



FIVE PRINCIPLES OF ADDING DENTAL SLEEP MEDICINE TO YOUR PRACTICE



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#1 TEAM EDUCATION



Dental Sleep Medicine is a whole office effort. A knowledgeable team is just as, if not more, important as a knowledgeable doctor. All clinical and non-clinical team members should be well versed in in signs and symptom as well as the questions to ask patients to start the sleep conversation.

#2 PRACTICE SYSTEMS AND PROTOCOLS



Having effective systems and protocols in place is going to make integrating Dental Sleep Medicine into your practice as smooth as possible. An easy way to organize your Obstructive Sleep Apnea in your practice is implementing checklists for your appointment protocols, referral systems and treatment forms.

#3 BILLING INSURANCE



Collecting for OSA treatment does not have to be hard. Using a qualified medical biller who is familiar with Durable Medical Equipment will make treating patients easy and financially rewarding.

#4 NETWORKING WITH PHYSICIANS



Building relationships with the physicians of the patients that you are treating and physicians in your community will help grow your practice into the “place to go” for alternatives to CPAP for OSA treatment. Having a referral relationship with sleep physicians, primary care physicians and specialists is important for not only treating your patients at the highest standard of care, but growing your Dental Sleep Medicine practice.

#5 DIRECT TO CONSUMER AND EXISTING PATIENT BASE MARKETING



Marketing for Dental Sleep Medicine is imperative for new patient flow. Specific targeted marketing can help grow not only your sleep practice, but your general dentistry practice. A clear and consistent message is key. “Hate Your CPAP” This is an effective call to action that will catch the interest of patients, both internally and externally.

FULL SERVICE



DSM Solutions is a full service consulting firm focused on giving dentists the tools they need to find success in the field of Dental Sleep Medicine. Success in the Dental Sleep Medicine Industry all starts with a plan. Let us give you the clear vision to make Obstructive Sleep Apnea a pragmatic portion of your practice.