



# PROJECTZ

## MAXIMIZING HEALTH AND PERFORMANCE THROUGH SLEEP

# Prevalence of **Sleep Deprivation**

1960



8 Hours

2002



7 Hours

2016



30% < 6 Hours  
40% < 7 Hours

Hossain JL. Sleep Breath 2002 Jun;6(2):85-102

# SHOP AROUND THE CLOCK

ORDER ONLINE, COLLECT IN STORE  
OR DELIVER TO YOUR HOME

[ee.co.uk](http://ee.co.uk)

# An International Problem



**35%**

United Kingdom

**49%**

Czech Republic

**38%**

France

**37%**

Ireland

**39%**

Germany

**37%**

Italy

**35%**

Poland

**34%**

Spain

**46%**

Sweden

“ Insufficient sleep is a  
**public health epidemic.**”

– Centers for Disease Control and Prevention

Sleep deprivation costs corporations  
billions of dollars in lost **productivity**  
and increased **health** and **safety** costs

“**1 in 3 US Adults**  
suffer from sleep deprivation.”

– Centers for Disease Control and Prevention

## Health



**\$16 BILLION**

Spent by US companies on healthcare expenses related to sleep

## Safety



**\$31 BILLION**

Cost of sleep related workplace accidents & mistakes

## Productivity

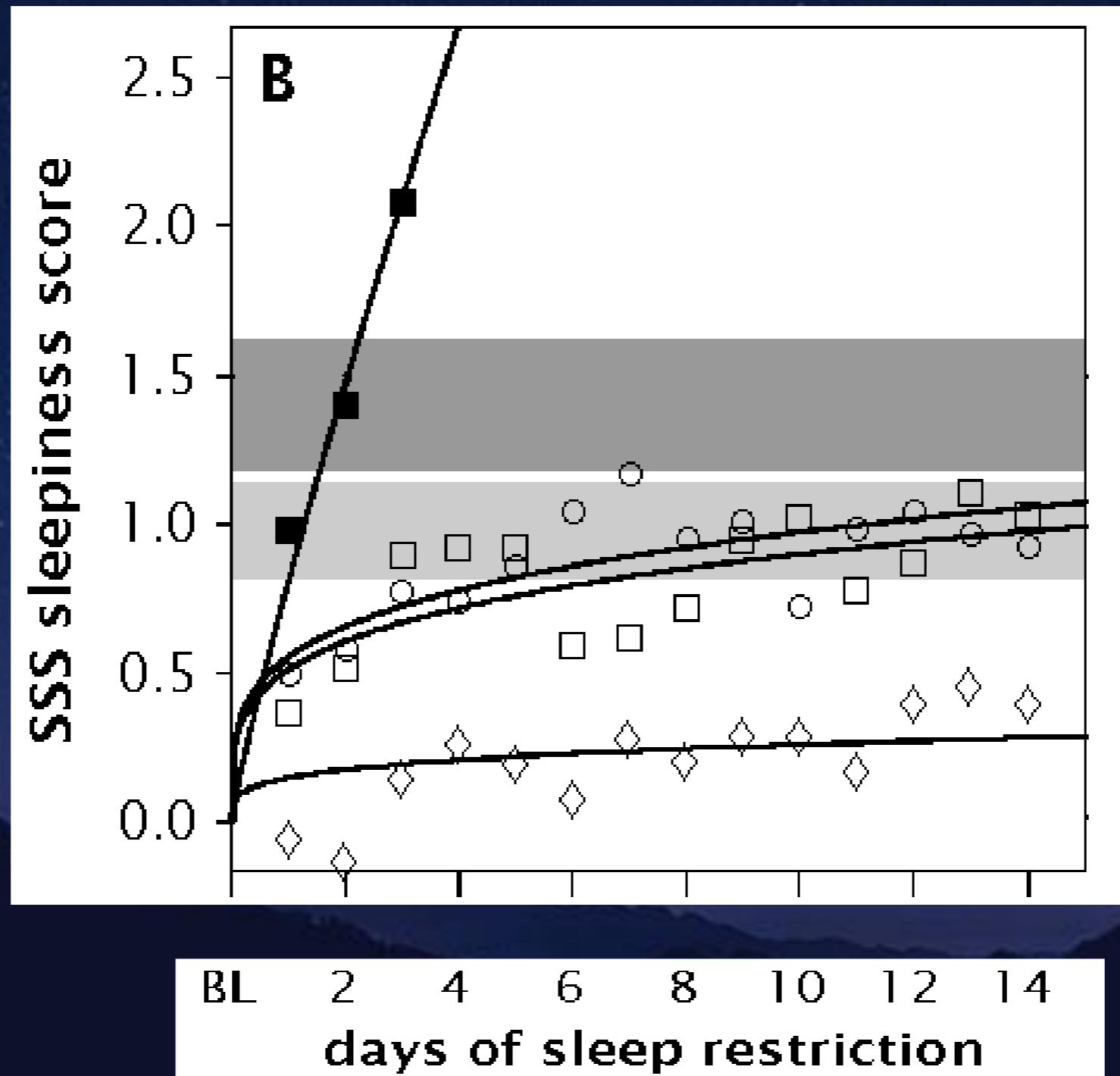


**\$63 BILLION**

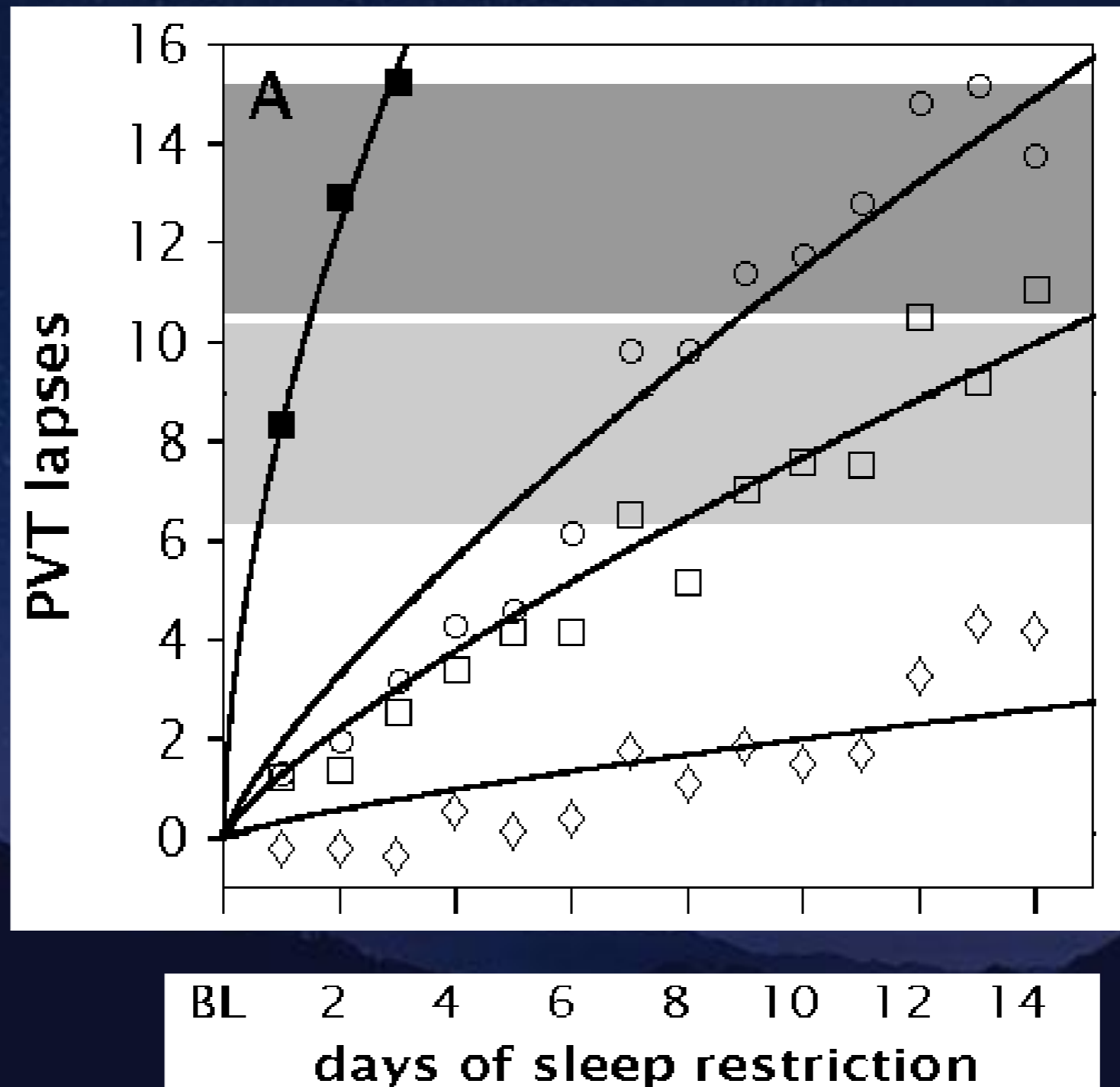
Lost by US companies due to lower productivity caused by poor sleep

