

Biometric Sleep Assessment App and Medical Devices for the Treatment of Sleep Apnea, other Sleep Disorders and related Health Conditions



James S. Fallon
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Interview conducted by:
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“Engineering breakthrough provides an iPhone app in conjunction with your Fitbit to provide a complete biometric sleep assessment for FREE!”

- James S. Fallon

CEOCFO: Mr. Fallon, would you tell us about Apnea Sciences Corporation?

Mr. Fallon: Apnea Sciences is an FDA registered medical device company that sells medical devices for the treatment of sleep disorders and health conditions related to sleep.

CEOCFO: Other than the standard sleep apnea that most people know about, where can devices help?

Mr. Fallon: Many people might laugh when you say, “Oh, I snore.” Snoring can be symptomatic of many other health conditions. For example, often you hear people say, “I need a second cup of coffee to be alert and be myself to start the day” or “I wake up after eight hours sleep and I am still very tired. I could use a nap in the afternoon even though I have had eight hours sleep” or “I often awake with a very mild headache, but it usually goes away.” These are all the types of things that people dismiss, but are indicative that they have other underlying conditions that need to be treated. However, they ignore them and they silently suffer.

CEOCFO: What have you created?

Mr. Fallon: One of our most major breakthroughs that we are introducing this month is called Snore Report, www.snorereport.com. It is a free iPhone app that will do your biometric sleep assessment. You basically take your iPhone, put it on your nightstand after you have downloaded the app and it will do a complete evaluation of your sleep. It does this by analyzing, for example, your snoring patterns, your decibels of snoring, interruptions of your snoring, your heart rate and other health parameters. We are offering it for free because, we believe that it is critical for people to know if they have health issues. That is because for many people if you are not rested, I know myself that I am easily angered, I am easily upset and it is not great for building relationships, either at home or the office. The number two cause of highway deaths and accidents are sleep related. However, people often do not know that they have a sleep problem. The Cleveland Clinic reports that ninety three percent of people that have sleep apnea do not even know that they have sleep apnea, which is a very dangerous equation!

CEOCFO: You are offering the app for free. What happens with the results?

Mr. Fallon: You get a full report and a scoring. Then we make a recommendation to the patient independently and say, “If you score in this area then you really should see a sleep specialist, or a board certified sleep MD, or your healthcare professional. For example, even if someone has mild sleep apnea and sleep apnea means by definition that you are not getting enough oxygen while you sleep. If you think about this, when you do not get enough oxygen the first cells in your body to die are your brain cells. Therefore, you could be slowly dying a little bit every night and you do not even know it. Often the cure or the treatment is painless, inexpensive and simple.

CEOCFO: What do you offer to treat snoring? What do you have available today?

Mr. Fallon: Of our most popular products, we have is the number one product for snoring and it is called SnoreRx or the prescription for snoring. It is basically similar to an athletic mouth guard. You put it in boiling water for ninety seconds and

you put it in your mouth and bite down for a customer thermal impression. What makes it highly patented and unique is the fact that it is micro adjustable in one millimeter increments. Doctors have proven that if you move the lower jaw slightly forward while you sleep you keep the airway open. With that airway open you get enough oxygen and for most people it will actually treat and cure their snoring.

CEOCFO: *It seems rather inexpensive!*

Mr. Fallon: It is under one hundred dollars. We believe that any person would want this for their significant other if they realized it would cure their snoring and also maintain an open airway while they slept. The nice part is that every day we get so many emails that chronicle people's delight in what it has meant to them. Not only does it stop their snoring; so many people write to us and say, "You cannot believe how much more energy and vitality I have, because I seem to be sleeping better! My quality of sleep is better and I just feel so much better!" Therefore, it is nice being able to improve people's lives, their vitality, their relationships and their work productivity!

CEOCFO: *Why is it not intrusive to have something in your mouth all night?*

Mr. Fallon: That is an excellent question. As a matter of fact, in our instruction manual, as we have learned over the years, we tell people, "Do not take it out of the box and use it the very first night." We tell people, "Take your impression and for three or four days wear it for two or three hours when you are reading or watching TV or writing letters. Let your body acclimate to it. Then when you wear it the first night you will wake up after about two hours, most people do." We say, "Take it out of your mouth and go back to sleep. Repeat that for about a week and then you will sleep through the night." It is sort of like when we all first got braces on our teeth as adolescents. It was the worst thing we ever had in our mouth, but after about two weeks you did not even realize that you had all these wires in your mouth. It is the body's way of accepting things if you give it some time and patience.

CEOCFO: *How does SnoreRx compare with a CPAP machine?*

Mr. Fallon: A CPAP machine is excellent therapy. It is really absolutely required if a patient has severe sleep apnea. Oral appliances or mouth guards are only recommended for mild to moderate sleep apnea. However for example, in the Norwegian countries CPAP is prescribed less than ten percent of the time. Ninety percent of patients or greater receive oral appliances. In America it is the exact opposite. About ninety five percent of the people get CPAP and five percent get oral appliances. Why is that such a disparity? I think it is a medical practice or medical tradition. I think that many doctors started with CPAP and have just continued with that therapy. The only issue is that fifty percent of CPAP users are not compliant. They cannot tolerate it and the consequences are that they suffer. Therefore, if someone were to be found that they cannot tolerate their CPAP they should definitely consider an oral appliance, again with their health providers care and they conform to the guidelines of mild to moderate sleep apnea.

