

For Immediate Release

Media Contact: Jim Kleczewski
928.778.2439

Sleep Apnea Practice Opens in Prescott; To Serve Quad Cities

(Prescott, AZ) -- Sleep Effect Center for Apnea Management (Sleep Effect), a dental-based practice dedicated to helping patients manage snoring and obstructive sleep apnea (OSA), has opened in Prescott. Sleep Effect will serve people living in the Quad-Cities area. The announcement was made by J.C. Goodwin, D.M.D., Director of Sleep Effect, who is a Member of the American Academy of Dental Sleep Medicine (AADSM) and the Academy of Clinical Sleep Disorders Dentistry (ACSDD). According to Dr. Goodwin, "Our goal is to help people sleep better and live longer."

Dr. Goodwin stated that about 5% of the U.S. population, including children, suffer from some degree of sleep apnea. This number increases with age and by the age of 65, apnea affects as many as 65%. The word apnea means that a person stops breathing for a period of 10 seconds or longer while asleep, which causes the heart rate and blood pressure to increase. The effects of chronic apnea can include decreased average lifespan of eight to 20 years. It also increases the risk of heart attack and stroke. The disrupted sleep pattern caused by apnea prevents a person from achieving recuperative sleep, which results in excessive daytime sleepiness, chronic fatigue and in some cases, depression.

Dental sleep medicine, as offered by Sleep Effect, differs from conventional sleep apnea therapies in that it involves the use of oral appliances instead of traditional breathing machines such as CPAP or BiPAP. Oral appliances are similar in appearance to orthodontic retainers and work by either applying gentle pressure to the back of the tongue to prevent it from falling back while asleep or they move the lower jaw forward which stretches the airway open.

- more -

They are worn only while sleeping and are adjustable, allowing Dr. Goodwin to titrate the device to the optimum position for each patient.

Many people with OSA are not able to use breathing machines and the compliance rate is less than 40%. In contrast, oral appliance therapy has been recommended by the American Academy of Sleep Medicine as the first line of therapy for mild to moderate cases of OSA and the compliance rate is reported to be over 90%. With careful selection, even severe apnea cases can be successfully managed. Sleep Effect and Dr. Goodwin offer several devices including Sommodent, EMA, TAP, Full Breath and others.

Dr. Goodwin is one of approximately 35 member dentists of the AADSM out of an estimated 3,500 licensed dentist in Arizona. Dental sleep medicine is a relatively new and rapidly growing field in dentistry. Dr. Goodwin believes membership in related academies, along with proper training is critical when delivering appropriate and effective care. Dr. Goodwin remarked, "It is serious medicine for a life-threatening illness and it's not just about the ability to reduce or stop snoring. We have to get this right."

Dr. Goodwin has been in general dentistry for 25 years, practicing in Prescott for 22 years. He states that the creation of Sleep Effect Center for Apnea Management is a departure from conventional dentistry, requiring a specialized program to co-manage the patient with physicians, including cardiologists, pulmonologists, sleep physicians, general practice physicians and ENTs.

Although Sleep Effect can provide screening examinations and testing services, it is necessary for a physician to provide an initial diagnosis prior to treatment. Sleep Effect offers therapy that includes airway evaluations using pharygometer/rhinometer tests, 3-D imaging, take home sleep monitoring devices and custom appliance selection and fabrication.

Located in the Crossings off of north Willow Creek Road, Sleep Effect is currently offering a complimentary consultation. Appointments for this free consultation can be made by calling the center at 778.4555.

#