



Wake up to better sleep!

***Sleep Clinic
Awareness Campaign***

Rexburg Sleep Clinic





Business Overview

The mission

Madison health sleep clinic seeks to provide excellent healthcare to people suffering from sleep disorders, improve community well-being, and innovate the future of medicine.



Objectives

- 1. Increase awareness of sleep disorders*
- 2. Reduce stigma of receiving care*
- 3. Drive community members to schedule appointments*

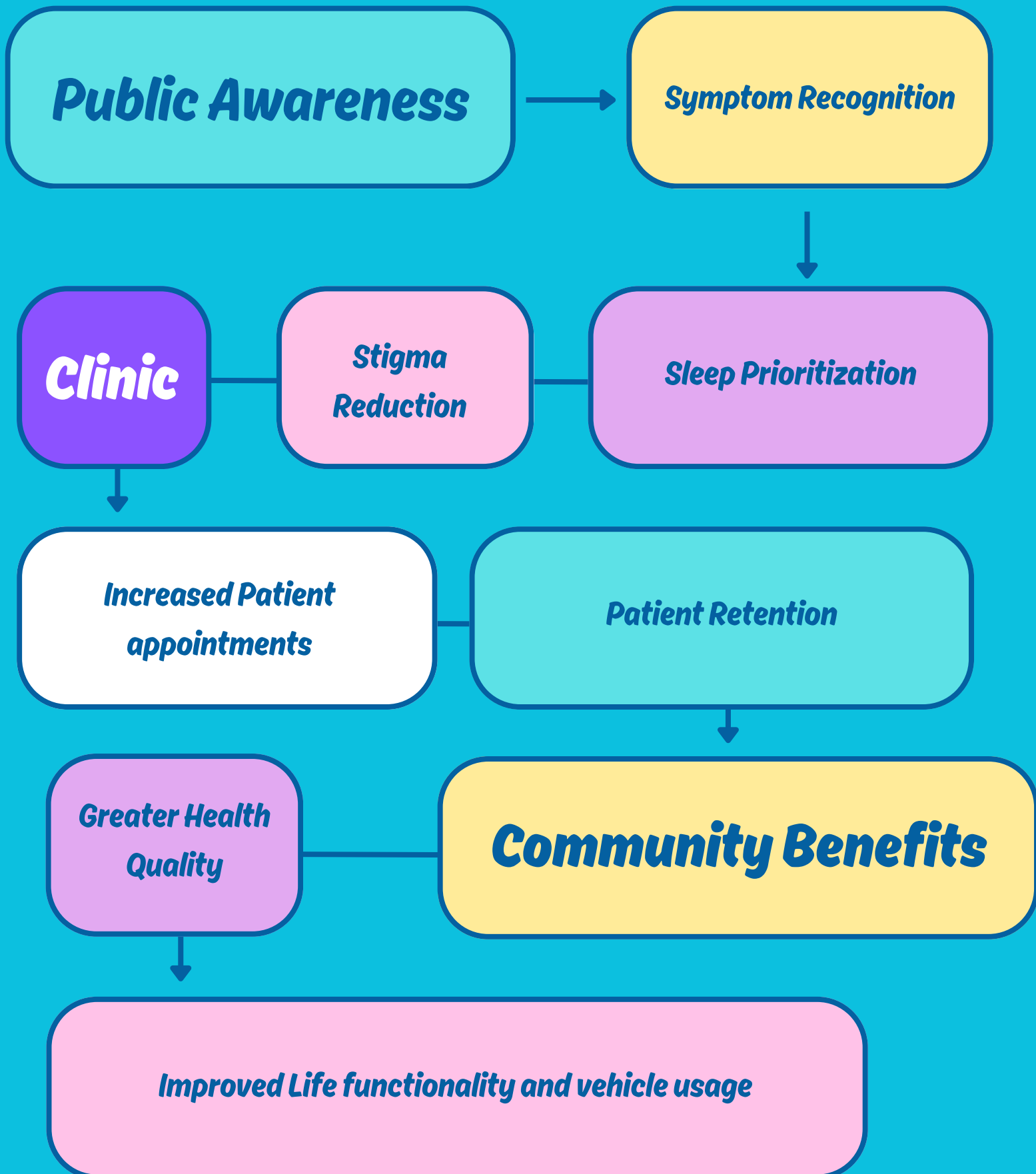


Target Demographics

Adults who experience symptoms of sleep disorders, those with medical conditions correlated with sleep disorders, and affected families



Expected Impact



Campaign Strategy – “Wake Up to Better Sleep”

“Wake Up to Better Sleep” encourages community members to recognize the signs of sleep disorders and take action to improve their sleep and overall health. The theme is positive, simple, and emphasizes hope, awareness, and the benefits of getting evaluated.

