



MEDIA KIT

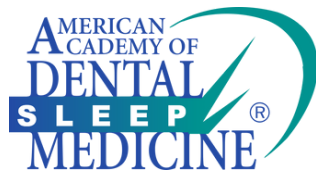


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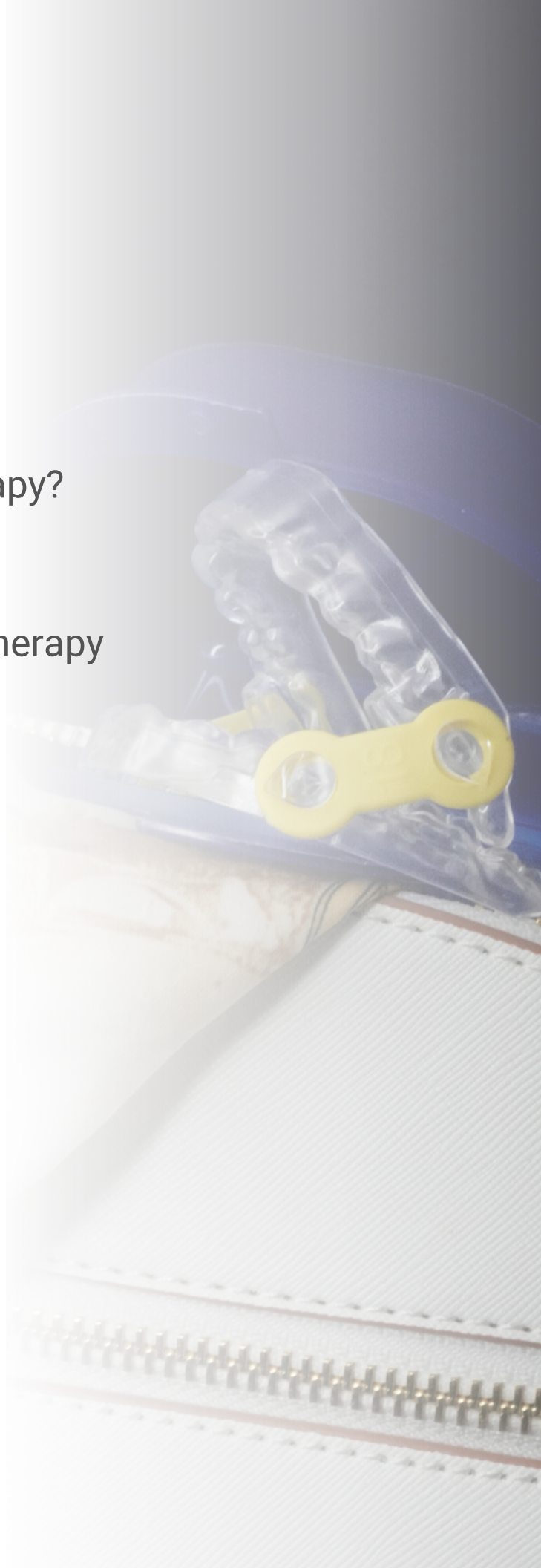
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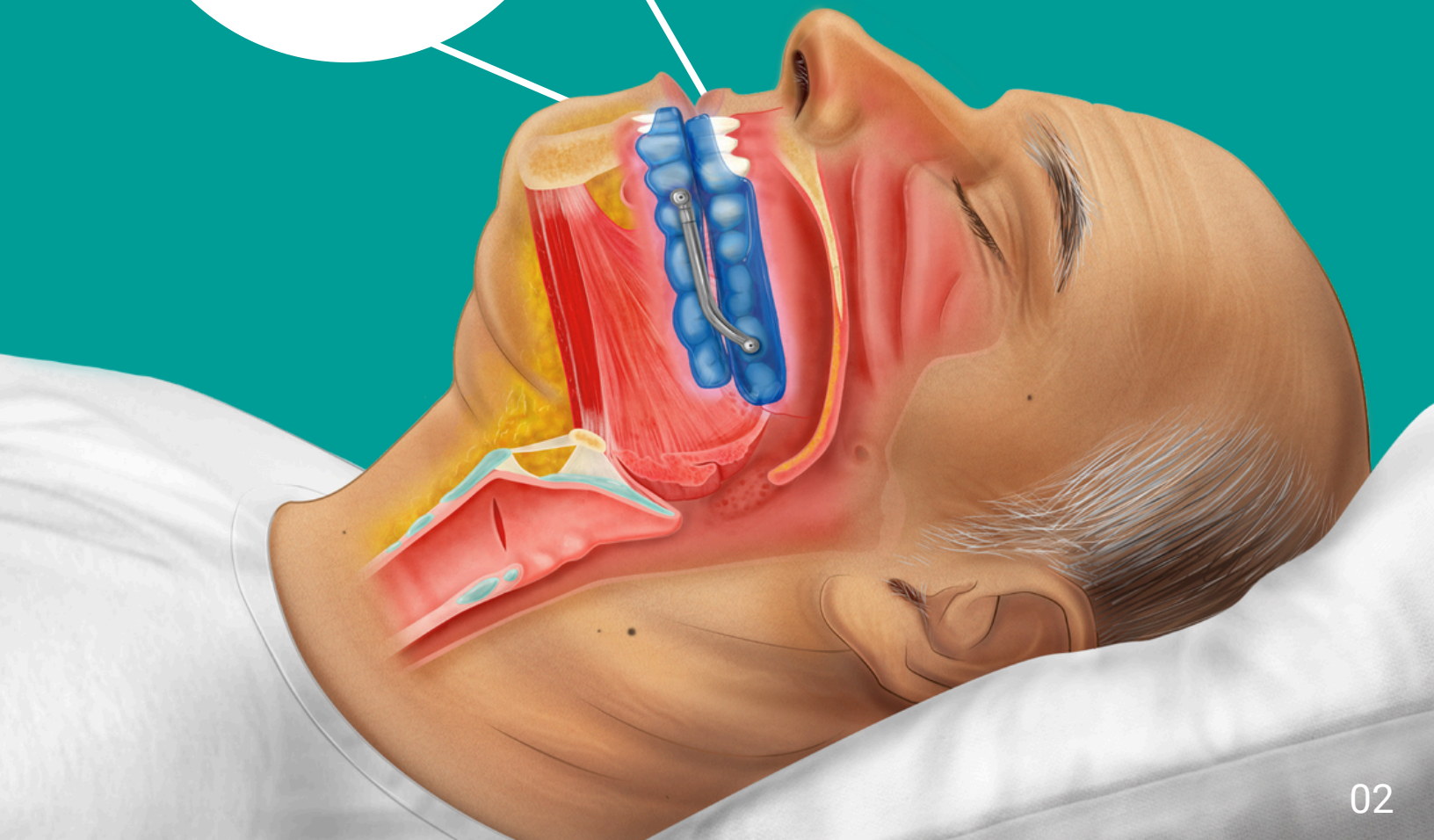
01

