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## Revolutionary Mandibular Advancement Device for Treating Snoring and Obstructive Sleep Apnea that allows Patients to Breathe with their Mouths Closed and Sleep Without a Mask



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Interview conducted by: Lynn Fosse, Senior Editor CEOCFO Magazine

CEOCFO: Mr. Wick, would you tell us about Oventus?

**Mr. Wick:** Oventus Medical is an Australian based Medical Device company with a portfolio of products that bridge the gap between currently available treatment options for Obstructive Sleep Apnea. Oventus was founded by Dr. Chris Hart, a dentist from Brisbane. Dr. Hart suffers from severe Obstructive Sleep Apnea (OSA) and severe nasal blockage. Combined, these two conditions make both traditional CPAP therapy and Mandibular Advancement Devices (MAD), ineffective. Deciding to forgo surgery, he developed a new MAD, the O²Vent, which incorporates a 3D printed titanium airway in a traditional MAD. Oventus has been delivering the O²Vent in Australia for over two years and received FDA approval in the United States in September 2016. I was hired in February of 2017 to oversee the North American business unit of Oventus and introduce clinicians to our portfolio of products for the treatment of OSA.

## CEOCFO: There are many devices for sleep apnea. What is the difference in Oventus technology and patented design that allows your product to standout?

Mr. Wick: The gold standard for treating sleep apnea continues to be CPAP, or Continuous Positive Air Pressure, delivered through a mask, which most people are familiar with. Although CPAP works when used correctly the challenge is compliance. Multiple studies have shown that CPAP compliance levels are 50% after two years. Let me state that again. Fifty percent of all patients who are diagnosed with OSA, and prescribed CPAP, give up on treatment after two years, even though OSA is a potentially life threatening condition. To compound this problem, most are unaware that there are alternative treatment options. Alternative therapies include surgery and as discussed previously, MADs. The challenge with traditional MADs when combined with nasal obstruction, is that they force you to breathe through your mouth while you sleep. Unfortunately, mouth breathing during sleep presents its own set of problems. Oventus has developed patented airway technology that can be incorporated into most traditional MADs. The airway acts like a "second nose." Rather than breathing through an open mouth, your lips seal around O²Vent, which allows you to keep your mouth closed. Air enters the device through a vent, travels down an enclosed airway with minimum resistance, and exits at the top of your throat. You become a "device breather" rather than a mouth breather.

## CEOCFO: When you are advertising, how do you explain the difference?

**Mr. Wick:** It is actually a paradigm shift for both the physicians who prescribe the treatment, and dentists who deliver it. Even though there is substantial peer reviewed literature to support MAD therapy as first line treatment for OSA, physicians who make the diagnosis and write the prescription for treatment often prefer CPAP. Second, at first glance, the O²Vent seems to promote mouth breathing, which is frowned upon. As explained earlier the O²Vent promotes device breathing, not mouth breathing. The paradigm shift occurs once the technology has been introduced, explained and demonstrated to both physicians and dentists. It is very rewarding to see the "lightbulb" moment as my audience begins to