Sleep:

Your Health Rests On It

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SWAN
SLEEP WELL AT NIGHT™

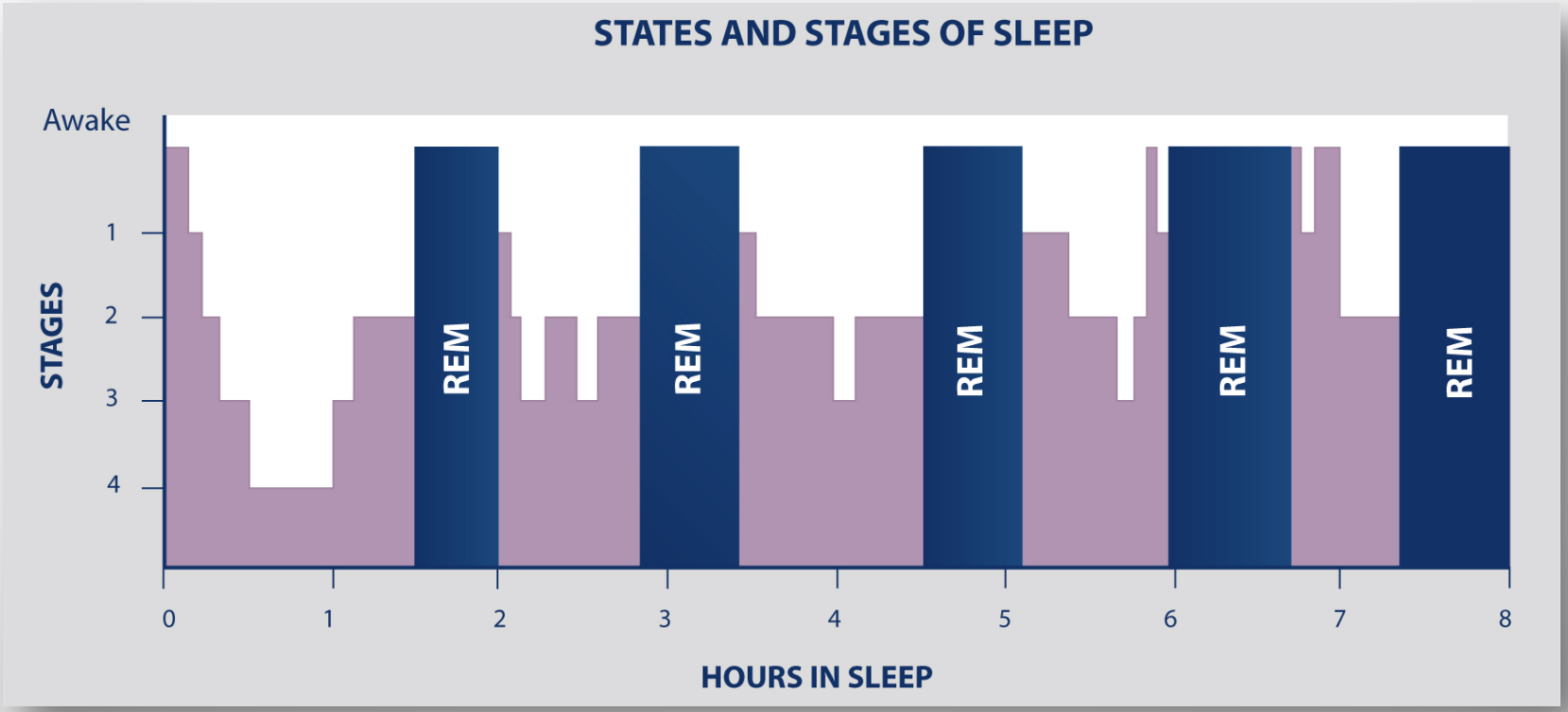
Summary

- **50 – 70 million Americans** have a clinical sleep disorder, according to the CDC.
- **Sleep quality** affects **daytime performance.**
- Good quality sleep is probably the most important factor in overall wellness. **Every single system** in your body is affected.