Spiegel K. Lancet 1999; 354:1435-9  
Shahly V. Arch Gen Psych 2012 Oct;69(10):1054-63  
Kessler R. Sleep 2011 Sept;34(9):1161-71

# Why We Lack Insight



# Why We Lack Insight

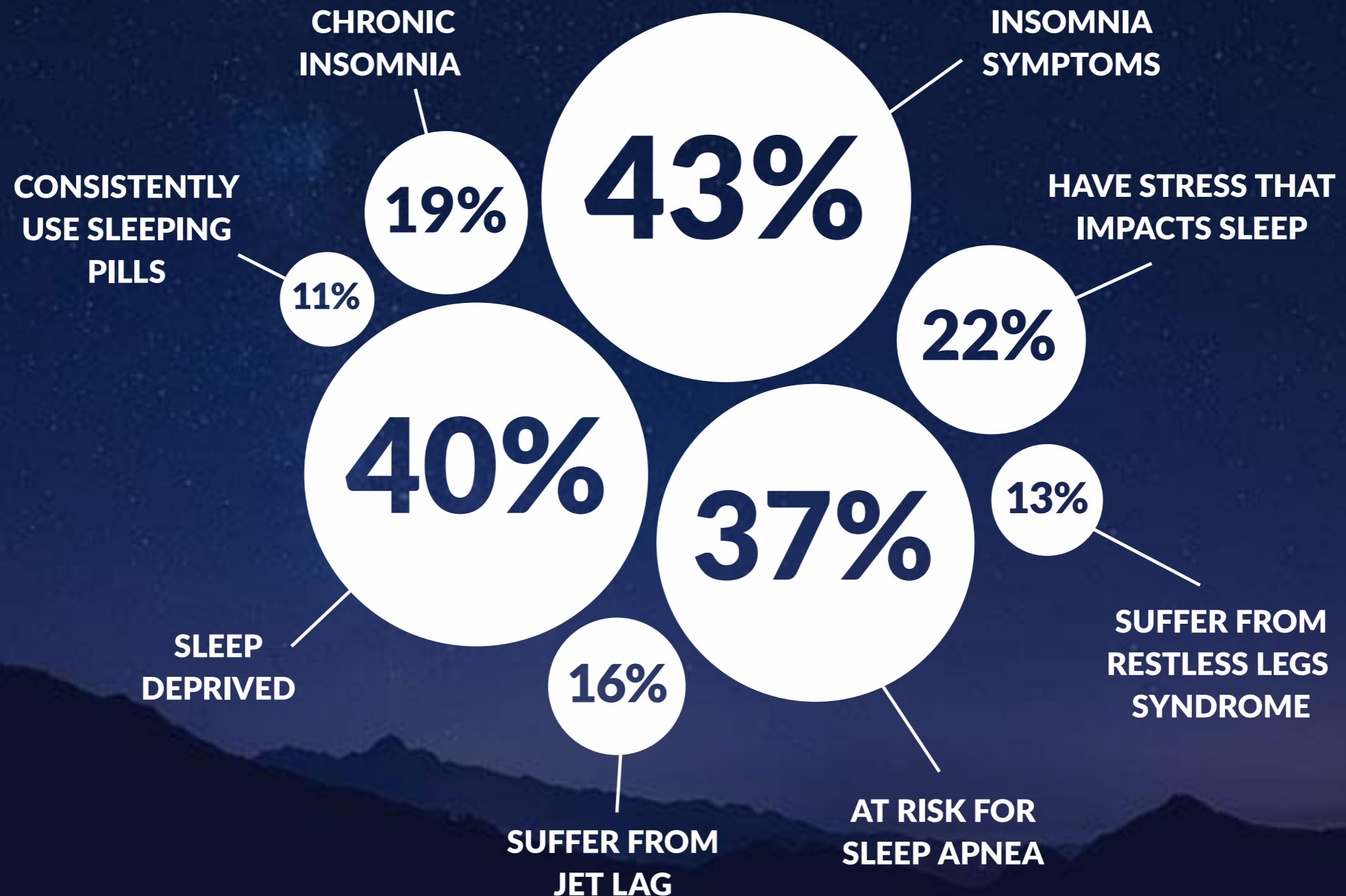




## Identifying The Cause

**INSOMNIA** Shift Work  
Conditioned Arousal Delayed Sleep Phase Syndrome  
Hypnotic Dependence **Chronic Stress**  
**SLEEP DEPRIVATION**  
Advanced Sleep Phase Syndrome Sleep Hygiene  
