



January 2013

QUARTERLY PRODUCT CATALOG

PATIENT EDUCATION



Your official guide to patient education resources from the AASM. See inside for great pricing.

Shop Online! www.aasmnet.org/store or Give us a call! 630-737-9700

QUARTERLY PRODUCT CATALOG

PATIENT EDUCATION

Studies have shown that clear and understandable education materials can be the most effective tool physicians can give their patients to ensure proper diagnosis and treatment of sleep illnesses.

Make sure your patients have the helpful information you trust from the leading voice in the field of sleep medicine. Provide them with AASM educational materials and send them to www.SleepEducation.com for helpful tips, blogs and videos about sleep.

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Featuring patient-friendly formats with clear and concise information, these brochures are perfect for educating your patients and the public on the importance of seeing a sleep specialist.



5 Children's Books

With poetic text and colorful illustrations, the AASM's children's books emphasize the importance of sleep for both animals and children.



6 Welcome to the Sleep Center CD-ROM

Prepare your patients for a night in a sleep center with this comprehensive video.



7 Online Resources for Patients

Give patients the tools to be knowledgeable about their sleep illnesses.

8 AASM Product Order Form

Order Today!

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Patient Education Brochures

Reduced pricing for 2013. Free shipping on brochure orders of \$200!

Patient education brochures allow you to educate current patients on sleep illnesses AND to market to potential new patients.

These brochures are written at the appropriate reading level to provide patients with need-to-know information about the importance of diagnosing and treating sleep illnesses and will lead them to seek treatment for their sleep illnesses from you.

AASM patient brochures offer information including definitions, symptoms, treatment options, tips and answers to frequently asked questions. Visit the AASM Online Store for content descriptions for each brochure.

Pricing:

AASM Member: \$15.00/pack of 50

Nonmember: \$25.00/pack of 50

AASM Member Benefit - Personalize your entire brochure order to include your contact information for **only \$65** (Waived for orders of 2,500 brochures or more). Visit the AASM Online Store for more information including design guidelines and to download a template/order form.

Use these brochures to educate current patients about diagnostic tests, treatments and sleep illnesses:

Non-PAP Treatment for Sleep Apnea

Item Number: 0140

PAP Treatment Tips

Item Number: 0160

PAP Treatment for Sleep Apnea

Item Number: 0150

Restless Legs Syndrome

Item Number: 0170

Understanding Narcolepsy

Item Number: 0240

Understanding Parasomnias

Item Number: 0250

Your Home Sleep Test

Item Number: 0260

Your In-Lab Sleep Study

Item Number: 0270



Questions? Call us at 630-737-9700

Patient Education Brochures

Distribute these brochures to local contacts to inform potential new patients about sleep illnesses; *don't forget to have them personalized!*

Dangers of Drowsy Driving

Item Number: 0100

Highlight the number of crashes resulting from drowsy driving when providing these brochures to local insurance agents and drivers ed classes!

Healthy Sleep in Children

Item Number: 0110

Provide local pediatricians, schools and daycares with these brochures!

Healthy Sleep in Teens

Item Number: 0120

Highlight the importance of keeping routine bedtimes when providing these brochures to local pediatricians and schools!

How to Sleep Better

Item Number: 0130

Provide local pharmacies and primary care physicians with these brochures!

Sleep and Emotional Health

Item Number: 0180

Highlight the impact sleep illnesses have on mental health when providing these brochures to local psychologists and psychiatrists!

Sleep and Physical Health

Item Number: 0190

Provide local health clubs and gyms with these brochures!



Sleep as You Grow Older

Item Number: 0200

Provide local pharmacies and primary care physicians with these brochures!

Sleep in Women

Item Number: 0210

Highlight the unique sleep considerations women face by providing these brochures to local ob/gyn's and in local new parent packages!

Snoring and Sleep Apnea

Item Number: 0220

Provide local pharmacies, dentists and primary care physicians with these brochures!

Your Sleep Schedule

Item Number: 0280

Highlight the tips on jet lag when you send these to your local travel agents.



Not sure which brochures to order? Purchase a Patient Education Brochure Sample Pack

Decide which patient brochures will be most beneficial for your patients. One of each of the 19 brochures is included in this pack.

