



Course Title

The Sleep Medicine Business Course

Course Description

This comprehensive course equips healthcare providers with knowledge and practical tools to both launch and enhance sleep medicine services within their practice, while also integrating sleep-focused rehabilitation strategies to optimize patient outcomes. Participants will explore the business foundations of sleep medicine, including service line development, infrastructure, and marketing, alongside the clinical impact of sleep on recovery, chronic condition management, pain, and learning. The curriculum covers subspecialty models, sleep hygiene, assessment, and intervention techniques tailored to diverse populations—from those with insomnia and narcolepsy to athletes and older adults. By merging business acumen with evidence-based clinical strategies, this course empowers providers to address unmet needs, improve patient care, and promote overall health through the transformative power of sleep.

Course Outcomes

By the conclusion of this module, the student should be able to:

- Contrast the practical and regulatory differences between operating a healthcare clinic and a coaching practice.
- Design a sleep-related service line that addresses high-value, unmet needs within a target population.
- Establish foundational business infrastructure for a sleep-focused practice.
- Outline and implement a basic marketing strategy to promote sleep-related business services.
- Discuss the four stages of sleep and the role of circadian rhythms in sleep regulation.
- Review and apply effective sleep hygiene practices and management strategies tailored to individual functional and occupational needs, including pain management.
- Explain the relationship between sleep principles, overall health improvement, and learning enhancement.
- Discuss sleep variations in specific disorders and the impact of sleep on general health and occupational participation.
- Summarize the importance of sleep for athletes, including its role in sports performance and recovery from injuries.

Contact hours awarded: 9 total hours

Release date: 1/1/26

Expiration date: 12/31/28



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If any course faculty have a financial relationship to disclose, they will be listed below. All relevant financial relationships, when present, have been mitigated.

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Course Completion

Students of The Elite Nurse Practitioner Courses must pay the associated course fee to obtain the educational credit. To receive credit for this education activity, students must:

1. Read the course material in its entirety, including the additional resources section of the course.
2. Complete the post-course quiz.
3. Complete the mandatory course evaluation after you finish this educational activity.



Once the above requirements have been fulfilled, the Certificate of Completion can be downloaded and printed to show you have completed the course requirements and thus have earned the associated continuing education credits.

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