Beat: Health

PHILIPS launches -World s Sleepiest Website- to help restless sleepers

In conjunction with World Sleep Day

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USPA NEWS - Royal Philips announced on March 18, the launch of the 'World's Sleepiest Website,' an online resource to help those who struggle with sleep get a better night's rest. Released in support of the World Association of Sleep Medicine's annual World Sleep Day,...

Royal Philips announced on March 18, the launch of the 'World's Sleepiest Website,' an online resource to help those who struggle with sleep get a better night's rest. Released in support of the World Association of Sleep Medicine's annual World Sleep Day? the website features a variety of visual content, including videos and images to help restless sleepers and to serve as a resource for chronically sleep deprived individuals who may have an underlying sleep issue.

The campaign aims to drive awareness and education around sleep issues, and is the latest effort in the company's continued dedication to enhance the lives of patients suffering from obstructive sleep apnea (OSA) or other serious sleep disorders.

SLEEP DEBT IS A GLOBAL PROBLEM

While the occasional sleepless night can be frustrating and inconvenient, people who consistently suffer from inadequate sleep can experience poor academic or work performance. According to a 2015 Philips Respironics survey that surveyed people in 10 countries, 96 % said sleep was valuable to them and 87 % ranked sleep as an influence on their overall health and wellbeing; however of those surveyed, only 17 % consistently slept through the night.

WHEN IT IS MORE THAN A RESTLESS NIGHT

More than 100 million people globally1 suffer from obstructive sleep apnea (OSA). Chronic sleep or respiratory conditions can have devastating effects if not treated or diagnosed, and it is estimated that 80 % of patients with OSA remain undiagnosed, which can impact long-term health by turning sleep or breathing into a burden.

Source : Royal Philips

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