Item Number: 0008

Pricing:

AASM Member: \$15.00

Nonmember: \$25.00

**Need multi-lingual brochure options?
AASM offers Spanish versions of some
brochures available for **free download** at:
www.aasmnet.org/spanishbrochures.aspx*



Questions? Call us at **630-737-9700**

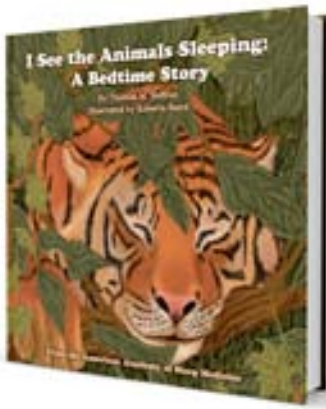


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Sleep Education Children's Books

Spark children's imaginations and take them on a fascinating journey to see the world's diverse biomes while showing them the unique sleep habits of animals. From freshwaters to the dry desert, these books are sure to be a hit in your home or waiting room!

What people are saying: *Well done! Fun & Informative! Great for your collection! Terrific bedtime book!*



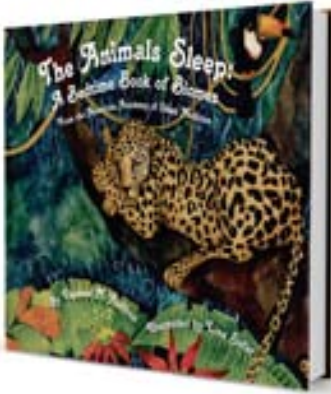
The Animals Sleep: A Bedtime Book of Biomes Item Number: 2301

This educational picture book explores the unique sleep environments of animals, taking children on a fascinating journey to see the world's diverse biomes: from freshwaters and marine waters to the dry desert and from dense woodlands and forests to the open grassland and tundra. The beautifully illustrated landscapes allow children to discover new animals that are sleeping in each habitat. Beavers, zebras, an antelope, a jaguar, a crocodile and humpback whales: An eye-catching assortment of animals fills every scene.

Pricing:

AASM Member: \$15.00

Nonmember: \$15.00



I See the Animals Sleeping: A Bedtime Story
Item Number: 2300

With simple rhyming text and vibrant illustrations, I See the Animals Sleeping: A Bedtime Story emphasizes the importance of sleep for both animals and children. This beautiful picture book highlights the diverse and fascinating sleep habits of animals. Some sleep hidden away in burrows and dens, while others doze out in the open. Standing up, lying down, in a tree, on the water – animals are sleeping in many different ways and in a variety of locations!

Children will love seeing familiar animals such as a tiger, fox and giraffe. They'll also be fascinated by more unusual creatures like a platypus and sloth. Each sleeping animal is brought to life in a richly detailed illustration that will capture children's attention – and spark their imagination.

Pricing:

AASM Member: \$15.00

Nonmember: \$15.00

Order these two beautifully illustrated children's books together and save!

Two Book Set

Item Numbers: 2300 & 2301

Pricing:

AASM Member: \$25.00

Nonmember: \$25.00

PATIENT EDUCATION



Welcome to the Sleep Lab

Item Number: 1003

Help patients feel at ease.

This educational DVD begins with a case study and walks the patient through the processes of a sleep test with CPAP titration.

Pricing:

AASM Member: \$40.00

Nonmember: \$60.00

Questions? Call us at **630-737-9700**

SleepEducation.com

SleepEducation.com is a new patient education website from the AASM that provides current, topical content about sleep illnesses and disease management, as well as videos that offer additional information on important patient-oriented topics.

The improved *Find A Center* directory helps people with sleep illness find the care they need from an AASM-Accredited Member Center. The directory is now powered by Google Maps, so patients can find the exact route to the sleep center of their choice. The directory can also indicate which facilities are accredited to provide home sleep testing!

SleepEducation.com includes full social media integration to easily share dynamic content on Facebook, Twitter and other leading social networks. Users can also follow the AASM on Facebook and Twitter with a single click! Encourage your patients to visit *SleepEducation.com* for continuously updated content, including profiles on sleep disorders, breaking news, and the latest findings in sleep as part of the treatment plan for their sleep illness.

