

Done-For-You Dental Sleep Medicine Program

Have you considered entering the rewarding arena of Dental Sleep Medicine but aren't quite sure how?

Perhaps you're one of the many dentists who have attempted to integrate dental sleep medicine into their practices and experienced more frustration than reward.

So many dentists are attracted to a weekend course or mini-residency by the promise of a leaving with a blueprint to build a successful sleep practice. Far too many walk away with more questions than answers.

- *How do I efficiently test patients?*
- *How do I obtain a diagnosis and prescription?*
- *How do I avoid legal liability?*
- *How do I bill medical insurance?*
- *Can I get paid at the in-network rate?*
- *What equipment & software do I need to buy?*
- *How do I work with physicians?*
- *How do I attract sleep patients?*

This summarizes the challenges facing dental sleep medicine today; it's a confusing, disjointed landscape. A dentist who wants to grow a successful sleep practice has to spend tens of thousands of dollars attending courses, work with a variety of consultants and vendors, buy or lease expensive equipment and software, train and motivate their staff, all the while trying to decipher the various mixed messages regarding the legalities of testing, diagnosing and billing medical insurance.

After spending decades in the dental sleep space, treating over 12,000 patients in our DFW clinics, and spending hundreds of thousands of dollars on training, marketing and growing sleep practices, we reached a point in our careers that we wanted to share what we've learned. However, we realized that dentists don't need another course on medical billing or another software program to learn, they needed a comprehensive solution, and CSS was born.

Comprehensive Sleep Services™ (CSS) has developed a Turnkey 100% Done-For-You Program

Our unique program will enable you to simply, effectively and profitably treat those suffering from the growing epidemic of Obstructive Sleep Apnea (OSA). Our model is the first to bring all aspects of building and growing a sleep practice together into one complete program.

All you and your office have to do is treat the patient. You perform the exam, consultation and provide the therapy, we handle everything else and send you a check.

Sleep Services:

- In-Network Billing
- Staff Training
- Patient Screening, Education & Motivation
- Telemedicine
- Home Sleep Testing
- Obtaining the Diagnosis
- Attaining Scripts for OAT
- A-Pap for Combination Therapy

Two Ways to Leverage This Program

(1) Affiliates. As an affiliate, you can benefit from all of the advantages outlined above with zero cost to you. You don't pay a setup or membership fee, there are no courses to pay for, no equipment to buy, no software subscriptions and no monthly maintenance fees.

(2) Branded Partners. If you're one of the dentists who want to rapidly grow their sleep practice and benefit from a complete branding and patient acquisition solution, you may want to consider our branded program. For a one-time membership fee and a monthly maintenance fee, you receive the added benefits outlined below.

Sleep Patients Delivered Each Month

As a branded partner, you will receive a guaranteed number of dental sleep patient appointments each month. By utilizing proven multi-media marketing campaigns and our highly trained call center team, we will deliver pre-screened, pre-qualified patients. And these patient's medical pre-authorization will have been completed so you and your staff don't have to spend time discussing insurance and payments.

Additional Services Provided to Our Branded Partners:

- Comprehensive Branding Package: Logo, Website, Brochures, etc.
- Direct-to-Patient Marketing: Internal/External, Online and Offline
- Physician Marketing: We develop physician referral relationships so you don't have to.
- Call Center: Avoid having to train your front desk staff.
- On-Site Team Training: In addition to our phone and online training, you will receive in-office training from our experienced team – the consultation, exam, selecting appliances - anything you need to know in-person, in the comfort of your office.
- TMD Training and Billing
- Implant Medical Billing
- Power Sports Splints

Limited Branded Partner Opportunities Available

We will be accepting a limited number of practices under our exclusive branding program to ensure our branded partners have a protected territory and receive the full benefit of our proven and progressive dental sleep patient acquisition system.

Advantages Over Billing Companies

- An extra layer of legal protection – everything is billed through a Board Certified Sleep Physician
- There is no cost to get started with our affiliate practice program
- There is no expensive equipment or software program for you to purchase/lease
- You or your staff do not have to take the time to try and explain medical insurance (deductibles, co-insurance, reimbursements, etc.) to your patients
- You or your staff don't have to deal with insurance companies at all – no verifying benefits, determining co-payments, etc.
- You don't have to become credentialed with 100s of insurance plans
- You don't have to submit a single claim to insurance
- Your patients are always reimbursed at the in-network rate

Sleep Apnea – An Epidemic with a Unique Opportunity

There is a significant need to diagnose and treat sufferers who snore or who are at risk of having obstructive Sleep Apnea (OSA) with Oral Appliance Therapy (OAT), a safe effective proven alternative to Continuous Positive Airway Pressure (CPAP). In general, traditional sleep centers have limited direct contact with the greater community, and in many cases patients who snore and are potential OSA sufferers are not seeking diagnostic testing and therapy.

To make it more likely that patients with OSA are identified, diagnosed and treated, Comprehensive Sleep Services is partnering with preferred dentists to provide streamlined, effective therapy to victims of OSA.

Grow the Sleep Practice of Your Dreams

Comprehensive Sleep Services has mastered the dental sleep medicine business model and our team is ready to support you and your dental sleep practice. As a dental professional, you are uniquely positioned to address this escalating epidemic and we look forward to partnering with you to help you succeed.

The Financial Benefits of the CSS Model

Activity	Traditional	CSS
Dr. Training 2 courses per year	5000	0
Travel and expenses	2400	0
Lost Productivity	12000	0

Staff Training (per member)	1300	0
Travel and expenses	2400	0
Lost wages	800	0
Sleep software (yearly)	3600	0
Rental of 2 HST Units per year	7200	0
TeleMed Platform Initiation	400	0
Monthly fee (99X12)	1200	0
Appliance cost	400	0
Dr Time per completed patient	1 hour	20 minutes
Clinical Staff Time	2 hours	1 hour
Administrative Staff Time	2 hours	0 minutes
Network status	Out	In
Net Profit	rarely any Usually a loss	\$1200-1400

About Our Co-Founders

Ronald L. Cook, DDS graduated from Baylor University in 1984 with a B.S. in Biology and Baylor College of Dentistry in 1988 with a Doctor of Dental Surgery. He is dual licensed in the states of Texas and Oklahoma. He is a member of the American Dental Association, the American Academy of Dental Sleep Medicine and an American Breathing and Sleep Academy diplomate. He has been in private dental practice since 1989 and full-time dental sleep medicine since 2012.

John Truitt has held multiple senior management roles in both publicly and privately held companies in the sleep and dental category. He was instrumental in the listing, implementation, and growth of SomnoMed (ASX:SOM) and relocated from Sydney, Australia in 2006 to expand operations to the Americas. From 2011-2019, John was the co-founder and CEO of Texas-based Simple Sleep Services. After studying liberal arts at the University of North Texas and emergency medicine at the U.S. Army Academy of Medical Sciences, John continued his education in dental sleep medicine, orthodontics, chronic pain management, TMJ and maxillofacial orthopedics under the tutelage of many world-renowned clinicians.