Communication Channels:

Social media- platforms using short posts and targeted ads

Community outreach- Mailing flyers, community events

Digital- Automated Email series



Content Frequency:

Weekly- 3 social posts, 1 email, 1 partner amplified post

Monthly- 1 patient story video, 1 mail flyer, 1 community touch point



Community Engagement Events:

- *Sleep Screening Day - Free consultations, and follow ups*
- *“Better Sleep Booths - Pop-ups at fairs and markets*
- *Wellness Collaborations- Events with gyms, wellness stores, and health partnerships*



Demographic Stats

How common are sleep problems?

- *1 in 3 U.S. adults do not get the recommended 7+ hours of sleep each night.*
- *30-40% of adults experience insomnia symptoms at some point.*
- *10% meet criteria for chronic insomnia (3+ nights/week for 3+ months).*
- *In multi-state studies, nearly 75% of adults reported at least one sleep symptom: trouble sleeping, loud snoring, or paused breathing.*

Symptom Prevalence

- *Trouble falling asleep: 14.5% of adults (most/every night).*
- *Trouble staying asleep: 17.8% (most/every night).*
- *Loud snoring: 41%.*
- *Suspected apnea episodes (stopped breathing): 13.6%.*

Demographic Variabilities

- *Women report sleep difficulties more often than men.*
- *Younger adults (18-44) slightly more likely to have trouble falling asleep; older adults (65+) report fewer issues falling asleep but more waking during the night.*
- *Lower-income households experience significantly higher rates of sleep problems.*
- *Lower education levels correlate with more insomnia symptoms.*
- *Rural communities report more sleep difficulty than metropolitan areas.*

Communication Calendar

Week 1 Launch	Social- Graphic Launch of theme	Social- Common signs of sleep disorders	Social- Myth vs. Fact #1	Welcome Email	Confirm sleep screening logistics	Clinics share posts
Week 2 Insomnia	Social- Symptom Spotlight	Social- Tips for bedtime routine	Social- Myth vs. Fact #2	Email- Is it insomnia checklist	Build sign-up for screening day	Wellness centers share posts
Week 3 Apnea	Social- "when snoring is a red flag"	Social- Apnea risk factors	Social- Patient Story	Email- Why sleep apnea is serious	Print Screening handouts	Gyms share posts
Week 4 Sleep affects life	3 ways bad sleep impact	Social- Sleep and mood graphic	Social- Tip post	Email- How sleep affects productivity	Doctors share educational video	Host screening day 1
Week 5 Treatments	Social- How studies work	What CPAP Machines do	Social- Success Story	Email- What a sleep eval feels like	Host Screening day 2	Doctors share referral info

Partnership Strategy

Local Employers

- **Promote Sleep Screening Day to employees**
- **Distribute flyers in break rooms**
- **Offer employer-sponsored screening vouchers**

Healthcare Providers & Clinics

- **Cross-referrals from primary care, ENT, cardiology, mental health, and dental offices**
- **Co-branded educational materials about sleep disorders**
- **Training for staff on identifying at-risk patients**

Wellness Centers & Community Organizations

- **Collaboration with gyms, senior centers, and community education groups**
- **Posters and QR codes to promote screenings**
- **Inclusion in newsletters or bulletin boards**

Sample Emails

1.) Subject- Wake up to better sleep

Welcome to our community sleep-health initiative! Over the next five weeks, we'll share simple tips, expert insights, and resources to help you understand your sleep and take steps toward feeling your best again.

So, what is healthy sleep?

Most adults need 7-9 hours per night, consistent bed/wake times, and sleep that feels restorative—not like you're dragging through your day. If that doesn't sound like your reality, you're not alone. We're here to help.

This week's focus: Recognizing signs of sleep disorders

- ✓ Loud snoring*
- ✓ Trouble falling asleep*
- ✓ Waking frequently*
- ✓ Morning headaches*
- ✓ Feeling tired even after a full night*

2.) Subject: Is it actually insomnia?

Insomnia isn't just "bad sleep." It's a pattern—and a treatable one.