**Sleep Apnea** Jet Lag

# Fortune 100 Consulting Company



“Cognitive Behavioral Therapy is more effective than sleeping pills in both the short-term and long-term.”

– Dr. Gregg Jacobs, Harvard Medical School

Validated • Effective • Sustainable



## Access Is The Issue

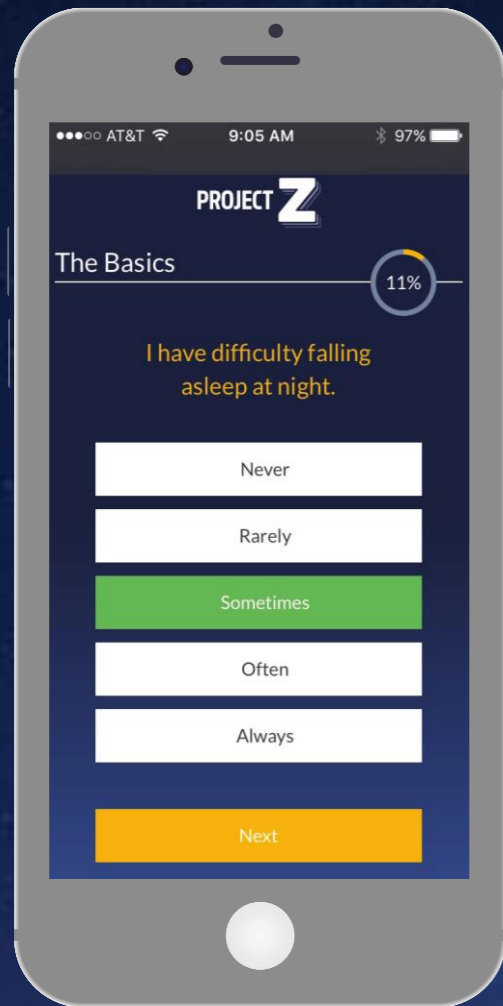


- 300 specialists in Cognitive Behavioral Therapy for insomnia (CBTi) nationwide
- Primary care physicians overwhelmed
- Insufficient number of sleep specialists

