



## LETTERS

### ALTERNATIVE TREATMENT

Also in January, a profile of Dallas-based Sleep Holdings Inc. ["Sweet Dreams"] elicited a response from a competing executive.

I read with great interest your story on Sleep Holdings Inc. The article accurately explains the significance of sleep apnea, as both a health issue and a business opportunity. It also correctly points out the shortcomings of traditional treatment options: The continuous positive airway pressure (CPAP) machine is widely prescribed, but less than half of patients can actually tolerate its use. Surgery is incredibly painful, and has a success rate of only about 50 percent to 60 percent. As a result, some 750,000 patients per year are diagnosed with sleep apnea and are unable or unwilling to undergo "traditional treatment."

I would like to point out an important option that was not mentioned in your article: minimally invasive treatments such as the Pillar Procedure. The Pillar Procedure is an FDA-approved treatment for snoring and mild-to-moderate sleep apnea that is performed in the office, under local anesthesia, takes about 20 minutes, and allows patients to immediately return to work.

My company, The Snoring Center, is the nation's leading provider of the Pillar Procedure, performing some 25 percent of all such procedures nationwide. By offering patients safe, effective, convenient treatment options on a fee-for-service basis, we have enjoyed great success, and have grown into a \$2.5 million-per-year business in just two years.

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