Here's a quick self-check:

- Do you have trouble falling asleep 3+ nights a week?*
- Do you wake up during the night and struggle to fall back asleep?*
- Does this happen for three months or longer?*
- Does it affect your day—mood, focus, energy?*

If you answered yes to even one, you may be experiencing chronic insomnia.

The good news? There are effective treatments, and most people feel relief quickly once they get the right support.

Sample Emails

3.) Subject-When snoring becomes a health risk.

Snoring doesn't always mean sleep apnea, but certain signs should never be ignored.

Snoring becomes a red flag if:

- *It's loud or nightly*
- *You choke, gasp, or stop breathing during sleep*
- *You wake up with headaches*
- *You feel exhausted, no matter how long you sleep*

Sleep apnea is highly treatable—and getting checked early prevents long-term health risks.

4.) Subject- How sleep affects your mood

Sleep affects nearly every part of life—not just nighttime.

Here's what untreated sleep problems can impact:

- *Mood: Irritability, anxiety, low motivation*
- *Focus: Trouble concentrating, slower reactions*
- *Energy: Midday crashes, fatigue*
- *Health: Higher risk of high blood pressure, stress, and weight changes*

If sleep is affecting your days, it's time to take a closer look.

Sample Emails

5.) Subject- *What a sleep study looks like*

If you've ever wondered what happens during a sleep evaluation, here's a simple breakdown:

A modern sleep study is:

- *Comfortable*
- *Non-invasive*
- *Monitored by specialists*
- *Designed to help pinpoint the real issues*
- *Your roadmap to personalized treatment options*

Most patients say the same thing afterward:

"I wish I hadn't waited so long."

Rexburg Sleep Clinic

Free sleep screening day!

Get started on your sleep journey to maximize your health. The quality of your sleep matters to us. Your sleep can affect your physical, mental, and health that can become detrimental. Your life matters and we want to help you take it back more energized.

Info:

**450 E Main St, Rexburg, ID 83440
+12083596900 (Call to make an appointment)**

What to expect:

**5-minute Sleep Disorder Risk Survey
Snoring & Sleep Apnea Risk Assessment
Insomnia & Fatigue Questionnaire
Stress + Sleep Evaluation
One-on-one guidance from a Sleep Specialist
Next-step recommendations (if needed)**

Who should come:

Those experiencing snoring, tiredness, trouble falling asleep or staying asleep, waking up choking, headaches, and irritability.



Self Assessment

1. Sleep Quality Check (Circle one)

How would you rate your overall sleep quality?

- Excellent
- Good
- Fair
- Poor

2. Common Symptoms (Check all that apply)

- I struggle to fall asleep
- I wake up during the night
- I wake up too early and can't fall back asleep
- I snore loudly
- I stop breathing or gasp while sleeping (or partner notices)
- I often wake up with a headache
- I feel tired even after a "full night" of sleep
- I feel sleepy during the day
- I doze off unintentionally (work, TV, meetings)
- I have difficulty concentrating or remembering things
- I feel irritable, moody, or stressed
- I have restless or twitching legs at night
- I grind my teeth while sleeping
- I wake up with a dry mouth or sore throat

3. Risk Factors (Check all that apply)

- High blood pressure
- Heart disease
- Diabetes or prediabetes
- Elevated weight / BMI concerns
- Family history of sleep apnea
- Shift work or rotating schedule
- Recent increase in stress or worry
- Use of alcohol, nicotine, or caffeine late in the day

4. Daytime Functioning (Circle one)

How often do you feel excessively tired during the day?

- Never
- 1–2 days per week
- 3–4 days per week
- Nearly every day

5. Snoring & Breathing (Circle one)

If you snore, how often?

- Never
- Occasionally
- A few nights a week
- Every night

6. Insomnia Indicators (Circle all that apply)

- Trouble falling asleep
- Trouble staying asleep
- Waking up too early
- Feeling unrefreshed upon waking
- Sleep worries or racing thoughts

7. Mood & Stress Check

In the past 2 weeks, how often have you felt stressed, anxious, or overwhelmed?

