

THE RESUPPLY GROWTH BLUEPRINT

From Setup to Scale

From CPAP to rePAP: How to Build a Long-Term Resupply Program for Sleep Customers

Sleep apnea patients who use CPAP live longer. That's a strong finding based on a 2025 global study analyzing data from more than 1 million sleep apnea patients worldwide.

Specifically, the study found that among those patients, there was a 37% lower risk of dying from any cause compared to those with obstructive sleep apnea who do not use CPAP, and that there is a dose-response relationship — meaning the more consistently CPAP is used, the greater the survival benefits for people living with OSA.

The question is: what if no one tells them?

“Success in resupply starts with educating the patient upfront,” says Allen Hunt, President, Hart Medical Equipment. “That additional sleep offers long-term health benefits for these patients.”

For its resupply program, Hart Medical Equipment partners with Brightree Resupply. By taking a step-by-step approach to resupply, providers can effectively drive business growth by realizing new revenue per-patient. Here are four steps.

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Step 1: Pick the right resupply provider

A few years ago, Hart Medical had a very good resupply partner — but one it felt was not positioning Hart for the future. The company made the move to Brighttree Resupply, where the combination of technology, industry expertise and customer service sold Hunt and the team at Hart Medical.

Their selection was validated almost immediately. After a month and a half with Brighttree, Hart Medical's customers were purchasing two more items, driving an increase of \$50-\$100 per order.

"When you have functionality built in, the system knows that you're taking out the element of human error," says Sarah Gray, Director of Customer Success at Brighttree. "That also means less training time, because the system is prompting them to tell them what to do. It just allows your team to be more efficient with their workflow."

Step 2: Educating patients and staff on the importance of resupply

The resupply process starts with education: educating referral partners, patients — and staff.

"We want to tell our employees that resupply is important, and we want to explain to them why it's important," Hunt says.

Part of that education is ensuring all parties understand everything eligible for replacement through resupply. For example, most CPAP patients are familiar with regularly replacing items like masks, hoses and cushions, but many are unaware that they may also be eligible for a full device replacement — often referred to as rePAP.

"Most patients don't know they're eligible for a new CPAP machine every five years on average through the insurance company," says Addison Perrymond, Head of Product at Brighttree.

By expanding that awareness, providers can help patients better understand the full scope of resupply and stay engaged in their therapy over time.

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Addison Perrymond

Head of Product at Brighttree

Step 3: Build a team for resupply

The goal with a resupply program is to allow staff members to work more effectively and efficiently — in essence, to have them best utilize their skill sets, versus spending time on administrative tasks. That includes building a team to manage the automated resupply system. The goal is to shift teams from variable, staff-dependent tasks to end-to-end workflow automation that removes variability across resupply.

For one Brightree customer that specializes in providing DME for pediatric urology patients, this shift translated directly into more attention on their patient population — one with specific needs due to the age and the nature of their equipment and supplies.

The time saved through resupply automation and efficiency allowed the team members to focus and give more attention to the pediatric population who, because they are growing, often change sizes in their catheters or incontinence products. This requires discretion as they may be school-age, or transitioning to be more independent in the use of their products.

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Step 4: Pay attention to integrations

A successful resupply program depends on more than just internal processes. It requires a partner that can integrate seamlessly across the entire HME ecosystem.

When those integrations are in place, the entire resupply process becomes more coordinated, scalable and efficient.

For Hart, that meant finding a resupply partner that could integrate seamlessly with their third-party logistics providers — Cardinal and QUILT — to support fulfillment.

“I drop them the order and they pick, pack and ship for me,” he says. The integrations from Brightree make this process simplistic and efficient.

THE RESULTS?

Within six weeks, Hart saw **an immediate uptick** in both items and revenue per order. Recent case studies from other providers working with Brighttree show similar benefits:

- One provider saw growth of 23% from initial set up to the following year with an average 10% addition in new patients each month.
- A second provider saw a 5% increase in patients becoming eligible for rePAP each month after implementing Brighttree's resupply SNAP. That was an increase from 15% to 20% of monthly setups stemming from the rePAP program.

In the end, there is perhaps one step above all others.

"The important thing is to get started," Hunt says. "The sooner you start, the better off you are."

Brighttree enables out-of-hospital care organizations to improve their business performance and deliver better health outcomes. As an industry-leading cloud-based healthcare IT company, Brighttree provides solutions and services for thousands of organizations in home medical equipment and pharmacy, home health, hospice and home infusion.

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