CEOCFO: *Certainly many commercials for devices related to snoring. What is different and better about SnoreRx? What have you learned and understand that results in a superior device?*

Mr. Fallon: I believe there are three inherent qualities that one should look for in an oral appliance. We are all different. One device does not fit everyone. What I mean by that is that the device must be adjustable to the individual needs of the patient. SnoreRx, www.snorerx.com is the only device, for example, that is adjustable in one millimeter increments and can be unlocked and reset if you have the wrong setting or you are uncomfortable at any time by the patient. Number two; you do not want a device that requires any tools or incorporates any hardware, screws, nuts or bolts of any kind. The reason for that is that the strongest muscle in your body is your jaw muscle and if you clench down while sleeping and you break a device and it incorporates hardware you could chip or break your teeth and it is very common. The last attribute you would want in a design of a device or oral appliance is a custom impression. If you do not have a custom impression many patients will experience tooth movement. As you move the lower jaw slightly forward, if you put too much pressure on just the front teeth of the incisors, you will result in tooth movement all too frequently. Therefore, the last thing a patient wants to do is go back to the orthodontist two or three decades after they have finished their orthodontic treatment to be treated again. That is why SnoreRx is #1 and why it is so unique and so highly patented. That is because it delivers all of those features in a simple design that is the most comfortable of any oral appliance.

CEOCFO: *Do many people take the time to understand the difference? Do they look into the details?*

Mr. Fallon: It is interesting that you ask that question. I am just amazed at how few people do their research. Many people come to us only after they have tried competitive products which have failed them. I am personally surprised every time I am in an airport or an area with a lot of people. I like to tap people on the shoulder and say, "I have a snoring problem. Do you know if there is any treatment for snoring?" Do you know that in over five years I have only had one person have the answer? It is just utterly amazing that the public at large does not recognize, or realize that there are effective products that are inexpensive and clinically affective that will treat their snoring. It is not just the person snoring. It

is their significant other that is silently suffering also. Now you could have two people affected; the partner who has to lead their life while they are tired and irritable; not a great relationship maker, not optimal in their work environment, their productivity suffers, their safety suffers possibly at the office or while driving or doing other things. It affects so many aspects of our life and it is really noteworthy that we need to do a better job at educating the public at large that they do not need to suffer any longer. There is a cure and treatment.

CEOCFO: *What about your ApneaRx?*

Mr. Fallon: ApneaRx is FDA approved or cleared for snoring and mild to moderate sleep apnea. That is the FDA designation and it is sold mostly by hospitals and doctors. It is also offered by the military. If you are boarding a ship or aircraft carrier, a lot of times they will make these available to every seaman before they get on board.

CEOCFO: *How are you reaching out to snorers? How do they find you?*

Mr. Fallon: Up till now it has been really through dentists, doctors and awareness on the internet. We have done many TV ads, radio ads, public relations releases in health magazines, women's magazines, men's magazines and any number of media sources. This month we are about to launch a total ad campaign why everyone can simply get a biometric sleep assessment with their iPhone and if they have a Fitbit or an Apple Watch II they get an even more accurate sleep assessment report Snore Report, www.snorereport.com

CEOCFO: *Why is this the right time? Is it that you just developed it or you feel that people are ready to use devices in this manner?*

Mr. Fallon: I think that yes, we are a business, but I think that our job is to do the most good. I think it is very satisfying when you can help people in their time of need and that is why we have spent a lot of engineering time and a lot of money and effort developing Snore Report. Yes, we could sell it and make a lot of money. However, we think it is more important that we give back to patients in the market and help them to better understand if they actually have other issues and medical conditions, what the level of their situation is and to better educate people on what it means and what they actually have and not ignore it, not laugh about snoring, not laugh about being tired, not laugh about having a headache in the morning, not be unconcerned about needing a second cup of coffee. The signs are all there, but there is a disconnect, we believe. There has been a great awareness of biometric assessment. We all see people buying the Fitbit and the Apple Watch, the Garmin, Nike pedometers and what have you. We feel that this is a natural extension for the marketplace to really know their sleep biometrics.

CEOCFO: *What should people remember most when reading about Apnea Sciences Corporation? What is the takeaway?*

Mr. Fallon: We genuinely, care that we are helping people. Like Nordstrom, if a patient is not satisfied we always ask them, "What can we do." People have had a device that has been eaten by their dog or it is old and they do not like it. If the patient says, "I would like to return it for a refund" or "I would like it replaced," even if it is three years later, there is no charge. We are there to help people and we believe that is what has helped us grow so dynamically and so successfully. It not a business, it is a service company; service to patients. That is why we are offering Snore Report for free as another service to patients, so they can better understand that if they have health issues that they can get treatment and have a high quality of life. That is our mission, vision and objective.

