THE RESUPPLY GROWTH BLUEPRINT

From Setup to Scale

Solving Today's ***Top 5*** Resupply Problems

The journey to resupply begins at the end: Technology advances exponentially, which makes for new and improved medical devices and components coming to market each year. As patients continue to use their devices or upgrade to new ones, the old must eventually be replaced — or resupplied. And when it comes to resupply for HME providers, the benefits can be tremendous.

But the road to resupply requires heavy lifting — from intake to patient onboarding to keeping patients engaged and their supplies full. With today's ongoing workforce challenges, rising labor costs and teams running thin, providers have an even greater uphill climb.

Operators may be deterred from formalizing their resupply programs for a variety of reasons, particularly if they lack an automated approach to HME operations. Fortunately, with the right technology, providers will no longer bear the burden of picking up the phone to call patients to resupply their orders or even checking eligibility.

Solving Today's ***Top 5*** Resupply Problems

1. "I can't keep a schedule"
2. "We're used to manual processes"
3. "I'm losing money"
4. "Margins are tight"
5. "We just aren't good with technology

In fact, providers now have the ability to deliver orders accurately and on time while redeploying resources elsewhere, helping them face and overcome five key challenges that often curtail resupply success.

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Challenge 1: "I Can't Keep A Schedule"

THE CHALLENGE

For CPAP patients, timely replacement of device parts can be critical to the patient's continued use of the device. And if their supplier is not delivering their supplies and upgrades on schedule, those patients will find someone who will.

For providers, failure to maintain a patient's schedule is not an option, and using manual calendars is often too slow. There are simply too many patients and not enough time to serve them. Keeping up with multiple resupply schedules for hundreds of different payers, products and patients is daunting — and can prevent the provider from maximizing sales.

> ***THE NUMBER:*** Five Extra Days
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> If providers place orders every 90 days, then four orders per year covers 360 days. "There's only 365 days in a year, so there's five extra days," Lorenz says. "You've got to be fast doing this. If you're taking too long, that loses you revenue."

"If you take too long to process an order, or don't reach out to a patient when they're eligible, not only do you see patient dissatisfaction but you lose orders during the year," says Mike Lorenz, VP of Resupply at Brightree.

THE RESUPPLY REMEDY: **Turn to Tech**

With an onslaught of offerings around AI and automation today, one point where these tools are saving providers significant time — and hence driving revenue — is in scheduling. Automating scheduling logic removes the guesswork and shows operators exactly which patients need outreach each day.

> ***3 Signs*** of a Good Resupply Solution
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> 1. Manages orders for patients
> 2. Tees up patients for regular outreach
> 3. Provides insights on populations that haven't ordered

A modern end-to-end resupply system replaces the manual tasks by integrating with and real-time tracking of patient supplies to maintain a consistent resupply schedule.

"The right resupply solution allows you to easily identify and intervene to shift that population from an at-risk status back into successful ordering status," Lorenz says.

Challenge 2: "We're Used to Manual Processes"

THE CHALLENGE

Manual calendars, spreadsheets and physical documentation logs suppress revenue potential.

When providers rely on manual processes to enter orders, they see unforced errors and orders falling through the cracks. Today's providers are already asking a lot of their staff on any given day as they continue to do more with less. By relying on human processes, they are placing additional stress on teams.

The need to examine an Excel spreadsheet to determine who is eligible for supplies — followed by the nuisance of double-checking insurance eligibility — makes it highly likely that patients will be overlooked.

THE NUMBER:
60% Electronic

Not that long ago, 95% of resupply orders were handled by humans. Providers running their programs through Brightree Resupply won't be surprised to learn that those numbers are now down to 40%, meaning 60% of orders are done electronically, via text, email, an app, through a portal or via an AI voice agent.

THE RESUPPLY REMEDY: **Multiple Modalities**

Using technology, providers can get the right supplies to the right patients, at the right time, every time. The key communication concept: Multiple modalities. Teams and patients thrive when they have a variety of communication tools.

"A live call might be good for me this month, while text might be better next month, and email better the month after that," says Sarah Gray, Director of Customer Success, Brightree. "It's all about meeting the patient where they are in that one moment when it's time to reorder. If they don't answer a call today, we will try something else tomorrow."

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Challenge 3: "I'm Losing Money"

THE CHALLENGE

There are many potential gaps in an HME business, from new payer requirements to inventory management and communication deficiencies. With orders coming through the intake process on the front end and shipping management on the back end, the system is prone to break down in a number of areas.

