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Sereno Becomes the Largest Snoring Practice on the West Coast in Six Months

Sereno is an Innovative Medical Practice, Uniquely Designed to Evaluate and Treat the Complex Condition of Snoring with Revolutionary, Minimally Invasive Medical Procedures

San Francisco, Calif. – August 2, 2010 – Sereno, The Center for Snoring Solutions, becomes the largest snoring practice on the West Coast within six months of opening its flagship headquarters in San Francisco, CA. Sereno is an innovative medical practice, uniquely designed to evaluate and treat the complex condition of snoring with revolutionary, minimally invasive medical procedures. Since opening its doors in January 2010, Sereno has treated hundreds of patients and is leading the way as the premier provider of minimally invasive treatments to alleviate snoring.

“When we opened Sereno, we assumed there would be a high demand for a practice solely dedicated to treating snoring—more than 90 million Americans suffer from snoring and other breathing related sleep disorders. Six months after our grand opening, we have been overly pleased with how well the center’s approach and our treatments have been received by patients,” said Dr. Matthew Mingrone, a board certified ear, nose and throat physician and president and medical director at Sereno. “Our patients seem desperate to find a solution that will work for them and have traveled from across the US, and even from other countries, including as far as Asia and the Middle East, to receive treatment. The pervasiveness of this condition is even greater than we anticipated and patients didn’t have many options prior to Sereno.”

Sereno is currently headquartered in San Francisco but in order to meet patient demand, the organization has plans to open a number of medical centers in a short time. The center takes pride in its customized and comprehensive treatment approach. Unlike other snoring and sleep centers, Sereno understands that snoring is a complex multi-level condition. Each patient is thoroughly evaluated to make sure they get the treatments that are tailored to their unique needs.

The center specializes in performing several FDA approved, minimally invasive medical procedures designed to treat the anatomical factors that can cause snoring. Research indicates that most people have more than one factor contributing to their snoring and, as a result, require treatment on multiple areas. All of the medical procedures Sereno performs

are simple, virtually painless, and can usually be performed in a matter of minutes. One procedure that Sereno recommends for appropriate candidates is the Pillar Procedure®. During the Pillar Procedure, a Sereno specialized physician inserts 4-5 tiny, soft implants into the soft palate. Over the next four months, the palate stiffens around the implants, reducing vibrations which create the sound that is made during snoring.

Another procedure commonly prescribed at Sereno in conjunction with the Pillar Procedure is Nasal Turbinate Reduction using Coblation® therapy. Nasal Turbinate Reduction uses radiofrequency energy to gently reduce the size of the nasal turbinates. This reduction allows air to more easily flow through the nasal airways and helps patients achieve more restful sleep. Often, when these procedures are performed together, the patient achieves optimal results.

"I am completely satisfied. My snoring is noticeably reduced and since the procedures my wife isn't being woken up due to my snoring," Ted, a Sereno Patient.

In addition to medical treatments, Sereno offers a Lifestyle Plus Program, lead by a certified nutritionist, that is available to all patients to help with diet, exercise and other factors related to the patient's overall well being. Sereno is dedicated to helping patients overcome many of the long-term health issues associated with the chronic lack of sleep due to snoring.

To learn more about Sereno and the treatments offered at Sereno please visit www.serenocenter.com or call 415-525-8400. Sereno's medical staff hosts monthly, free webinars to explain the causes, risks and treatments available for snoring. Those interested in participating in a webinar can visit www.serenocenter.com/webinars for more information.

About Sereno:

Based in San Francisco, Sereno is an innovative medical practice, uniquely designed to evaluate and treat the complex condition of snoring with revolutionary, minimally invasive medical procedures. Sereno understands that snoring is a complex, multi-factorial condition that requires a customized, comprehensive treatment approach. To learn more about Sereno or to schedule an evaluation please visit <http://www.serenocenter.com>.

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