



22M people in the US suffer from Obstructive Sleep Apnea (OSA). CPAP (Continuous Positive Airway Pressure Therapy) is the most commonly prescribed treatment.

### Adherence is a Problem

- Experts say 46% - 83% of OSA patients are not using their therapy as prescribed - which leaves this group vulnerable to diabetes, heart failure, and more.
- The most common reasons patients do not adhere to therapy include air leaks, discomfort from masks, discomfort from pressure, and tissue damage to face and nasal bridge from the mask.

### A Helpful Solution to Adherence

The CPAPMax Pillow's innovative pressure-free zones alleviate the mask pressing against the face so users rest comfortably, even in the side or stomach sleeping positions

- Unique shape accommodates the mask, aligns airway, and tethers the hose
- Reduces noisy mask leaks
- Decreases mask interference with the pillow
- Decreases mask pressure on nose, face and neck
- Improves breathing by opening the airway
- Reduces neck pain by positioning the neck and spine in perfect alignment

## Overcoming CPAP Compliance Obstacles

### Comfort is Key

### SIDE SLEEPERS NO LONGER HAVE TO CHANGE POSITIONS WITH CPAP THERAPY

74% of Americans sleep on their sides. Sleeping with a CPAP Mask makes sleeping on the side difficult. The CPAPMax includes cutouts that are specifically designed to accommodate the CPAP mask when side or stomach sleeping.



Getting accustomed to CPAP therapy is hard enough, the last thing the user needs to worry about is acclimating to a new sleep position. Now, with CPAPMax Pillow, they don't have to!

### A TIP TO BETTER CPAP FITTINGS

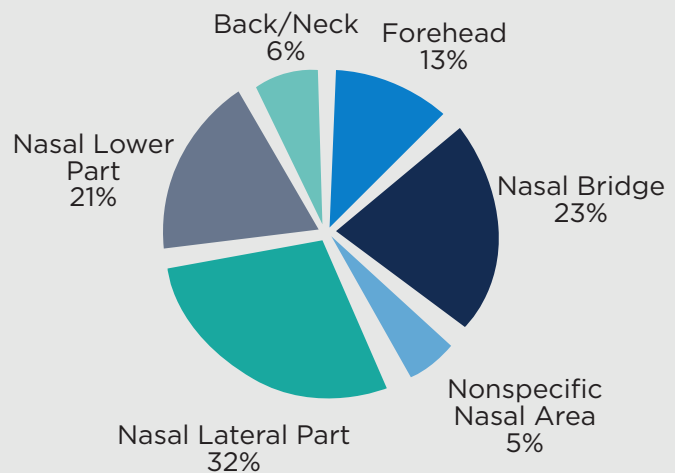
"I used to spend hours fitting my patients with their CPAP mask, only to have them call back in a few days saying it doesn't fit right.

I discovered that at home, they slept on a different pillow than the one I had used during the fitting - causing everything to fit differently.

Now when I fit them, I use a CPAP-Max Pillow and then send them home with one. It's a win-win! I spend less time with re-fittings, and they benefit from CPAP therapy and a good night's sleep from day one!"



### The Different Locations of Skin Lesions Caused by the CPAP Interface



CPAP Users often wake up to an imprint and/or irritation on their face due to the continuous pressure and rubbing from mask or straps.

**With the CPAPMax, special cutouts minimize the mask rubbing against the pillow, allowing the user to loosen the straps - there is less pressure on the face and nasal area.**

# Compliance is Your Path to Higher Revenue

CPAP non-compliance may be hurting your profitability more than you realize.

The typical DME averages 200 CPAP therapy setups per year, yet they may lose as many as 40% to non-compliance within the first 30 days - that's 80 customers that won't be ordering resupply, renting equipment, or purchasing accessories! A potential loss of \$32,000.

Imagine if you could improve your compliance rate just 25% (keeping 170 patients) and improving your revenue by \$71,600.

Making the patient more comfortable is key to compliance. The CPAPMax Pillow helps them rest comfortably from day one. CPAPMax is your path to higher revenue.

**Improve Compliance Just 25% - Increase Revenue \$71,600**

	100% Compliance	Average Compliance 60%	25% Improved Compliance 85%
Patient Count	200	120	170
Total New Patient Revenue \$1000/order	\$200,000	\$120,000	\$170,000
Add'l Revenue on Quarterly Resupply(\$100/order * 4 qtrs)	\$ 80,000	\$ 48,000	\$ 68,000
Add'l Revenue on Accessories \$10/Order * 12 mo	\$ 24,000	\$ 14,400	\$ 20,400
<b>Total Revenue</b>	<b>\$304,000</b>	<b>\$182,400</b>	<b>\$254,000</b>

## MAKING THE PATIENT MORE COMFORTABLE IS KEY TO COMPLIANCE



**97% CPAPMax users experienced improved comfort during their CPAP therapy**



## HSA/FSA Eligible CPAP Accessories

Let your patients know that they can save money by using their HSA/FSA accounts to purchase many CPAP accessories.

HSA/FSA	Description	Item #
<input checked="" type="checkbox"/>	CPAPMax Pillow	15-551R
<input checked="" type="checkbox"/>	CPAPMax Pillow Cases	
<input checked="" type="checkbox"/>	white	1-626-900R
<input checked="" type="checkbox"/>	navy	1-626NV-900R
<input checked="" type="checkbox"/>	beige	1-626BG-900R
<input checked="" type="checkbox"/>	CPAP Pillow	14-151R
<input checked="" type="checkbox"/>	CPAP Mask Wipes	
<input checked="" type="checkbox"/>	unscented	14-965R
<input checked="" type="checkbox"/>	citrus	14-985R
<input checked="" type="checkbox"/>	lavender	14-995R
<input checked="" type="checkbox"/>	eucalyptus	14-998R
<input checked="" type="checkbox"/>	Folding Wedges	
<input checked="" type="checkbox"/>	7"x32"	30-900R
<input checked="" type="checkbox"/>	7"x24"	30-92407R
<input checked="" type="checkbox"/>	10"x24"	30-92410R
<input checked="" type="checkbox"/>	12"x24"	30-92412R



## Close Follow up Makes A Difference

Close follow up can make the difference between a patient who sticks with their therapy and a patient that gives up. Be sure to check on progress, offer words of encouragement, and provide solutions to make them more comfortable.

Mark your calendar to call:

- After titration
- 48 hrs after set up
- 1 week later
- 1 month later
- 3 months later
- 6 months later

## A CPAPMax Pillow Improves Comfort

- Excellent for back, side, or stomach sleepers
- Adjustable height
- Reduces leaks, noise, dry eyes, and lines
- 2 comfy sides: cool mesh or super-plush comfort top
- Orthopedic design