**About the
AADSM**

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Established in 1991, the American Academy of Dental Sleep Medicine (AADSM) is the only national non-profit professional society dedicated exclusively to the practice of dental sleep medicine. AADSM represents over 3,000 dentists across the U.S. who treat sleep-disordered breathing, which includes obstructive sleep apnea (OSA) with oral appliance therapy (OAT).

[Learn More](#)



03

**What is Oral
Appliance Therapy
(OAT)?**

What is Oral Appliance Therapy (OAT)?

Oral appliance therapy (OAT) is an effective treatment option for people who suffer from obstructive sleep apnea (OSA) and its associated symptoms, like snoring.

OAT is a retainer-like device worn during sleep to maintain an open, unobstructed airway. Effective OAT devices are formed from custom dental impressions made by an AADSM Qualified Dentist, who is trained to fit and adjust the device to ensure proper fit and maximum effectiveness.

OSA has been linked to serious health problems, such as high blood pressure, congestive heart failure, stroke, type 2 diabetes and depression. People who suffer from sleep apnea and have difficulty tolerating a continuous positive airway pressure (CPAP) machine often find great success with OAT. A list of AADSM Qualified Dentists can be found on AADSM's [Find a Dentist page](#).

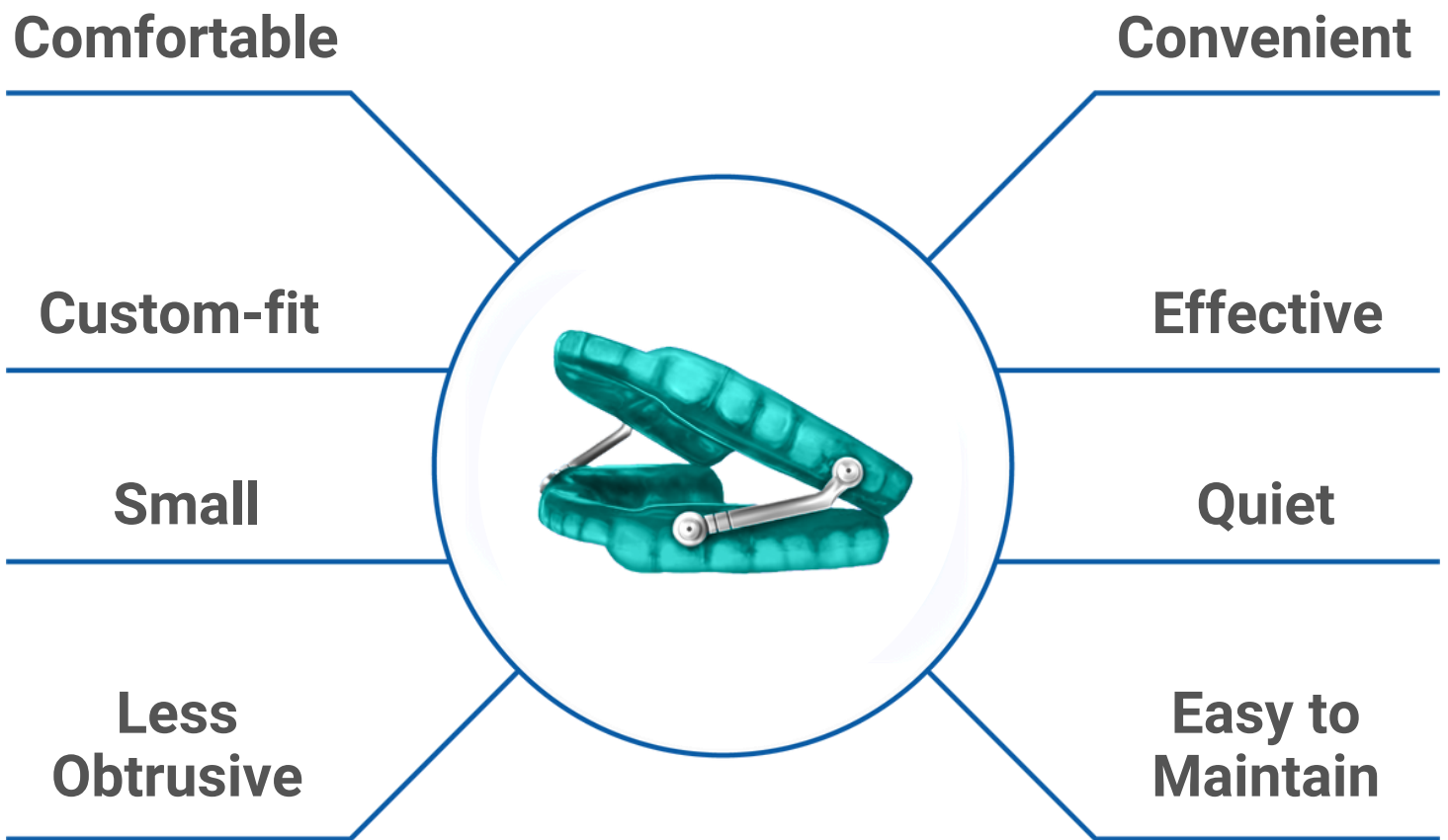


05

**Benefits
of OAT**

Benefits of OAT

Oral appliance therapy (OAT) is an effective, non-invasive treatment that **fits easily into a patient's lifestyle**. OAT is readily available and often the preferred choice over CPAP because of its many benefits.



“The oral appliance was convenient to use, a godsend to me, and not as much of a hassle as the CPAP. I’m happy that there is such a device that can be used to treat sleep apnea.”

