

THE RESUPPLY GROWTH BLUEPRINT

From Setup to Scale

Growing a Resupply Program Best Practices From Setup to Retention

HME providers may have taken the leap to a technology-based business management solution. They may even be using it for their end-to-end processes, including driving efficiencies and patient retention.

But when it comes to scaling up their business and growing a resupply program, there are some best practices to consider. This executive brief details the areas where HME providers can focus their efforts to align with scaling their resupply.

4 Best Practices to Grow a Resupply Program:

- 1.** Meet patients where they are
- 2.** Bundle products
- 3.** Monitor timely subscriptions
- 4.** Analyze everything

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Starting out: Top Benefits of a Patient-Centered Resupply Program

Whether servicing patients suffering sleep challenges, or assisting them with any number of other conditions, a powerful resupply program creates a patient-centered landscape of care. Within that approach, several benefits emerge, including:

- Improved patient outcomes
- Revenue growth
- Efficiency gains
- Referral satisfaction

Patient outcomes

Driving regular resupply to the HME patient population increases therapy compliance and ensures patients are consistently replenishing supplies and replacing items according to recommended schedules.

Revenue

The low-touch approach of resupply provides the consistent, recurring and dependable revenue stream that is vital to any business.

Efficiency gains

Utilizing key integrations and implementing a complete end-to-end solution consolidates workflows and decreases the amount of manual work and labor, all while minimizing errors.

Referral satisfaction

A strong program allows HME providers to foster relationships with referral sources and physicians by giving them confidence that their patients are properly cared for.

Building the Foundation for Resupply Growth

The first step to growth is technology adoption, and for success in resupply today, embracing automation is essential. Yet so many providers still rely on spreadsheets, bolt-ons or outsourced services for resupply.

“The reason is often fear of technology, and a lack of awareness of the tools that are available,” says Brighttree Head of Product Addison Perrymond. “We’re in an era now where technology is scaling and moving so fast that there is fear and apprehension around it. People wonder, ‘Will this be as good as the spreadsheets and what I’ve built? Will this really be better?’”

Integration is yet another challenge. A 2025 McKinsey survey of health care leaders indicated their sentiments around the barriers to scaling generative AI within their organizations, with difficulty integrating or adapting tools to existing workflows as the greatest barrier to scale, followed by concerns about the risk.

Removing fear, apprehension and misperceptions about AI is not a leap of faith, but an evidence-based approach to building and growing a resupply program. By establishing a framework for technology and automation, HME providers can begin to target resupply growth.

A toolkit for implementing AI solutions

Some organizations develop their own systems, training programs and policies around technology adoption. For those that aren’t yet tech-enabled, they can take cues from industry leaders such as the American Medical Association, which recently released its AMA STEPS Forward® “Governance for Augmented Intelligence” toolkit to include eight steps for establishing a governance framework to implement, manage and scale AI solutions:

- Establish executive accountability and a governance structure
- Form a working group to detail priorities, processes and policies
- Assess the current state and establish priorities
- Develop AI policies
- Define Project Intake, Vendor Evaluation, and Assessment Processes
- Update standard planning and implementation processes
- Establish an oversight and monitoring process
- Support AI organizational readiness

4 Best Practices For Resupply Growth

Once an organization has built the foundation, its leaders can focus on how to scale. Scale rests on several best practices, from automation to patient connection.

1. Meet patients where they are

A major step for building trust is personalizing communication with patients. That means contacting patients however they most want to be contacted — via whatever channel they prefer. Having a solution like Brightree's that offers multiple modality options provides a better chance of reaching those patients in the way they prefer to receive resupply outreach, whether via text, phone call, online portal or a combination of channels.

If a patient typically pays bills when prompted by text message, for example, the system will note that preference and adapt communication accordingly.

2. Bundle products

With patient preferences recorded and documented in the platform, the provider has complete visibility into the patient's needs — a holistic and comprehensive understanding of their eligibility that allows them to create complete orders rather than piecemeal.

"If we're reaching out to a customer, it's important to know everything they're eligible for over a 90-day period, and then be proactive about reaching out," says Mike Lorenz, VP of ReSupply at Brightree.

If a provider does not fully understand product eligibility periods, they might reach out too early, at a time when a given patient is eligible for, say, seven of the nine items they need. If that provider waited two more days, they could "bundle it up" — meaning they could deliver all nine items in one shipment on the same day.

Having the technology to bundle items means maximizing orders and keeping fulfillment costs low.

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Mike Lorenz

VP of ReSupply at Brightree

3. Monitor timely subscriptions

Getting the patient into a resupply program early can go a long way toward patient compliance. Integrating with compliance monitoring, such as Brightree's autosubscribe feature, automatically enrolls that patient into the resupply program as soon as they're compliant, thus taking the manual work out of the provider's process.

4. Analyze everything

Now comes the heavy lifting. In order to grow at scale, a provider must be able to automate as many processes as possible. This requires analyzing the entire approach.

"You should constantly be analyzing everything in your process," Lorenz says.

Looking back at the multiple modalities, for instance, isn't just about knowing whether to call a patient or text a patient — it's also about knowing that staff won't be able to handle comms alone. A provider could have a gap in service capabilities due to language barriers, like having a large Spanish-speaking patient population without any bilingual staff members. Through data analysis, providers can identify these gaps and implement solutions like a Virtual Agent to address them. Virtual Agents can answer the phone 24 hours a day, seven days a week, and do so in multiple languages closing that gap in service.

"You need to know what your patients need, and then know how to meet those needs," Lorenz says.

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Building the Foundation for Resupply Growth

By enabling technology to support the HME workflow from end to end, providers can make processes more efficient. That goes from intake to final payment collection and resupplying patients with the devices and components they need to maintain adherence to their device orders.

This leads to obvious benefits, such as the ability to bundle, reduce labor cost and ultimately, grow revenue.

But another factor emerges when resupply is automated: trust.

“From a patient perspective, trust starts with clarity,” says Justin Lewis, senior director, voice services for Brighttree. “Patients lose confidence quickly when they hit dead ends, get inconsistent answers or have to call back multiple times. But when AI delivers accurate information, completes routine tasks correctly and makes the process easier, it can actually build confidence in both the interaction and the organization.”

When customers receive regular communication, receive on-time resupply orders and are able to pay bills easily and seamlessly, their trust in their provider improves. This further supports the success of resupply.

“There’s research showing that patients enrolled in resupply programs tend to stay on therapy longer,” Lorenz says. “That makes intuitive sense. When patients have an easier path to getting what they need, and they’re reminded of the value of therapy along the way, they’re more likely to remain engaged.”

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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