



The logo for GoodSleepco features the words "GoodSleep" in a dark blue, sans-serif font, followed by "co" in a smaller, red, sans-serif font.

Overarching brand that describes our purpose

The logo for hushd. features the word "hushd." in a dark blue, sans-serif font, with a period at the end.

Our oral appliances

The logo for Resdent features a stylized blue flame icon above the word "Resdent" in a blue, sans-serif font.

The system that manages the tools needed for HCP's to operate  
in the dental sleep medicine space

The logo for SleepCare features a stylized blue flame icon above the words "SleepCare" in a blue, sans-serif font. Below the main text, the words "POWERED BY RESDENT" are written in a smaller, dark blue, sans-serif font.

The app that takes care of our patients. Like a  
practitioner in their pocket

## Key topics

1. Products
2. What are MADs
3. Identifying patients and permanent therapy
4. How to consult patient and refer to dentist



Products

# hushd.

Effective Snoring Device



## Temporary Device

Pouch Packaging

Pouch containing a case that holds the anti snoring device.

# GoodSleepco™

hushd.

Effective Snoring Device



**Temporary Device**  
Mouthpiece case

Device with Case.

**GoodSleepco<sup>™</sup>**



## Permanent Device

Box Packaging

Box containing Device, Dish, Cleaner.



## COMBINATIONS



**Permanent Device**  
Device

Device and combinations for titration.

# hushd<sup>PRO</sup>

AVERA

**Product features**

- ✓ RP dental design
- ✓ Optimized fit
- ✓ Small and strong
- ✓ High comfort reported by customers (see below)
- ✓ 1.6mm thickness available for patients' comfort and better compliance
- ✓ Customised advancement through interchangeable arches

**What We Need**

- ✓ Bite registration
- ✓ Scans
- ✓ Casts bite measurement from George Geige
- ✓ Maximum protrusion bite measurement from George Geige

**How does it work?**

Incremental increase between 50% and 90% of maximum protrusion from OJ3. (See George Geige's patent on OJ3.R. (See further production))

**Advancement:**

Patients are supplied with Taper 2.0 and Lower 2.0 arches for their device.

UP 1 1.2 1.5 1.7 1.9 2.0  
 L 1 1.2 1.5 1.7 1.9 2.0

**Possible combinations:**

Default from increments 2 to 20 (increments are shown in the table below). The number of arches and the number of arches are shown in the table below.

UP 1 1.2 1.5 1.7 1.9 2.0  
 L 1 1.2 1.5 1.7 1.9 2.0

**Patient Review** ★★★★★

"It is like wearing a handy feel like I am wearing a device, my jaw does not feel overly pushed forward and I am in the comfort of not having any noise. Advancement or discomfort after wearing for hours at night. It is a pleasant and worth every penny!"

**Good Sleepco**

If you would like more information, please visit the code or contact us: [info@goodsleepco.health](mailto:info@goodsleepco.health)





## Permanent Device

Device.

Device.

## hushd<sup>PRO</sup> AUTO



**Product features**

- ✓ Smallest available device.
- ✓ Unique protrusion-mechanism acting to improve airway patency in deeper phase of sleep.
- ✓ Designed by world leading sleep medicine device.
- ✓ Uses elastics to protrude the mandible.
- ✓ Perfect fit.
- ✓ Easy to clean.
- ✓ Customisations available.

**Auto Thrusting Mandibular Advancement Device**

The Hushd Pro Auto is an auto thrusting mandibular advancement device which means it can stretch the mandible forward during sleep. This is particularly pronounced in REM sleep when CGAs commonly move square. This is facilitated by the device experiencing a REM sleep, allowing elastics to activate and protrude the mandible further as required.




"This is likely to assist in resolving symptoms related to REM sleep such as hypoxia. It also allows the mandible freedom of movement as well as full recovery to normal positioning when awake or transitioning into the next stage of sleep. There is no restriction in lateral movement of the mandible.

