



**FOR IMMEDIATE RELEASE**

*Photo Opportunities  
Observe Procedures  
Interview Patients*

**CONTACT:** Trisha Boulogne  
The Buzzell Company  
214-219-9191  
[tb@buzzellco.com](mailto:tb@buzzellco.com)

**TREATMENT OPTIONS**

**The Snoring Center<sup>SM</sup> Offers Minimally-Invasive, Quick and Effective Procedures Designed to Work for Snorers and Those with Sleep Apnea**

**DALLAS, Texas (March 4, 2008)** – While traditional treatments for disruptive snoring and sleep apnea are nothing new, they are also nothing special. Painful surgery or cumbersome Continuous Positive Airway Pressure (CPAP) leave most patients frustrated and in search of options that are both effective and tolerable. The Snoring Center<sup>SM</sup>, a unique medical practice dedicated exclusively to the evaluation and treatment of snoring and sleep apnea, offers patients cutting-edge, minimally-invasive and effective procedures: the **Pillar Procedure, In-Office Laser Tonsillectomy, Coblation-Assisted Turbinate Reduction** and **Soft Palate Coblation**. As one of America's leading providers of office-based treatments for sleep-disordered breathing, these procedures are welcome alternatives to more traditional treatments.

Quick and convenient, Snoring Center procedures are performed during an office visit, usually in less than half an hour, using only local anesthesia and allowing an immediate return to work. Considering that some 40 million Americans suffer from sleep disorders, treatment options that patients can actually live with is win-win for everyone.

Following an in-office consultation and, if needed, an at-home sleep study, patients and The Snoring Center medical team then determine which procedure is best suited to their needs. The Snoring Center is dedicated to delivering treatments that are not only effective, but that have no compliance issues. The Snoring Center's mission is to find solutions that afford each patient a lifetime of good sleep.

## **TREATMENT OPTIONS**

### **Page Two**

#### **The Pillar Procedure**

The Snoring Center is the nation's leading provider of the Pillar Procedure. In fact, Snoring Center doctors perform some 25 percent of all Pillar Procedures done worldwide. The procedure involves the insertion of small woven inserts into the soft palate (the roof of the mouth), takes just a few minutes to perform, and allows patients to return immediately to normal activities. The procedure stiffens the soft palate, decreasing its vibration, a major contributor to both snoring and sleep apnea, reducing snoring and airway obstruction. The Pillar Procedure's combination of patient convenience and high efficacy rates make it the treatment of choice for most Snoring Center patients.

#### **In-Office Laser Tonsillectomy**

Enlarged tonsils can cause airway blockage, contributing to disruptive snoring and sleep apnea. Rather than subject patients to an invasive and painful tonsillectomy, the Snoring Center's in-office laser tonsillectomy has revived this treatment, making it quick and virtually painless. Using a CO<sub>2</sub> laser, a patient's tonsils are significantly reduced in size, effectively reducing airway obstruction. An added benefit: this procedure is ideal for both the disruptive snorer and the patient plagued with chronic tonsillitis. The smaller tonsils make for sounder, healthier sleep and put an end to tonsillitis. This 30-minute, in-office procedure allows most patients to return to work the next day.

#### **Coblation-Assisted Turbinate Reduction**

This procedure focuses on enlarged nasal turbinates – small structures located in the nose – which can block the nasal airways. The 20-minute, office-based procedure requires only local anesthesia and allows patients to resume normal activities the same day. Using radiofrequency energy, the enlarged turbinates are carefully reduced. Over time, the nasal turbinates continue to shrink, restoring regular breathing. While helpful for snorers, this procedure has also proven effective for allergy-sufferers.

## TREATMENT OPTIONS

### Page Three

#### Soft Palate Coblation

Similar to Coblation-Assisted Turbinate Reduction, Soft Palate Coblation involves the use of radiofrequency energy to stiffen the soft palate. A probe is placed inside the soft palate, and radiofrequency energy is carefully applied, effectively stiffening it against problem snoring. Immediately afterward, the patient is allowed to resume normal activities. Over time, the smaller soft palate continues to stiffen, further reducing vibration and disruptive snoring.

#### The Extent of the Problem

Considering the myriad of physical, emotional and social problems that come with sleep-disordered breathing, a patient's health and well-being depend upon finding effective solutions. Problematic snoring becomes a sobering issue when placed in perspective: 25 percent of Americans currently suffer from disruptive snoring on a regular basis, with approximately 10 percent of Americans suffering from sleep apnea. The choice to actively pursue treatment is one that has been shown to improve not only the lives of the snorer and their loved ones, but the lives of those around them.

#### About The Snoring Center

**The Snoring Center** is a unique medical practice dedicated exclusively to the evaluation and treatment of snoring and sleep apnea bringing more effective, minimally-invasive treatments to the sleep-deprived public. It is one of America's leading providers of office-based treatments for sleep-disordered breathing, founded by Craig Schwimmer, MD, MPH, FACS, a Board-Certified Otolaryngologist.

Snoring is more than just an embarrassment and can be indicative of serious health problems. Even mild snoring can disrupt sleep, depriving snorers and their bed partners of the rest they need. Lack of sleep can cause everything from fatigue and short tempers to decreased job performance and auto accidents. Offering quicker, convenient and effective treatment options, versus the cumbersome, painful CPAP mask and traditional surgery, Snoring Center patients benefit from a better night's sleep, improving both their physical and personal lives.

The Snoring Center is the nation's leading provider of the **Pillar Procedure, and specializing in In-Office Laser Tonsillectomy, Soft Palate Coblation® and Coblation-Assisted Turbinate Reduction** with many of the procedures done during an office visit with local anesthesia and require minimal recovery time.

Open in Snider Plaza in Dallas and The Village at Camp Bowie in Fort Worth, for more information please visit [www.snoringcenter.com](http://www.snoringcenter.com) or call 214-369-2345.

###