



ORGANIZATION OVERVIEW

Name: Wellness, Sleep & Circadian Network (WSCN)

Formerly: American Sleep Apnea Association (ASAA)

Website: www.sleephealth.org

Established: 1990 (as ASAA)

Rebranded: 2025

MISSION:

WSCN exists to bridge the gap between day and night as the global knowledge hub for sleep and circadian science. We empower people to sleep better, live better, and thrive across all 24 hours by translating cutting-edge research into practical tools, resources, and community support.

VISION:

To be the global "masterclock" that helps orchestrate whole-day health by elevating the role of sleep and circadian science in everyday wellness, healthcare, and performance.

VALUES:

- **Person-First:** We prioritize individual journeys and meet people where they are.
- **Science-Driven:** We champion evidence-based insights and practices.
- **Collaborative:** We grow through strategic partnerships and community.
- **Empowering:** We equip people and providers with practical tools to act.
- **Impact-Oriented:** We are dedicated to measurable health improvements.

KEY MESSAGES

- **New Name, Expanded Mission:** WSCN reflects our evolution beyond sleep apnea to encompass the full 24-hour experience of wellness, sleep, and circadian health. We are still here for our sleep apnea community, and now, for even more people and conditions.
- **"Wissen" Means Knowledge:** Our name, WSCN (pronounced "WISSEN"), underscores our purpose as a knowledge hub. We provide access to research-backed education, tools, and programs for everyone, patients, clinicians, researchers, and the general public.

- **Circadian Health Matters:** Circadian rhythms govern every system in our body. Misalignment can increase risks for chronic disease. WSCN empowers people to understand and optimize these rhythms for better health and performance.
- **We Still Do What You Trust:** Our CPAP Assistance Program, AWAKE peer mentoring, and Patient Leadership in Research (PLIR) initiatives are still core to what we do, now integrated into a broader whole-day health mission.
- **Everyone's Journey Is Unique:** Whether you're newly diagnosed, seeking better daytime performance, or a provider looking to improve outcomes, WSCN offers community, tools, and science to guide your path.

EXECUTIVE SUMMARY

The Wellness, Sleep & Circadian Network (WSCN), formerly the American Sleep Apnea Association, is a global knowledge hub dedicated to advancing whole-day wellness through sleep and circadian science. WSCN empowers individuals, providers, and communities with trusted tools, evidence-based resources, and support to optimize health and performance across all 24 hours.

FREQUENTLY ASKED QUESTIONS (FAQ)

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Q1: Why did you change your name from the American Sleep Apnea Association?

A: As we listened to our community and followed emerging science, it became clear that sleep apnea is just one piece of the wellness puzzle. Circadian science and whole-day wellness are critical to preventing disease and improving quality of life. Our new name better reflects our expanded mission.

Q2: Are you still supporting people with sleep apnea?

A: Absolutely. Our legacy programs like the CPAP Assistance Program and AWAKE Peer Mentor Program remain in place and are growing. We're simply offering even more support and resources that address life beyond diagnosis, across all 24 hours.

Q3: What does "circadian" mean, and why is it important?

A: Circadian rhythms are the natural, internal processes that regulate the sleep-wake cycle and repeat roughly every 24 hours. They influence nearly every aspect of health, from hormone release to digestion to mental focus. When your circadian rhythms are optimized, you feel and function at your best.

Q4: Who can benefit from WSCN?

A: Everyone. Whether you're a patient, a caregiver, a researcher, a clinician, or simply someone interested in improving your daily health, WSCN provides tools, education, and community built around the science of 24-hour wellness.

Q5: What's the significance of the name WSCN?

A: WSCN stands for Wellness, Sleep & Circadian Network. It's also a nod to the suprachiasmatic nucleus (SCN), the body's masterclock that drives circadian rhythms. Pronounced "WISSEN," the name also means "knowledge," which is core to our mission.

Q6: How can media and partners collaborate with WSCN?

A: We welcome collaboration opportunities in research, public education, events, sponsorship, and advocacy. Media can contact us for expert commentary, interviews, or to explore story ideas related to sleep and circadian science.

MEDIA CONTACT

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JOIN THE MOVEMENT

Ready to own your 24 hours? Sign up for our newsletter, become a community member, or explore our programs at www.sleephealth.org.