

Thursday, September 10

7:30am - 8:30am

Breakfast & Registration | Networking Opportunity

Waterview C

Waterview D

8:30am - 10:00am

Introductions and Overview of the DSM Landscape and the Framework for a Profitable DSM Practice

Avi Weisfogel

Course Description

An introduction to Dental Sleep Medicine (DSM) covering its clinical and business potential. This session sets the foundation for understanding the evolution of DSM and its role in the modern dental practice. Learn how to structure your DSM practice for long-term profitability and efficiency. This session covers the essential components of a sustainable sleep business model.

Learning Objectives

- Understand the scope and impact of DSM in patient care.
- Identify the key drivers of a successful DSM practice.
- Gain insight into industry trends and challenges.
- Understand the necessary components of a high-functioning DSM business.
- Discover key inefficiencies in traditional sleep practice models and how to overcome them.
- Learn strategic frameworks for building revenue streams in DSM.

10:00am - 10:30am

Break

Waterview Foyer

Waterview D

10:30am - 12:00pm

Principles of DSM

Dr. Michael Murray

Course Description

A deep dive into the fundamental principles of sleep medicine, including epidemiology, patient identification, and treatment approaches.

Learning Objectives

- Understand sleep-disordered breathing mechanisms and their implications.
- Identify common DSM patient profiles and treatment pathways.
- Learn how to integrate sleep services seamlessly into a dental practice.

12:00pm - 1:00pm

Lunch

Waterview C

Waterview D

1:00pm - 1:30pm

My Journey & Impact of My DSM Practice

Dr. Michael Murray

Course Description

Dr. Murray will share his story of how a burnt out dentist with an aching body found a new purpose by helping his dental patients and community feel better and live longer with oral appliance therapy for OSA.

Learning Objectives

- Learn about his dental career and the toll it took on his body.
- Gain insight into how he implemented the teachings to impact the lives of patients within his community.
- See how his team was trained to help provide a better balance while surpassing the financial and personal freedom goals he had set.

Waterview D

1:30pm - 2:30pm

Testing

Dr. Michael Murray

Course Description

A structured approach to screening and testing for obstructive sleep apnea (OSA), ensuring compliance with medical guidelines and insurance requirements.

Learning Objectives

- Learn effective screening techniques to identify potential sleep patients.
- Understand testing protocols and the role of home sleep testing in DSM.
- Implement a streamlined screening process within your practice.

Waterview D

2:30pm - 3:00pm

Biggest Obstacles in DSM & Restfull Solutions to Overcome

Heather Wallace

Course Description

A look at the evolving DSM market and practical insights into avoiding common business pitfalls.

Learning Objectives

- Understand industry trends and future growth opportunities in DSM.
- Learn business strategies to avoid common DSM pitfalls.
- Discover how to position your practice for long-term success in DSM.

3:00pm - 3:30pm

Break

Waterview Foyer

Waterview D

3:30pm - 5:00pm

Understanding the Real Barriers to Implementing Dental Sleep Medicine

Avi Weisfogel

Course Description

Many dentists express interest in dental sleep medicine but struggle to move from initial enthusiasm to consistent implementation. This engaging session explores the non-clinical challenges that commonly limit progress, including mindset, assumptions about team capacity, and the gap between education and execution. Through guided discussion and interactive audience participation, attendees will examine why sleep programs often stall and what foundational considerations must be addressed before building a sustainable model of care.

Learning Objectives

At the conclusion of this session, participants will be able to:

- Recognize common mindset and operational assumptions that prevent successful implementation of dental sleep medicine.
- Identify personal and practice-level barriers that contribute to stalled or inconsistent sleep programs.
- Distinguish between clinical competence and the broader readiness factors required to support a functional dental sleep workflow.

5:00pm - 6:00pm

Cocktails & Networking

Waterview C

Friday, September 11

7:30am - 8:30am

Breakfast & Registration

Waterview C

Waterview D

8:30am - 10:00am

Device Overview - Understanding OAT Device Options

and How to Tailor Your Approach

Dr. Michael Murray

Course Description

An in-depth look at oral appliance therapy (OAT), including selection criteria and customization strategies for effective patient treatment.

