

Snoring Isn't Sexy, LLC Announces Commendation Program to Honor Sleep Physicians Who Work with Dentists to Manage Sleep Breathing Disorders

Snoring Isn't Sexy, LLC has developed a section at SnoringIsntSexy.com to commend those sleep physicians and sleep centers who work with member dentists to recommend and refer those patients who have failed CPAP treatment, those who cannot tolerate CPAP therapy, and those who prefer oral appliances to CPAP .

(Vocus) July 23, 2009 -- In an effort to encourage more cooperation between sleep physicians and dentists who screen for and manage sleep-breathing disorders, Snoring Isn't Sexy, LLC has developed a section at SnoringIsntSexy.com to commend those sleep physicians and sleep centers who work with member dentists to recommend and refer those patients who have failed [CPAP](#) treatment, those who cannot tolerate CPAP therapy, and those who prefer oral appliances to CPAP .

It has been estimated that in the United States alone over 20 million men, women and children suffer from obstructive sleep apnea. Millions more snore. Of these 20 million, only about 10% have been diagnosed despite the fact that the average life span of an untreated sleep apneic is years less than those without sleep apnea. Snoring and sleep apnea have been related to heart disease, heart attacks, high blood pressure, stroke, diabetes, obesity, depression and erectile dysfunction as well as vehicular accidental injury and death. The increased medical costs of those with untreated sleep apnea are estimated to be in the billions every year.

CPAP and [oral appliance therapy](#) are the only two non-invasive options for the treatment of snoring and sleep apnea.

"Dentists depend upon physicians to conduct sleep studies, to make diagnoses, and to interpret results from in-office testing during the titration phases of oral appliance therapy." said Dr. Barsh, Founder and President of Snoring Isn't Sexy, LLC. "We are pleased to commend those sleep MDs and sleep centers who work with dentists to provide therapy that is appropriate, and for keeping our patients' well-being their first priority and welcome those sleep physicians who wish to participate."

The name Snoring Isn't Sexy was not chosen to appeal to either physician or dentist but rather to the public that always responds to the phrase Snoring Isn't Sexy with a story about a relative, friend or loved one who snores.

Snoring Isn't Sexy, LLC was founded in 2008 originally for the purpose of educating the public about dentistry's role and responsibility in the recognition and management of snoring and sleep apnea. With this addition to its web site, Snoring Isn't Sexy, LLC goes one step further to establish a closer working relationship between physicians and dentists.

The dentists associated with Snoring Isn't Sexy, LLC feel strongly that the recognition and management of snoring and obstructive sleep apnea are shared responsibilities of both the medical and dental professions. This new phase in the growth of Snoring Isn't Sexy, LLC is a concrete example of the dedication to a collaborative effort designed to educate the public about the medical risks of sleep-breathing disorders, to contain escalating medical costs associated with untreated snoring and sleep apnea and to provide the patients with effective, acceptable solutions for their medical problem.

A complete list of participating dentists and physicians can be found at <http://www.snoringisntsexy.com>.

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