



SLEEPTRACKER

Solutions Brief

Customer Profile

Stan Schow lives in St. George, Utah with his wife and 12 year old Grandson, Brandon. Starting at the age of 8, Brandon started to develop some unhealthy sleeping habits that Stan felt were related to Brandon's Attention Deficit Hyperactivity Disorder (ADHD).

Business Situation

The SLEEPTRACKER Pro is the second edition of the world's first sleep monitoring watch to track sleep data and wake you at the optimal time each morning. After using the SLEEPTRACKER Pro for himself, Schow passed along the SLEEPTRACKER to his grandson and noticed an immediate and positive impact. Brandon was going to bed on time and waking refreshed and ready for school. Schow spoke with Brandon's doctors and contacted SLEEPTRACKER directly after discovering how effective the product was in battling the sleeping woes associated with ADHD. In order to create more awareness in the ADHD community, Schow's story was recorded with the hope that other families impacted by ADHD will consider using the SLEEPTRACKER.

SLEEPTRACKER Provides Alternative Solution for Sleep Issues Associated with ADHD

SLEEPTRACKER Case Study

Stan Schow, a resident of St. George, Utah, raises his 12 year old Grandson, Brandon, and is responsible for waking him up for school every day. Brandon was diagnosed with Attention Deficit Hyperactivity Disorder (ADHD) at an early age and one of the main factors in Brandon's life affected by the disorder is his sleep patterns.

Many people with ADHD do have problems falling asleep. They may not keep a regular bedtime, as the mind can race with thoughts or be preoccupied with projects, watching a television show, etc. In addition, stimulant medication they take may interfere with falling asleep. * (ADHD Central.com)

Around the age of 8, Brandon started to develop some unhealthy sleeping habits. Brandon's grandparents were exhausted after struggling to get him to go to sleep at night and wake up in the morning in time for school. Brandon's academics suffered as he continued to sleep poorly and the entire family suffered with lack of sleep. With no end in sight, Schow began researching alternative solutions and even asked their family doctor for help.

Solution

Schow's daughter had given him a sample of the SLEEPTRACKER Pro (www.sleeptracker.com) for his birthday one year. The SLEEPTRACKER Pro is a watch device that tracks sleep cycles and wakes you at the optimal time (during a light sleep stage) each morning during a window of time that you set.

One morning, Schow thought about using the SLEEPTRACKER Pro with Brandon hoping that it would help his nighttime and morning woes. Schow knew Brandon loved gadgets and was fascinated with electronics, so Brandon perked up when he found out the watch could wake him at the perfect time every morning and monitor his sleep cycles. Schow set the alarm on the watch for 7:00 am and the time frame window at 30 minutes. Schow was in shock when he came in Brandon's room the next morning to wake him up and found him already awake and getting ready for school.

Schow noticed that the alarm was going off around 6:45 am every morning when Brandon was in a lighter sleep stage, rather than the default time at 7:00 am. After about three weeks using the SLEEPTRACKER Pro every night, Brandon received better reports from his teachers and was doing better academically. Mr. Schow said that morning and nights are now easier on the whole family:

“I was so excited and relieved that the SLEEPTRACKER watch had an immediate and positive impact on Brandon,” said Schow. “It has made the bedtime and wakeup routine so much easier for the whole family and I would recommend anyone with ADHD to give the watch a try.”

Conclusion

The Schow’s are now all getting a better night’s sleep and starting to incorporate the included SLEEPTRACKER software into their routine to see which of Brandon’s lifestyle factor’s – medication use, evening or afternoon tutoring, caffeine use -- may be having a negative effect on his sleep cycles.

While the SLEEPTRACKER was not designed to aid children and adults with disabilities like ADHD, the device has been a great tool for assisting individuals and families who have been affected by poor sleep and ADHD. Just as there is no one reason for ADHD-related sleep disturbances, there is no one solution that works for everyone - but the SLEEPTRACKER is one possible alternative.