"Simply put, there are many places where a provider can be hemorrhaging money," Lorenz says. "And they may not even be sure where."

THE RESUPPLY REMEDY: Automation Drives Revnue

By automating certain processes, HME providers are able to run their businesses more quickly, accurately and economically. Rather than having to worry about a representative determining who to call and what the payer will allow, the system does it seamlessly from end to end, making sure an order is completely filled, patients are getting everything they're eligible to receive and a consistent schedule is followed.

"When I think about how providers lose money, I think about the challenges of patient retention, and providers that lack the systems that allow them to maintain touchpoints with every patient," says Addison Perrymond, Head of Product, Brightree. "Leveraging a technology like those from Resupply allows them to implement systems that maintain those touch points on a personable level."

THE NUMBER: 24/7

The goal of automation is to repurpose staff members to let them do the work they are best suited for, while letting machines do work best suited for machines. When people do work that is better suited for technology, the cost of labor rises while the outcomes often fall.

Further, freeing time for staff allows them to best complete the human touchpoints that help engage and maintain patients.

"The communication with Resupply in Brightree is very helpful because the patients have a choice of the communication modality that meets their preference," says Micheline Stephens (PT), president of Louisiana-based urological company PCG Medical. "You can communicate at a specific time of day that the patients request, and you can block off holidays. It sets you up for success."

3 Areas Where Resupply Boosts Revenue

1. Dashboards and dedicated account management
2. Automated monthly reviews
3. Technology systems backed by industry experts to spot trends, issues and opportunities

Challenge 4: "Margins Are Tight"

THE CHALLENGE

Compressed margins can force a provider's hand to skip needed steps and deprioritize important items, with some businesses relying on patients to inquire about their orders rather than proactive outbound calls.

When patients manage their own device renewal schedules, they often don't follow an exact schedule. This leads to lack of patient adherence and, ultimately, loss of business.

As industry price compression continues and new payer rules or restrictions burden resupply, providers must find ways to maximize their margins.

THE RESUPPLY REMEDY: Optimize from Within

Using technology, providers can scale to reach more patients without hiring more staff. Automation allows an HME system to do the heavy lifting all while maximizing the results, like bundling items per order.

With tight, efficient processes, providers are able to resupply devices and components for the patients on service, retain them and maximize those orders per patient per year for the best patient outcomes.

Additional Benefit:
Faster Onboarding

When providers automate the right processes, not only do they remove human error, but they reduce the amount of training they need to do for staff members, thus decreasing onboarding time.

> "**A lot of people think, 'AI means I'm going to have to reduce my staff.'** On the contrary, AI means you're going to have to repurpose your staff and drive faster outcomes rather than forcing them to do busy work to get orders out the door. This allows your team to be more efficient."

Sarah Gray
Director of Customer Success, Brightree

Challenge 5: "We Aren't Good With Technology"

THE CHALLENGE

There are plenty of providers who view the wave of health care technology and downgrade their own abilities to adapt. "I'm an expert in serving patients," they think, "not an expert in technology."

What they are missing is that they don't have to be an expert in technology. They can lean into the expertise they have at serving patients and then find the right technology partner to handle their resupply needs.

THE RESUPPLY REMEDY: **Optimize from Within**

With the right mix of human leadership and technology, providers are able to get up and running quickly with a resupply program. An experienced partner will support the transition including implementation and onboarding, with dedicated support and training that leads to nearly immediate improvement in workflow and patient communication.

In addition, the technology itself should provide a categorized list of patients with issues that need resolution and easy ordering when they are dealing with a patient who walks in or calls. All these components are geared to making the resupply process consistent, compliant and uncomplicated to maximize order opportunities whenever possible.

GET THE FIX

Keeping up with resupply schedules and the time constraints of manual processes are only the beginnings of resupply woes. There are also downstream issues of losing money and patients, which multiply margin constraints. When it comes to automation, there's also the concern of not having the technology expertise in house.

But with the right technology solution to automate resupply, these common challenges can turn into accurate and on-time orders that lead to more revenue and better patient outcomes. Newfound resources can then focus on what they do best.

"Once you implement technology in the right way, it will take the manual task away and it will start to become a revenue flywheel for you," Perrymond says.

Brightree 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, Brightree provides solutions and services for thousands of organizations in home medical equipment and pharmacy, home health, hospice and home infusion.

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