

THE RESUPPLY GROWTH BLUEPRINT

From Setup to Scale

The ROI of Resupply: What 3 DME Providers Learned When Launching Resupply Programs

For many home medical equipment (HME) providers, resupplying existing customers with replacement parts is an underutilized opportunity to both generate recurring revenue and drive patient adherence.

When they automate the resupply of filters and masks for patients using CPAP machines, for example, DME providers see an increase in patients' continued use of the devices, which leads to more predictable — and greater — revenue.

Partnering with a business management solution is the first step toward launching a formal resupply program, one that engages customers, communicates with them based on their preferred channels and continues supplying them year after year.

"We found that we had nearly 10,000 eligible patients," says Justin Graham, Director of Resupply at Houston-based Performance Home Medical. "And we're seeing close to 500 every month fall into that category. It's a continually growing list of patients."

Performance is not unique in its success with resupply. This executive brief details the experiences of three DME providers and the return they realized by formalizing their resupply programs through their partnership with Brightree.

Making the Case for Resupply

With resupply contributing a significant portion of revenue for most providers, it's not an area to take lightly. Those that have launched resupply programs have realized:

- **Improved patient outcomes.** The ability to ensure consistent receipt of the necessary supplies may improve patient's therapy compliance for greater outcomes.
- **Greater revenue gains.** A low-touch approach maximizes revenue gains by generating recurring, dependable revenue.
- **Operational efficiency.** An end-to-end solution for multiple disease states means consolidated workflows, reduced manual work and minimized errors.
- **Stronger referral relationships.** The ability to maintain comfortable and effective therapy for patients boosts the confidence of physician referrals.

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Case Study #1: Regional Home Care

Location: Leominster, Massachusetts

THE CHALLENGE

An outdated system relied on time-consuming manual work and offered limited options for customization or self-service for patients.

THE GOAL

Because resupply is central to Regional Home Care's business, it always took priority. But Regional knew making updates to their system could disrupt their workflow. "An overhaul would be an undertaking affecting a lot of departments and staff," says Kathleen Hawthorne, customer experience director at Regional Home Care. "We knew we'd need buy-in from everyone to make the change. So we spent years trying to make the existing software work until we couldn't patch it up anymore."

THE SOLUTION

Brightree Resupply automated key tasks so that Regional Home Care employees could focus on new initiatives, all while executives focused on growing the business. Regional also used Brightree to add self-service features for patient convenience.

“ This is so much easier. I can see when the patient is eligible, what workflow they're in. I didn't realize how much better this would be!”

Regional Home Care employee
after Brightree implementation

THE PROCESS

Once the Brightree resupply solution was implemented, it took time for employees to adjust. Reassuring employees that this system would not replace jobs was a big lift initially. But once agents started using it daily, they saw how it would make their lives easier.

THE RESULTS

- Orders per month rose to 22,000, which they could now handle
- Items per order rose, meaning staff could fulfill orders more efficiently
- Consolidated items per order, leading to fewer shipments and associated cost savings
- Faster turn-around time on resupply orders
- Improved ease of use for patients
- Stronger bottom-line results

Case Study #2: Nunn's Home Medical Equipment

Location: Syracuse, New York

THE CHALLENGE

Without an established device replacement, or rePAP program, Nunn's Home Medical Equipment had to manually contact patients who qualified for a new machine.

THE GOAL

Nunn's wanted a more efficient, scalable way to identify eligible patients, communicate with them and manage follow-up, all without overwhelming staff or physicians.

THE SOLUTION

Brightree's resupply helped Nunn's Home Medical Equipment achieve a robust rePAP program by simplifying patient identification and outreach. Within the first year of launching their program, Nunn's Home Medical Equipment saw measurable impact.

THE PROCESS

Brightree helped Nunn's create customized templates based on payer 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.

THE RESULTS

- Nearly a 30% increase in new rePAP setups in the first year, with continued growth
- 80 to 100 new patients set up each month
- Significant time savings and efficiency gains

“ 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. It's easier than you think, without a lot of lift. We just built it into our normal processes and let it run itself.”

Patrick Murphy

Project Manager

Nunn's Home Medical Equipment

Case Study #3: Performance Home Medical

Location: Seattle, Washington

THE CHALLENGE

Patients eligible for a new CPAP device every five years often weren't aware they qualified. Performance Home Medical needed a clear process for identifying and engaging eligible patients.

THE GOAL

Improve and streamline communication to patients to inform them of their resupply opportunity.

THE SOLUTION

Performance Home Medical trusted Brighttree resupply to help connect with eligible patients and streamline follow-up.

THE PROCESS

First, they identified anyone who had been on a CPAP device for at least five years and had ordered supplies within the last 12 months, meaning those who were active and engaged in therapy.

Once the program was set, Performance Home Medical turned its focus to execution and efficiency. Instead of relying on phone calls to reach eligible patients, they launched automated email campaigns, with overall engagement around 17%. Each patient who responded was automatically added to a lead list through a Microsoft form linked to the email, which allowed the team to easily track and prioritize follow-up.

THE RESULTS

- More than a 65% increase in the share of monthly setups that are coming from rePAP
- Up to nearly 10,000 eligible patients, with close to 500 more per month
- Improved patient satisfaction
- Streamlined workflows and a sustainable model for ongoing success

“ When you find something new that can make an impact and deliver results, staff are excited to do it. ... Start yesterday. The sooner you start, the sooner you'll see results.”

Justin Graham

Director of Resupply
Performance Home Medical

Brighttree Resupply offers a combination of cutting-edge resupply technology — including the newly acquired SNAP software platform — with live call services that deliver patient support, resupply education and the best retention outcomes possible.

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.

To learn more, visit www.brighttree.com.

