcare environment, it's essential to build a strong presence, showcase your expertise, and communicate the value of your services to both existing and potential patients. This guide will provide you with actionable insights and proven strategies to enhance your practice's visibility, educate your target audiences, and ultimately increase patient acquisition.

In addition, this guide is designed to help you:

- Leverage your AADSM affiliation to increase your credibility
- Showcase your expertise in oral appliance therapy
- Network within the sleep medicine community
- Become a media source for insights on treating sleep apnea and snoring

How to use this guide and its tools

This toolkit includes links to customizable materials that support efforts to grow your practice. Some links will take you directly to the identified resource you can save or download. Other links are customizable, with placeholders for you to fill in your specific information. Simply replace text where indicated with the appropriate details (for example, your location city or website URL) to personalize the content.

Letter from the President

Dear AADSM Members,

As the landscape of healthcare continues to evolve, so too must the ways in which we engage with our communities and grow our practices. At the American Academy of Dental Sleep Medicine, we are deeply committed to supporting you in your professional journey, not only through clinical education but also in how you manage and evolve your practice.

That's why I'm pleased to introduce this comprehensive marketing and public relations guide specifically designed to help you connect with more patients and increase awareness of oral appliance therapy.

Growing a practice is about more than just excellent patient care; it's also about promoting your services, building trust, and establishing yourself as a highly qualified dental sleep medicine expert. This guide is provided to you as part of our ongoing efforts to equip you with the resources you need to thrive. Whether you're looking to refine your online presence, engage with local communities, or strengthen your relationships with healthcare partners, these proven strategies and practical tips can help you enhance your marketing and public relations efforts.

We hope this guide helps you expand your reach and make a lasting impact on the lives of those who need your care.

Warm regards,

Kevin Postol, DDS

President, American Academy of Dental Sleep Medicine

Promoting your AADSM membership and designations

Introduction

As a member of the AADSM, you are part of a professional community that reflects your commitment to staying at the forefront of dental sleep medicine. Many of our members have also earned the AADSM Qualified Dentist designation or been recognized as a Diplomate of the American Board of Dental Sleep Medicine (ABDSM). This section will explain how to maximize the impact of your association and grow professional recognition.

Increasing awareness of your membership, designations, and dental sleep medicine practice

There are many ways to promote your AADSM membership, AADSM Qualified Dentist (QD) designation, and ABDSM Diplomate status both online and in practice. Digitally, be sure to highlight membership and your designations on your website, list in your professional biography, and promote on your social media profiles; emphasizing your commitment to the field of dental sleep medicine. In your practice, display your designation certificates and AADSM window cling in visible areas to reinforce your expertise and build trust with patients. The AADSM also provides a large library of additional in-practice resources, as well as brochures, postcards, and posters in our online store. Additionally, contact the ABDSM or AADSM to request the use of a special logo to promote that you are an ABDSM Diplomate and AADSM member both digitally and in print.

Styling your ABDSM Diplomate designation

Use these options to appropriately display your ABDSM designation:

- Diplomate, American Board of Dental Sleep Medicine
- Diplomate, ABDSM
- D. ABDSM
- International Certificant, American Board of Dental Sleep Medicine
- International Certificant, ABDSM

ABDSM Diplomates must not use the following terms to describe their designation:

- Board-certified
- Certified
- Credentialed
- Certification

**For information about state-specific advertising regulations please refer to your state's dental board.*

Updating your Find An AADSM Qualified Dentist listing

As awareness of oral appliance therapy grows and database searches increase (In 2025, there have been an average of 5,600 searches per month!), it is more important than ever to ensure your practice's database listing with the AADSM is accurate and up-to-date.

A well-maintained profile allows potential patients to find and contact you with ease, helping you grow your practice and provide essential care. Follow the steps in the following tool list to update your information and optimize your visibility on DentalSleep.org.

Free tools for AADSM members

- [AADSM online store](#) for brochures, posters and postcards
- [Example bio / about section](#)
- [How to update your Find An AADSM Qualified Dentist listing](#)
- [ABDSM Diplomate logo](#) or certificate [contact info@abdsm.org]
- AADSM Qualified Dentist certificate [contact qualifieddentist@aadsm.org]
- AADSM member logo [contact info@aadsm.org]
- [6 steps for starting OAT](#)
- [Because I love you fact sheet](#)
- [Bed partner quiz](#)
- [Health risks of OSA patient fact sheet](#)
- [Questions patients should ask before starting OAT](#)

Marketing your practice

Introduction to marketing for AADSM members

Ensuring you have a strong, recognizable brand and an optimized online presence is critical to stand out and attract new patients. This section of the guide will walk you through the importance of branding your practice, updating your digital footprint, optimizing your website, and making the most of social media networks. By implementing these marketing strategies, you'll increase the visibility of your practice and build brand awareness.

Branding best practices

Branding is the process of creating a consistent, recognizable identity for your practice. For dental practices, it's more than just a logo or a website — it's about crafting a cohesive experience that resonates with potential patients and builds trust from the first interaction. A strong brand helps you stand out in a crowded marketplace, convey professionalism, and showcase your unique approach to dental sleep medicine.

