

[sandscapes]  
newsletter

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## Sleep in the news

On September 28, 2004 a Medicare Coverage Advisory Committee organized by the U.S. Center for Medicare and Medicaid Services (CMS) conducted an all-day meeting to review the accuracy and effectiveness of portable devices used at home to diagnose obstructive sleep apnea (OSA). Research evidence on the portable devices was compared to the current "gold standard" diagnostic technology for OSA, an overnight, technician-attended polysomnogram conducted in a sleep laboratory, and evaluated it in terms of the ability of portable devices to accurately diagnose OSA. The Advisory Committee expressed limited confidence in the quality of the data comparing portable devices to PSG, but expressed greater confidence in the portable devices for measures limited to cardio-respiratory parameters often used as the sole basis for OSA diagnosis. The Advisory Panel supported the potential for home testing, but called for improved research data. A spokesperson for CMS expected that the agency would be soliciting additional information and that a final coverage (insurability) decision would be published in January 2005 followed by a 60-day comment period. Look for updates on this legislation in future editions of *Sandscapes*.

[www.sleepfoundation.org/alert.cfm](http://www.sleepfoundation.org/alert.cfm)

## Tech tip: Video capture with Windows XP

There is an update available for the Winnov Video recording software – the software *Sandman* systems use to help record your on-screen video (For *Sandman* 7.X and Windows XP Professional Only). Videum 2.13 SP1 is available to be downloaded from their website at [www.winnov.com/support/software/index.htm](http://www.winnov.com/support/software/index.htm). The new version contains enhancements that have been shown to increase performance in *Sandman* software while reviewing or scoring patient files with video.

To check the version of Videum you currently have installed on your system click on the Start button on the Windows task bar. Choose Programs and find the program called Winnov Videum NT. Select this and then choose Videum Capture. This will open a Videum Capture Window. Choose Help and About from the drop down menu and a screen will appear indicating the version of Videum installed on your system.

If the version installed on your system is not 2.13 SP please follow these steps to download the upgrade and install it on your system.

1. Go to the Winnov website [www.winnov.com/support/software/index.htm](http://www.winnov.com/support/software/index.htm)
2. In the Download driver's window select the choices shown below and then choose Download Drivers.
3. A file called Videum\_2\_13\_SP1\_NT\_W2K\_XP.exe will be saved to your system. (Make sure you remember where you downloaded the file to.) Double click this file to start the installation.
4. Select YES to installing the update, selecting all the defaults to install the Videum update. As always, if you have any questions please call *Sandman* Technical Support at 1-800 663-3336.



Winnov website [www.winnov.com/support/software/index.htm](http://www.winnov.com/support/software/index.htm)

Mark Beasley  
*Sandman* Technical Support Lead

## Puritan Bennett partners with NSF



Puritan Bennett has partnered with the National Sleep Foundation (NSF) to raise public awareness of the importance of adequate restorative sleep to health, safety and quality of life. We will be giving an unrestricted educational grant to support the following projects by the National Sleep Foundation.

- > National Sleep Awareness Week® 2005

- > Night of a Thousand Dreams gala
- > Creation of a new "Sleep Apnea Destination Page" on the NSF Web site that will make the site easier to navigate.

<http://www.sleepfoundation.org>

Robyn Longford-Woidke  
Manager, Clinical Affairs

## Exciting times ahead...

I recently took some time to reflect on the past, present and future of the *Sandman*® business. I am pleased to say that in my 11-year history with the *Sandman* Sleep Diagnostics team, I have never felt better about where we are headed.

As some of you may know, our organization started in 1992 as a small privately owned start up in Ottawa, Canada. Since that time there have been a number of mergers and acquisitions. We are now part of Puritan Bennett, a respected leader in ventilation and other respiratory care products, including sleep therapy equipment. Our parent company is Tyco Healthcare, a significant part of Tyco International, which employs more than 260,000 people in over 100 countries.

Being a part of a large company has allowed us to broaden our product offerings. Our *Sandman Elite*® Sleep Diagnostic Software continues to be the market leader in high-tier diagnostics. Our newly released mid-tier *Sandman Express*™ Sleep Diagnostic System has been a success since its launch in summer 2004. We are now developing a portable screening device that will replace the *EdenTrace*® product line, and is scheduled to be released in 2006. I also am excited about our recent

integration of Puritan Bennett® sleep therapy products with the *Sandman* Sleep Diagnostic Systems. We are now able to digitally control and interface with the Puritan Bennett *KnightStar*® 330 *Bi-Level*® Ventilator through the software in both *Sandman Express* and *Sandman Elite*. This functionality will be included with the Puritan Bennett *GoodKnight*® 425 unit when released.