The Sleep Cycle

Alternating stages of sleep that occur over an 8-hour time period:

- **NREM:** Non-Rapid Eye Movement; Stages 1-4; 75% of the night
- **REM:** Rapid Eye Movement; Dreams occur; 25% of the night

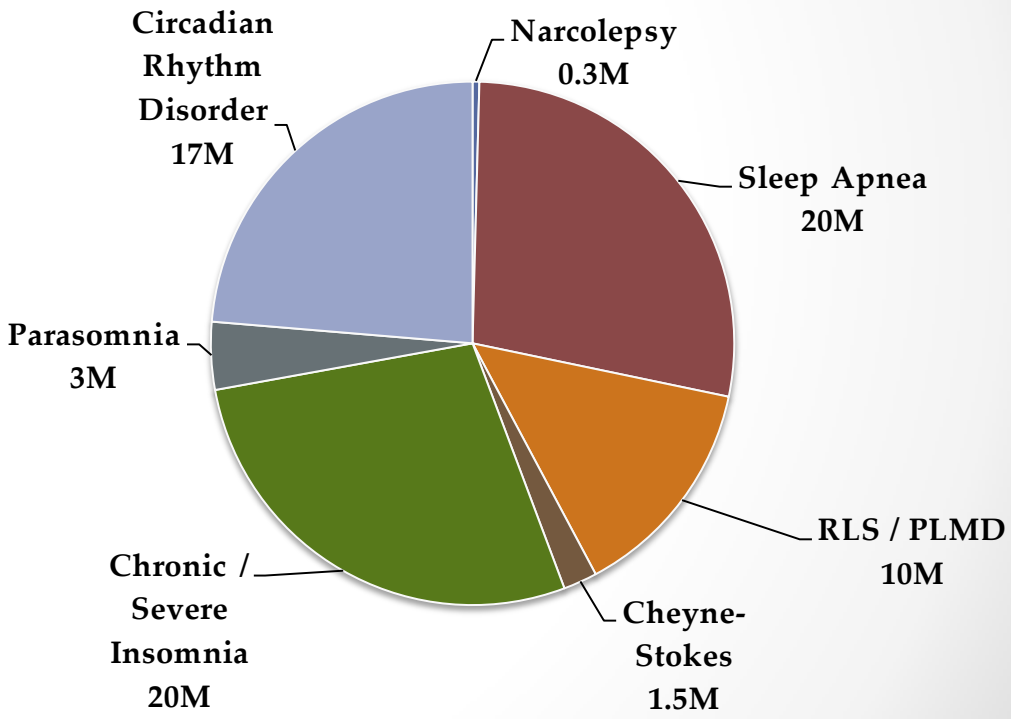


Note: AASM has now combined Stages 3 and 4 into "N3," but the same basic pattern holds.

Prevalence of Sleep Disorders

- About one-third of the US population suffers from sleep disorders
- 40 million individuals are chronic sufferers
- Only about 10% have been diagnosed or treated to date
- There are over 80 recognized sleep disorders.

US Population Affected with Sleep Disorders



Source: AASM, CDC, NIH, Company Reports

"Sound" familiar?
Bed partners are also affected.

Sleep, By the Numbers

Americans with Sleep Disorders
50 - 70 Million. *Source: CDC.*

Percentage of People Who Have Not Been Diagnosed
80-90%. *Source: AASM.*

Total # of Recognized Sleep Disorders
81. *Source: AASM.*

OSA (Obstructive Sleep Apnea)
20 Million (Asthma = 17.5M, Diabetes = 25M). *Source: NSF and CDC.*

Workplace Cost of Insomnia
$63 Billion/year due to 11 days' worth of productivity loss / employee. *Source: Harvard Medical School.*

