

How ISB Sleep found a smarter rhythm for resupply

Challenges

- Manual resupply workflows required significant time and follow-up
- Disconnected systems created extra administrative steps
- Patients frequently needed status updates and shipment tracking support
- Limited visibility made it harder to focus on eligible, in-network patients
- Resupply was difficult to view as a meaningful revenue opportunity without more efficiency

Solution

Resupply Essentials

ISB Sleep is a small, independent HME provider focused on helping individuals with sleep apnea improve sleep quality, health, and daily life through CPAP devices, supplies, diagnostic tests, and personalized support. With a strong commitment to service and patient experience, ISB Sleep works closely with healthcare professionals to help customers find solutions that fit their needs and support better sleep.

When resupply takes more than it gives back

For ISB Sleep, the challenge wasn't effort. It was the amount of manual work required to keep resupply moving.

Tracking eligibility, contacting patients, checking shipment status, answering order-status calls, and switching between systems all took too much time. As a small business with limited support, they needed a workflow that helped them focus on eligible, in-network patients without adding more work to the day.

Resupply also didn't always feel like a strong revenue driver. With tight margins and a high volume of follow-up required, profitability depended on creating a process that could support more volume without requiring more staff.

"I work in two systems, billing and resupply. Managing that and going through the whole list and contacting each patient would just be so much work and require so much time," stated Samantha Boy, Owner at ISB Sleep.



A cleaner way to keep resupply moving

With Resupply Essentials, ISB Sleep began shifting from a manual, reactive process to a more automated workflow. Patient outreach became more system-driven, helping them reach more eligible patients without manually working through long lists.

The patient-facing experience also reduced the status-update burden. With app access and shipment tracking visibility, patients could see more information on their own, minimizing the need to manually look up tracking numbers and relay delivery details.

Automation didn't replace the human touch. It created more room for it. Instead of spending time on administrative follow-up, ISB Sleep could focus on the patient conversations and details that still needed attention, like confirming mask type, size, insurance, and eligibility.

"Patients know when they're getting their supplies. They have the app, they're tracking it, they're able to do a lot more on their own," said Boy.

A workflow with more focus, speed, and opportunity

As ISB Sleep continued using the platform, the workflow became faster and more manageable. Orders and billing moved more quickly, and supplies went out faster. And with automated outreach helping re-engage patients who had not ordered in a long time, ISB Sleep began seeing resupply in a new way.

Clean data also became part of the improvement. As patients placed orders, they could verify insurance, identify patients who were no longer in network, clean up inactive records, and stay focused on eligible, billable opportunities.

For ISB Sleep, the result was a resupply process that felt more efficient, more scalable, and more connected to business growth.

"It's night and day compared to what it was. The billing is coming in quicker. The money's coming in quicker. The supplies are going out faster. It's a lot easier," explained Boy.

ISB Sleep's results to date

Faster Order Processing and fulfillment:
Avg 2.3 days from booked to order shipped

Less time spent manually tracking shipments and status updates

More automated outreach to eligible patients

Saw a 25% increase from patients who had not placed an order in over 180 days

Cleaner data and stronger focus on in-network, eligible patients

Greater confidence that resupply can support profitability with the right volume and efficiency

(Customer results may vary)

For ISB Sleep, Resupply Essentials* helped make resupply feel more efficient, manageable, and connected to patient engagement. By leveraging patient-facing technology, shipment tracking visibility, and more automated outreach, ISB Sleep minimized manual status updates, streamlined resupply activity, and gained more time for meaningful patient support.

Contact our experts at 888-598-7797 or visit [brightree.com/resupply-essentials](https://www.brightree.com/resupply-essentials) to how Brightree's Resupply Essentials can help you stay efficient, stay connected with your patients, and stay focused on delivering care that truly makes a difference.

*Studies show that patients that resupply more often are more likely to stay compliant <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7917762/>

*Even with the resupply solution fully implemented, providers still do not fulfill near total permitted resupply by CMS for various reasons.