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SEPTEMBER 2012

# SLEEP



## SLEEPLESS IN AMERICA

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## CHALLENGES

## THE GAMEPLAN FOR HEALTHY SLEEP

Long before I became a physician, I had a passion for athletics. Growing up, I played any and every sport that required you to throw, kick, or hit a ball. I learned early on the importance of teamwork and having a game plan for success. As I grew older, I learned to apply this not to just athletics, but in all aspects of my life.

I can't say that I am much of an athlete today. But as a sleep medicine specialist at Cape Fear Valley Health System in North Carolina, I'm part of a medical team that is helping people win the struggle against sleepless nights and drowsy days. So what is the game plan that will help you get the healthy and restful sleep that you need?

**Making sleep a priority**

First, you have to make sleep a priority in your life. We should be spending approximately a third of

our time sleeping, yet in the U.S. we tend to be too busy to sleep. Our ongoing sleep loss has been linked to a variety of health problems such as obesity, diabetes and depression, and it has a significant impact on job performance. As a result, the CDC has called our national sleep problem "a public health epidemic."

You can improve your health dramatically by making sure that you get enough sleep every night. Although individual needs vary, most adults require seven to eight hours of sleep at night. This will help you feel, think and perform your best during the day.

**Create healthy habits**

The next part of the game plan is to practice habits that will promote restful sleep. These include exercising regularly (especially in the morning), keeping a regular sleep schedule by going

to bed and waking up at the same time every day, getting daily exposure to outdoor or bright light in the morning (ideally while you are exercising), developing a relaxing bedtime routine, and creating a bedroom environment conducive to sleep by keeping it cool and dark with limited light exposure (turn the TV off!). Addi-



**Sam Fleishman, MD**  
PRESIDENT,  
AMERICAN ACADEMY  
OF SLEEP MEDICINE

tionally, you should limit alcohol use altogether, avoid caffeine after lunchtime and eliminate daytime napping as much as possible.

For some, even if they follow all the rules, they may still have ongoing sleep problems that prevent them from falling asleep easily or waking up refreshed. Millions of people in the U.S. suf-

fer from a sleep disorder such as chronic insomnia, obstructive sleep apnea or restless legs syndrome.

**Seek professional help**

So the final strategy in the game plan for healthy sleep is to see a board-certified sleep medicine physician when you need help. He or she is the captain of the medical team that can provide effective solutions for your sleep problems.

Schedule an appointment by contacting a sleep disorders center that is accredited by the American Academy of Sleep Medicine. Visit [www.sleepcentral.org](http://www.sleepcentral.org) to find a location near you. Improving your sleep will be a game winning decision.

**SAM FLEISHMAN, MD**  
[editorial@medianplanet.com](mailto:editorial@medianplanet.com)

## WE RECOMMEND



**Dr. Stuart Quan, MD**

Q&A with the professor of sleep medicine at Harvard.

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SEPTEMBER 2012

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- Dr. Barry Feldman, MD, Sleep Coastal Disorders Center

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Heats to



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Headaches and jaw tension are just the beginning. Many grinders suffer from poor, disturbed sleep (as do their partners and roommates). Some have migraines. Some damage their teeth, wear down costly dental work, and end up with sore gums and loose teeth. Facial pain and tension are also common complaints.

Teeth grinding and clenching – or bruxism, as it's known medically – can be responsible for a wide array of painful symptoms and health problems.

GrindCare deals with bruxism's causes – not just the symptoms. Most people start experiencing relief after just a few weeks, and find that GrindCare helps break the grinding habit over time.



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The GrindCare device is unlike any other anti-grinding aid. It works while you sleep, without you noticing a thing.



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## NEWS

# Advancements in sleep technology: Dispatches from a New Yorker

## I'm just your average New Yorker—if ever there were such a thing.

No... I don't spend each weekend strolling the High Line or taking trips to Governor's Island. But I do know exactly what time the Q train shows up at 14th Street during rush hour, and I can pretty much tell you where to get the best bagel, slice, or doughnut in the city (Kossar's, L&B, Dough, respectively). And much like other New Yorkers, I can't seem to sleep for more than a few hours at a time. And I miss sleep. So I dug up some newfound treasures that may help my quest to get in 8 hours.