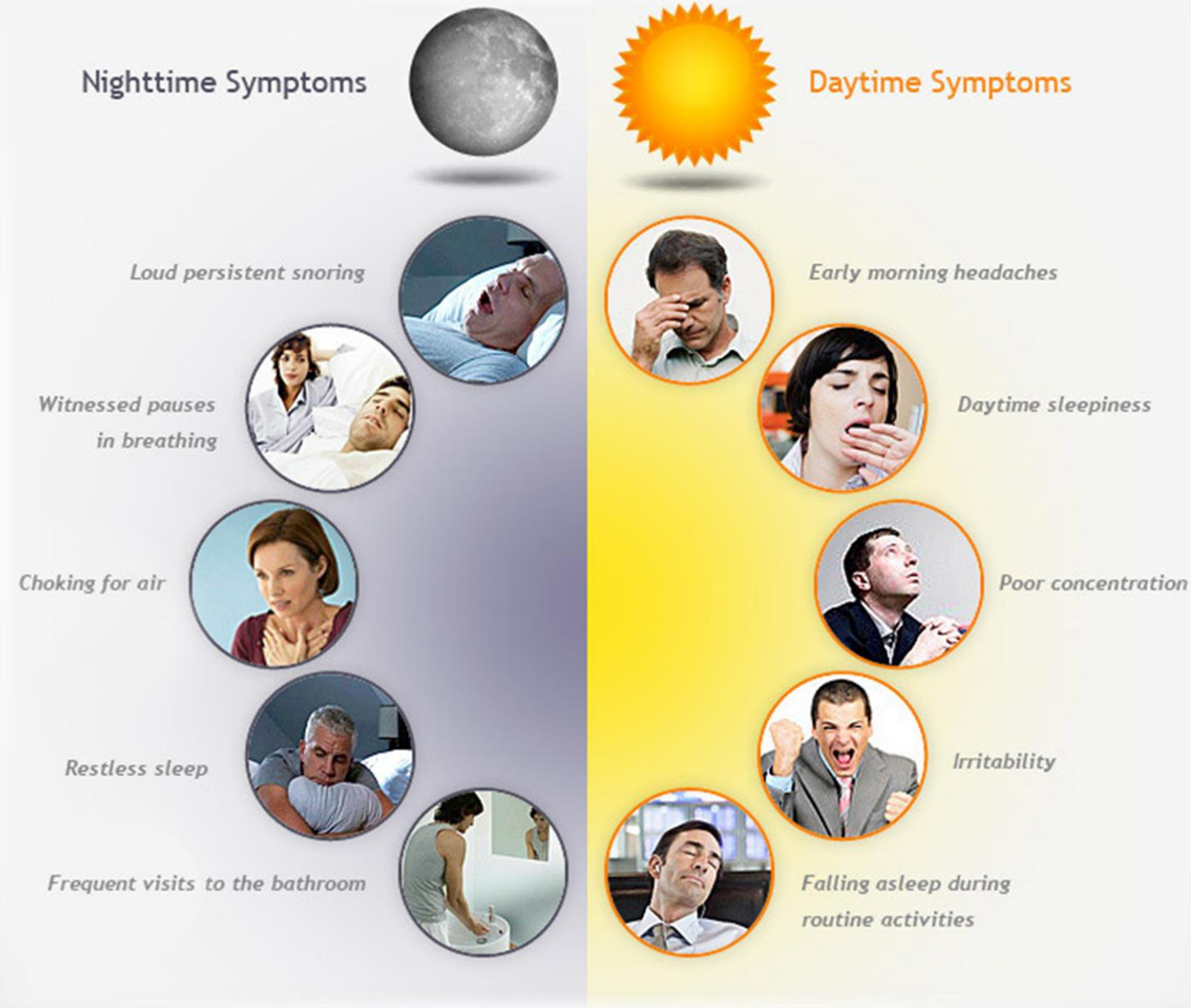
Women and Insomnia
Nearly 30% of women admit to taking a sleeping aid at least a few times each week. *Source: NSF, 2007.*

About 15.5 Million women between ages 40 and 59 use prescription sleep aides. *Source: IMS Health.*

Percentage of People Who Know Someone Who's Had a Car Crash Due to Falling Asleep at the Wheel
23%. *Source: NSF.*

Number of Car Crashes Annually Due to Sleepiness
100,000 causing $12.5 Billion in losses. *Source: NHTSA. They admit that this is a conservative estimate.*

Signs of Sleep Disorders



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Want More Convincing? Consider This...

