

### Market Segment

- Sleep Medicine

### Sleep Diagnostic Facility

- Advanced Sleep Locations
  - Bohemia, NY
  - Fishkill, NY
  - Huntington, NY
  - Lindenhurst, NY

### ICD-9-cm & CPT Codes

#### ICD-9-cm Codes

- 327.2 Sleep Apnea
- 278.0 Obesity

#### CPT Codes

- 94690: Expired air analysis \*
- 95810: Diagnostic PSG
- 95811: Titration PSG

\*Measurement can be billed separately or in conjunction with a PSG. Reimbursement cannot be guaranteed and is determined on an individual basis; most insurance carriers will cover the procedure if medical necessity is shown.

### WatchWT System

- WatchWT MedGem (510k) indirect calorimeter
- WatchWT MedGem Analyzer software
- WatchWT Patient Education Materials

### References

1. Morgenthaler, T. et al (Standards of Practice Committee of the American Academy of Sleep Medicine). Practice Parameters for Medical Therapy of OSA. SLEEP, Vol. 29, No. 8, 2006

2. Blich, S. et al. Physician practice patterns of obesity diagnosis and weight-related counseling. Patient Educ Couns (2010), doi:10.1016/j.pec.2010.02.018. In press

## Company Overview

Advanced Sleep & Breathing Disorder (ASBD) have 16-Independent Diagnostic Testing Facilities located near New York, NY. ASBD is one of the oldest full-service sleep diagnostic company's within New York City. They have over 10 years experience offering sleep diagnostic services for New York residents. With a large number of sleep diagnostic facilities, ASBD can perform same-day sleep diagnostic assessments for patients and provides physicians with a succinct, integrated polysomnography report needed for accurate diagnosis and therapy management for sleep disorder breathing.

## Why Integrate WatchWT at Advanced Sleep & Breathing Disorders?

Approximately 70-80% of the patients diagnosed with obstructive sleep apnea (OSA) are obese which often times is the primary manifestation of OSA. The American Academy of Sleep Medicine's guidelines of medical management of OSAS support weight reduction and dietary counseling.<sup>1</sup>

ASBD decided to implement WatchWT for two primary reasons; 1) Offer a guideline solution that would benefit patients with OSAS management and 2), Offer a value-added service for referring physicians. It is well documented that less than 30% of obese patients are provided weight reduction counseling/assistance by their primary physicians.<sup>2</sup> Many physicians are not confident with counseling patients on nutrition due to lack of clinic resources (i.e., education content and/or staff).

ASBD decided to help referring physicians with nutrition education/counseling for their overweight OSAS patients. In addition, for those physicians deciding to educate/counsel the overweight OSA patient, a comprehensive patient treatment program is sent to the referring physician for patient education/counseling.

This value-added service differentiates ASBD from local sleep diagnostic facilities and may increase sleep diagnostic referrals.

## Implementation Strategy

Initially, ASBD piloted the WatchWT program at two locations (Huntington & Fishkill) evaluating two different implementation protocols. ASBD pre-marketed the addition of a weight management program to their diagnostic service offerings to primary referral sources.

The Fishkill, NY location implemented the WatchWT program for those patients diagnosed with OSAS and with a body mass index score  $\geq 27.5 \text{ kg/m}^2$ . For physicians ordering a overnight polysomnography (PSG) and weight management, sleep techs perform the MedGem procedure (CPT 94690) following the PSG. If a referring physician does not indicate the need for weight management services, ASBD obtains the referral for the MedGem procedure and this procedure is completed at the titration PSG. Patients returns approximately 1-week later for a 30-minute nutritional consultation (\$50.00 out-of-pocket fee) encompassing dissemination of the MedGem Analyzer report and basic nutrition education to promote self-management of bodyweight, nutrition, and physical activity.

The Huntington location implemented the MedGem assessment the morning following the overnight PSG. Sleep techs perform the procedure at the conclusion of the PSG. The measurement procedure lasts approximately 5-7 minutes. Results form the procedure are entered into the MedGem Analyzer software program and the results and personalized weight management plan are sent to the referring physician. The referring physician receives the weight management report and disseminates the weight management plan to the patient.

## Advanced Sleep & Breathing Disorders Outcomes

The WatchWT program is well received by many of the local referring physicians and patients. Over 65% of ASBD's primary referral sources refer for overnight PSG and weight management services. In addition, ASBD obtained new referring sources as a result of implementing the WatchWT weight management program. ASBD receives remuneration for the MedGem procedure (range: \$35.00- \$80.00) from private and public insurers. Since piloting the program at two locations, ASBD expanded the program to other locations. The marketing staff continues to educate referring physicians about the weight management program in addition to sleep diagnostic services for OSAS patients. ASBD views the WatchWT program as a cost-effective, comprehensive, and value-added solution to their sleep diagnostic services.