Learning Objectives

- Learn about the different oral appliances available for DSM.
- Explore best practices for appliance customization and fitting.

10:00am - 10:30am

Break

Waterview Foyer

Waterview D

10:30am - 12:00pm

Developing a High-Performing Dental Sleep Medicine Team & Medical Office Integration

Avi Weisfogel

Course Description

An overview of the Dental Sleep Medicine Team and its role in the identification, treatment, and long-term management of sleep-related breathing disorders, including obstructive sleep apnea (OSA and snoring). Highlighting the collaborative, interdisciplinary approach between dentists, sleep physicians, hygienists, and administrative staff to ensure comprehensive patient care.

Learning Objectives

- Attendees will gain insight into how the team integrates clinical expertise, patient education, and coordinated care to improve sleep quality, overall health, and quality of life.
- Attendees will also gain insight into the benefits of a strong team and how it can contribute to the growth of the dental sleep practice.

12:00pm - 1:00pm

Lunch

Waterview C

📍 Waterview D

1:00pm - 1:30pm

Inside Restfull:

The Infrastructure Behind a Thriving Dental Sleep Practice

Heather Wallace

Course Description

In this session we walk through the full operational backbone of the Restfull program- from clinical resources and coaching structure to the medical model, legal framework, and compliance systems that protect your practice. You'll also get a live walkthrough of the Circle learning space where your ongoing education and community support live.

Learning Objectives

- Identify the core resources, coaching structure, and medical model framework within the Restfull program and how each supports practice development in dental sleep medicine.
- Recognize the key legal documents, entity formation considerations, and Stark Law compliance principles relevant to operating a dental sleep practice.
- Navigate the Circle learning space to access CE content, coaching materials, and peer community resources that support ongoing growth.

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1:30pm - 3:00pm

The Restfull Difference: Billing & Documentation

Christie Fink

Course Description

A deep dive into billing in dental sleep, the process, and documentation workflow required to get paid. Learn how Restfull finally allows sleep dentists at ANY level to treat patients with OAT and get paid faster, more reliably, and at the maximum allowable payor reimbursement. Discover more about Restfull's medical billing suite and done-for-you concierge billing service.

Learning Objectives

- Unravel misunderstandings about medical billing in DSM.
- Learn what's required to set up a dependable process for getting paid and growing your sleep practice.
- Develop a clear understanding of how the Restfull suite and services can support your end-to-end DSM patient workflow and journey.

3:00pm - 3:30pm

Break

Waterview Foyer

📍 Waterview D

3:30pm - 4:30pm

The Restfull Recipe for Success:

Building a Predictable, Profitable, Reliable Dental Sleep Program

Avi Weisfogel

Course Description

Dental sleep medicine (DSM) offers a unique opportunity for dentists to expand patient care while building a sustainable, high-impact service line. However, many practices struggle due to fragmented processes, unclear medical workflows, and challenges with documentation and reimbursement.

Learning Objectives

After completing this presentation, participants will be able to:

- Describe the key stages of a successful dental sleep medicine workflow, including patient identification, testing, documentation, treatment coordination, and reimbursement.
- Identify common operational and billing pain points that interfere with efficiency, case acceptance, and predictable revenue in dental sleep programs.
- Explain how structured processes, team roles, and ongoing support systems contribute to improved patient experiences, reduced administrative burden, and long-term success in dental sleep medicine.

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4:30pm - 5:00pm

Q&A: Integrating DSM & Next Steps for Growth

Avi Weisfogel

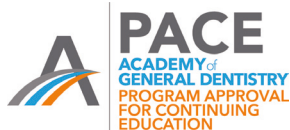
Course Description

This interactive session offers the opportunity to clarify any lingering questions across patient acquisition, clinical approaches, device selection, billing, and sleep practice management.

Learning Objectives

- Reinforce the core principles of this weekend's DSM course.
- Provide clear feedback to questions related to anything covered during the course.
- Develop a clear understanding of how to best move forward with growing your skillset and results from integrating dental sleep and medical billing into your practice.

End Day Two



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7/1/2025 to 6/30/2027.
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