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SAFE-T: Sleep, Alertness and Fatigue Education for Truckers

Driver fatigue is a reality for many truckers, who frequently work outside the typical nine-to-five schedule. As a leading advocate for safe transportation through rested and alert commercial operators, the American Academy of Sleep Medicine is now offering a free online presentation for truckers describing the signs, causes and effects of driver fatigue and some strategies to manage it. This includes planning well-timed sleep breaks, managing off-hour responsibilities and improving sleep environments.



SAFE-D: Sleep, Alertness and Fatigue Education for Drivers

The American Academy of Sleep Medicine explores the signs, causes and effects of driver fatigue. According to the AAA Foundation for Traffic Safety, an estimated 16.5 percent of all fatal motor vehicle crashes in the United States involved a fatigued driver. As the leading voice in sleep medicine, the AASM offers strategies for drivers to help manage their fatigue.

Both SAFE-T and SAFE-D are free video presentations to help educate the public about driver fatigue. You can find these videos at www.aasmnet.org/educationandcareer.aspx along with download and sharing instructions.



AMERICAN ACADEMY OF SLEEP MEDICINE PRODUCT ORDER FORM

| Item Description | Item# | Qty | Price | | Total |
|---|-------------|-----|----------|------------|-------|
| | | | Member | Non-Member | |
| CHILDREN'S BOOKS | | | | | |
| I See the Animals Sleeping: A Bedtime Story Qty 1-9 | 2300 | | \$15.00 | \$15.00 | |
| Quantity of 10 or more | | | \$10.00 | \$10.00 | |
| The Animals Sleep: A Bedtime Book of Biomes Qty 1-9 | 2301 | | \$15.00 | \$15.00 | |
| Quantity of 10 or more | | | \$10.00 | \$10.00 | |
| Two Book Set: I See the Animals Sleeping & The Animals Sleep Qty 1-9 | 2300 & 2301 | | \$25.00 | \$25.00 | |
| Quantity of 10 or more | | | \$17.50 | \$17.50 | |
| PATIENT EDUCATION BROCHURES <i>(Available only in Packs of 50)</i> | | | | | |
| Dangers of Drowsy Driving | 0100 | | \$15.00 | \$25.00 | |
| Healthy Sleep in Children | 0110 | | \$15.00 | \$25.00 | |
| Healthy Sleep in Teens | 0120 | | \$15.00 | \$25.00 | |
| How to Sleep Better | 0130 | | \$15.00 | \$25.00 | |
| Non-PAP Treatment for Sleep Apnea | 0140 | | \$15.00 | \$25.00 | |
| PAP Treatment for Sleep Apnea | 0150 | | \$15.00 | \$25.00 | |
| PAP Treatment Tips | 0160 | | \$15.00 | \$25.00 | |
| Restless Legs Syndrome | 0170 | | \$15.00 | \$25.00 | |
| Sleep and Emotional Health | 0180 | | \$15.00 | \$25.00 | |
| Sleep and Physical Health | 0190 | | \$15.00 | \$25.00 | |
| Sleep as You Grow Older | 0200 | | \$15.00 | \$25.00 | |
| Sleep in Women | 0210 | | \$15.00 | \$25.00 | |
| Snoring and Sleep Apnea | 0220 | | \$15.00 | \$25.00 | |
| Understanding Insomnia | 0230 | | \$15.00 | \$25.00 | |
| Understanding Narcolepsy | 0240 | | \$15.00 | \$25.00 | |
| Understanding Parasomnias | 0250 | | \$15.00 | \$25.00 | |
| Your Home Sleep Test | 0260 | | \$15.00 | \$25.00 | |
| Your In-Lab Sleep Study | 0270 | | \$15.00 | \$25.00 | |
| Your Sleep Schedule | 0280 | | \$15.00 | \$25.00 | |
| Pamphlet Sampler Pack (one of each of the above) | 0008 | | \$15.00 | \$25.00 | |
| PATIENT EDUCATION | | | | | |
| Welcome to the Sleep Lab, DVD | 1003 | | \$40.00 | \$60.00 | |
| PROFESSIONAL REFERENCE MATERIALS | | | | | |
| The International Classification of Sleep Disorders (ICSD) | | | | | |
| ICSD 2nd Edition, Softbound, 2005 Edition | 2001 | | \$90.00 | \$135.00 | |
| ICSD 2nd Edition, Pocket Version, 2011 Edition | 2002 | | \$45.00 | \$55.00 | |
| Casebook of Sleep Medicine | 2004 | | \$35.00 | \$45.00 | |
| ICSD 2nd Edition, Softbound & Casebook of Sleep Medicine | 2001 & 2004 | | \$115.00 | \$170.00 | |
| ICSD 2nd Edition, Pocket Version & Casebook of Sleep Medicine | 2002 & 2004 | | \$70.00 | \$90.00 | |
| Coding Supplement for the ICSD-2 | 2006 | | \$15.00 | \$20.00 | |
| Essentials of Sleep Technology | 2105 | | \$100.00 | \$150.00 | |
| A Technologist's Handbook for Understanding the Scoring Manual | 2102 | | \$40.00 | \$60.00 | |
| A Technologist Guide To Performing Sleep Studies | 2103 | | \$40.00 | \$60.00 | |
| A Technologist's Introduction to Sleep Disorders | 2104 | | \$40.00 | \$60.00 | |
| Essential Readings in Sleep Medicine | 2201 | | \$50.00 | \$75.00 | |
| AASM Standards and Guidelines for the Practice of Sleep Medicine | 4003 | | \$70.00 | \$100.00 | |
| PROFESSIONAL EDUCATION MATERIALS | | | | | |
| Marketing your Sleep Center, CD-ROM | 4030 | | \$135.00 | \$200.00 | |
| Recognizing Sleep Disorders Qty of 1-4 | 4035 | | \$50.00 | \$75.00 | |
| Quantity of 5 or more | | | \$40.00 | \$60.00 | |

