



AADSM Annual Meeting & Sleep 2009

The 18th Annual Meeting of the American Academy of Dental Sleep Medicine (AADSM) and SLEEP 2009 is the center point for Dental Sleep Medicine and the Sleep Medicine fraternity worldwide. This year's conferences took place in Seattle and brought record numbers for the AADSM conference, with more than 600 delegates and the medical conference of Associated Professional Sleep Societies (APSS), which attracted more than 6,000 delegates.

SomnoMed participated in both events with highly visible exhibition stands manned by SomnoMed staff and executives from the US, Australia, Japan, Germany and Sweden. Further support was given by key opinion leaders in the form of demonstrations of the SomnoDent[®] MAS and information sessions about its efficacy, available scientific research and patient testimonials.

All exhibition activities were focused on the positioning of the SomnoDent[®] MAS therapy as a patented, clinically proven and compliant OSA treatment option for sleep disordered breathing.

"SLEEP 2009 was a very important strategic investment for SomnoMed and I am very pleased with the response. It offered an ideal opportunity to present the SomnoDent[®] MAS therapeutic option to a broader medical fraternity. It also confirmed our view that there is a significant demand for the SomnoDent[®] MAS therapy for all patients diagnosed and untreated, as well as non-compliant to traditional treatment options, such as surgery or CPAP," said Ralf Barschow, SomnoMed Limited's CEO.

The SLEEP 2009 conference positioned SomnoMed as the leading company in Dental Sleep Medicine and presented the SomnoDent[®] MAS therapy as the least invasive OSA treatment option to a very broad range of physicians, sleep specialists, ENT's and pulmonologists. Over two hundred interested physicians were registered and requested contact from SomnoMed Preferred Dentists.

Prior to the conference SomnoMed welcomed 190 participants at the SomnoMed Appreciation Dinner with key note speakers Dr. Marie Marklund and Dr. Philip Westbrook. On this occasion SomnoMed also celebrated its 5th anniversary since inception. Ralf Barschow said, "After 5 years we are turning the corner to profitability and sustainability. Equally important is that we can look back to more than 10 years of clinical research, which is a key factor leading to the medical and dental fraternities acceptance of the SomnoDent[®] MAS therapy."