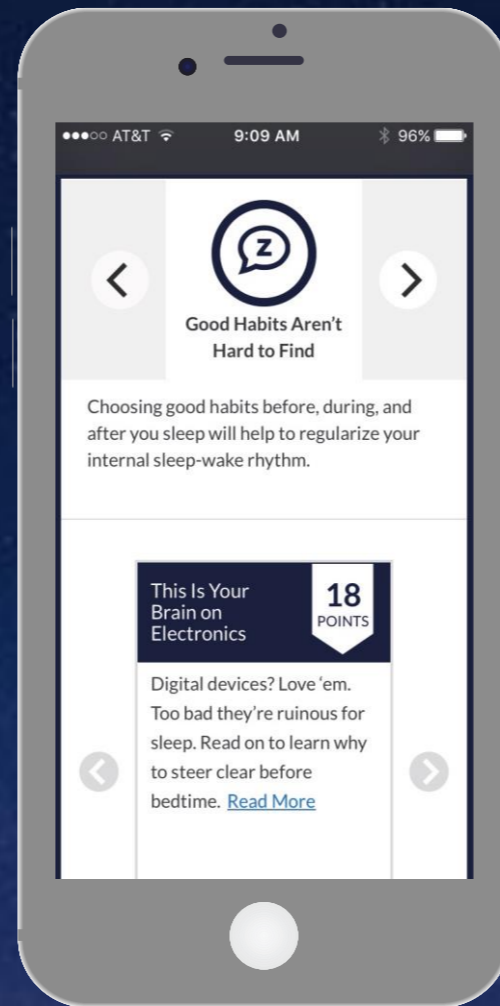
# PROJECT Z



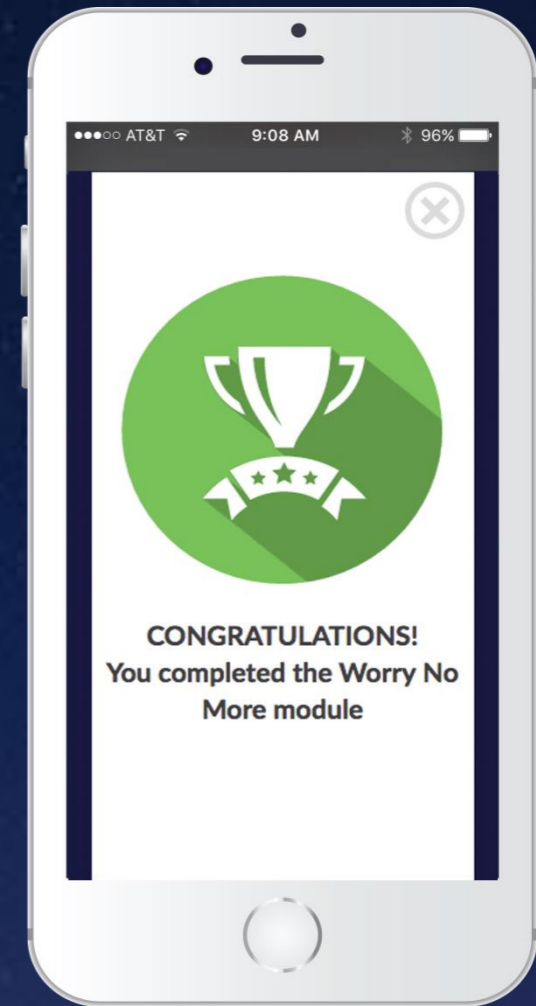
## ProjectZ: Digital Sleep Health Platform