**Our *Sandman Elite* Sleep Diagnostic Software continues to be the market leader in high-tier diagnostics.**

In order to further take advantage of our integration with Puritan Bennett, we recently announced the reorganization and merger of our *Sandman* Sales Force with our Puritan Bennett Respiratory Homecare Sales Force creating a dedicated field sales organization



for all sleep products and Puritan Bennett services. *Sandman* representatives are now known as Sleep Business Managers and they work hand-in-hand with a team of Respiratory Account Managers who sell our therapy and oxygen products. (For more information, see "To serve you better" on page 3.) Both groups now have more comprehensive products and programs in

place that allow them to service our sleep lab customers more completely.

Still amid all the changes we've seen here in Ottawa, one thing remains the same for us on the *Sandman* Sleep Diagnostics team – we know the key to customer satisfaction is listening to you, our customers. Please know we appreciate your feedback and rely on your questions, comments and suggestions to help us make *Sandman* a better product. To that end, I encourage you to e-mail me directly at [joe.doria@tycohealthcare.com](mailto:joe.doria@tycohealthcare.com) with any feedback you may have, or visit [www.sandmansleep.com](http://www.sandmansleep.com) and send your email to the appropriate group.

In the meantime, we will continue to develop *Sandman* products and services to help you increase your efficiency and ultimately provide better patient care. Thank you for your continued support.

Joe Doria  
Site Director

**tyco**  
Healthcare

**Puritan**  
Bennett

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**toll free: 800.663.3336**

Websites:  
[www.sandmansleep.com](http://www.sandmansleep.com)  
[www.puritanbennett.com](http://www.puritanbennett.com)

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**SANDMAN**®

## Customer profile: Cascade Valley Sleep Disorders Center

Recently, Sandscapes Newsletter interviewed Dr. Muhammed Sayed, the new medical director of Cascade Valley Sleep Disorders Center (CVSDC) in Arlington, Wash., about why his team uses *Sandman* Sleep Diagnostic products.

Dr. Sayed said his priority and vision is to improve people's quality of life by identifying and treating the many sleep disorders that affect overall health and well-being. In addition to his work at CVSDC, Dr. Sayed is on the Advisory Editorial Board of *Sleep Review* and is a member of both the American Academy of Sleep Medicine (AASM) and the World Association of Sleep Medicine (WASM).

**Sandscapes:** Can you describe your experience with *Sandman* Sleep Diagnostic Software?

**Dr. Sayed:** For the past four years we have run problem-free. The *Sandman* v7.2 software upgrade was most recently completed to give the CVSDC lab increased efficiency and ease-of-use. The upgrade was very simple and didn't require any contact with the *Sandman* Technical Support team.

**Sandscapes:** What do you think of the service you receive from the *Sandman* Sleep Diagnostics team?

**Dr. Sayed:** CVSDC's two-bed *Sandman* system was recently upgraded to *Sandman Digital 32+*™ Amplifiers in a professional, timely and competent manner by your Product Application Specialist, Tim Carroll.

**"I strongly believe healthcare should be delivered, not only with world class quality, but also in a compassionate, caring manner."**

**– Dr. Muhammed Sayed, Cascade Valley Sleep Disorders Center**

**Sandscapes:** Why did you choose *Sandman* Amplifiers?

**Dr. Sayed:** CVSDC chose *Sandman Digital 32+* Amplifiers because we



From Left, Leigh Ann Orcutt (Sleep Center Coordinator), Muhammad Sayed, MD (Sleep Center Medical Director), Miria Vance (Sleep Center Medical Assistant)

were looking for a compact digital system that had more channel than a standard system and included great features like the built-in Nellcor® pulse oximetry technology.

**Sandscapes:** How do you market your sleep lab?

**Dr. Sayed:** We have been successful in marketing our lab using the following communication methods: media outreach, health talks with

consumers, application of evidence-based medicine, health fairs, meeting with primary care providers, and advertisements in the local newspapers. With the sleep diagnostics market continuing to grow, the CVSDC is looking to expand to six in the near future.

Melissa Keown  
Marketing Communications Manager

## Sandman Sleep Diagnostics earns high marks

Puritan Bennett is pleased to announce that the *Sandman* Sleep Diagnostic System was rated #1 among the competition in all categories, according to a recent *MD Buyline* survey.

*MD Buyline* polled current users of the *Sandman* Sleep Diagnostic System on the following categories: system performance, system reliability, installation/implementation, applications training, service response time and service repair quality.