Dr. Robert Supplee
OAT user, Ephrata, Pennsylvania

07

**Meet the
Leaders**



Kevin Postol, DDS

AADSM President

Dr. Kevin Postol has practiced general dentistry since 1992. In 2006, he entered the field of dental sleep medicine and later became a diplomate of the American Board of Dental Sleep Medicine. Dr. Postol is the past chair of the AADSM Essentials of Dental Sleep Medicine Course, and his expertise is frequently requested nationwide. He has served on the AADSM Board of Directors since 2014 and maintains a general dental and dental sleep medicine practice in St. Louis, Missouri. He received his dental degree from the University of Missouri-Kansas City and attended the University of Iowa for a General Practice Residency.



Mitchell Levine, DMD

AADSM Past President

Dr. Mitchell Levine is the immediate past president of the Board of Directors of the AADSM and a diplomate of the American Board of Orthodontics and the American Board of Dental Sleep Medicine. He is also a faculty member of the AADSM Mastery Program and an associate professor of orthodontics at the Center for Advanced Dental Education at St. Louis University. He previously served as associate professor and director of dental sleep medicine at the University of Tennessee.



Michelle Cantwell, DMD

AADSM President-Elect

Dr. Michelle Cantwell practices dental sleep medicine at the Pulmonary & Sleep Medicine Department of Wellspan Hospital. She is the president-elect for the AADSM, became a diplomate of the American Board of Dental Sleep Medicine in 2014, serves on several AADSM committees, and is a member of the AADSM Mastery Program faculty. Dr. Cantwell is a graduate of Wilkes University and the University of Pittsburgh School of Dental Medicine. Following graduation, she completed a three-year residency in prosthodontics.



