

# AIRLIFT™

Hyoid Suspension



## Provider Information Booklet

This booklet contains helpful information about the  
AIRLIFT Hyoid Suspension Procedure

Your  
Representative:

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## Introduction

At Siesta Medical, our goal is to improve the quality of life for obstructive sleep apnea sufferers by providing innovative products that allow for effective and safe treatment. We believe that sleep apnea therapy should be accessible and comfortable for the patient and easy to perform for the surgeon.

AIRLIFT Hyoid Suspension is a minimally invasive, safe and effective surgical procedure to treat obstructive sleep apnea that is covered by most insurance.

As a Provider for AIRLIFT hyoid suspension, we provide the following resources to you:

- Reimbursement and billing support
- Staff awareness and in-servicing
- Practice promotion on the AIRLIFTSLEEP.com website and patient referral services
- Clinical support

This booklet provides information to help facilitate an efficient and effective process of providing the AIRLIFT hyoid suspension procedure to your patients.

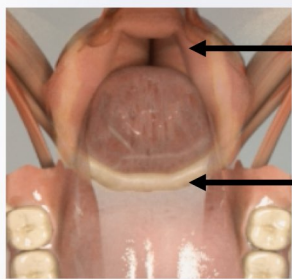


# Frequently Asked Questions:

<u>Question</u>	<u>Answer</u>
Does insurance cover the AIRLIFT Procedure?	YES! Most private insurance, Medicare and Medicaid cover Hyoid Myotomy and Suspension. AIRLIFT is a way to perform Hyoid Suspension.
What are the qualifications necessary for the AIRLIFT Procedure?	Must have obstructive sleep apnea diagnosis. There are no weight restrictions. Insurance generally requires a trial on CPAP and OSA diagnosis prior to covering surgery for sleep apnea.
How does AIRLIFT work?	AIRLIFT Hyoid Suspension is a minimally invasive surgical procedure where small implants (titanium bone screws) and sutures are used to advance and suspend the hyoid bone which increases the airway size and tightens the airway muscles to prevent airway obstruction. There will be 1 or 2 hairline scars below the chin.
How much will I have to pay out of pocket for this procedure?	Although most private insurance and Medicare/Medicaid cover hyoid suspension for sleep apnea, your specific insurance policy (deductibles/copays) will determine your final out of pocket. We recommend working with your provider to get an accurate estimate.
Will the AIRLIFT implants affect my ability to get medical imaging?	The AIRLIFT Hyoid Suspension implants will be visible on x-ray, CT and MRI imaging. The implants are made from polymer suture and non-magnetic Titanium alloy. Numerous studies have been done on the MRI compatibility and safety of non-magnetic Titanium alloy and have shown that they are safe with MRI imaging. No MRI testing has been done on the AIRLIFT implants.
What is recovery from surgery like?	Patients who get the AIRLIFT Hyoid Suspension procedure may feel tightness in their airway and have increased effort in swallowing for up to two weeks. There will potentially be some mild pain from the surgical incision and intubation tube lasting a few days to a week.
If I have been denied Inspire™ can I still get AIRLIFT?	Yes, if you meet the other qualifications. Most insurance covers the AIRLIFT Hyoid Suspension procedure.

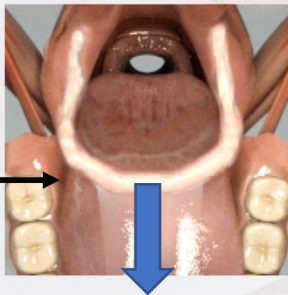
# The AIRLIFT™ Hyoid Suspension Procedure Overview:

The AIRLIFT Hyoid Suspension procedure is for patients with obstructive sleep apnea. The procedure involves advancing the hyoid bone and suspending it with two small implants and suture. Due to the muscle attachments on the hyoid bone, this causes the narrow or blocked airway to open and become more stable during sleep. Patients who get the AIRLIFT Hyoid Suspension procedure as part of a multilevel treatment plan see a 70% improvement in sleep apnea obstructions.