Below are some key elements you should consider when building a strong brand:

- **A unique logo for your practice**
 - A well-designed logo is simple yet unique - which conveys professionalism, reinforces your practice's values, and sets you apart from competitors.
- **A compelling mission statement**
 - A brief mission statement helps you define your practice's character. When promoting your practice, ensure your messaging aligns with that mission statement.
- **A memorable tagline**
 - A great tagline captures the value you provide to your patients in one simple sentence or phrase. Keep it simple and functional – reflecting your mission and the services you offer.
- **Use of consistent colors and fonts across material**
 - Using consistent colors and fonts across all materials, both digitally and in-practice, creates a cohesive and professional brand identity and makes your dental practice more recognizable.

Building a digital footprint

A strong digital presence requires attention to three key elements to ensure your practice stays visible and credible. Your information must be:

- Accurate,
- Up-to-date,
- Consistent across various platforms

Here are some of the most important aspects to focus on:

- **Google My Business**
 - Claim your listing and ensure your business profile is complete and regularly updated with accurate hours, location, services, and contact information. The AADSM provides a step-by-step guide for our members, linked below.

- **Name, address, phone consistency**
 - Ensure your practice's name, address, and phone number are consistent across all online directories to improve search engine optimization and rankings.
- **Online Reviews**
 - Actively encourage satisfied patients to leave positive reviews on Google, Yelp, social media, and other relevant platforms to build credibility.
- **Free digital tools for AADSM members**
 - [How to update Your Google My Business profile as a dental practice tutorial](#)

Website best practices

Your website is one of the most important tools for attracting new patients and keeping current patients informed. Regular updates and thoughtful content can help ensure your site remains a valuable resource while also improving your rankings in search results.

Here are a few best practices to keep in mind to keep your website fresh, engaging, and effective:

- **Contact information**
 - Having updated and streamlined contact information on your website is crucial for ensuring patients can easily reach you and book appointments. Make sure your contact details like phone numbers, email addresses, appointment request forms are clear and easy to access.
- **About section**
 - Leverage your about page to clearly highlight your credentials, experience, and commitment to helping patients with sleep disorders. Be sure to include information about your AADSM training in dental sleep medicine and your AADSM Qualified Dentist or ABDSM Diplomate status, if applicable. This not only helps to establish trust with visitors but also signals to search engines that your practice specializes in this field.
- **Practice areas**
 - Many potential patients may not realize that your practice offers specialized services like oral appliance therapy. In addition to listing your current practice areas, be sure to add the treatment of sleep apnea and snoring to the practice areas listed on your website.
 - Additionally, consider including patient testimonials or success stories related to these practice areas, especially oral appliance therapy, as this can strengthen your credibility and show real-world outcomes.

- **Helpful content**

- Regularly adding content such as blog posts and reviews to your website can improve your search engine rankings and help attract more traffic. Be sure to focus on topics that are relevant to your patients, such as the latest advancements in sleep medicine, tips for improving sleep hygiene, or new treatment options. The AADSM provides a list of templated, customizable blog posts to help members keep their websites up-to-date.

- **Oral appliance therapy information**

- To grow your practice of dental sleep medicine, dedicate a section of your site to oral appliance therapy and its benefits. Many patients seeking help for sleep apnea or snoring may not be aware that oral appliances are a viable alternative to CPAP therapy. This kind of content not only educates your visitors but increases the likelihood you will appear in online search results. The AADSM offers a variety of videos that you can link to or embed on your website. A clear, concise description of oral appliance therapy, a link to an interactive quiz, and the AADSM's educational patient website, DentalsSleep.org, are included for your use in the subsequent list of helpful tools.

- **Free website tools for AADSM members**

- [Oral appliance therapy description](#)
- Blog post templates
 - [Blog post template | membership/OAT launch combination](#)
 - [Blog post template | sleep apnea warning signs](#)
 - [Blog post template | sleep awareness week](#)
 - [Blog post template | snoring effects](#)
 - [Blog post template | daylight saving time](#)
 - [Blog post template | treatment tips](#)
 - [Blog post template | New Years resolutions](#)
- [‘Is Oral Appliance Therapy Right for You’ interactive patient quiz](#)
- [AADSM's YouTube channel with approved Marketing videos](#)

Social media tips and tools

Social media is a powerful and cost-effective way for AADSM members to connect with current and potential patients while educating them about dental sleep medicine. Platforms like Facebook, Instagram, and LinkedIn help build trust, showcase expertise, and engage with the community.