Paul Jacobs, DDS

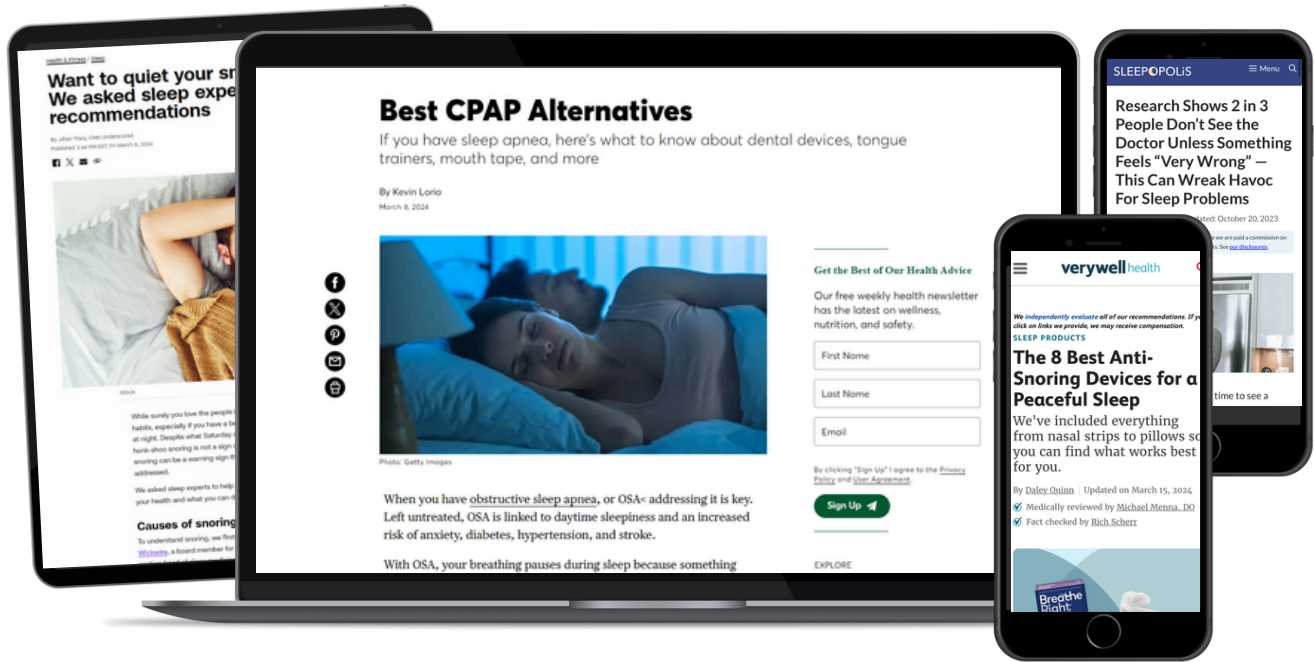
AADSM Secretary-Treasurer

Dr. Jacobs is a third-generation dentist, practicing general, cosmetic and dental sleep medicine. He is the dental director of Upper Peninsula Sleep Dentistry and the Care Free Dental Clinic in Escanaba, Michigan which cares for people who are uninsured and underserved. He speaks nationally to dental and medical groups and is an expert in practice management including systems, leadership and team building. A 1983 graduate of the University of Detroit School of Dentistry, he is a global leader in bacterial DNA testing for periodontal pathogens and non-surgical periodontal therapy. He served as a member of the AADSM Accreditation Committee and co-chaired the AADSM Practice Management Course.

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**In the
News**

In the News



SLEEPOPOLIS

Research Shows 2 in 3 People Don't See the Doctor Unless Something Feels "Very Wrong" — This Can Wreak Havoc For Sleep Problems

October 2023

yahoo!life

The 8 best bed sheets of 2024, according to sleep experts

March 2024

verywellhealth

The 8 Best Anti-Snoring Devices for a Peaceful Sleep

March 2024



October 2023

6 CPAP Alternatives For Sleep Apnea, According To Experts

Forbes HEALTH

March 2024

Want to quiet your snoring bed-partner? We asked sleep experts for their recommendations

CNN underscored

March 2024

Best CPAP Alternatives

CR Consumer Reports

May 2024

Do you snore? There may be a treatment that doesn't involve a machine and mask

5 NBCDFW

“A dentist who specializes in sleep medicine will be able to customize its fit to help your breathing without causing harm to your bite or teeth.”

Dr. Kevin Postol, AADSM President

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Frequently Asked Questions

Frequently Asked Questions

01

How prevalent is obstructive sleep apnea (OSA) in the United States?

Approximately 54 million adults in the U.S. have OSA.

02

What is the difference between CPAP therapy and oral appliance therapy (OAT)?

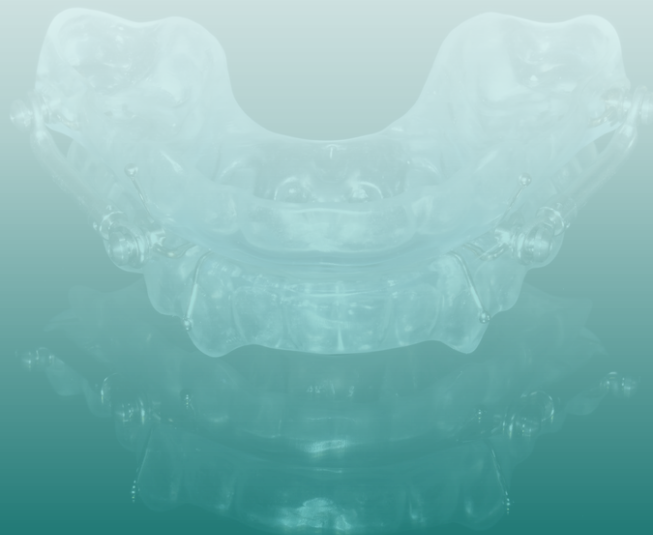
CPAP therapy involves wearing a mask that covers the nose and mouth – or just the nose – and is connected to a tube that allows air pressure to keep the airway open during sleep. OAT consists of wearing a custom-fitted mouthguard during sleep to support the jaw in a position to help maintain an open airway.

Patients who use OAT to treat their sleep apnea say they feel refreshed and have more energy during the day. It also helps improve personal relationships – no more sleeping in separate bedrooms due to snoring or a noisy CPAP.

03

How long does it take for a patient to receive an oral appliance to treat sleep apnea?

Patients are fitted for and receive an oral appliance from their dentist within three weeks, while the wait time for a CPAP machine is at least three months.





