



snoringcenter.com

FOR IMMEDIATE RELEASE

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SNORING CENTERSM FACT SHEET

WHAT: The Snoring CenterSM is a unique medical practice dedicated exclusively to the evaluation and treatment of snoring and sleep apnea, bringing more effective, minimally-invasive treatments to the sleep-deprived public. Founded by Craig Schwimmer, MD, MPH, FACS, a Board-Certified Otolaryngologist, it is the **nation's leading provider of the Pillar Procedure**, an office-based treatment for sleep-disordered breathing.

WHY: Nearly half of all Americans are affected by disruptive snoring at some point in their lives:

- **30 - 40 percent of Americans snore** on a regular basis.
- **10 percent** of American men and approximately **4 percent** of American women **suffer from sleep apnea**, a serious medical condition characterized by loud, habitual snoring and repeated episodes of obstructed breathing. These episodes stress the heart and lungs, and also interrupt the normal sleep cycle. Restful sleep remains elusive, and sleep apnea patients suffer from excessive daytime sleepiness. **Sleep apnea sufferers are more likely to suffer from heart attack, stroke, and high blood pressure.**
- Approximately **80 percent of married couples occasionally sleep apart** due to disruptive snoring, and **20 percent of couples sleep apart regularly**, leading to a steady rise in the number of separate "master suites" constructed in new homes.
- Lack of sleep can impair driving ability, work performance and cognitive abilities; raise blood pressure; negatively affect cardiac health; adversely affect sexual arousal; lead to erectile dysfunction; cause strain on intimacy and marital relationships; and incur embarrassment, shame and frustration in the snorer.

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WHAT MAKES THE
SNORING CENTER
BETTER:

The minimally-invasive procedures offered through the Snoring Center utilize the latest medical technology and are all performed during a single office visit. Only local anesthesia is needed, meaning most patients return to work immediately. Even better, Snoring Center procedures are very effective, with **bed partner satisfaction rates at nearly 90 percent.**

SNORING CENTER
TREATMENTS:

In addition to providing one-on-one consultations and prescribing at-home sleep studies if needed, the Snoring Center brings four revolutionary and effective treatments to the snoring public:

- **The Pillar Procedure** – the Snoring Center is the nation’s leading provider of this procedure, which involves the insertion of tiny woven implants into the soft palate, decreasing the vibration which can lead to snoring and sleep apnea. **The Snoring Center performs some 25 percent of all Pillar Procedures in the world.**
- **In-Office Laser Tonsillectomy** – reduces the size of enlarged tonsils, which potentially block the airway during sleep. Laser Tonsillectomy is also **ideal for the chronic tonsillitis sufferer**, as it eliminates the part of the tonsils which can act as breeding grounds for bacterial infections. Currently, **Dr. Schwimmer is the only doctor in Texas performing in-office Laser Tonsillectomy.**
- **In-office Coblation-Assisted Turbinate Reduction**– a quick 15-minute procedure done by applying radiofrequency energy to shrink nasal turbinates, benefitting both the snorer and allergy-sufferer. **The Snoring Center is the nation’s leading provider of this in-office procedure.**
- **Soft Palate Coblation** – this 20-minute procedure also uses radiofrequency energy to stiffen soft palate tissue, decreasing vibrations which can cause disruptive snoring.

COST:

Treatments are surprisingly affordable, ranging in price from \$1500 - \$3000. Most people consider this a small price to pay for a life-time of sound, restful, healthy sleep.

- The Snoring Center offers financing through Care Credit.

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THE TRADITIONAL
TREATMENT

ROUTE:

CPAP and surgical treatment have been the standard options for patients with sleep-disordered breathing:

- The CPAP mask is a facial mask – similar in design to a fighter pilot’s oxygen mask – worn over the nose and mouth during sleep.
- CPAP constantly blows air into the sleeper’s nose, resulting in adequate pressure to keep the airway open and free of obstructions.
- While effective if tolerated, **CPAP compliance is less than 50 percent**. This results in many patients foregoing treatment, opting instead to “deal with the snoring.”
- Traditional surgical treatments are very invasive and extremely painful with lengthy recovery times. Additionally, surgical success rates are widely reported to be less than 60 – 70 percent.

WHO:

Craig Schwimmer, MD, MPH, FACS, a Board-Certified Otolaryngologist and founder and medical director of the Snoring Center, has practiced in Dallas since 2001. Actively involved in the Dallas-Fort Worth medical community, Dr. Schwimmer holds a clinical appointment at UT Southwestern Medical School and is a member of the teaching staff at Methodist Health System.

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For more information, or to schedule a consultation, please visit www.snoringcenter.com.