SomnoMed to Receive Pride Institute “Best of Class” Technology Award for 2011

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Frisco, Texas (PRWEB) October 05, 2011 -- SomnoMed, developers of SomnoDent and MATRx has been recognized as one of 16 companies to receive the Pride Institute’s Best of Class Technology Award for 2011. SomnoMed was an honoree in the Emerging Category.

SomnoMed MATRx is a revolutionary medical diagnostic device that provides, for the first time, a prospective means for predicting SomnoDent treatment outcomes during a polysomnographic study (PSG). To conduct a study with SomnoMed MATRx, an overnight appliance is attached to a small motor (50 grams) that is remotely controlled by a sleep technician. “Using this process, sleep technicians can clearly see whether the patient is a responder or non-responder to SomnoDent therapy,” says Ralf Barschow CEO. “The MATRx is analogous to a CPAP titration. For the first time, we are providing a means of predicting whether patients are suitable for an oral appliance. If they are, we can help determine optimal protrusive distance for their SomnoDent once they are returned to their SomnoMed dentist for further titrations.”

A panel of dental technology experts, organized by the Pride Institute, a dental practice management consulting firm based in Novato, California, selected this year’s winning products through an unbiased, rigorous assessment selection process. The winning technologies were selected by majority vote and divided into four categories: Foundational, Diagnostic, Therapeutic, and Emerging.

The Pride Institute Best of Class Technology awards were launched in 2009 as a new concept to provide an unbiased, non-profit assessment of available technologies in the dental space. Winners of the award are invited to participate in a technology fair showcased at the American Dental Association’s annual meeting. “We deeply felt a gap in the area of technology education and integration, said Lou Shuman, DMD, CAGS, President of the Pride Institute. “We feel the technology awards and fair were an ideal model to fill that gap. Pride Institute’s commitment is to provide the finest information and counsel in all areas of practice management.”

The panel consists of seven dentists with significant knowledge of and experience in dental technology, including Dr. Shuman; John Flucke, DDS, writer, speaker and Technology Editor for Dental Products Report; Paul Feuerstein, DMD, writer, speaker and Technology Editor for Dental Economics; Titus Schleyer, DMD, PhD, Associate Professor and Director, Center for Dental Informatics at the University of Pittsburg, School of Dental Medicine; Marty Jablow, DMD, technology writer and speaker; Para Kachalia, DDS, Director of New Technology at the University of the Pacific, School of Dentistry; and Larry Emmott, DDS, technology writer, speaker and dental marketing consulting. “I feel very fortunate that a panel of this magnitude has agreed to contribute to the selection process,” said Dr. Shuman.

About SomnoMed
SomnoMed is a publicly listed dental sleep medicine company (ASX:SOM) providing diagnostic and treatment solutions for Sleep Breathing Disorders such as Obstructive Sleep Apnea. SomnoMed was commercialized on the basis of extensive clinical research. Supporting independent clinical research, continuous innovation and instituting medical manufacturing standards has resulted in SomnoDent becoming
the state-of-the-art and clinically proven medical oral appliance therapy for obstructive sleep apnea. SomnoDent is the most comfortable and effective design and treatment solution for over 70,000 patients in 20 countries. For additional information, visit SomnoMed at http://www.somnomed.com.

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Contact Information
Anthony White
SomnoMed
1(888) 447-6673

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