- Not at all
- Several days
- More than half the days
- Nearly every day

8. Optional Note Section

What concerns you most about your sleep? (Write below)

WAKE UP TO BETTER SLEEP



Logo here

Common Signs of Sleep Disorders

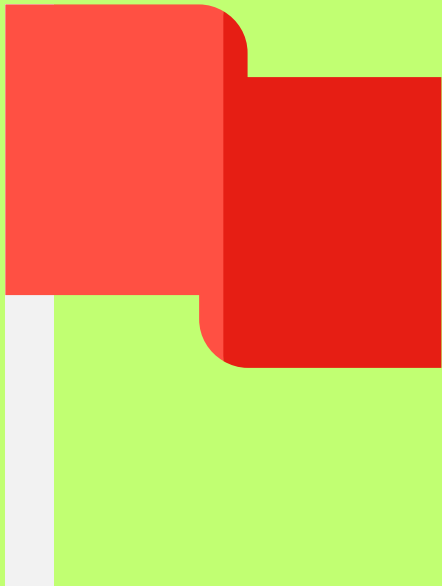
Stop! Do you experience these?

1. Difficulty falling asleep despite having opportunity to
2. Waking up in the night multiple times a week
3. Snoring
4. Excessive daytime sleepiness
5. Feeling like you need more hours of rest than 8 hours

MYTH VS FACT

Myth ()

Fact ()



When Snoring is a red flag

- **Symptom descriptions**
- 1
- 2
- 3

Sleep Apnea Risk Factors



Sleep apnea is correlated with other health conditions. These are some of the factors that can sometimes lead to the development of sleep apnea.

1. Obesity
2. Family History
3. Older age
4. Frequent Nasal congestion
5. PCOS (Polycystic Ovary Syndrome)
6. Type Two Diabetes
7. High Blood Pressure
8. Narrow Airway
9. Enlarged Neck
10. Hypothyroidism

Tips for bedtime routines

1. **Wake up and sleep at the same times**
2. **Remove smart devices 30 minutes before bed**
3. **Avoid caffeine intake after 3pm**
4. **Skip heavy meals 2 hours before bedtime**
5. **Reduce noise, lighting, and heat**
6. **Write down thoughts, worries, and stressors to reduce overthinking at night**



3 WAYS BAD SLEEP CAN IMPACT YOUR LIFE

• MENTAL HEALTH

LACK OF SLEEP INCREASES ANXIETY, DEPRESSION, AND OTHER CONDITIONS



• PHYSICAL HEALTH

THE RISK INCREASES FOR HEART DISEASE, HIGH BLOOD PRESSURE, DIABETES AND OBESITY



• PERFORMANCE

ATTENTION, MEMORY, AND DECISION MAKING WEAKENS



Campaign Success Measures

Reach and Awareness Metrics

Social media reach:

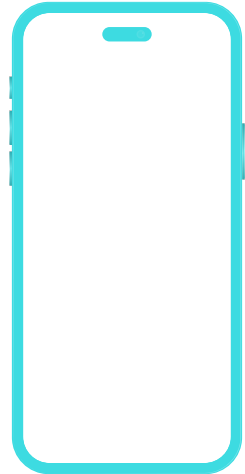
- **Total impressions per platform**
- **Unique users reached**

Website traffic:

- **% increase in site visits during campaign**
- **Visits to sleep disorder pages**

Email list growth:

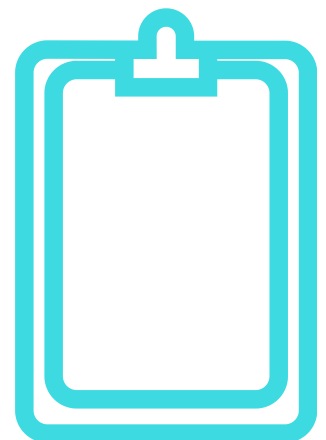
- **New subscribers added during campaign**
- **Flyer distribution count:**
- **Number of flyers/posters distributed or displayed**



Event Participation Metrics

Sleep Screening Day attendance:

- **Total participants**
- **Screenings completed:**
- **Number of self-assessments filled out**
- **Event no-show rate (if registration used)**
- **Repeat attendance (if multiple events held)**



Campaign Success Measures

Clinical Metrics

Positive screening rate:

- *% of screened individuals flagged for further evaluation*

Diagnosis rate:

- *Sleep apnea, insomnia, other disorders*
- *Treatment initiation:*
- *CPAP starts, CBT-I referrals, treatment plans initiated*



Partnership Metrics

Partner participation count:

- *Employers, clinics, wellness centers involved*

Partner-shared posts:

- *Total reposts or co-branded shares*