### Brainwave treatment

Brainwave Optimization sounds a bit intimidating, but it's really not. When we experience traumas, whether emotional or physical, our brain functions can become imbalanced. Dr. Sung Lee, Diplomate of the American Board

of Internal Medicine and Research Coordinator at Brain State Technologies® explains, "When our brain is out of balance, this tends to manifest in ailments or disorders, such as stress, anxiousness and sleeplessness." So how do we get things back in balance? "The Brainwave Assessment first evaluates any imbalances that are currently taking place," explains Lee, "and it does so by placing small non-invasive sensors on the temples to record data. The data is then translated into sound, which is played back to the brain. Through sound, the brain is able to recognize the imbalances and recalibrate itself to find balance." As Dr. Charles Tegeler, Neurologist at Wake Forest Baptist Health explains "When we look in the mirror, we may notice that our hair is off-kilter, and we're able to fix it. In essence, this is what takes place when the brain listens to its own sound waves—it has that mirror-like quality to



The Lark Silent Alarm Clock



The NightWave Sleep Aid

recognize the imbalance between brain lobes and fix it." The result? In many cases, better sleep, less fatigue and stress, and a myriad of other benefits.

### Sleep monitoring systems

My worst enemy tends to rest exactly next to me while I sleep. And, no, this is not a cheap shot at my wife. It's my alarm clock. But these days, I've found a better solution than that blinding blue incandescent light. There are a few products on the market, like the Zeo Mobile Sleep Manager or The Lark Silent Alarm Clock, that connect to your body through your iPhone or Android. These products can not only analyze when you wake up throughout the night, they gently stir you awake you up when you're in a state of shallow sleep in the mornings, which, according to the manufacturers, makes you feel more refreshed throughout the day.

### Blue light technology

Traditional science and popular belief may suggest that staring at a light would probably not help anyone fall asleep, but sleep aid manufacturers and the millions of Americans suffering from sleep loss have found just the contrary in a little blue light. Two products are on the market: the first product is called the Glo To Sleep—an electronic sleep mask that shines blue light while blocking out any other light. The second is called the NightWave Sleep Aid, which projects blue light upon the ceiling. Though these products are not for everyone, many have found them to be extremely helpful in creating a heavy-lid sensation that can effectively bore someone to sleep.

STEVE FONTANA

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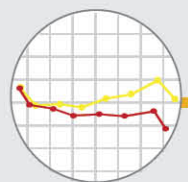
I can't  
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## How Brainwave Optimization™ Works



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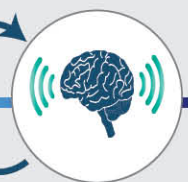
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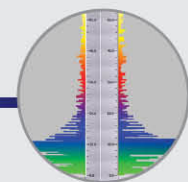
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NEWS

# SNORE NO MORE

## Three proven treatment options

**No one likes snoring. But what to do about it? We've outlined the three best ways to help you and those around you catch some much needed Zzz's.**

### Surgery

The most common surgical method for snoring is called uvulopalatopharyngoplasty, or UPPP. Various methods, involving lasers or other electronic methods, remove tissue from the base of the tongue and/or the soft palate to reduce the occlusion that causes snoring. This treatment option has proven effective in many patients, though it involves a notoriously long and painful recovery time.

The American Academy of Sleep Medicine issued a statement in 2010 stating that the "evidence concerning the surgical treatment of the upper airway for OSA in adults is conspicuous. Both PAP and OA therapy have more robust data."

### Positive Airway Pressure

Positive Airway Pressure (PAP) is often used on patients suffering from obstructive sleep apnea, and what takes place is that a patient wears a mask over the nose or face which is connected to a bedside machine which blows air at a slightly elevated pressure through the mask into the upper airway, relieving any blockages to

allow effortless and unobstructed breathing. PAP therapy is highly effective, however compliance remains low, and is not typically used for "simple snoring"—or snoring without sleep apnea.

### Oral Appliance Therapy and Mandibular Repositioning Devices

Oral Appliance (OA) therapy or Mandibular Repositioning Devices (MRDs) are used to reduce or eliminate snoring and/or Obstructive Sleep Apnea through a simple mouth-guard. They work by holding the jaw forward of its usual position, and in doing so, the base of the tongue is also held forward, away from the soft palate, opening the upper

airway. You can test it for yourself by attempting a snoring sound, then try jutting your jaw forward and attempting the snoring sound again. Though not as effective as PAP therapy, studies show that patients are much more likely to adhere to this treatment. Cost for products can range from under \$100 through \$1000. Be sure to choose an MRD that is FDA cleared.

STEVE FONTANA

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### Q & A: DR. QUAN

**Question:** What are the links between the physiology of sleep and cognitive performance?

**Answer:** Both the inadequate time spent asleep and poor sleep quality result in an increase in sleep drive or sleepiness. Increased sleepiness, in turn adversely impacts cognitive performance.

