

## Florida Based American Sleep Medicine Announces Jerry Lauch as Chairman

Written by Australian Business

---

( [PRLEAP.COM](http://PRLEAP.COM) ) **January 29, 2014 Jacksonville, FL** – American Sleep Medicine (ASM), one of the nation's leading sleep disorder diagnostic and treatment organizations, has announced the appointment of Jerry Lauch as its Chairman of the Board.

Mr. Lauch is the co-founder of the company and has previously led the company in an executive position since its inception eleven years ago. He has been responsible for the creation of ASM's Patient Care business model that caused the company's explosive growth on a national basis. He also played a crucial role in the integration of the Company's independent operations in 2009 and has been serving as a member of its Board of Directors ever since.

Mr. Lauch has also served as a member of Kentucky Sleep Foundation for many years where he was instrumental in improving the quality of sleep related services at the state level.

"Jerry, is an extraordinary businessman with a firm commitment to customer care" said Imad Hajj, former Chairman of the Board. "He has been personally involved in establishment of each and every one of the Company's 20 centers. His knowledge of the industry and his amazing track record with the company makes him the right person to lead the Board into the future."

"I am honored to be named Chairman of American Sleep Medicine, the company that I helped create over ten years ago", says Lauch. "We have come a long way, from our humble beginning to performing over 30,000 studies a year and still have plenty of room to grow. 2014 stands to be a landmark year for us. Our recent Continuum of Care strategy and creation of our American Sleep Product (ASP) division enables us to further increase our services to our patients despite the unprecedented challenges of new healthcare reforms and reduced reimbursements."

American Sleep Medicine owns and operates 20 facilities across the United States. ASM's extra-large facilities are designed to eliminate wait time for its patients. Patients can receive expert consultation from board certified Sleep Specialists, be tested immediately, and receive their treatments all under the same roof and by the same team of professionals. ASM accepts all insurances and provides superior quality of service. For more information contact the company by telephone or email.

[www.americansleepmedicine.com](http://www.americansleepmedicine.com) or call (904) 517-5540.