Sleep disorders are linked to:

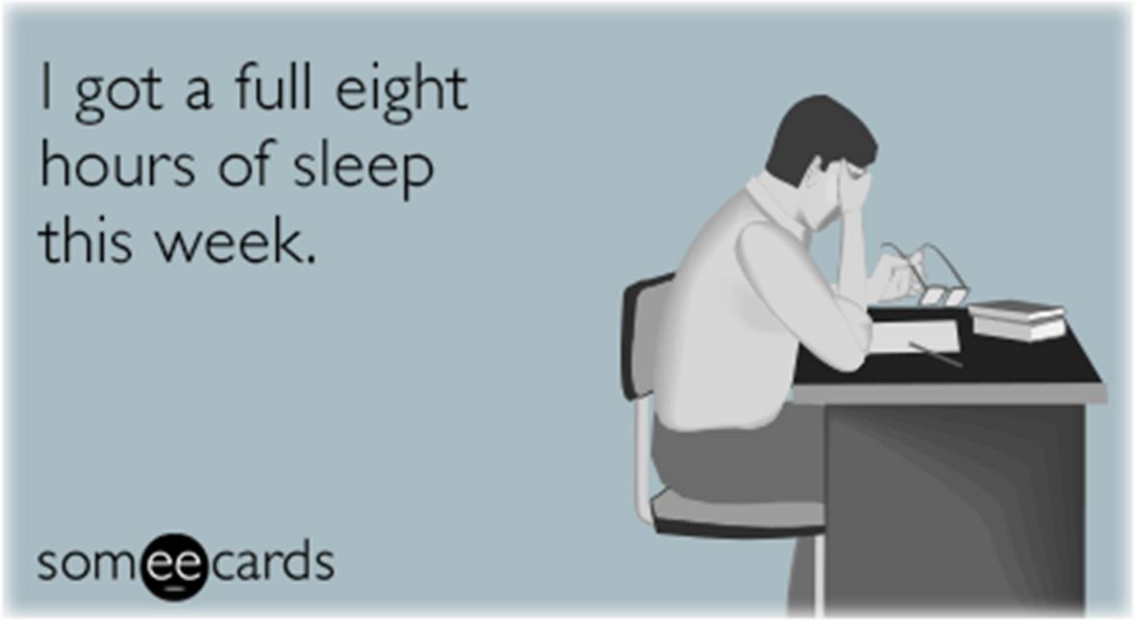
- Heart disease
- Diabetes
- Hypertension
- Stroke
- Memory loss
- Kidney failure
- Sexual dysfunction
- Depression
- Automobile crashes
- Poor performance at work

Healthy sleep can lead to:

- Increased quality of life
- Increased productivity
- Optimal hormone regulation
- Improved overall health

Source: National Institutes of Health, http://www.nih.gov

How Many Hours?



