

# Restfull Dental Sleep Blueprint Agenda (Sample)

Day 1 - Day 2

Restfull

200 E Palmetto Park Rd, Unit 811, Boca Raton, FL 33432



## Day One

7:30am -  
8:30am

Registration & Breakfast | Welcome and Networking Opportunity

8:30am - 10:00am

### Introductions and Overview of the DSM Landscape and the Framework for a Profitable DSM Practice

Avi Weisfogel

An introduction to Dental Sleep Medicine (DSM) covering its clinical and business potential. This session sets the foundation for understanding the evolution of DSM and its role in modern dental practice. Learn how to structure your DSM practice for long-term profitability and efficiency. This session covers the essential components of a sustainable sleep business model.

#### Learning Outcomes:

- Understand the scope and impact of DSM in patient care
- Identify the key drivers of a successful DSM practice
- Gain insight into industry trends and challenges
- Understand the necessary components of a high-functioning DSM business
- Discover key inefficiencies in traditional sleep practice models and how to overcome them
- Learn strategic frameworks for building revenue streams in DSM

10:00am -  
10:30am

Break

10:30am - 12:00pm

### Principles of DSM

Dr. Murrell Tull

A deep dive into the fundamental principles of sleep medicine, including epidemiology, patient identification, and treatment approaches.

#### Learning Outcomes:

- Understand sleep-disordered breathing mechanisms and their implications
- Identify common DSM patient profiles and treatment pathways
- Learn how to integrate sleep services seamlessly into a dental practice



**12:00pm -  
1:00pm**

**Lunch**

**1:00pm - 2:30pm**

## **The Restfull Difference: Billing & Documentation**

**Christie Fink**

A deep dive into billing in dental sleep, the process, and documentation workflow required to get paid, & how Restfull finally allows sleep dentists at ANY level to treat patients with OAT and get paid faster, more reliably and at the maximum allowable payor reimbursement through medical billing suite and done-for-you concierge billing service.

### **Learning Outcomes:**

- Unravel misunderstandings about medical billing in DSM
- Learn what's required to set up a dependable process for getting paid & growing your sleep practice
- Develop a clear understanding of how the Restfull suite & service can support your end-to-end DSM patient workflow & journey

**2:30pm - 3:00pm**

## **My Journey & Impact of My DSM Practice**

**Dr. Murrell Tull**

Dr. Tull will share his story of how a burnt out dentist with an aching body found a new purpose by helping his dental patients and community feel better and live longer with oral appliance therapy for OSA.

### **Learning Outcomes:**

- Learn about his dental career and the toll it took on his body.
- Gain insight into how he implemented the teachings to impact the lives of patients within his community.
- See how his team was trained to help provide a better balance while surpassing all financial goals and personal freedom goals he had set.

**3:00pm -  
3:30pm**

**Break**



**3:30pm - 5:00pm**

## **Understanding the Real Barriers to Implementing Dental Sleep Medicine**

**Avi Weisfogel**

Many dentists express interest in dental sleep medicine but struggle to move from initial enthusiasm to consistent implementation. This engaging session explores the non-clinical challenges that commonly limit progress, including mindset, assumptions about team capacity, and the gap between education and execution. Through guided discussion and interactive audience participation, attendees will examine why sleep programs often stall and what foundational considerations must be addressed before building a sustainable model of care.

### **Learning Outcomes:**

At the conclusion of this session, participants will be able to:

- Recognize common mindset and operational assumptions that prevent successful implementation of dental sleep medicine
- Identify personal and practice-level barriers that contribute to stalled or inconsistent sleep programs
- Distinguish between clinical competence and the broader readiness factors required to support a functional dental sleep workflow

**5:00pm -  
6:00pm**

**Cocktails & Networking**

**End Day One**



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## Day Two

7:30am -  
8:30am

Registration & Breakfast

8:30am - 10:00am

### Device Overview - Understanding OAT Device Options

and How to Tailor Your Approach

Dr. Murrell Tull

An in-depth look at oral appliance therapy (OAT), including selection criteria and customization strategies for effective patient treatment.

#### Learning Outcomes:

- Learn about the different oral appliances available for DSM
- Explore best practices for appliance customization and fitting

10:00am -  
10:30am

Break

10:30am - 11:00am

### Testing

Dr. Murrell Tull

A structured approach to screening and testing for obstructive sleep apnea (OSA), ensuring compliance with medical guidelines and insurance requirements.

#### Learning Outcomes:

- Learn effective screening techniques to identify potential sleep patients
- Understand testing protocols and the role of home sleep testing in DSM
- Explore implementing a streamlined screening process within your practice



**11:00am - 12:00pm**

## **Biggest Obstacles in DSM & Restful Solutions to Overcome**

**Heather Wallace**

A look at the evolving DSM market and practical insights into avoiding common business pitfalls.

### **Learning Outcomes:**

- Understand industry trends and future growth opportunities in DSM
- Learn business strategies to avoid common DSM pitfalls
- Discover how to position your practice for long-term success in DSM

**12:00pm -  
1:00pm**

**Lunch**

**1:00pm - 1:30pm**

## **If I Knew Then**

(Lessons Learned in DSM)

**Industry Experts**

An interactive discussion with DSM experts covering key topics, challenges, and success stories.

### **Learning Outcomes:**

- Gain insights from experienced DSM professionals
- Participate in a Q&A to address practice-specific concerns
- Network with experts and peers in the industry

**1:30pm - 2:30pm**

## **Developing a High-Performing Dental Sleep Medicine Team**

**Shawntaye McDade**

An overview of the Dental Sleep Medicine Team and its role in the identification, treatment, and long-term management of sleep-related breathing disorders, including obstructive sleep apnea (OSA and snoring). Highlighting the collaborative, interdisciplinary approach between dentists, sleep physicians, hygienists, and administrative staff to ensure comprehensive patient care.

### **Learning Outcomes:**

- Gain insight into how the team integrates clinical expertise, patient education, and coordinated care to improve sleep quality, overall health, and quality of life.
- Understand the benefits of a strong team and how they can contribute to the growth of the Dental Sleep Practice.



**2:30pm -  
2:45pm**

**Break**

**2:45pm - 4:00pm**

## **The Restful Recipe for Success:**

**Building a Predictable, Profitable, Reliable  
Dental Sleep Program**

**Avi Weisfogel**

Dental sleep medicine (DSM) offers a unique opportunity for dentists to expand patient care while building a sustainable, high-impact service line. However, many practices struggle due to fragmented processes, unclear medical workflows, and challenges with documentation and reimbursement.

### **Learning Outcomes:**

After completing this presentation, participants will be able to:

- Describe the key stages of a successful dental sleep medicine workflow, including patient identification, testing, documentation, treatment coordination, and reimbursement.
- Identify common operational and billing pain points that interfere with efficiency, case acceptance, and predictable revenue in dental sleep programs.
- Explain how structured processes, team roles, and ongoing support systems contribute to improved patient experiences, reduced administrative burden, and long-term success in dental sleep medicine.

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**4:00pm - 5:00pm**

## **Q&A: Integrating DSM & Next Steps for Growth**

**Avi Weisfogel**

This interactive session offers the opportunity to clarify any lingering questions across patient acquisition, clinical approaches, device selection, billing, and sleep practice management.

### **Learning Outcomes:**

- Reinforce the core principles of this weekend DSM course
- Provide clear feedback to questions related to anything covered here
- Develop a clear understanding of how to best move forward with growing your skillset and results from integrating dental sleep and medical billing into your practice

**End Day Two**