The design allows for minimal bulk which improves compliance. We have seen outstanding results in our clinic with this device and look forward to it helping patients more broadly across the globe"

Dr Christopher Pettit - Product Designer

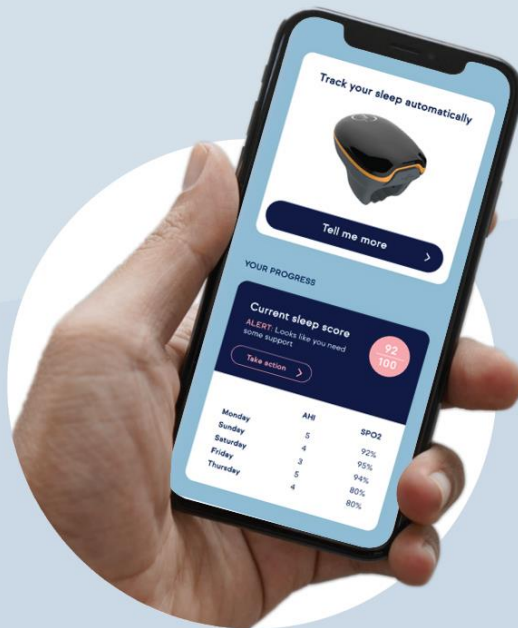


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## Sleep Testing App

Monitoring  
Device selection  
Morning exercises  
Aligner (reminder and guidance)  
Self managed titration

# Cleaner

Maintenance



Cleaner  
Bottle

Cleaner and Whitener.

GoodSleepco™

**hushd.**<sup>GUARD</sup>



### **Hushd Guard**

Small  
Strong  
Affordable

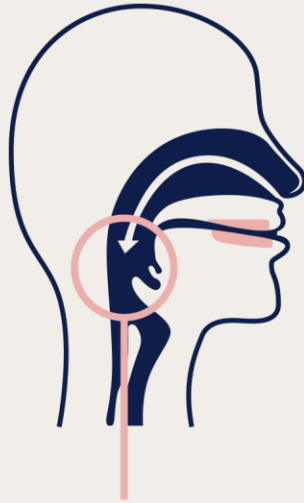
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What are MADs



Clenched



Protruded

Protrude the mandible and open the airway

## How they work



**hushd**<sup>PRO</sup>  
AVERA



- 90 degree dorsal design.
- 3D printed nylon.
- Small and strong.
- Simple titration.
- Perfect fit.
- Easy to clean.
- Optimised for greater tongue space.
- Customisations available.

## Oral Appliances advantages



High Compliance - 82%

(Vanderveekan et al, 2013)



Average use of 7.5 hours per night

(Ngiam, 2015)



Patients Prefer Oral Appliances to CPAP (Phillips et al, 2013)



Similar Health Outcomes to CPAP

(Phillips et al, 2013)



Portable



Discreet & Simple to use



Potential side effects - TMJ and Tooth Tenderness,  
occlusal changes may occur



### Phillips et al 2013

**Similar Health Outcomes in patients with Moderate to Severe OSA** after treatment with CPAP and Oral Appliances. The similarity of CPAP to MAS was most likely due to efficacy of CPAP being offset by the inferior compliance compared to oral appliances.

### Anandam et al 2013

506 Patients observed over a 6.5 year period found treatment with **Oral Devices may be equivalent to CPAP in reducing CV mortality in severe patients with OSA** when observed over a 6.5 year period.

### Charite et.al 2015

**Both CPAP and MAS significantly eliminated breathing cessations and reduced BP**, positive HRV were observed with MAS.

## Benefits of a Mandibular Advancement Splint (MAS)

## Growth of CPAP vs Mandibular Advancement Splints

The global mandibular advancement devices market is projected to grow at a compound annual growth rate (CAGR) of 16.8% between 2021 and 2026.

Global market for CPAP devices is growing at a compound annual growth rate (CAGR) of 6.2% for the period of 2019-2024.

**Growth**



**Identifying Patients**



**Primary Snorers**

**CPAP Refusals**

Patients that  
refuse CPAP

**CPAP Fail**

Patients that  
fail a CPAP

**The patients do you put on Oral Appliance Therapy**

## Primary Snorers

- MAD has shown to reduce snoring in patients, likelihood of solving this problem

## CPAP Refusals

Patients that refuse CPAP

- Patients report higher levels of comfort with MAD
- Ask them if they are open to other therapy suggestions

## CPAP Fail

Patients that fail a CPAP

- Patients report higher levels of comfort with MAD
- Ask them if they are open to other therapy suggestions

**What to say to them**



## Info Sheet

**GoodSleep**  
Patient form sheet

Below are the fees listed on your quote from your private health insurer. You will need to pay these fees to us when you receive your device. Please do not let this mean you refuse our product.

