

Basics of Dental Sleep Medicine - Lab Prespective

We go over the fundamentals of DSM for a laboratory.

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INTRODUCTION

Why offer DSM appliances?

- Fastest growing segment of dentistry
- Profitable for Labs and Dentists
- Almost everyone is affected by Sleep Disordered Breathing
- Best door opener for labs looking to grow
- Be a Hero to your community and help treat this epidemic.

Step 1 — What is Dental Sleep Medicine?



- Dental sleep medicine (DSM) is an area of dental practice that focuses on the use of oral appliance therapy (OAT) to treat sleep-disordered breathing, including snoring and obstructive sleep apnea (OSA).
- Here are some of the aspects of DSM that make it the fastest growing segment of dentistry:
 - about 90 million US citizens are afflicted with some form of sleep disordered breathing. Almost everyone is negatively effected. Poor sleep for the patient and the bed partner.
 - Oral Appliance Therapy (OAT) is the most effective treatment. It works and compliance is over 90%. CPAP always works, but compliance is less than 50%.
 - Delivering an DSM appliance is fairly easy, when compared to other dental procedures, like placing an implant, crowning a tooth or providing a denture.
 - It pays out handsomely. Covered by medical insurance only, this medical treatment pays out from a low of \$1,000 to over \$3,000. Average is over \$2,000.

- Costs of the appliances are about \$400. Production time averages about 2-3 hours over the course of treatment. This works out to over \$500/hour. Which is high compared to other procedures.
- Treating Sleep Apnea saves lives. The personal reward for is high for the dental practice that chooses to serve their community.

Step 2 — Why doesn't everyone provide DSM appliances?



- Dental Sleep Medicine isn't for every practice. First off, it's not even a dental treatment. It's a medical treatment delivered by a dentist. So as a business, it's not really dentistry.
- In this business, the dentist acts much like a pharmacy. The MD issues the prescription. But instead of providing drugs, the dentist provides an oral appliance.
- **Fundamental Rule #1:** It's a medical treatment for a medical condition
 - Only an MD can diagnose and prescribe treatment for obstructive sleep apnea (OSA).
 - The dentist can screen and refer patients. Can also use tools such as home sleep testing (HST) or recording oximeters to determine and improve efficacy of the OAT.
- **Fundamental Rule #2:** Only medical insurance reimburses for this treatment. No dental insurance.
 - Dental insurance is hard. Medical insurance is harder.
 - Most successful DSM practices start with a third party billing service to get paid. This alleviates the pressure on the staff assigned to obtaining insurance reimbursement.

Step 3 — Why you should offer DSM appliances



● **Community Service Prospective**

- With about half the adult population (and growing) affected by snoring and sleep apnea, these appliances can make a big impact on the communities you serve. From saving marriages to saving lives - we need your help!

● **Business Prospective**

- It's profitable for the lab and the dentist.
- DSM is the fastest growing segment of the dental industry, with an intro course being held every weekend in the US.
- The best door opener for any lab, since many dentists are interested or are already providers.
- **Defense:** Why let another lab engage with your clients
- **Offense:** Grow your regular business by starting new relationships with your DSM appliances.

Step 4 — What you should expect at the Lab



- **Manufacturing:** For the TAP system, you will need a pressure thermoforming machine and simple acrylic tools/materials
- **Customer Service:** You will need to build some expertise in the office. Luckily, it's pretty simple and AMI can help.
- **DSM Support for dental practices:** No need to be an expert. There are numerous partners that can assist. Work with the DSM vendor community to give your lab instant credibility and limit resources needed at the lab.
- **Getting Paid:** The number 1 issue for most offices. Since DSM is reimbursed by Medical Insurance, most successful DSM practices start with a 3rd party billing service. Costs about 10% but well worth it.
- **Getting MD Rxs:** The ability to receive Rxs from medical doctors is the second biggest issue. Engaging with effective practice management programs is essential. Loads of paperwork to support detailed communication is necessary. Use a PM service to be effective.
- **Creating Patient Flow:** Two basic ways to grow a DSM practice:
 - **Organic Growth:** Half your practice patients have some form of sleep disordered breathing. The other half sleeps with them. Create effective screening and awareness campaigns in your practice. AMI can help
 - **Referral Growth:** Generating patients from existing MD practices. This is the low hanging fruit. Non-CPAP compliant patients. Help your MD colleagues treat their patients with effective oral appliance therapy.