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FREE FITTING

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DEMO!



MAY 2022

MASK EXCHANGES: FAR FROM FREE!

Manufacturers all provide a “no charge mask replacement program”, but is a mask exchange really free?

Today we will explore the hidden costs associated with mask failure rates and, with an average of 22% across the US, there is clearly room for improvement.

IN THE NEWS

- **Mask Exchanges: Far from Free!**
- [Don't Miss Us At These Summer Events!](#)
- [Meet The SovaSage Team](#)

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Cost 1: Operational expense to process an exchange: \$36

Any time you have to replace a product, there are costs. In the case of a CPAP mask there is the cost of refitting a new mask, getting the mask in the patient's hands and all of the associated paperwork in order to get the replacement mask paid for by the manufacturer.

Our best estimate for each of these costs are summarized below. Yes, they can (& will) vary from provider to provider, but there is no escaping something close to the \$36 per exchange.

Estimated Costs:

- **Refitting process: \$13.50**
 - **Shipping & Handling: \$10**
 - **Process in paperwork labor: \$12.50**
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But the added labor and expense is only part of the story.

Cost 2: Patient Compliance: as much as 30% reduction in profits

In our last newsletter, we discussed the impact of compliance to the financial well being of our CPAP business. Since the first month of PAP therapy is the "golden hour" of PAP therapy, ask yourself what the long term impact of nearly one in four patients failing on their first mask.

If you are able to save (at great cost) half of these patients and get them compliant, that still leaves more than 10% of your set up's that will fail.

Hint: At 10% increase in patient compliance equates to approximately 30% increase in profits to the bottom line.

[CLICK HERE TO SEE OUR PATIENT COMPLIANCE ARTICLE FROM LAST MONTH'S ISSUE!](#)

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Mask failures are extremely expensive when you consider the cost of patient compliance!

Cost 3: Reputation: Priceless!

Lastly there is the cost of your reputation. The old marketing adage is that a dissatisfied customer will tell 10 of his friends. Chances are those 10 people will include your referral source as well! What is the cost associated with this?

So, getting the mask right – the first time – saves you labor expense, increases your long term profit potential and helps you gain market share!

BTW, sovaSage customers all average less than 5% mask failure rates!



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EVENTS!**



Sleep 2022

WHEN: June 4th-8th

WHERE: Booth #559

Charlotte, North Carolina

VGM Heartland Conference

WHEN: June 13th-15th

WHERE: Booth #510

Waterloo, Iowa