| Item Description | Item# | Qty | Price | | Total |
|--|------------------|-----|---------------|-------------------|-------|
| Communication Guide: Connecting with Your Patients | 4090 | | \$25.00 | \$40.00 | |
| Essentials of Sleep Technology: CPAP Titration, CD-ROM | 4050 | | \$200.00 | \$300.00 | |
| Essentials of Sleep Technology: Hypersomnia, CD-ROM | 4080 | | \$150.00 | \$230.00 | |
| Essentials of Sleep Technology: Pediatrics, CD-ROM | 4100 | | \$145.00 | \$215.00 | |
| Essentials of Sleep Technology: Sleep Stage Scoring, CD-ROM | 4120 | | \$120.00 | \$180.00 | |
| Pediatrics and Sleep: Making Sleep Studies Friendly - DVD | 1010 | | \$55.00 | \$90.00 | |
| Pediatric Sleep: Infants, CD-ROM | 4110 | | \$150.00 | \$220.00 | |
| Pediatric Sleep: Children, CD-ROM | 4111 | | \$165.00 | \$250.00 | |
| Pediatric Sleep: Adolescents, CD-ROM | 4112 | | \$120.00 | \$180.00 | |
| Pediatric Sleep Package: Infants, Children, & Adolescents, CD-ROMS | 4110, 4111, 4112 | | \$300.00 | \$400.00 | |
| The Illustrated Guide to Polysomnography | 3010 | | \$100.00 | \$150.00 | |
| Restless Legs Syndrome, CD-ROM | 3004 | | \$175.00 | \$265.00 | |
| Sleep Apnea: Diagnosis and Treatment | 3001CD | | \$200.00 | \$300.00 | |
| Insomnia: Etiology, Evaluation and Treatment, CD-ROM | 3002CD | | \$195.00 | \$295.00 | |
| Narcolepsy, CD-ROM | 3014CD | | \$195.00 | \$295.00 | |
| Sleep in Women, CD-ROM | 3003 | | \$200.00 | \$300.00 | |
| Sleep, Alertness and Fatigue Education in Residency (SAFER), Institutional License | 6500 | | \$1,000.00 | \$1,000.00 | |
| SLEEP CENTER ACCREDITATION MATERIALS* | | | Member | Non-Member | |
| Accreditation Reference Manual & CD-ROM | 9011 | | \$105.00 | \$160.00 | |
| Accreditation Package, Includes Items #: 0008, 1003, 2001, 4003, 9011 | 9013 | | \$280.00 | \$410.00 | |
| CERTIFICATE FRAMES | | | Member | Non-Member | |
| Accreditation certificate * | | | \$15.00 | N/A | |
| Cherry wood Frame (no certificate) | 5001-A | | \$25.00 | \$35.00 | |
| Black Frame (no certificate) | 5002-A | | \$20.00 | \$30.00 | |
| AASM Lapel Pin | 160 | | \$10.00 | \$10.00 | |
| Accredited Center # for Certificate: * | | | | | |
| WEBINARS | | | Member | Non-Member | |
| Board Review Non-Specialist Update Series of 3 | 3366 | | \$180.00 | \$275.00 | |
| Board Review Trouble Spots Series of 4 | 3362 | | \$240.00 | \$370.00 | |
| Case-based Board Review Webinar Series of 3 | 3342 | | \$180.00 | \$275.00 | |
| Board Review Study Session Series of 3 | 3388 | | \$180.00 | \$275.00 | |
| Board Review Study Session II Series of 3 | 3393 | | \$180.00 | \$275.00 | |
| Board Review Course Recording (March 2011) | 3030 | | \$585.00 | \$660.00 | |