Take 5 minute **Sleep Health Assessment**



Receive a **Personalized CBT Program**



Gamification **Drives Engagement**

## ProjectZ User Experience

# Personalized Sleep Health Solution

~~Advanced Sleep Phase Syndrome~~ →

**Conditioned Arousal** →

~~Delayed Sleep Phase Syndrome~~ →

Hypnotic Dependence

Jet Lag

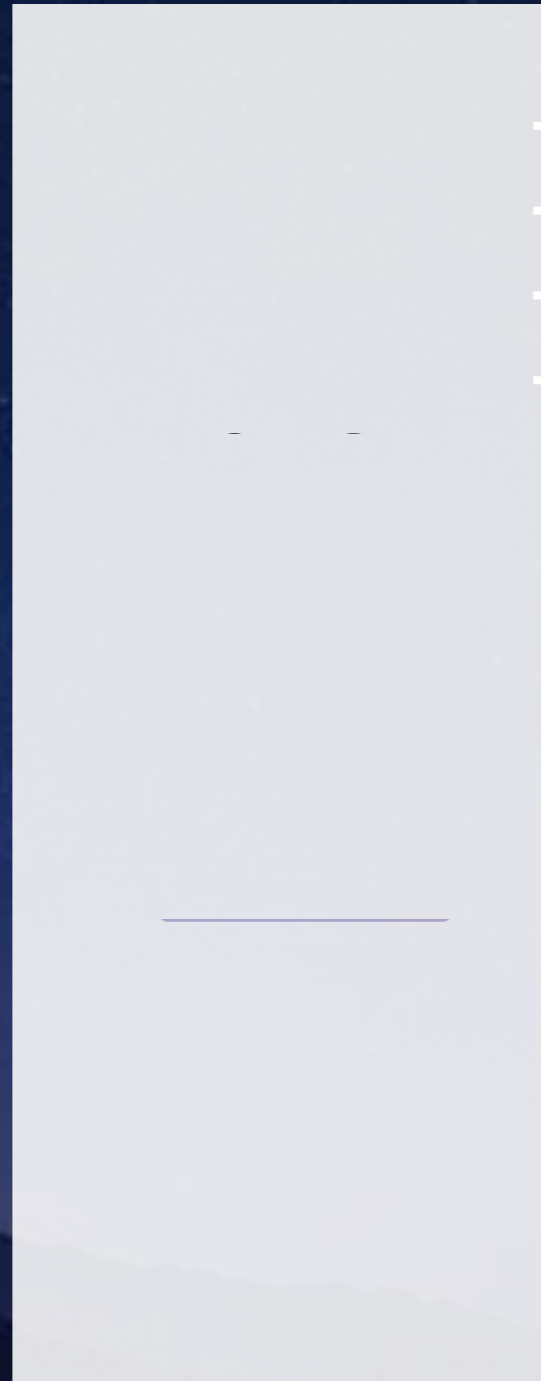
Obstructive Sleep Apnea

Shift Work

Sleep Deprivation

**Sleep Hygiene**

**Stress**



A.M. Light

ASPS Therapy

DSPS Therapy

Jet Lag Protocol

Sleep Apnea

Sleep Apnea Education

Relaxation Exercise

Shift Work Therapy

**Sleep Compression**

Sleep Deprivation Education

**Sleep Diary**

**Sleep Hygiene**

**Worry Exercise**

Stimulus Control



# Shannon reads her **Personalized Sleep Report** outlining her path to better sleep

## PROJECT Z

### Shannon's Sleep Report

Generated on January 01, 2016 (9 days ago)



#### Your Overall Sleep Health



You are experiencing symptoms of insomnia, sleepiness and/or fatigue. You also appear to be at risk for sleep apnea. An evaluation of your insomnia and apnea risk with your physician is recommended. In the meantime, we have information that can help! You are experiencing symptoms of insomnia, sleepiness and/or fatigue. You also appear to be at risk for sleep apnea. An evaluation of your insomnia and apnea risk with your physician is recommended. In the meantime, we have information that can help!

