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## **WORRIED ABOUT PROFITABILITY OF YOUR CPAP BUSINESS? THEN PAY ATTENTION TO PATIENT COMPLIANCE!**

Want to hear a secret? Patient compliance has been the Achilles Heel of CPAP therapy since it was introduced in the late 1980's. – Okay, I know, that is no secret! I am sure you are screaming in your head right now – “We all know this!!”

My question then is why do so many of us treat patient compliance like the crazy uncle at thanksgiving dinner? **READ ON..**

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We can't really control it and it is liable to embarrass us, so let's do our best to keep it under control and in the background.

Managed differently, your patient compliance results can be a tremendous marketing tool, but it goes much deeper than this. Ask yourself this, "What other business loses as many as 4 out of every 10 customers before they become profitable?" I am willing to bet that you will have a hard time naming many and there is a good reason – businesses like that do not last long!

**Let me break down some of the numbers for you.**

**1. *The average CPAP patient is a net negative financial proposition for at least the first four and a half months following becoming your customer (best case).***

***Upfront costs new PAP patient (equipment, supplies, billing, clinical, overhead): \$650***

**2. *Over the first year of their therapy, the average cost per patient is over \$77 per month***

**3. *On the other hand, a patient who stays on therapy for 5 years, averages \$35 per month in cost.***

You can run the numbers for your business. They will be different, but similar.

What this means is that keeping your patients on therapy is the ONLY name of the game! In fact, taken across the life of a patient population, **a modest increase of compliance of 15% results in a 45% increase in profits...**but there are caveats!

**1. *When I say "compliance", I do not mean 90 day compliance. That is an artificial period imposed upon all of us by the payer community. Compliance should be measured over a 6-12 month period at least!***

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***2. Until recently, the only way to make a material impact on compliance is by adding more people. Let's face it, more people means more cost – especially in our “post-COVID” world of today. To enjoy increased profits, we all have to become more “scalable” and by that I mean, we need to be able to do more, with less. The phrase, “Work smart, not hard” comes to mind...***

Patient compliance is not rocket science. Better patient education, monitoring, troubleshooting and using the best possible equipment – for each patient – all result in higher adherence to PAP therapy. All of this can be done with unlimited resources, but we all know that is not the world that we live in today.

That is where smart use of technology can help. Monitoring technologies and smart mask selection and sizing tools have been shown to significantly reduce mask failure rates – some more than others, btw. Less mask failure rates equate to better patient experience...from day one...and less wasted labor and masks.

“Scalable” patient compliance should be the goal going forward!



**Michael DiDomenico**

*RTSleepWorld/Sleep Lab Magazine*

## **PATIENT STORY zzz**

*"I'm a CPAP user for over ten years now. I've also been in the sleep field since 1995 and consider myself to be pretty knowledgeable about most sleep apnea products. Being in the field, I love when a new product comes along, so I when the sovaSage TherapistAssist™ came out, I figured I'd give it a try. The software recommended the same mask I actually wear, which I found to be the best for me after trial and error. But that wasn't the best part. The app also recommended a small/wide nasal cushion. I found this to be a surprise in two ways. First, I didn't think my nose was small, but I agree that it's wide. I believe the widening has resulted from using nasal pillows cpap masks over the years. Second, I didn't know that my mask had a small/wide nasal cushion option. I thought they only had S-M-L size options. If not for TherapistAssist™, I would never have been made aware of this more customized fit. I now have the best fitting CPAP mask with absolutely no leaks."*