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# "Sleep Well, Be Healthy"™

SleepHealth™ a division of Vystar® Corporation

**Vystar® Corporation Newsletter**

January 2013



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**Sleep Disorders and Neurology**

[Obstructive sleep apnea prevents the expected difference in craniofacial growth of boys and girls](#)

[Updates on Definitions, Consequences and Management of Sleep Apnea](#)

## Quick Links and Resources

[Vystar in the News](#)

[Sleephealthier.com](#)

[Vytex.com](#)

[aasmnet.org](#)

[sleepfoundation.org](#)

**Dear Joanne,**

In January 2013, the company launched a new internal marketing support program. This program has been designed to build a stronger bond between community and SleepHealth sleep centers. There are currently 22 SleepHealth sleep centers operating in the Southeast. We are focusing on optimizing the number of studies done at each location while also looking for opportunities for new facilities in appropriate markets. Center specific marketing strategies will be developed after a thorough analysis of each existing sleep center, its patient base, market situation and previous marketing efforts.

Sleep is crucial to peak physical and mental health, yet a significant portion of the population suffers from an undiagnosed sleep disorder. Our goal is to help build awareness of the problem and the fact that many sleep disorders can be successfully treated once properly diagnosed. The goal for the SleepHealth marketing support program is to help each center build awareness in their market of the problem and their ability to help patients find a solution through proper diagnosis and follow-up care.. SleepHealth is working to become a leader in the sleep industry and we are excited to make a positive change by providing the highest level of sleep knowledge possible followed up by excellent quality patient care.

*Sincerely,*

**William R. Doyle**  
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Vystar Corporation  
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[send Bill an email](#)

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General Manager  
SleepHealth Division  
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## Marketing Tips for Your Sleep Center

**Become a resource for patients by adding resource links to your website to provide additional information on Sleep Disorders**

[CDC info on sleep disorders](#)

### ***Sleep in the News!***

[5 Under-the-Radar Medical Conditions That May Hurt Your Career](#)

[Sleep Disorders Detected in Manned Mars Mission Simulation](#)

[Screen expecting mothers for sleep problems](#)

[Sleep apnea hurts all areas of life if it is left untreated](#)

### **Contact Us**

[Vystar Corporation](#)  
[SleepHealth Division](#)

### **2013 Coding Changes Impacting Neurology**

Two new codes have been created to report polysomnography for children younger than 6 years of age.

[Click here to learn more](#)

*Both the CDC and NIH have useful information on sleep and sleep disorders oriented towards patients:*

- [National Institutes of Health - Sleep Disorders](#)
- [CDC -Sleep Disorders](#)



## **SleepHealth DME News**

### **SleepHealth Now Helping Patients needing CPAP equipment and Supplies -**

We have been able to assist over 200 patients since we started our CPAP supply line of business. Our patients' feedback includes "Going home with my CPAP machine after my sleep study was such a convenience", "the CPAP process was seamless". Our physicians are stating "the patients love going home in the morning with their machines", "the compliance is much improved with the patients not having to wait for their CPAP machines for two weeks after their studies".

We are confident that our model of CPAP set ups and resupplies will be a benefit to both the physicians and the patients going forward. Please call us at 888-322-2723 to learn more about our CPAP supply and resupply program.

We are continuing to focus on strategic growth opportunities in GA, SC and NC. We look forward to working with our new partners to open these new sleep centers in the first quarter of 2013 For more information please contact Ailene Miller directly ([click here to send an email](#)).

## **Tech Tip of the Month**

### **Is Home Sleep Testing Enough?**

by Jenn Campbell, RPSGT

In today's society we are all looking for convenience. Life is hectic and anyway we can make something quicker or easier usually seems like a great idea, but it isn't always the case.

Home sleep testing devices have been developed in an effort to cater to a more convenient and comfortable sleep study experience. In theory it is a great idea. Who wouldn't want to have their test done in their own bed? Unfortunately, it is not thorough enough.

A traditional sleep study requires a trip to the sleep lab for an overnight stay. In some cases, this may mean two separate nights. During this study, several things are monitored, including brain waves, respiratory conditions, muscle activity, the heart, and blood oxygen levels. All of these things are crucial to diagnosing any of the various sleep disorders. While a home testing device monitors only the respiratory and blood oxygen levels, home testing alone does not provide enough information to accurately diagnose any other sleep disorder other than one resulting from a respiratory disorder. Without the presence of brain wave activity, the technologist and physician cannot even determine if the patient was sleeping. This leaves a huge margin for error and can require several nights of trying to obtain the data as well as a trip to the sleep lab anyway.

As we continue our efforts to make things more convenient and easy for ourselves, I am sure the technology and systems for home sleep testing will improve, but is home sleep testing enough? Not yet.

**Forward Looking Statements** Certain statements in this document are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act. These statements are based on management's current expectations and are subject to uncertainty and changes in circumstances. Actual results may differ materially from those included in these statements due to a variety of factors. More information about these factors is contained in Vystar's filings with the Securities and Exchange Commission.

**To learn more about SleepHealth or Vystar Corporation, check our websites by looking at the "quick links" section or go to the "contact us" box to send an email message.**

Sincerely,

**Joanne Kearney** VP Marketing Vystar Corporation

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