Item	Fee	Notes
<b>Apparatus 1</b>		
Good Sleep	£100	
Good Sleep	£100	
Good Sleep	£100	
<b>Apparatus 2</b>		
Good Sleep	£100	
Good Sleep	£100	
Good Sleep	£100	

**Good Sleep**

If you need the form information, please contact us.

## Pricing

- Promo for May / June

## How to Pay

– Patient pays dentist on first and second visit



## SOP/consult guide

– Keep this in the clinic to help guide you

**Support material** - supplied in your digital asset pack

## Consult structure

- Talk patient through oral appliance therapy using the Hushd Pro Avera information sheet
- 
- If patient is ok to proceed talk through costs of therapy (This will be the clinics fees as per below and the dentists consult fees – capped at \$2000).

## Explain steps

- Dental monitoring scan
  - Hushd Avera prescription (start therapy today) - Optional
  - Good Sleep Test monitoring – show therapy is working today - optional
  - Refer to workflow sheet to show patient dental process
- 
- Note: To discuss with patient the consult fees in the clinic it's important to walk them through how valuable having the dental monitoring scan is along with efficacy testing of the Avera, the patient can also keep the Good Sleep Test and use for ongoing monitoring once they have their custom made device. Costs of dental providers for this service is usually \$3000-\$4000 depending on the dentist. 3 year cost of therapy is still less than or on par with CPAP.

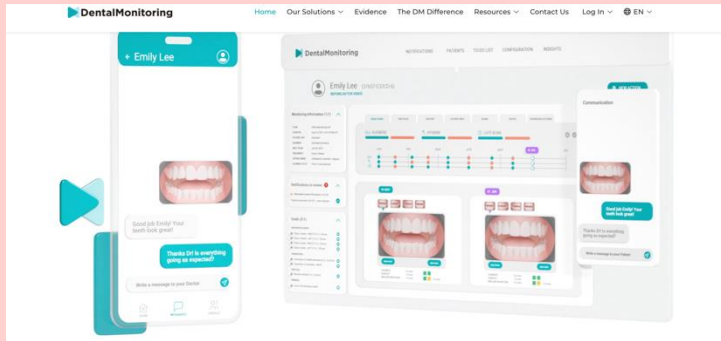
## What they might say or ask

## Patient options

- Dental monitoring consult – Use patient or practice phone to take dental monitoring photos. Dental monitoring photos uploaded to portal and interpreted and report generated – \$190
- Hushd Avera prescribed to patient - \$159
- Good Sleep Test - \$149

## Total costs

- \$190 - \$449 for sleep clinic consult
- \$2000 for dental consults



## Patient options



## Performing the consult

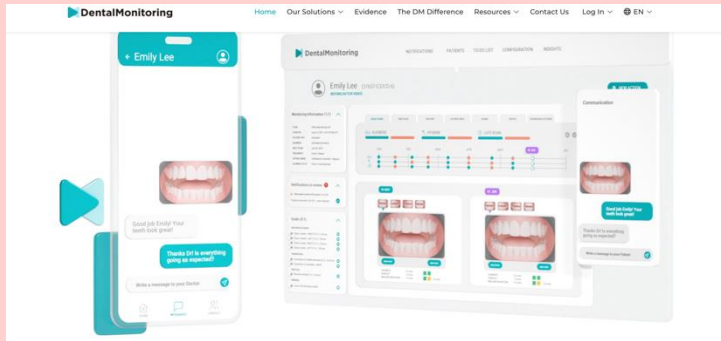
1. Refer to dental monitoring guide for how to complete dental monitoring scan
2. Export dental monitoring report and attach to lab case – **Creating a Lab Case see resource in consult guide**
3. Hushd Avera prescription – Refer to how to use guide for prescribing the Hushd Avera
4. Good Sleep Test – Set up 5 day test in Resdent for patient or ongoing patient monitoring
5. Give patient practice information for dental clinic in which they have been referred
6. Give patient information pack

## Dental monitoring consultation

- Enables dentist to plan the patient case
- \$195 cost to patient – Cost of service roughly \$10 to you

## How does it work

- Once consult is finished book in with most appropriate dentist.



**Dental Monitoring**

Good  
Sleep<sup>co.</sup>