Contact us



Media Contact

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aadsm@knbcomm.com



Other Inquiries

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630-686-9875



Videos



Oral Appliance Overview

with Trish Braga, DDS, D.ABDSM

[View](#)



Device Delivery

with Ari Wulfsohn, DMD

[View](#)

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Benefits of OAT

Oral appliance therapy (OAT) is an effective, non-invasive treatment that **fits easily into a patient's lifestyle**. OAT is often the preferred choice over CPAP because it is:

- Comfortable
- Easy to wear
- Quiet
- Portable
- Convenient for travel
- Easy to maintain
- Readily available

“The oral appliance was convenient to use, a godsend to me, and not as much of a hassle as the CPAP. I’m happy that there is such a device that can be used to treat sleep apnea.”

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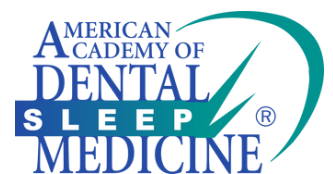
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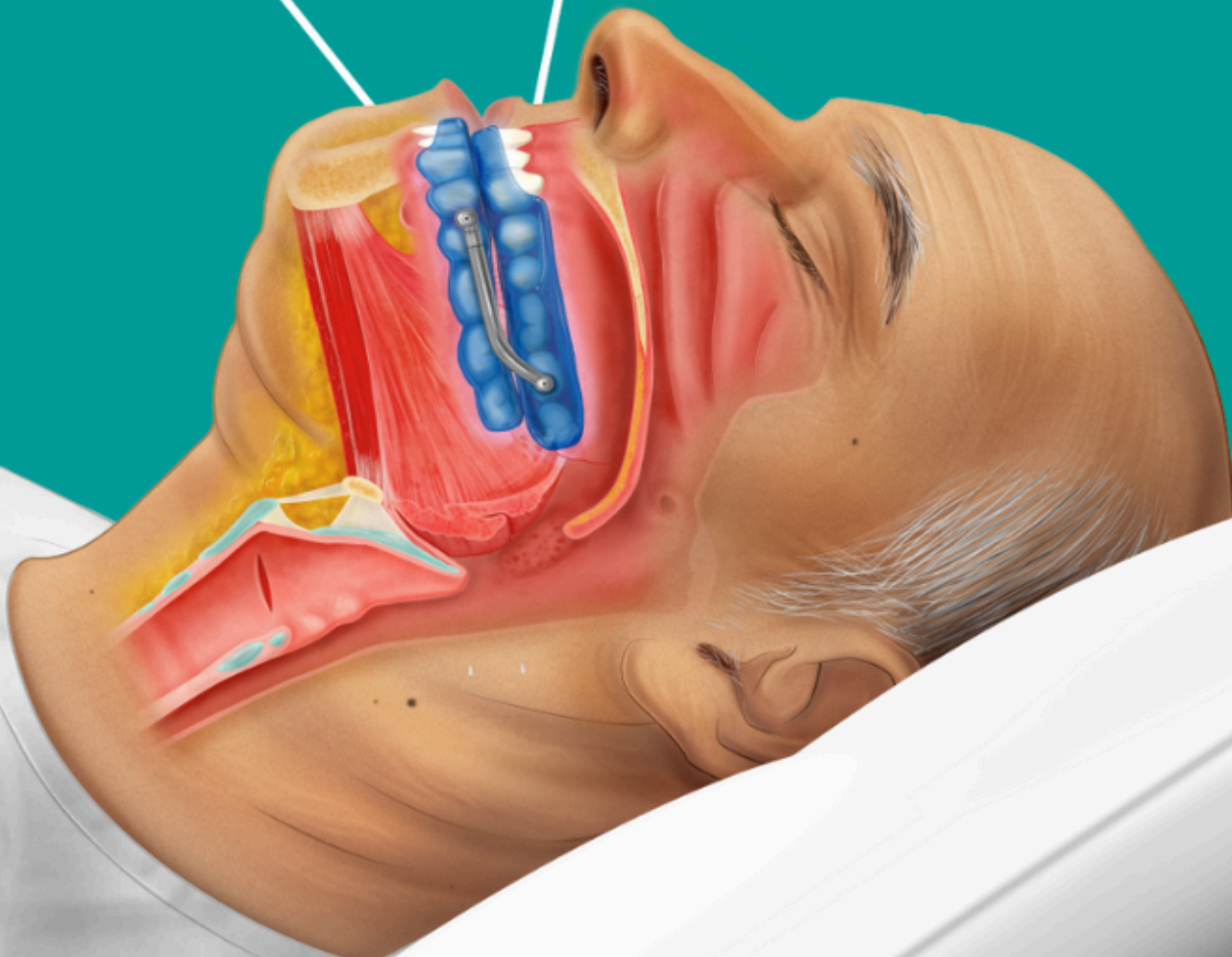
Michelle Cantwell, DMD