INSOMNIA

**1.7x**

Increased risk of Diabetes

SLEEP APNEA

**10x**

Reduction in car crashes when on CPAP

SLEEP DEPRIVATION

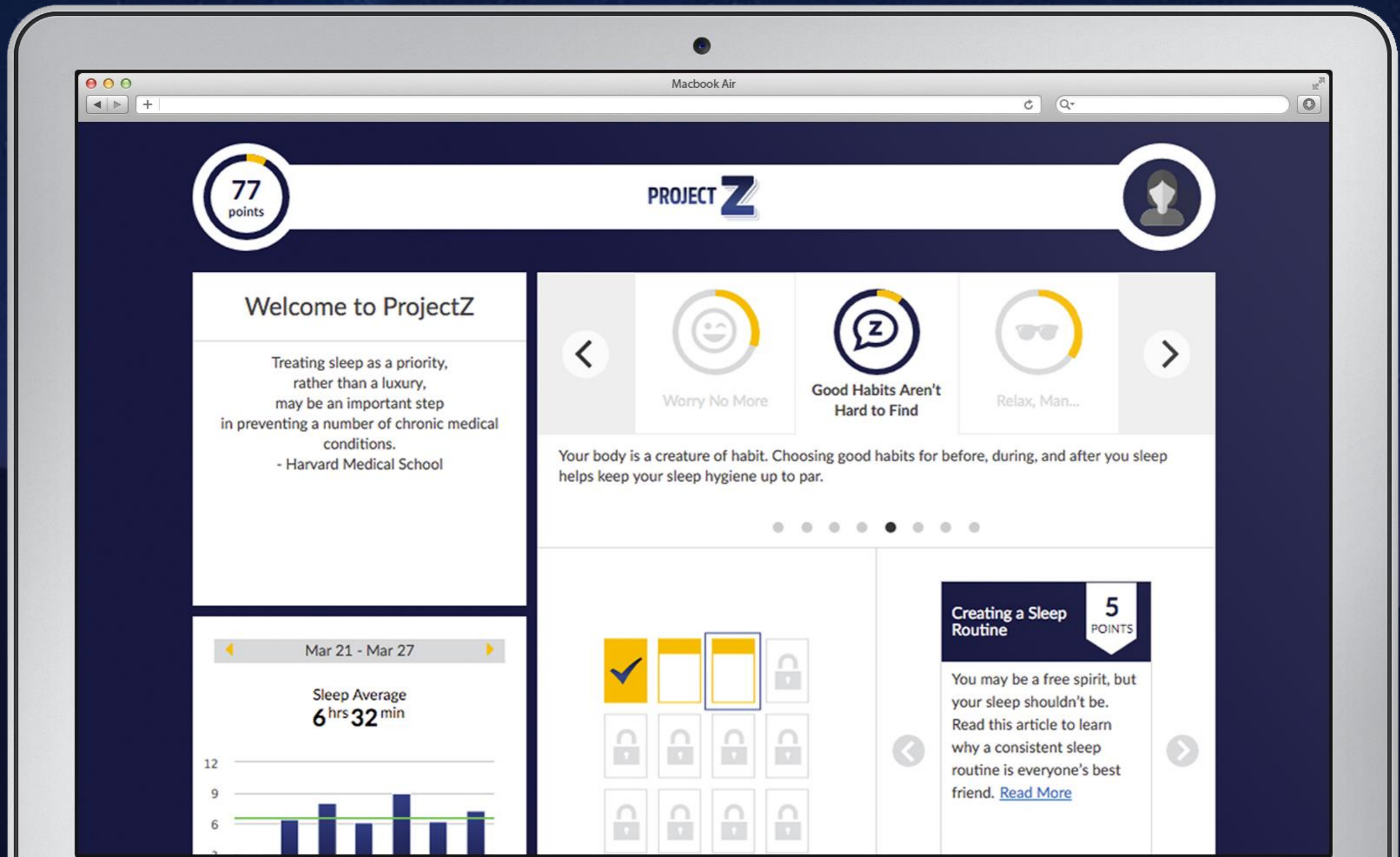
**7x**

Risk of a motor vehicle accident

#### Your Sleep Insights



# Optisom's Sleep Platform: ProjectZ





**Kick Off The Tick Tock**

Lie down in b  
your room. D  
clocks? No?  
news: they  
home.

**101: Create a Bedtime Routine** **150 POINTS**

Read "How to Develop a Sleep Routine" to better understand why and how to develop a sleep routine.

**90 POINTS**

a real thing.  
learn what it  
ould care. It'll  
ter!

[Read Article](#)

Shannon completes challenges to improve her sleep health knowledge and build healthy sleep habits.

We've produced **extraordinary results** for companies



**92%**

success in resolving symptoms of insomnia<sup>1</sup>

**76%**

reduction in daytime sleepiness<sup>2</sup>

**8x**

ROI based solely on productivity gains<sup>3</sup>

1. **Abbreviated Insomnia Measurement Scale:** Measures the presence and severity of insomnia
2. **Epworth Sleepiness Scale:** Clinically validated measure of daytime sleepiness
3. **Work Limitations Questionnaire:** Clinically validated measure of productivity limitation

**ProjectZ Drives Results**



## After completing ProjectZ

### Baseline Sleep Time

< 5 hours	5%
5-6 hours	39%
6-7 hours	41%
7-8 hours	14%
8+ hours	1%

# 77%

achieved  $\geq$  15 min. more  
sleep time per night

# 41%

achieved  $\geq$  30 min. more  
sleep time per night

**86%**

Reported improved  
sleep

**84%**

Reported improved  
health

**86%**

Reported satisfaction  
with program

**Users Love ProjectZ**



# SLEEP

The Foundation of Health and Wellness