



NEWS RELEASE

Zephyr partners with Nierman to market MATRx plus

CALGARY, AB (February 28, 2020) -- Zephyr Sleep Technologies (Zephyr) is partnering with Nierman Practice Management (Nierman) in a non-exclusive co-marketing relationship that gives Nierman the authority to sell Zephyr's MATRx plus™ to Nierman customers and prospects.

"We are pleased to announce this new partnership with Nierman. They are the leaders in turnkey workflow for dental sleep medicine and billing. MATRx plus treatment planning working alongside Nierman's DentalWriter are a natural fit for most dental clinics," says Paul Cataford, Chief Executive Officer, Zephyr.

The proprietary MATRx plus is an easy-to-use, FDA cleared tablet that gathers and communicates sleep and airway analysis securely over the internet. It is used by the patient in their home and results are communicated to health professionals to diagnose and treat sleep-disordered breathing with an oral appliance offering dental clinics:

- A superior patient experience
- A better team experience
- Higher case acceptance

"We are excited to partner with Zephyr Sleep Technologies," says Rose Nierman, Founder/CEO of Nierman Practice Management. "Their values and solutions align strongly with ours, to make dental sleep medicine easier for practices to implement successfully. The MATRx plus is an incredible tool that can make treatment planning more efficient and create higher case acceptance."

Nierman is a pioneer in cross-coding and medical billing for dentists. They specialize in innovative systems, medical billing services, and continuing education for dental sleep medicine, TMD, & oral surgeries. For a limited time, Zephyr and Nierman will be offering a special MATRx plus promotion for Nierman's customers. Please contact Nierman of Zephyr to learn more.

About Zephyr Sleep Technologies

Zephyr Sleep Technologies helps people live healthier, more productive lives by sleeping better. The company provides medical professionals with modern, precise and easy-to-use medical devices. All Zephyr products are approved by the FDA and Health Canada and are extensively and rigorously tested and validated in clinical trials. Our mission is to create products and empower workflows which are easy to implement and use - simply, better sleep care. The company is headquartered in Calgary, Alberta and was founded in 2010.

About Nierman Practice Management

Nierman Practice Management is a pioneer in dental sleep medicine, TMD, and medical billing solutions for dental practices. Nierman specializes in innovative systems, medical billing services, and in-depth training support to empower dental practices for implementing and growing medically necessary services. Nierman is headquartered in Jupiter, FL and was founded in 1988 by cross-coding icon Rose Nierman.

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