

Taking the lead in sleep dentistry

Three years ago, while corporate consulting for a number of companies, including SomnoMed, I met and befriended the incredibly talented publisher of all four MedMark journals, Lisa Moler. At that time, as we discussed a variety of orthodontic topics, she asked me about my role at SomnoMed. I shared with her the personal impact consulting for that company had on me, as well as the fact that I had just finished a presentation at the annual Benco sales meeting on sleep apnea — discussing everything from signs to treatment options. In my presentation, I talked about a salesman at Saks Fifth Avenue who helped me to buy a suit. He was maybe 5'3" tall, thin, and very talkative. When he heard about my involvement with SomnoMed and sleep apnea, his whole persona changed, and he became very pensive. He told me that his Dad had died very young, and what everyone remembered the most in the family was his snoring and that he would wake up routinely through the night gasping for air. He became very tired constantly throughout the day and had major mood swings. He never received a firm diagnosis, but unfortunately, one day he had a heart attack and passed away. His family felt that all of the symptoms that he had shared with me played a role, but they weren't ever sure.

I sat there in shock as he walked me through this very personal and upsetting story. He then said, "Funny, my wife tells me I do the same thing." I immediately asked him if he had been seen by any medical professional for this, and he said no. I sent him to a dental sleep specialist whom I knew locally and told him to keep in touch. Weeks later, upon returning to pick up my suit, when he saw me, he immediately ran over and embraced me. He started to cry, saying, "Thank you for saving my life!" He ended up having an AHI score of 70! (Any score greater than 30 is classified as severe sleep apnea.) Now, he was going through the steps needed to manage his disease. This whole series of events had a real impact on me as well.

Maybe we, as dental professionals, could be part of the answer. Upon hearing the story, Lisa stated that she was having some similar sleep issues; she was exhausted during the day and just wasn't herself either! Well, off she went to a colleague for whom I had great respect, and it was a huge revelation as she followed the needed steps through the process of diagnosis and treatment of her own sleep-related symptoms, which brought her back to being the Lisa I know and love today.

As she began to feel the benefits of treating the condition, she became an evangelist. She said, "Lou, you are right! How can we make a difference?" That discussion led to her launching *Dental Sleep Practice* magazine after fortunately hiring Dr. Steve Carstensen as the Editor-in-Chief. The journal has quickly grown to a circulation of 30,000 and is considered THE RESOURCE in the field. My mission as Managing Editor of *Dental Sleep Practice* has been simple and straightforward from the start, and it is the same message that I leave with you here. My goal is for every dental practitioner and, in this case, every one of us, to make the effort to gain enough knowledge to be able to screen for sleep apnea — and to help save lives as a result. As orthodontists, especially with our comfort level and expertise around the use of appliances, we have the ability to take it even further. As my first communication as the managing editor of *Orthodontic Practice US* and a fellow orthodontist, I ask that we, as a specialty, take the lead as the example for the rest of dentistry to follow, to acquire what's necessary to be able to screen every patient that sits in our chair. May this issue, dedicated to sleep dentistry, be the motivator to accomplishing that goal.

Lou Shuman, DMD, CAGS



Lou Shuman, DMD, CAGS is the President and CEO of Cellerant Consulting Group and is personally known for his expertise in Internet strategy, emerging technologies, e-learning applications, and digital marketing methods. Highly respected in the dental corporate and education community, he is an executive consultant for KaVo Kerr Group (KKG), WEO Media, ZQuiet, DEXIS, i-CAT, Pelton & Crane, HR for Health, SFP Capital, and Vanguard Dental Partners among others. He is the Chairman of the Technology Advisory Board at WEO Media, is a Venturer in Residence at Harvard's Innovation Lab, and is on the Clinical Advisory and Editorial Boards at *Dentistry Today*, *Inside Dentistry*, *Dental Products Report*, *Dental Practice Report*, *The Progressive Dentist*, and *Seattle Sleep Education LLC*. He is the Managing Editor of *Dental Sleep Practice* journal and *Orthodontic Practice US*. Dr. Shuman served as President of Pride Institute for 6 years and Vice President of Clinical Education and Strategic Relations at Align Technology for 7 years. He is the past owner of a 10-doctor multispecialty group practice where he specialized in Adult Orthodontics. He received his Certificate in Advanced Graduate Studies in Orthodontics from Dr. Anthony Gianelly at the Henry M. Goldman Boston University School of Dental Medicine.

EDITORIAL ADVISORS

Lisa Alvetro, DDS, MSD
 Daniel Bills, DMD, MS
 Robert E. Binder, DMD
 S. Jay Bowman, DMD, MSD
 Stanley Braun, DDS, MME, FACD
 Gary P. Brigham, DDS, MSD
 George J. Cisneros, DMD, MMSc
 Jason B. Cope, DDS, PhD
 Neil Counihan, BDS, CERT Orth
 Eric R. Gheewalla, DMD, BS
 Dan Grauer, DDS, Morth, MS
 Mark G. Hans, DDS, MSD
 William (Bill) Harrell, Jr, DMD
 John L. Hayes, DMD, MBA
 Paul Humber, BDS, LDS RCS, DipMCS
 Laurence Jerrold, DDS, JD, ABO
 Chung H. Kau, BDS, MScD, MBA, PhD, MOrth, FDS, FFD, FAMS
 Marc S. Lemchen, DDS
 Edward Y. Lin, DDS, MS
 Thomas J. Marcel, DDS
 Andrew McCance, BDS, PhD, MSc, FDSRCPs, MOrth RCS, DOrth RCS
 Mark W. McDonough, DMD
 Randall C. Moles, DDS, MS
 Elliott M. Moskowitz, DDS, MSd, CDE
 Atif Qureshi, BDS
 Rohit C.L. Sachdeva, BDS, M.dentSc
 Gerald S. Samson, DDS
 Margherita Santoro, DDS
 Shalin R. Shah, DMD (Abstract Editor)
 Lou Shuman, DMD, CAGS
 Scott A. Soderquist, DDS, MS
 Robert L. Vanarsdall, Jr, DDS
 John Voudouris (Hon) DDS, DOrth, MScD
 Neil M. Warshawsky, DDS, MS, PC
 John White, DDS, MSD
 Larry W. White, DDS, MSD, FACD

CE QUALITY ASSURANCE ADVISORY BOARD

Dr. Alexandra Day BDS, VT
 Julian English BA (Hons), editorial director FMC
 Dr. Paul Langmaid CBE, BDS, ex chief dental officer to the Government for Wales
 Dr. Ellis Paul BDS, LDS, FFGDP (UK), FICD, editor-in-chief Private Dentistry
 Dr. Chris Potts BDS, DGD (UK), business advisor and ex-head of Boots Dental, BUPA Dentalcover, Virgin
 Dr. Harry Shiers BDS, MSc (implant surgery), MGDS, MFDS, Harley St referral implant surgeon



© FMC 2016. All rights reserved. FMC is part of the specialist publishing group Springer Science+Business Media. The publisher's written consent must be obtained before any part of this publication may be reproduced in any form whatsoever, including photocopies and information retrieval systems. While every care has been taken in the preparation of this magazine, the publisher cannot be held responsible for the accuracy of the information printed herein, or in any consequence arising from it. The views expressed herein are those of the author(s) and not necessarily the opinion of either Orthodontic Practice US or the publisher.