

Brightree's resupply SNAP helped HME provider establish a scalable rePAP program

The challenge

Without an established rePAP program, Nunn's Home Medical Equipment had to manually reach out to patients if they qualified for a new machine.

The solution

Brightree's resupply SNAP helped Nunn's Home Medical Equipment achieve a robust rePAP program by simplifying patient identification and outreach.

In the first year that we started tracking RePAPs, we did about 670. Then it jumped up an additional 200 patients the following year, and we've already eclipsed that number in 2025.

Patrick Murphy

*Project Manager
Nunn's Home Medical Equipment*

Snapping a rePAP program into place

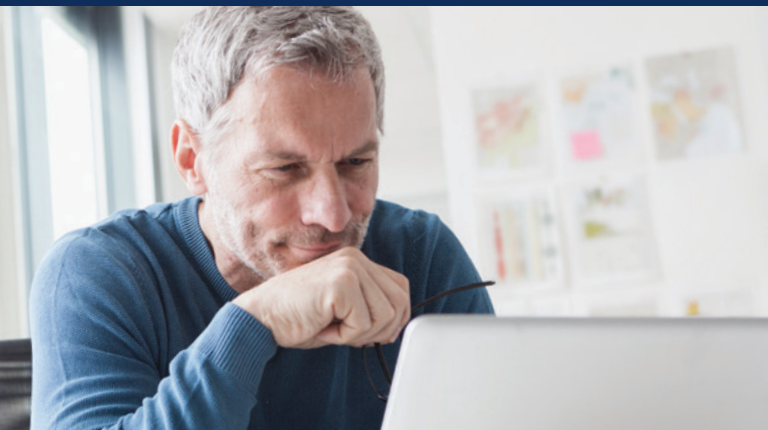
While Nunn's Home Medical Equipment had long encouraged patients to replace their PAP devices when eligible, the process was largely manual and inconsistent. Tasks were scheduled years in advance, mailers went out sporadically, and tracking was difficult.

"We had a rePAP program that wasn't well managed and there were so many manual pieces to it," said Patrick Murphy, project manager at Nunn's Home Medical Equipment.

The team wanted a more efficient, scalable way to identify eligible patients, communicate with them, and manage follow-up. All without overwhelming staff or physicians.

Working with their Brightree customer success manager (CSM), the Nunn's Home Medical Equipment team leveraged Brightree's resupply SNAP to transform outreach into a streamlined, digital process. Their CSM showed them how to use Brightree Analytics to pull data and send email blasts to eligible patients.

"Our CSM was indispensable," said Murphy. "She showed us how to reach patients in ways we hadn't done before by building and implementing templates and forms. She's like another Nunn's team member taking on some of the month to month."



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With this new approach, Nunn's Home Medical Equipment can cover a wider range of patients in a much faster, more efficient way.

Digital outreach with clear results

The Nunn's Home Medical Equipment team soon created customized templates based on payor requirements and automated monthly email campaigns targeting active PAP users. Each message linked to a form that routed responses directly into their workflow.

From there, the qualifications team could verify coverage, coordinate with physicians, and manage the setup. "It was a fun project," said Murphy. "Anytime we're able to use SNAP for digital outreach, we love to do it. And patient reactions have been very positive."

Within the first year of launching their rePAP program, Nunn's Home Medical Equipment saw measurable impact.

"In the first year that we started tracking RePAPs, we did about 670," said Murphy. "Then it jumped up an additional 200 patients the following year, and we've already eclipsed that number in 2025."

Each month, the team now sets up 80 to 100 new rePAP patients.

Murphy credits the program's success to simplicity and partnership. "It's easier than you think, without a lot of lift. We just built it into our normal processes and let it run itself."

Beyond the numbers, the initiative strengthened their commitment to supporting patient therapy. With every eligible patient reached, they're helping more people stay compliant, comfortable, and connected to care. "We benefit and the patient benefits," said Murphy.

The results



200+ new rePAP setups in the first year and continued growth



80 to 100 new patients set up each month



Significant time savings and efficiency gains

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