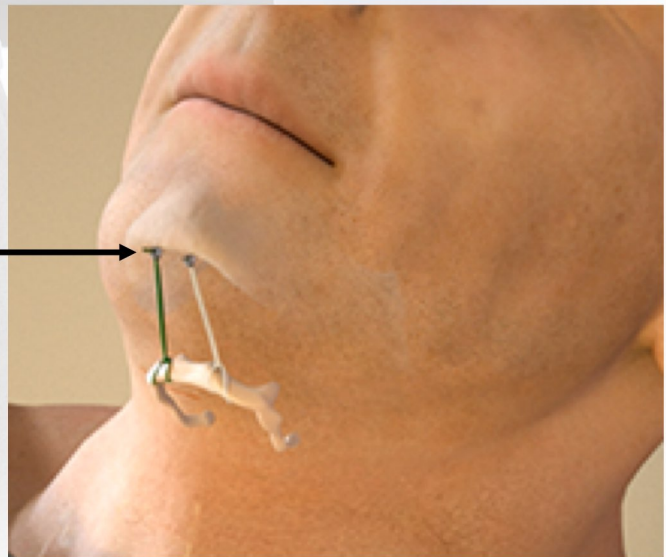
Blocked/narrow airway

Hyoid Bone



Hyoid Bone  
Advanced

Advanced Hyoid Bone  
Suspended with Miniature  
Implants and Suture



# Surgeon Training and Clinical Support

Our clinical case support team has decades of experience in the sleep surgery operating room with new and experienced surgeons. To request procedure support, please contact your representative listed on the cover page or email Siesta Medical at [info@siestamedical.com](mailto:info@siestamedical.com).

Siesta Medical has a library of support videos of recorded procedures, webcasts and animations. Use the following link to access these videos: [www.siestamedical.com/airlift-physician-videos](http://www.siestamedical.com/airlift-physician-videos)

# Reimbursement-Coding and Billing Support

When seeking pre-authorization for the AIRLIFT hyoid suspension procedure, it is important to use the proper codes and procedure description.

**NOTE: Do not use trade names such as AIRLIFT or Encore.**

**Description:** Hyoid Myotomy and Suspension

**CPT:** 21685

**Diagnosis Code:** G47.33, Obstructive Sleep Apnea (Adult)(Pediatric)

In general, private insurance as well as Medicare and Medicaid cover hyoid myotomy and suspension when a patient has:

- Been diagnosed with symptomatic mild or moderate to severe obstructive sleep apnea
- Been proven to be non-compliant or intolerant to CPAP trial
- Suspected and/or documented hypopharyngeal airway obstruction, which includes base of tongue, lateral walls and epiglottic collapse.

**Appeals Denial:** If a qualified patient is denied pre-authorization, Siesta Medical can provide support, such as a customized appeal letter, during the appeals process. Please contact us for support with denials at [info@siestamedical.com](mailto:info@siestamedical.com). Sample appeals letters are available.



# Marketing Support

## Staff Education:

Our representatives are available for staff in-servicing to facilitate the education of practice staff on all aspects of the AIRLIFT hyoid suspension procedure. Contact your representative to schedule.

## Website and office video content, support materials:

We can provide educational materials (video, text, graphics) and content on the AIRLIFT procedure suitable for your practice website and waiting room. We work directly with your team to integrate this content into your marketing efforts. Please contact us at [info@siestamedical.com](mailto:info@siestamedical.com) if you would like to use these services.

Please complete the form at this link to request materials:

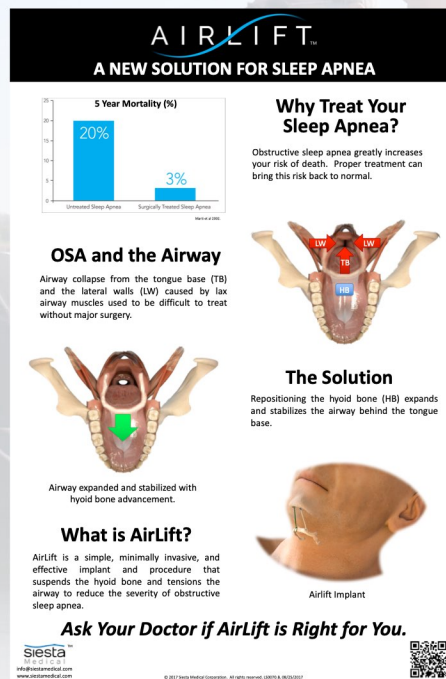
[www.siestamedical.com/airlift-support-materials](http://www.siestamedical.com/airlift-support-materials)

## Patient brochures, exam room posters:

We provide patient brochures, procedure posters and other support materials as requested. Please contact us at [info@siestamedical.com](mailto:info@siestamedical.com) or complete the form at this link to request materials: [www.siestamedical.com/airlift-support-materials](http://www.siestamedical.com/airlift-support-materials)



Patient Brochures



Exam Room Poster/Laminated AIRLIFT Info Card



# Patient Referrals and Direct to Patient Marketing

We provide the following services to help educate potential patients about the benefits of AIRLIFT Hyoid Suspension and provide them a means of finding a provider experienced with the AIRLIFT procedure near them:

## Provider web page on AIRLIFTSLEEP.com

Siesta Medical actively markets to potential patients in your region via social media and web search. Potential patients that learn about the AIRLIFT hyoid suspension procedure may search for a provider in their area at the website, [www.airliftsleep.com](http://www.airliftsleep.com). At your doctor's request, we have listed contact information for your practice on our AIRLIFT provider directory. Please contact us if the information you see for your office is incorrect or requires updating. Potential patients may be visiting your website and/or contacting your office to inquire about the AIRLIFT procedure. The FAQ's section has answers to common patient questions.

