

# Trusted respiratory HME provider found a rePAP strategy that works

### Challenges

- Manual rePAP process that was time consuming and costly
- Needed to improve operations and scale

### Solution

- Brightree's SNAP resupply
- Strategy to educate patients and incentivize staff

A trusted source of respiratory medical supplies and equipment for 20 years, Total Respiratory & Rehab wanted to transition from an archaic approach to rePAP to a resupply strategy that delivered efficiency and growth.

### Shifting toward a more modern rePAP process

After an ongoing process of using sales order history to identify eligible patients and reaching out via phone and email, Total Respiratory & Rehab knew they needed a better approach to rePAP. "We would run very lengthy reports and start cold calling," said Ryan Peterson, Oversight Management for Total Respiratory & Rehab. "It was a lot of working in Excel to remove duplicates and people who were deceased."

**"It was very expensive," confirmed Jon Novak, CEO of Total Respiratory & Rehab. "Paying hourly for staff to dial number after number, with the majority of people not picking up, was an archaic process."**

This manual approach even lost them money at one point. But with Brightree's SNAP resupply, that costly process shifted to an effective growth strategy. "When we were presented with the opportunity for SNAP, it was a no-brainer," said Peterson.

"SNAP is saving our company a fortune," said Novak.

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**Jon Novak**  
CEO, Total Respiratory & Rehab



## A blended strategy delivered significant rePAP results

Brightree's SNAP resupply brought automation to Total Respiratory & Rehab's once-manual process, with intelligent reports that offered clear and digestible data, including insights on performance and patients. With this information easy to visualize and analyze, Total Respiratory & Rehab took it one step further by setting clear growth goals and incentivizing staff to get there.

"We are very report-focused, looking at numbers every single day," said Peterson. "We know exactly where we're going to be each month with orders. And as that grows each month, our goals grow as well."

**"More than half of our monthly revenue comes from our resupply program, with 20% of our monthly setups coming from the rePAP program," said Novak. "We require our business to grow 25% each year, which has taken us from a \$2 million company in 2019 to a \$50 million company in 2025. Resupply and rePAP are the easiest opportunity for this growth."**

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## What benefits the patient benefits us

At the end of the day, Total Respiratory & Rehab wants to have lifetime customers. That means consistently educating them on the importance of getting new machines.

"We're here to take care of patients and make sure they have long-term adherence," said Peterson. "We make sure they know technology is always evolving and these machines have a life of approximately five years. As we learned during COVID, it's smart to have your old machine as a backup for a worst-case scenario."

This patient-first approach has set Total Respiratory & Rehab apart from the rest. "I've been in this business a long time and you've got to be on the forefront," said Novak. "RePAP is the lowest hanging fruit. If you're not going after this, how are you driving your business forward?"



## Total Respiratory & Rehab's results to date:

*(Customer results may vary)*



**20-30% of monthly setups come from rePAP**



**Now a \$50 million company, up from \$2 million in 2019**



**Significant cost savings due to less manual work and phone calls for staff**