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SomnoMed Announces Sleep Apnea Management Program

20th October 2010, Sydney: SomnoMed Limited (ASX:SOM)

SomnoMed, Inc. announced today it has reached a strategic agreement with SleepQuest, Inc. to provide clinical support for dentists and patients across the US. SleepQuest has also been selected as a DME distributor of SomnoMed's products.

Strategic partnership designed to expand US market for OSA dental therapy.

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The SomnoDent[®] is a custom-made oral sleep apnea appliance that positions the lower jaw (mandible) slightly forward of its usual position. This has the effect of keeping the airway open, treating the serious chronic condition of Obstructive Sleep Apnea (OSA).

Sleep Apnea remains vastly undiagnosed and untreated, even though it affects tens of millions of Americans and is associated with obesity, diabetes, high blood pressure, increased risk of heart attack, stroke, memory/performance problems, depression and higher accident rates.

“As a national leader in Sleep Apnea screening, diagnostics and patient management, SleepQuest has an unmatched reputation for excellence and integrity”, said SomnoMed CEO Ralf Barschow. “I am very pleased that we are able to partner with an organization having such extensive expertise, resources and reach across the entire United States.

“The SomnoDent[®] is a clinically proven option for the treatment of Sleep Apnea”, said Robert Koenigsberg, CEO of SleepQuest. “Patients now have a more comfortable choice instead of surgery, implants or CPAP devices. We are pleased to help bring greater awareness of oral appliance therapy and improved patient compliance to the understanding of sleep disordered breathing”, said Koenigsberg.

SomnoMed continues to enjoy continued acceptance of its devices through a growing network of SomnoMed dentists, sleep specialists and primary care physicians. SleepQuest will play a key role providing educational and diagnostic services to both clinicians and patients through the SomnoMed.com website and the SomnoMed Academy. SleepQuest will provide online services through their recently introduced MySleepQuest.com website. Patients are able to find out if they are at risk for Sleep Apnea by submitting an online questionnaire that will be reviewed by Sleep Specialists and Sleep Physicians. Patients will then receive definitive diagnosis through Home Sleep Testing or referrals to affiliated Sleep Centers.

“For over a decade, SleepQuest has partnered with clinicians, researchers, universities and leading manufacturers in outreach programs to spread awareness about the crucial role sleep plays in total health, said Koenigsberg. “Our goal has always been to encourage doctors, and now SomnoMed dentists, to view Sleep Apnea just as they do other serious chronic health concerns like diabetes, obesity and asthma.”

The SomnoDent® will be provided through a clinical pathway that ensures all patients are appropriately diagnosed and that only suitable patients are fitted with the device” added Barschow, “As the world’s leading company in Dental Sleep Medicine, the partnership with SleepQuest reflects our innovative approach to achieving continued U.S. market growth.”

About SomnoMed

SomnoMed, Limited is the world’s leading company in dental sleep medicine with expanding operations in North America, Europe, Asia-Pacific and Japan. As the Gold Standard oral sleep apnea appliance, the SomnoDent® offers a clinically proven, effective and patient compliant alternative treatment for the majority of patients experiencing mild to moderate Obstructive Sleep Apnea (OSA) – and for existing CPAP therapy patients looking for improved comfort and compliance. North America is the largest worldwide market in Sleep Medicine, with more than 40 million Americans suffering from sleep disorders, according to the National Sleep Foundation.

SomnoMed provides the sleep apnea appliance SomnoDent®, a Class II Medical Device that is FDA cleared, ISO certified & clinically validated to effectively treat OSA. Each custom SomnoDent® goes through FDA/ISO approved quality control process.

For additional information, visit SomnoMed at www.SomnoMed.com

About SleepQuest

SleepQuest, Inc. is a national provider of comprehensive Sleep Apnea services, with Board Certified sleep medicine physicians reviewing diagnosis, therapy and ongoing clinical support. Through MySleepQuest.com, the company permits consumers and existing patients across the country to benefit from SleepQuest’s experience in providing customized care. SleepQuest has delivered successful outcomes to thousands of patients suffering from Obstructive Sleep Apnea. Accredited by the Joint Commission, their comprehensive and clinically-validated "Continuum of Care" approach includes screening, diagnosis, treatment and ongoing patient management to achieve high compliance rates and successful medical and quality-of-life outcomes.

For additional information, visit SleepQuest at www.SleepQuest.com

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