The screenshot shows the AIRLIFT website's provider directory page for Michael R. Abidin, MD. The page features the AIRLIFT logo at the top left, a navigation menu with links for Home, Benefits, Testimonials, Contact Us, and a prominent 'Find a Doctor' button. Below the navigation is a large 'Directory' heading. The main content area displays the provider's name, 'Michael R. Abidin, MD', and his specialty, 'Metropolitan ENT'. Contact information is provided, including the address '6355 Walker Ln, Alexandria, VA 22310' and the phone number '(703) 313-7700'. A 'Visit Website' button is located below the contact details. To the right of the text is a portrait photo of Dr. Abidin. Below the text and photo is a map showing the location of the provider in Alexandria, VA. The footer of the page contains the AIRLIFT logo, social media icons for Facebook, Twitter, LinkedIn, and YouTube, and three columns of text: 'Find an AIRLIFT Doctor' with links to Testimonials, Benefits of AIRLIFT, and Contact Us; 'Learn More' with contact information for Siesta Medical, Inc. (phone: +1 408.320.9424, fax: +1 408.399.7600); and 'Mailing Address' (101 Church Street, Suite 3, Los Gatos, CA 95030).

Example of Provider Page on AIRLIFTSLEEP website



# Direct to Patient Marketing

## Connect with this Doctor service:

The option to send contact information and basic pre-screening information of potential patients directly to your office is available. Your practice must “OPT-IN” for this arrangement and provide an appropriate contact person.

Please contact us at [info@siestamedical.com](mailto:info@siestamedical.com) if you would like to use this service.

Pre-screening and contact info form for “Connect with this Doctor” service. “OPTING IN” to this service will allow us to send you contact info for potential patients that would like to be contacted to schedule an appointment with your provider.

## Connect with this doctor

Tell us about your sleep apnea:

Name

Email Address

Phone Number

Have you had a sleep study? \*

Please Select

Have you tried or are you using CPAP? \*

Please Select

Have you tried or are you using an oral appliance? \*

Please Select

Have you had any surgery for your sleep apnea? \*

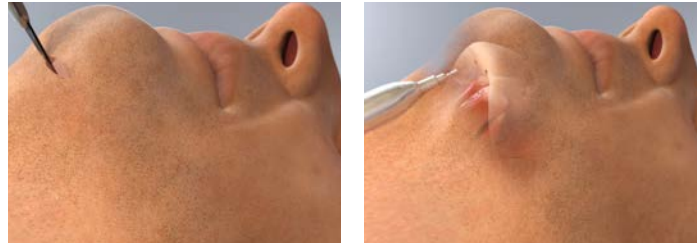
Please Select

Check this box if you would like us to send your information to this provider and have them contact you to schedule an appointment

Send information



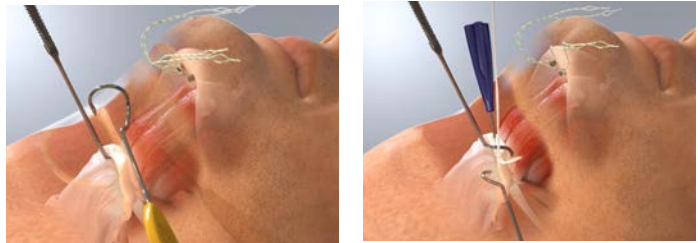
**1.** Through a 2 - 3 cm submental incision, dissect to the inferior mandible and predrill two 1.5 - 2.0 mm dia. pilot holes approximately 1 cm lateral of midline.



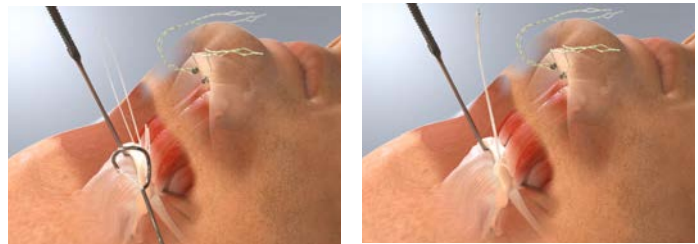
**2.** Insert Encore suture anchors into pre-drilled holes. Ensure that through hole on suture anchors is in A-P orientation. Place the looped tether line ends away from the incision. Make a 2-3 cm incision over the hyoid bone.