The Marketplace: Available Options

Jawbone Up

Sleep Cycle Alarm Clock

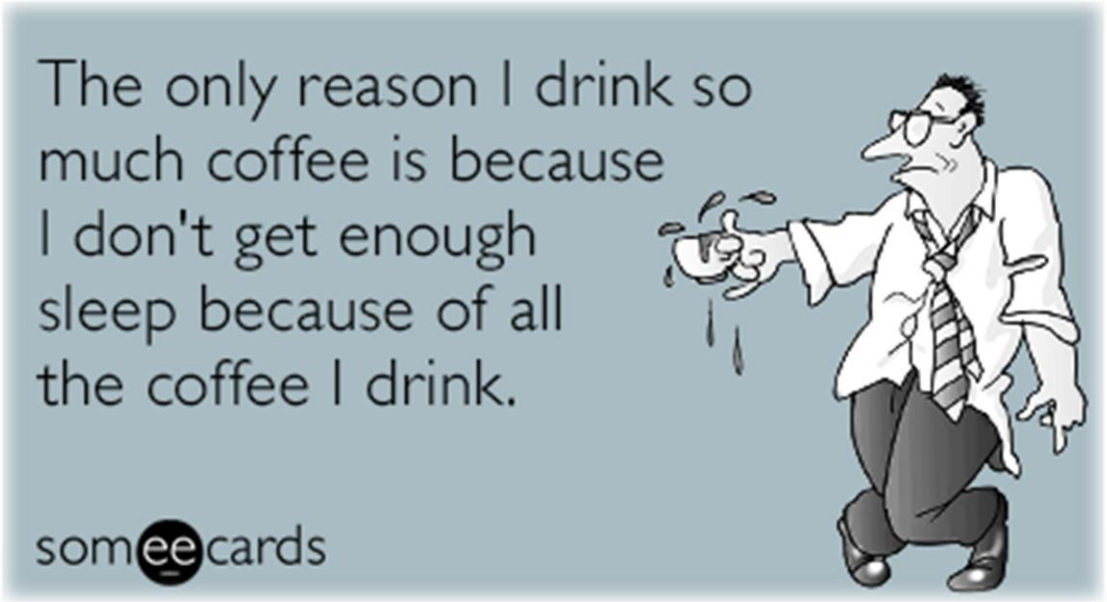
FitBit

Nike FuelBand

Lark Silent Alarm Clock

Only 1 problem: none of these will fix a sleep disorder.

Oh, Coffee…


The only reason I drink so much coffee is because I don't get enough sleep because of all the coffee I drink.
someecards

The SWAN Approach:

A Medically-Validated Approach

- We believe that it is imperative to take a scientific, medically-validated approach.

- We guide employees through our doctor-designed protocols, ensuring that employees receive the highest level of care, and actually address any sleep disorders.

SWAN: Comprehensive Sleep Resource

- Education to build engagement
- On-site clinician support

Seminars

- Proprietary, physician-designed tools
- Web-based

Risk Assessment

- Doctor-designed roadmap for better sleep
- Empowering info to navigate sleep

Testing & Treatment

- Coaching via web, email
- Trustworthy sleep answers

SleepDesk™

- Sleep Coach app for sleep hygiene
- Jet lag app for business travelers

Mobile Apps

- Sleep analytics (incl. disorders)
- Quantify impact of sleep

Analytics & Reporting

+ CUSTOM SOLUTIONS

SWAN: Objective Guidance to Navigate Sleep Field

HST Providers

Sleep Labs

HME Providers

CPAP Makers

Insurance Co's

ENTs

PCPs

Drug Co's

Mattress Co's

Apps & Gadgets

News Media

Energy Drinks

Philosophy on Comprehensive Health

If you are serious about health, you must also be serious about sleep.™

Why it Matters for XYZ Corp.:

A Quick Analysis

- We know that about **23%** of employees suffer from insomnia. Source: Harvard Medical School.
- Each of these employees loses between **7.8 – 11.3 days'** worth of productivity per year due to "presenteeism."
- If XYZ Corp. has 27,000 employees, that means about **6,210** employees are each losing up to 11 days of productivity per year – which equals about 187 years' worth of labor lost, each year.
- If we assume an average salary (plus benefits) of $120,000 that translates to **$22,440,000** in lost productivity, each and every year.
- This analysis is just for insomnia. There are over **80** recognized sleep disorders. Source: American Academy of Sleep Medicine.

The SWAN Team

- **Sina Nader**, CEO. 12 years in sleep diagnostics. Former Credit Suisse banker. BA from UC Berkeley, MBA from USC.
- **Sean Arietta**, CTO. UC Berkeley PhD candidate in CS. Former Google engineer.
- **Medical Advisory Panel:** A panel of 9 physicians, 5 of whom are Stanford-trained sleep specialists.

Selected Media Coverage

BBC

BuzzFeed

Entrepreneur

Mashable

YAHOO!

CBS

Thank you.

Questions?

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