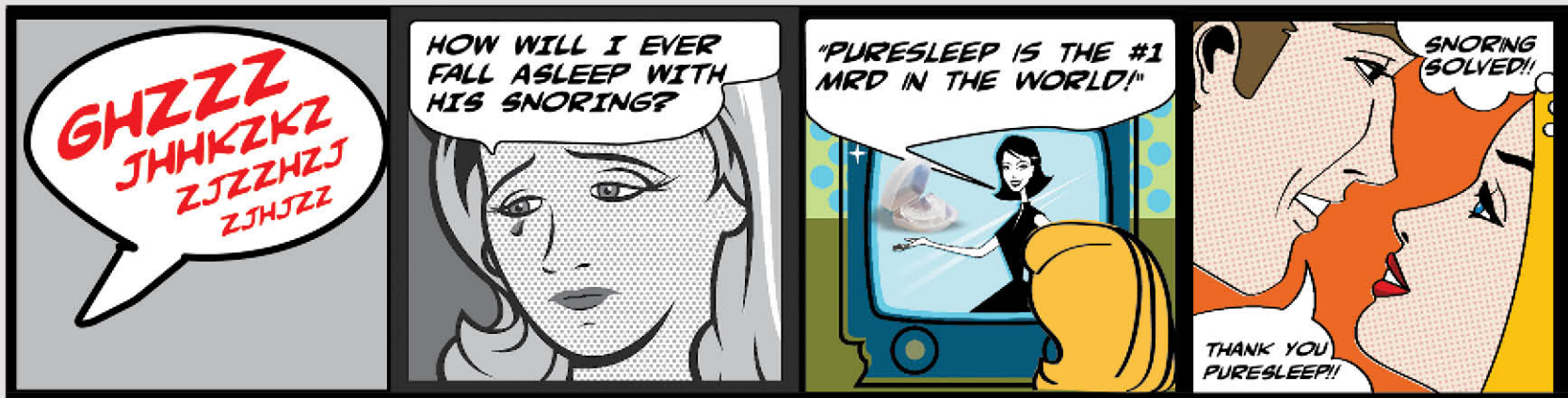
**Q:** What should companies do to address sleep deprivation amongst their employees?

**A:** Corporations should seek experts to help them integrate sleep health practices into their operations and wellness programs. They will realize benefits with productivity as well as in their health care costs.

**Q:** For those who sometimes have to perform on limited sleep, what advice would you give?

**A:** Take strategic 20 minute naps before you start work

- Nap whenever the place and time are right
- Use caffeine in moderate intake before taking nap.



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## INSIGHT

# UNDERSTANDING SLEEP APNEA

Using the three C's – Common, Chronic and Correctable

**S**leep apnea is now finding its way in the news more and more these days. Medical research tells us that untreated sleep apnea contributes to other health conditions – heart disease, diabetes, depression and cancer to name only a few. Drivers with the condition can cause serious motor vehicles accidents. And on the positive side – treating sleep apnea can improve health.

You can simplify explaining sleep apnea to someone if you do it in terms of the three Cs.

## The first “C” – Common

Sleep apnea is more common than previously thought. It is not just middle-aged, overweight men who are at risk – women and children are as well.

Sleep apnea occurs when air isn't entering the lungs due a partial or complete blockage to the opening of the upper airway.

The blockage can occur when the tongue, relaxed in the deeper stages of sleep, slides back over the opening. Also contributing the problem can be a narrowed opening due to crowding by fatty tissue or in some cases a recessed chin making the opening smaller.

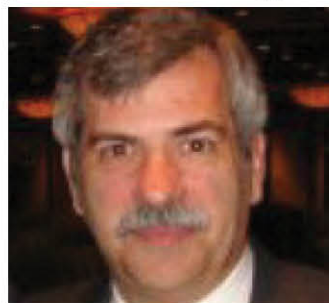
Occasionally medical professionals will diagnose depression in women not realizing that the depression-like symptoms are caused untreated sleep apnea. In men, frequent nighttime urination (a symptom of OSA) can be confused with a sleep problem.

The same is true of ADHD in some children. They don't realize that children can have sleep apnea as well.

Common symptoms of sleep apnea are loud snoring, pauses in breathing during sleep and excessive daytime sleepiness. If you have diabetes or high blood pressure, you may be at greater risk as well. Talk with your doctor to see if testing is appropriate.

## The second “C” – Chronic

Chronic sleep apnea is a chronic condition, similar to diabetes, asthma and COPD. A chronic condition is one that requires ongoing management at least in the early stages to help the patient adhere to therapy.



“Sleep apnea is easily diagnosed and there are various treatment options.”

EDWARD GRANDI  
EXECUTIVE DIRECTOR,  
THE AMERICAN SLEEP APNEA ASSOCIATION

Depending on what brought the sleep apnea and how it is treated, effective treatment may be life-long.

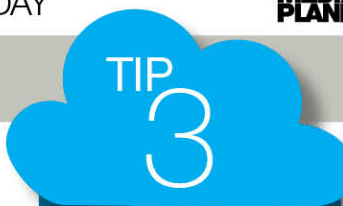
Disease management means patient education and support. For sleep apnea patients this help comes from the sleep medicine professional or the respiratory therapist.