Dr. Michelle Cantwell practices dental sleep medicine practice in the Pulmonary & Sleep Medicine Department of Wellspan Hospital. She became a Diplomate of the American Board of Dental Sleep Medicine in 2014, serves on several AADSM committees, and is a member of the AADSM Mastery Program faculty. Dr. Cantwell is a graduate of Wilkes University and the University of Pittsburgh School of Dental Medicine. Following graduation, she completed a three-year residency in prosthodontics.

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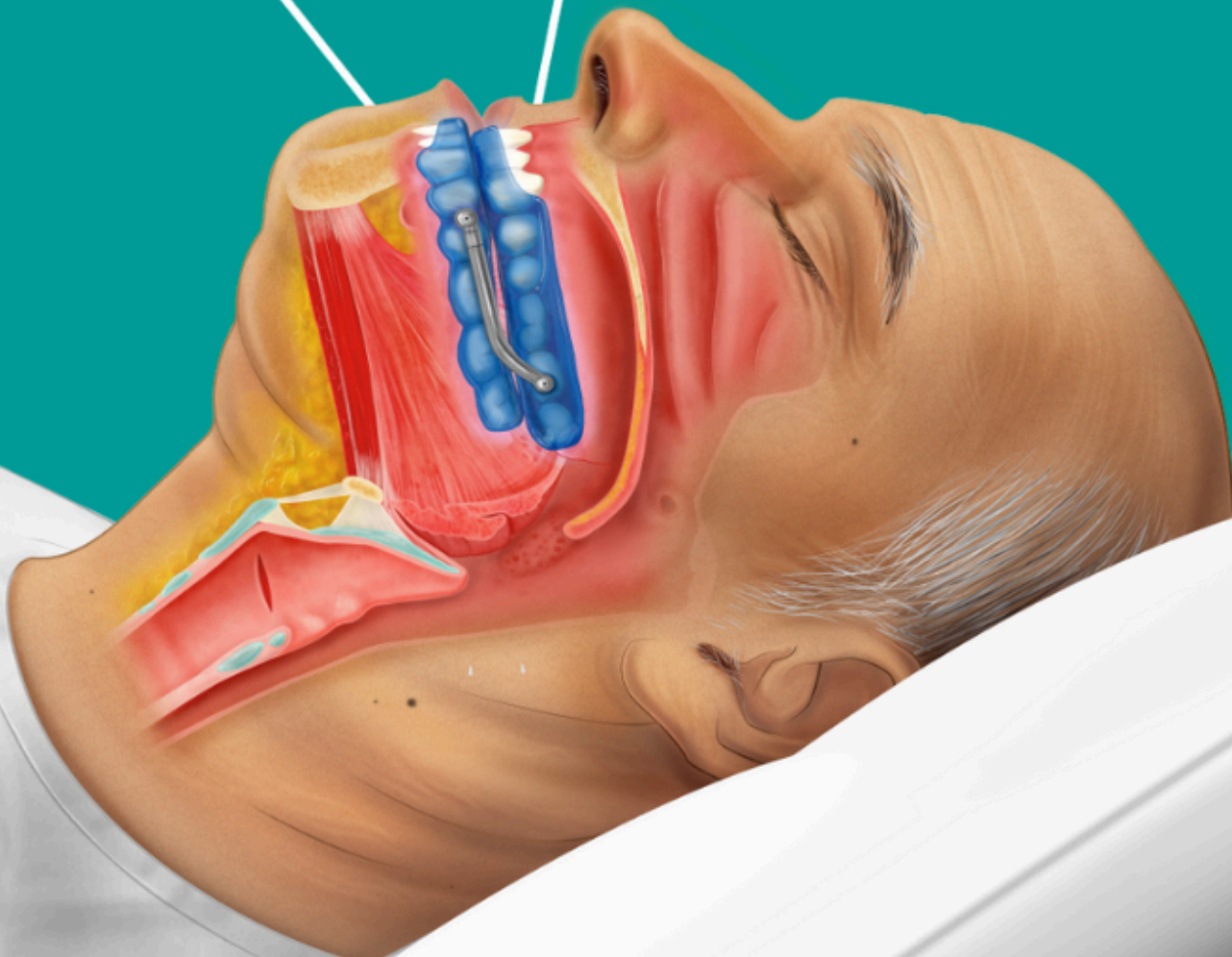
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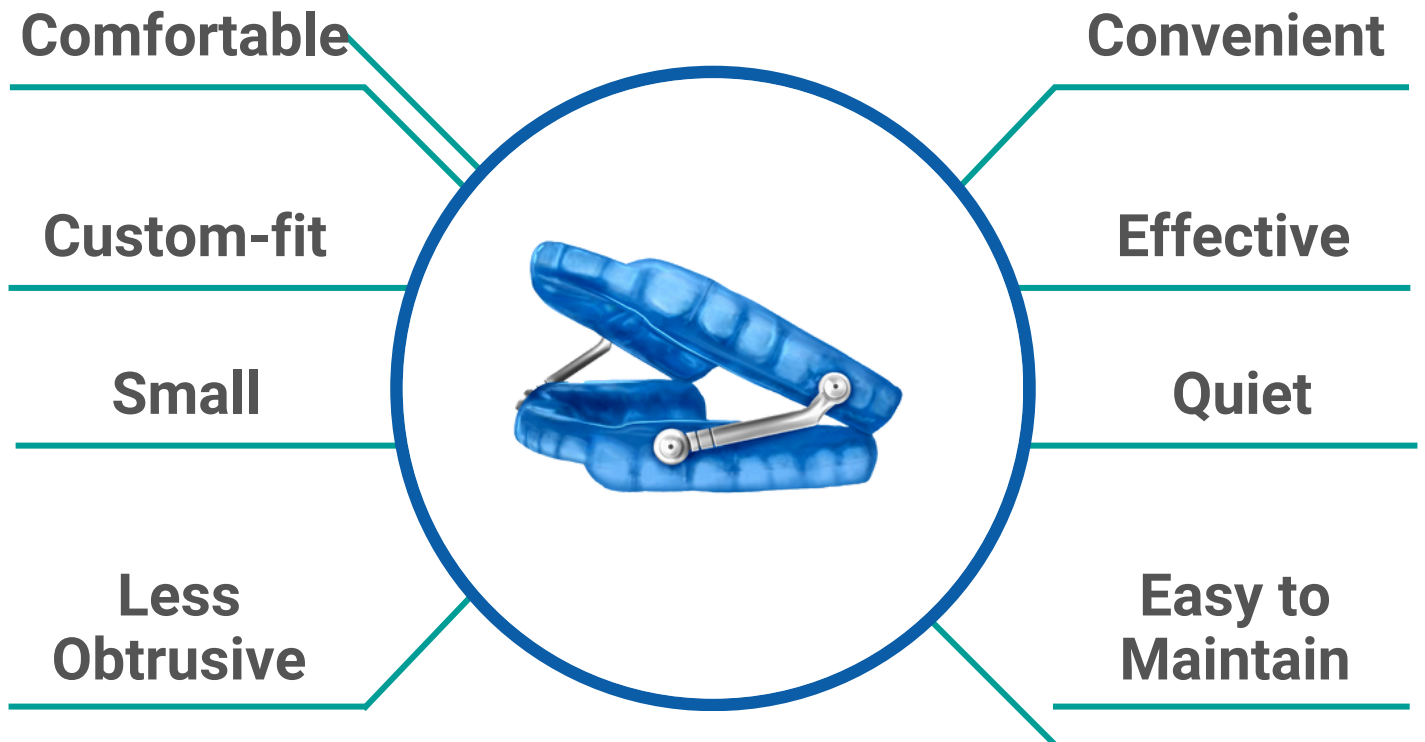
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