

HME provider builds a thriving rePAP program with Brightree's resupply SNAP*

The challenge

Patients eligible for a new PAP device every five years often weren't aware they qualified. Performance Home Medical needed a clear process for identifying and engaging eligible patients.

The solution

Performance Home Medical trusted Brightree's resupply SNAP to help connect with eligible patients and streamline follow-up.

Building a rePAP initiative that could scale

In early 2025, Performance Home Medical decided to finally bring structure and strategy to its rePAP initiative.

The team turned to their Brightree system reporting and began by building a targeted patient list. They identified anyone who had been on a PAP device for at least five years and had ordered supplies within the last 12 months, meaning they were active and engaged in therapy.

"We found that we had nearly 10,000 eligible patients," said Justin Graham, Director of Resupply at Performance Home Medical. "And we're seeing close to 500 every month fall into that category. It's a continually growing list of patients."

From there, the Brightree team helped develop email templates, refine patient messaging, and set up automation.

Automated workflows that deliver results

Once the program was set, Performance Home Medical turned its focus to execution and efficiency. Instead of relying on phone calls to reach eligible patients, they launched automated email campaigns.

"We send an initial email blast and see about a 12% response rate," Graham said. "Then we send a second round and get another 5–6%, so overall around 17% engagement."



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Each patient who responded was automatically added to a lead list through a Microsoft form linked to the email, which allowed the team to easily track and prioritize follow-up. Before implementing Brightree's resupply SNAP, about 15% of monthly setups came from rePAP. It now reaches up to 20%.

Another efficiency gain was the use of virtual setups. Because most rePAP patients have been in therapy for years, they're comfortable receiving new machines by mail. "That's been a good way to boost our time savings," Graham said. It allows clinicians to focus on new patients who need hands-on support.

Internally, staff enthusiasm remains high. "When you find something new that can make an impact and deliver results, staff are excited to do it," said Graham.

When asked to share advice for other providers looking to enhance their rePAP programs, Graham's advice was simple. "Start yesterday. The sooner you start, the sooner you'll see results."



The results



**15-20% of monthly setups
come from rePAP**



**Improved patient
satisfaction**



**Streamlined workflows and a
sustainable model for ongoing success**

Rewrite your story with Brightree. Visit brightree.com/consult or call 833.916.1554 to schedule your consultation today.

*Even with the resupply solution fully implemented, providers still do not fulfill near total permitted resupply by CMS for various reasons
Studies show that patients that resupply more often are more likely to stay compliant <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7917762/>

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