User satisfaction ratings in all categories

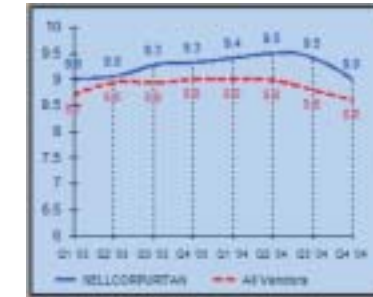
The *Sandman* Sleep Diagnostic System is a very easy-to-use Windows-based system. The DC device integration is very simple. One medical director reported that he did not have any significant

downtime for the past eleven years that he has used this system.

Customer service was also a key point. The technical specialists were noted as being very polite and nice to work with. The modem service that is provided allows technical support to log into their system and troubleshoot and correct problems quickly.

Service and repair was an important aspect of the purchase stated one customer, and another said they haven't had any major service problems with their system.

*Sandman* Sleep Diagnostic System users are very satisfied with their equipment and level of support. Puritan Bennett offers upper-end technology for sleep diagnostics with the *Sandman* systems. This level of satisfaction shows in their 95% customer retention rate.



User rating for system reliability

*MD Buyline* is the hub of an intelligence network that brings together value-added information, gathered from multiple sources. For more information on *MD Buyline* visit [www.mdbuyline.com](http://www.mdbuyline.com).

## To serve you better....

We have broadened the scope of our sales force. As a newly appointed Sleep Business Manager (SBM), your former *Sandman* Sales Representative will now be able to provide you with all your sleep business needs, from diagnostics to therapy.

In order to enhance the efforts of your SBM, we have realigned the sales territories in order to maximize the relationship between the SBMs and the Respiratory Account Managers – Puritan Bennett's counterparts for homecare sales – to provide you with a complete sleep solution.

If you have been affected by this realignment, you should be receiving a letter shortly introducing your new SBM. If you haven't received one, please look up your state on our website at <http://www.sandmansleep.com/contacts/closestsalesrep.cfm> or call customer service at **1-800-633-3336** and you will be directed accordingly.

Over the next several months, your SBM will be contacting you to review your lab's sleep diagnostic and therapy requirements and discuss our most recent release of *Sandman Elite* Sleep Diagnostic Software and our new *Sandman Express* Sleep Diagnostic System v.1.1. Both systems include the ability to titrate your sleep apnea patients with the *KnightStar 330 Bi-Level* device via the *Sandman* Sleep Diagnostic Software.

We apologize for any inconvenience the realignment may cause you in the short term, but we truly believe that the changes we've made will ultimately benefit our relationship with you, our valued customer.

Debbi Kruger  
Sales Administration

## Need custom Sandman sleep diagnostic reports?

We have made a few changes to our reports department in order to help serve you better. At the beginning of this year, *Sandman* Technical Support implemented a new process to reduce the time it takes to develop and deliver customized reports, cutting the time down from months to days. We are now committed to producing a sample report template for you to review within 15 working days of your initial request. After you have approved the report's format, we will put the report in production and complete the coding in a timely fashion.

New or recently upgraded customers may be entitled to receive customized report time at no additional cost. If you are:

- > A new *Sandman Elite* customer, you are entitled to 16 hours of no-cost report time (normally charged at \$100 an hour).
- > An existing customer with a recent amplifier upgrade or additional bed purchase, you are entitled to 2 extra hours of report time.

This no-cost customization report time is valid one year from the date of sale. Sites that have no free report time remaining can still have reports customized for a fee of \$100 per hour.

For more about report customization, contact James Armstrong at 800-663-3336 ext. 241 or send an e-mail to [james.armstrong@tycohealthcare.com](mailto:james.armstrong@tycohealthcare.com).

James Armstrong  
Reports Coordinator

## GoodKnight® H<sup>2</sup>O Heated Humidifier

For CPAP patients experiencing upper airway dryness, Puritan Bennett offers a mist of relief with the *GoodKnight* H<sup>2</sup>O Heated Humidifier. Designed for use with the *GoodKnight* 420 Series CPAP Systems or *GoodKnight* 425 *Bi-Level* Device, the *GoodKnight* H<sup>2</sup>O Heated Humidifier increases air humidity, reducing patient dryness in the nose and throat.

By improving comfort, it may help promote patient compliance with sleep apnea treatment. In addition, the humidifier features a small footprint that fits neatly with the *GoodKnight* sleep therapy devices,

creating the smallest, lightest CPAP/ heated humidifier combination on the market. For more information contact your Puritan Bennett Respiratory Account Managers.

Rick Mendez  
Marketing Manager – Sleep Therapy



GoodKnight H<sup>2</sup>O Heated Humidifier