Here's how to make the most of social media for your practice:

- **Optimize your profiles**
 - Ensure your social media pages are complete with your practice's name, address, phone number, hours, website, and a description of your services, including dental sleep medicine, sleep apnea treatments, and oral appliance therapy. Use high-quality images for your profile and cover photos and include photos of your practice and employees to make your page more welcoming.
- **Share engaging content**
 - Keep posts informative yet approachable — patients appreciate clear, relatable content over technical jargon. For example, share patient-friendly insights on dental sleep medicine, behind-the-scenes glimpses of your practice, or success stories (with your patients' permission!). The AADSM provides a sample social media calendar, sample posts, and topic ideas to help our members get started.
- **Stay consistent**
 - Aim to post one or two times per week to keep your account active and consider sharing content from AADSM's social channels, listed below, to reinforce your expertise. Use a content calendar or scheduling tool to stay organized.
- **Be authentic**
 - Social media is an opportunity to showcase your practice's personality and unique mission. Keep it professional but personable, and engage with your audience by responding to comments and messages promptly.

Free Marketing tools for AADSM members

- [Sample social media calendar, posts, and topic ideas](#)
- [AADSM's Facebook page](#)
- [AADSM's Instagram profile](#)
- [AADSM's YouTube channel](#)
- [AADSM's LinkedIn page](#)
- [Email headers for patient communication](#)

Becoming a thought leader

Introduction to public relations and the AADSM's efforts

Public relations plays a key role in raising awareness of the AADSM, its members, and the importance of dental sleep medicine. The AADSM invests in year-round media relations efforts to educate the public, build credibility, and position AADSM members as trusted experts in the field. In fact, our organization has been featured in major publications such as [CNN](#), [Forbes](#), [Consumer Reports](#), and the [Washington Post](#). As a member, you can leverage and expand on these efforts to strengthen your professional reputation and grow as thought leaders in the field.

How to position yourself as a subject matter expert

Positioning yourself as a thought leader in the field of dental sleep medicine and the treatment of obstructive sleep apnea helps build credibility, attract new patients, and increase awareness of the field. By making yourself available to local reporters as an expert source, you can establish trust within your community and highlight oral appliance therapy as a viable alternative to CPAP. Media opportunities not only showcase your expertise but also strengthen your affiliation with the AADSM. To enhance your visibility and make it easier for reporters to connect with you, consider these steps:

- Add a media section to your website
 - Identify subject matter experts in your practice, including their biographies and key topics they can speak on.
- Include media contact information
 - Identify a dedicated phone number or email address, ensuring journalists can easily reach out for interviews or comments.
- Keep your LinkedIn profile updated and active
 - Update your personal LinkedIn profile with your education, credentials, and designations to reinforce your professional credibility.
- Share AADSM media placements
 - By sharing articles that the AADSM is featured in on your personal social media, you can help amplify efforts and increase your credibility.
- Free media relations tools for AADSM members
 - [Media training for AADSM members](#) from our partner KNB Communications

Building a referral network

Introduction to growing your network through referrals

For AADSM members, strong professional relationships with physicians are essential for growing a practice that provides oral appliance therapy. Since physicians are responsible for diagnosing sleep apnea, they play a critical role in determining treatment pathways. Educating them on the benefits of OAT and ensuring they view you as a trusted collaborator can significantly increase referrals and improve patient outcomes.

Physicians may be more familiar with CPAP therapy as the standard treatment for OSA. However, many patients struggle with CPAP adherence, making oral appliance therapy an effective alternative. By fostering relationships with physicians and ensuring they understand the advantages of OAT—such as increased patient compliance, comfort, and portability—you can establish yourself as a go-to provider for patients who need an alternative to CPAP.

Referral best practices

- **Educate and advocate**
Provide referring physicians with up-to-date research on oral appliance therapy, including success rates, patient compliance, and its effectiveness for mild to moderate OSA.
- **Make referrals easy**
Develop a streamlined process for referrals, including clear guidelines on how physicians can refer patients to your practice.
- **Network in-person**
Attending relevant events or hosting informal meetings at physicians' offices or speaking at local medical events can be an effective way to educate healthcare providers about OAT.
- **Leverage LinkedIn for networking**
Keeping your LinkedIn profile updated with your credentials, success stories, and recent studies can help establish credibility. Engage with physicians by commenting on their posts, sharing relevant research, and connecting with potential referrers in your area.

Free referral tools for AADSM members

- [Patient outcomes tracking spreadsheet instructions](#)
- [Patient outcomes tracking spreadsheet](#)
- [Patient outcomes tracking letter to physicians](#)
- [Patient satisfaction survey instructions](#)

- [Patient satisfaction survey template](#)
- [Patient satisfaction data collection spreadsheet](#)
- [Communicating with treating physicians protocol](#)
- [OAT fact sheet](#)
- [OAT evidence brief](#)
- [Debunking the myths of oral appliance therapy](#)
- [Introducing your DSM practice letter to Surgeons](#)
- [Introducing your DSM practice letter to Physicians](#)
- [Introducing your DSM practice letter to Cardiologists](#)
- [Building physician referrals guide](#)
- [Referral to physician evaluation letter](#)
- [OSA Evaluation Referral Form](#)
- [Physician Referral Fax Form](#)
- [Letter of Medical Necessity/Referral form](#)
- [Presentation to Physicians Slide Set](#)