| Products Ordered | SHIPPING FOR US GROUND ORDERS ONLY | | | | | | | | | | | |
|------------------|------------------------------------|----------------------------|--|------------------------------------|--|--|--|--|--|--|--|--|
| | IL, IN, MI, WI | IA, KY, MN, MO, OH, TN, WV | AL, AR, DE, GA, KS, MD, MS, NC, ND, NE, NJ, NY, OK, PA, SC, SD, VA, VT | CO, CT, FL, LA, MA, ME, NH, RI, TX | AZ, CA, ID, MT, NM, NV, OR, UT, WA, WY | | | | | | | |
| 1-3 items | \$13 | \$13 | \$13 | \$13 | \$14 | | | | | | | |
| 4-8 items | \$13 | \$14 | \$15 | \$17 | \$20 | | | | | | | |
| 7-12 items | \$18 | \$19 | \$22 | \$27 | \$33 | | | | | | | |
| 13-18 items | \$22 | \$24 | \$28 | \$34 | \$41 | | | | | | | |
| 19-24 items | \$30 | \$33 | \$38 | \$48 | \$55 | | | | | | | |

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NEW AASM MEMBERSHIP FEES (enclose application) ▶

TOTAL ▶

Please check one: Nonmember Individual or Center member

Name: _____

Member No. _____ Date: _____

Bill to Name: _____
 Address: _____




City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____

Residential Commercial

Ship to Name: _____
 Address: _____

City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____

E-Mail: _____

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| <input type="checkbox"/> Check (U.S. Bank Only) | |
| <input type="checkbox"/> Purchase Order No. _____ | |
| (\$500.00 Minimum on all Purchase Orders. Hard Copy of the PO must be attached.) | |
| <input type="checkbox"/>  | <input type="checkbox"/>  |
| <input type="checkbox"/>  | |
| Credit Card No. _____ | |
| Expiration Date _____ V-Code _____ | |
| Credit Card Billing Address _____ | |
| City _____ State _____ Zip _____ | |

Other Resources From the AASM



AASM CODING EDUCATION PROGRAM



AASM MOC *Assessment for Sleep Medicine*

A-CEP

COMING SOON!

A-CEP is a new online learning module series for beginner coders, billers and sleep center managers.

Visit www.aasmnet.org/coding.aspx for the most updated information.

SLEEP 2013

Registration is now open!

Join us in the Inner Harbor June 1-5, 2013. SLEEP 2013 is the premier event that blends the most current sleep research with the best clinical practices.

Visit www.sleepmeeting.org and register today!

PQRIwizard

Get Incentives, Avoid Penalties

Submit for Your 2012 PQRS Incentives today, only \$225 (\$74 savings)!

2012 PQRS participants are eligible to receive a 0.5% financial incentive payment from CMS.*

**Based on your total allowed charges for Physician Fee Schedule (PFS) covered services*

Reimbursement claims for 2012 must be submitted by March 14, 2013.

<https://aasm.pqriwizard.com/default.aspx>

Maintenance of Certification

Assessment for Sleep Medicine

It may be time for you to begin maintenance of certification (MOC) for your recertification in sleep medicine, and the American Academy of Sleep Medicine is here to help. Visit www.aasmnet.org/MOC for an overview and introductory discounts!



American Academy of Sleep Medicine
2510 North Frontage Rd.
Darien, IL 60561

QUARTERLY PRODUCT CATALOG

PATIENT EDUCATION

Setting Standards & Promoting Excellence in Sleep Medicine

See inside for great pricing on the AASM'S patient education resources