



snoringcenter.com

## **THE SNORING CENTER<sup>SM</sup> KEY POINTS**

1. Snoring is a significant problem in America, causing tension, marital and sexual dysfunction, and lots of lost sleep. Married couples argue about snoring as much as they do about money; not surprisingly, snoring couples have less sex than non-snoring couples. Snorers (and their bed partners) are frustrated with ineffective over-the-counter "treatments," and the medical community largely downplays the impact that snoring has on people's lives.
2. Snoring may be a sign of sleep apnea, a very serious medical condition where the snorer actually stops breathing. Many sufferers "feel like hell" in the morning due to lack of quality sleep. But there are bigger problems than being cranky: the lack of sleep makes a person six times more likely to be in a car accident and seriously affects mental ability and job performance. People suffering from sleep apnea also have an increased risk for high blood pressure, heart attack and stroke.
3. For 30 years the treatment options were unappealing and frequently ineffective – to the point that literally hundreds of thousands of patients diagnosed with sleep apnea refused traditional treatment options.
4. The first option is a device called Continuous Positive Airway Pressure (CPAP) – a bulky, uncomfortable device that must be worn all night, every night in order to be effective. Fewer than 50 percent of patients prescribed CPAP can tolerate it regularly.
5. The CPAP alternative is usually an invasive, painful surgical procedure called uvulopalatopharyngoplasty (UPPP). This procedure is not only so painful that it causes most patients to miss two weeks of work, it is effective only 50 – 60 percent of the time.
6. The Snoring Center offers new technology which allows for successful treatment of snoring and sleep apnea, using minimally-invasive, office-based treatments. The doctors at The Snoring Center specialize in these new procedures and can treat most patients in less than 15 minutes.
7. The Pillar Procedure has been highlighted in the media for treating snoring and sleep apnea. This cutting-edge treatment is now successfully performed all across the globe. The Snoring Center is the nation's leading provider of the Pillar procedure, performing some 25 percent of all Pillar procedures in the world.

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