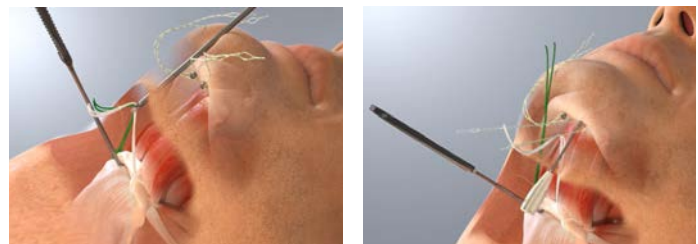
**3.** Dissect down to the hyoid bone. Elevate and stabilize the hyoid bone with a tracheal hook or similar. Using the Revolution suture passer, pass around the hyoid bone and thread a suspension line loop through the eyelet.



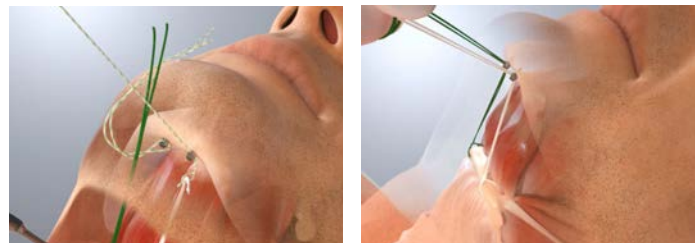
**4.** Pass the suspension line around the hyoid bone by backing the Revolution Suture Passer out. Create a girth hitch knot by passing the tails through the loop of the suspension line and cinch tightly upon the hyoid bone.



**5.** Using a suture passer or similar instrument, subplatysmally pass the suspension lines up to the submental incision. Place ~3 cm of suspension line tails into the posterior loop of the tether line. With the lock tool, back up the bone anchor set screw until the anchor eyelet is fully open.

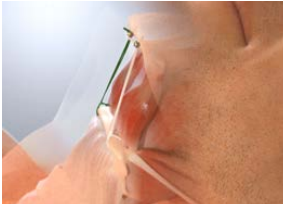


**6.** Pull the threader line to pass the suspension line tails through the eyelet. Repeat for contralateral side. With head in a neutral position, tension suspension lines to tighten the girth hitch knots.



**7.** Pull tension on both Suspension Lines to suspend the hyoid bone and lock in place by tightening the Lock Screw with the Lock Tool as shown. Adjust as necessary then trim excess suture to .5 to 1.0 cm length.






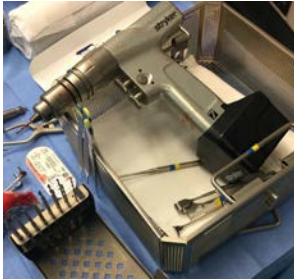
**Procedure Overview Video (3:27):**  
<http://www.siestamedical.com/physicians>

**Vendor: Siesta Medical, Inc.**

Case Support: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

<b>Instruments required: "Head &amp; Neck Dissection Tray"</b>	<p>Specifics: * Physician preference</p> <p>Lidocaine w/Epinephrine 1:100,000                  Freer or Hurd Elevator                  Sein Retractors (2)                  Army/Navy (2)                  Scalpel (15 blade)                  Allis Clamp                  Monopolar Bovie</p> <p>Bipolar electrocautery*                  Scissors                  Pickups                  Mosquito snaps (4)                  Kryocid Bone Hook*                  Hewson Suture Retriever (S&amp;N #7111579)*</p>
<b>Powered Drill</b> Pistol or Axial w/ Jacobs chuck for 1.5mm -1.75mm Drill bit	<div style="display: flex; justify-content: space-around;">   </div>
<b>Patient Prep</b>	<p>General Anesthesia (Nasal or Oral Intubation)                  Tonsillectomy Position                  Shoulder Roll                  Sterile Skin Prep: chin &amp; neck from bottom of nose to clavicle</p>
<b>Other needed Materials:</b>	<p>Encore Procedure Kit (PN FG0002)                  Encore Revolution Suture Passer (PN FG0008)</p>
<b>Optional, Physician Preference</b>	<p>Antibiotic Rinse (i.e. Clendamyacin, Bacitracin)                  Small Positive Suction Drain (i.e. TLS/Jackson Pratt)                  Jaw Bra/Headband compression dressing</p>



Catalog No.	Description
<b>FG0002</b>	Encore System
<b>FG0008</b>	Revolution Suture Passer