Successful treatment makes a positive difference in the lives of those affected by this condition – what price can you put on getting a good night's sleep. The bed partner and family members benefit as well.

## The third “C” – Correctable

Sleep apnea is easily diagnosed and there are various treatment options.

It is safe to say that those with a high likelihood of having sleep apnea can be diagnosed using a home sleep test in conjunction with medical history and physical examination. Should the test



Fight after-dinner drowsiness

come back negative, in that case, then a night in the sleep lab may be necessary to determine what the problem is.

Once diagnosed, the patient works with a qualified sleep medicine professional to determine the right treatment option for them. Successfully addressing the disease could be anything from changes in sleeping habits, to an oral appliance (something fitted worn in the mouth during sleep), to Positive Airway Pressure (CPAP) and/or in some severe cases surgery in combination with one of the other therapies.

The take-away from the “three Cs”: if you aren't sleeping well at night because of how you feel during the day; it may be due to not breathing while you sleep. If that is the case, there is something you can do about it today.

EDWARD GRANDI  
editorial@mediaplanet.com

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# A prayer, answered

## Debbie Rutan gets a second lease on sleep

**I was in my early 40s and away at a weekend Church retreat when someone said, “roll over – you’re snoring!”**

I never knew that I snored, and my husband slept so soundly that he didn’t hear it! During the next 10 years I slept poorly, waking up many times throughout the night, sometimes feeling a sense of panic, and always very tired in the morning. My doctor said these symptoms were common during menopause and it would get better with time... but did suggest a test to rule out another condition, Sleep Apnea.

**My diagnosis**

The study confirmed that I had

moderate-to-severe OSA (Obstructive Sleep Apnea). I began CPAP therapy with high hopes, trying several different masks until I found a full face one that felt the best. However, I soon found that wearing the mask was a big challenge, as I often awoke to a squealing-balloon sound when the air leaked out. It was generally uncomfortable, leaving red marks on my face when I went to work. After a few weeks my high hopes were turning into a nightmare, and I was ready to give up CPAP therapy.

**Taking matters into my own hands**

At this point my husband told the doctor that “he was going to

fix the problem.” Not knowing exactly how...he began to pray for an answer, which came in the middle of the night 3 weeks later. He fashioned a fabric gasket-liner to wear between my face and the mask. Immediately I felt the softness and went back to sleep, not waking up until 7 hrs later, realizing that I had even been dreaming! I felt rested and once again filled with hope. I could now wear the mask with the cotton liner, allowing CPAP therapy to treat my condition more effectively while allowing me to be more comfortable. I now sleep better and live a much healthier life.

DEBBIE RUTAN

editorial@mediaplanet.com

### Convenient Home Sleep Test



Snoring, daytime sleepiness, poor memory or lack of concentration may be a sign of **Obstructive Sleep Apnea.**

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↓ MUST READ



Clarence Johnson discusses the pros of “going mobile”

**What are some of the best innovations for sleep apnea devices to hit the market in the last year?**

A solar CPAP battery charger is a significant innovation for sleep apnea sufferers. This accessory allows the user to maintain continued therapy while traveling to locations away from other sources of power (such as while camping or boating) or during prolonged power outages. Heat-moisture exchange humidification also makes it possible to maintain comfortable humidification without the need for a heated humidifier. This is a particularly attractive innovation for travel, whether for business or pleasure

**How have portable devices for sleep apnea users improved their lifestyle?**

Many sleep apnea sufferers are forced to forego activities they enjoy because their bedside CPAP is not compatible with their lifestyle. Users that like the outdoors, for example, need portability. Camping, hiking, fly-in fishing, and boating are several examples where size and weight is limiting. Enjoying other travel, whether for business or pleasure, is also negatively impacted by CPAP size and weight. Smaller, more portable CPAPs are a clear advantage to travelers.

**How will consumers benefit from smaller and lighter sleep apnea devices?**

Sleep apnea sufferers are mobile. They travel on business and like to spend their leisure time hiking, camping, fishing, or on other outdoor adventures. Many are retired and are finally able to see the country RVing or enjoy quiet time on the boat. Therapy compliance is critical to good health and smaller, lighter, more portable CPAPs make all these activities more possible, while still maintaining good sleep health

**Patients are looking to have more involvement in their therapy. That is, to have more options for personalizing or individualizing their care. What CPAPs or CPAP systems allow them to do so?**

Patients the option to individualize their care. Most have few options that give patients choices that are right for them. Some, however, have battery power, heat-moisture exchange humidification, solar battery chargers, and use options that allow patients to decide what configuration is best for them and their active lifestyle.

CLARENCE JOHNSON  
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