stops night terrors.
LULLY

THE CHILDREN’S SLEEP COMPANY
Andy Rink, MD  
CMO/Co-Founder  
Indiana University School of Medicine - MD  
Northwestern University – General Surgery Residency  
Specialty Fellow, Stanford Biodesign  

Shannon Sullivan, MD  
Pediatric Sleep Medicine  
Stanford University  

Mark Mahowald, MD  
Sleep Medicine  
University of Minnesota  

Donna McMillan, MD  
Pediatrics  
Palo Alto Medical Foundation  

Riley Hospital for Children  
Indiana University Health  

STANFORD HOSPITAL & CLINICS  
Stanford University Medical Center  

STANFORD biodesign  

Lilly SLEEP GUARDIAN
NIGHT TERRORS ARE COMMON

• Affects 2-12 year olds

• INCIDENCE: 3.8% = 1.5 M kids per year

• PREVALENCE: 8.3% = 3.6 M kids

NIGHT TERRORS

• Signs
  – Suddenly act in fear, pain with crying, scream
  – Child unresponsive to external stimuli
  – Amnesia for episode
  – Occur within 4 hours of sleep onset

NIGHT TERRORS

• Diagnosis
  – Parent history
  – No referral needed unless concerns for other sleep disorder

CAUSE OF NIGHT TERRORS

**mechanism:** underlying slow wave sleep (deep sleep) abnormality occurs each night, independent of whether a night terror will occur

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DISCUSSION

• How often do you see a child with night terrors?

• How do you manage night terrors?
TREATMENT

• Education, reassurance
• Scheduled awakenings
THE PROBLEM

• Scheduled awakenings
  – Full awakenings
  – Hard to know what time to do SA
  – Hard to remember to do it each night
  – Low compliance
THE SOLUTION:

Guide parents through SA’s

Partial awakening
Precise timing
High engagement

Works with behavior changes, sleep hygiene improvement
HOW PARENTS USE IT

1. Placed under the mattress
2. Answer 3 questions in Lully app
Design: Prospective study, n=12 children with severe, chronic night terrors. Nightly device use for 4 weeks

Outcome: Night terror reduction after 4 weeks of device use and 4 week follow up

Screening: phone screen, full history, PSQ-SDB (screen for OSA)
<table>
<thead>
<tr>
<th>Subject ID</th>
<th>Subject Description</th>
<th>Baseline</th>
<th>Device In Use for all subjects</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Week -2</td>
<td>Week -1</td>
</tr>
<tr>
<td>CC_1124</td>
<td>M, 5 yo</td>
<td></td>
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<tr>
<td>IS_1454</td>
<td>M, 4 yo</td>
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<tr>
<td>AP_1574</td>
<td>F, 4 yo</td>
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<tr>
<td>CF_1774</td>
<td>M, 2.5 yo</td>
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<td>JA_1124</td>
<td>F, 7 yo</td>
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<td>BB_1334</td>
<td>M, 3 yo</td>
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<tr>
<td>SB_1254</td>
<td>M, 4 yo</td>
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## NIGHT TERROR REDUCTION

<table>
<thead>
<tr>
<th></th>
<th>2 week baseline</th>
<th>Weeks 3, 4</th>
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</thead>
<tbody>
<tr>
<td>Mean # nt’s</td>
<td>14.63</td>
<td>3.63</td>
</tr>
<tr>
<td>SD</td>
<td>11.96</td>
<td>4.93</td>
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<tr>
<td>p</td>
<td>0.0051</td>
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</table>

75% reduction in night terror episodes (primary endpoint)
CLINICAL – RESULTS

• Night terror reduction was high
  – After 4 weeks of device use: 75% (p=0.005)
  – After 4 week follow up: 88% (p=0.127)

• No serious adverse events (SAEs) reported
  – 1 family reported transient early rising in the morning (qualitative)

• 1 family reported nocturnal enuresis improved with device use
“I haven't known a normal night in over 2 years so thank you so much!”

Edy G., Atlanta

“You were on our list of things to be thankful for this holiday season! You have brought so much peace to our family. Thank you for giving us hope and peace!”

Emily H., Minneapolis

"Un-f***ing-believable!"

Cathy F., Seattle

“Night-terror free!!”

Roger P., New York
PRODUCT REVIEWS

4.1 out of 5 stars

I would highly recommend this product.
By Tichio on January 11, 2016

This is the first time I have reviewed a product on Amazon. Lully is worth taking the time to support with a positive review. My son suffered from night terrors - 10pm, 12am, 2am. It felt like death by a thousand paper cuts - an entirely sleep deprived family walking around like zombies. The doctor had no solutions and I felt destined to have interrupted sleep for the foreseeable future. By happenstance, I came across Lully and thought, it couldn't hurt to try. It arrived quickly, was easy to set up and has been surprisingly effective. More importantly, I was very impressed by the incredibly timely answers to my questions. The first night at 10pm I emailed customer support. It never occurred to me that the CEO/Co-founder would respond - within 15 minutes. He answered my questions concisely and cleared some mistakes I made in my set up. A few months later, my son continues to have uninterrupted sleep. I would highly recommend this product.

My 7 year old son has suffered from night terrors ...
By Amazon Customer on January 7, 2016

My 7 year old son has suffered from night terrors 4-5 times a week since he was 5. The first time he had a night terror we were so scared and did not realize what was happening! We were introduced to the Lully by a friend who was helping us research how we can help him sleep more soundly. I was not convinced after reading about the Lully that such a simple device could change our lives. I was wrong! We are now night terror free!!! The Lully set up is so simple and it took about a week to find the right vibration setting. Within 2 weeks after that, the night terrors were gone. We used the Lully for about 3 weeks and then stopped to put it to the test. Within the following month we had 2 small terrors and nothing since then. It's been about 3 months since we started using the Lully and our lives have been truly transformed. We put our son to bed knowing he is getting a restful nights sleep. Thank you Lully!

Jhen Spitzer Just ordered one for our daughter last night. I'm sure I don't have to comment on how much I hope this works. Watching our sweet girl go through this multiple times a night is beyond breaking - and I'm exhausted
Unlike · Reply · Message · 11 hrs

Michelle Laker We've been using this for nearly a month now! We were ready to try anything, as our nearly three year old was waking our 9mo old who was finally sleeping through the night! We met with a sleep expert, talked to doctors, the advice was the same - he'll grow out of it! Our son was having night terrors 4-6 times a week, and he could be inconsolable for 5min-1hr. This helped instantly. He's had less than 1 a week since starting Lully, and the ones he's had have been so much milder. If your totally exasperated, and exhausted, try this!!
Unlike · Reply · Message · 17 hrs

Julianne Anderson Hi ! We received our Lully a few weeks ago . My daughter is almost four and was waking up from night terrors 3-6 times a night . I'm happy to say we have had ZERO wake ups since we started to use the Lully. We are a much happier family . My husband and I are 100% satisfied . I was skeptical at first and was worried I was going to be wasting my money on a hope and prayer but it really works ! Thanks Lully !!!!
Unlike · Reply · Message · 4 hrs
Provide parents with night terrors pdf and recommend product
AFFILIATE PROGRAM

• Custom affiliate link for Gentle Sleep Coaches

• 20% flat commission
  – Approx $25 for Lully Sleep Guardian original
  – Approx $40 for Lully Sleep Guardian Plus
CONTACT INFORMATION

• Andy Rink, MD
  – CMO, Lully
  – andy@lullysleep.com
  – 650-241-9154