



HME PLAYBOOK

# Getting your CPAP replacement program in place





# Table of Contents

- 1 Introduction
- 3 Get started with your CPAP replacement program
- 7 Identify and address the concerns in CPAP replacement
- 9 Navigating payor guidelines



# Enhance **patient** **outcomes**

You already know CPAP equipment works most effectively when replaced regularly. Implementing a successful CPAP device replacement program is a strategic move that can significantly enhance patient care and support compliance.

Whether you're ready to start a CPAP replacement initiative or looking to optimize the one you already have in place, these resources can help.



# CPAP replacement is important

## It benefits your patients

CPAP device replacement ensures ongoing patient engagement and satisfaction by providing the latest and most effective therapy devices. Re-engaging the patient, helping them replace their supplies, reminding them of your business and exploring other sales opportunities also helps you continue to provide the best customer experience.

### Offers enhanced comfort for current AirSense™ 11 users

A new Resmed AirSense 11 device equips your patients with the latest technologies and features. The AirSense 11 allows your patient 24/7 access to the Personal Therapy Assistant\* feature for equipment setup, troubleshooting common issues and getting used to therapy.

### Provides the latest therapy options for non-Resmed/older device users

For patients on older Resmed devices or one from another manufacturer, the Resmed AirSense 11 offers the patient the opportunity to choose the sleep brand recommended the most by sleep physicians.<sup>1</sup>

### Supports long-term adherence with myAir™

The myAir\* app, available with Resmed AirSense platforms, provides personalized support and coaching\*\* that extends beyond 90-day compliance.<sup>2</sup>

### Helps reduce therapy disruptions

CPAP devices kept past their prime can experience technical issues, leading to therapy disruptions. Regular replacements help prevent these issues and reduce the risk of patients dropping out of therapy.



# Get started with your CPAP replacement program

Follow this guide for seamless integration into your resupply program. Together we can help achieve optimal patient outcomes and operational excellence.

STEP

01

## Prepare your organization

- Designate a CPAP replacement leader
- Get organizational buy-in
- Define your metrics for success

STEP

02

## Identify eligible patients

- Use your billing and patient management systems
- Work with your Resmed or Brightree representative
- Learn about payor guidelines and documentation
- Prioritize patients for outreach and select a replacement device

STEP

03

## Conduct patient outreach

- Develop a customized strategy that aligns with your resupply processes
- Make sure follow-up emails are informative and engaging
- Utilize tools created by Resmed and HME software platforms

STEP

04

## Educate physicians

- Discuss the replacement program with physicians
- Explain the requirement for a standard written order (SOW)

STEP

05

## Set up patients

- Schedule an appointment or deliver the device to eligible patients
- Set up patients for long-term success

STEP  
**01**

## Prepare your organization

### Designate a CPAP replacement leader

Someone within your organization with excellent communication skills, strong decision-making abilities and familiarity with your resupply workflows is ideal to run this program. This leader will be responsible for assembling an internal team, educating them on efficient and effective processes and ensuring the program's success.

### Get organizational buy-in

The CPAP replacement team will act as internal advocates, emphasizing the benefits of the program, fielding questions and gaining buy-in from the organization. This step is crucial for ensuring everyone is on board and understands the value of the initiative.

### Define your metrics for success

Identify specific variables that will help you gauge results so you can identify opportunities for improvement.

STEP  
**02**

## Identify eligible patients

### Use your billing and patient management systems

These systems are information-rich resources: most capture all patients, regardless of the device manufacturer, and will provide the data you need to get started.

### Work with your Resmed or Brightree representative

If you're using ResMed products like Brightree or AirView, your ResMed or Brightree representative can provide valuable insights to navigate the patient identification process.

### Learn about payor guidelines and documentation

Understanding and navigating these requirements is essential for smooth implementation.

### Prioritize patients for outreach and select a replacement device

Use data and payor guidelines to help. Keep in mind that some payors require a new sleep test if the patient has changed insurance providers or plans since their initial equipment setup.



STEP  
**03**

## Conduct patient outreach

### **Develop a customized strategy that aligns with your resupply processes**

Set up the appropriate protocols. Train staff to contact patients effectively and follow up with compelling calls, emails or text messages. Make sure you set the right expectations for patients regarding each step, including the need for a follow-up appointment with their physician to validate ongoing medical necessity.

### **Make sure follow-up emails are clear, informative and engaging**

Highlight the benefits of the new CPAP device and how it can improve patients' therapy experience.

### **Utilize tools created by Resmed and HME software platforms**

Proactive patient outreach for CPAP replacement is essential, so we've created new resources to help. Brightree's Digital Experience tool (Brightree DX) helps Brightree customers accelerate outreach with automated tools. Talk to your Brightree sales rep or account manager to learn more.



STEP  
**04**

## Educate physicians

### Discuss the replacement program with physicians

Ensure that physicians understand how it will benefit their patients.  
Ask your sales rep about resources for patient outreach.

### Explain the requirement for a standard written order (SWO)

To establish medical necessity for a replacement device, physicians are required to provide their patients with an SWO after their follow-up appointment. Clarifying these documentation requirements for physicians will make it easier for them to support your CPAP replacement initiative.

STEP  
**05**

## Set up patients

### Schedule an appointment or deliver the device to eligible patients

Keep in mind that some payors require a pre-authorization or proof of initial compliance prior to CPAP device replacement. Coordinate with the patient's insurance company prior to setup as needed.

### Set up patients for long-term success

Make sure each patient fully understands how they can benefit from the new AirSense 11 technology: explain the advantages of health tracking and digital patient engagement tools like tailored coaching\*\* designed to help deliver a personalized therapy experience.

Current AirSense 10 patients receiving a new AirSense 10 replacement can continue their uninterrupted therapy experience with the most preferred PAP device brand among sleep physicians.<sup>1</sup>





# Identify and address the concerns in CPAP replacement

Medicare and private insurers generally reimburse patients for CPAP device replacement after five years of use.

## So what are the concerns?

A lack of awareness of patient eligibility, device lifespan and process.



# Addressing the concerns

## **Knowledge Gap: Overlooked items in resupply schedules**

Resupply schedules typically focus on CPAP components and accessories rather than devices. This can lead to patients using outdated equipment that may not provide optimal therapy.

## **Resolution: Include device replacement in resupply conversations**

Proactively make it a part of the patient's schedule.

---

## **Knowledge Gap: Longer lifespan of devices vs. accessories**

While accessories like masks and tubing are replaced frequently, patients know their main CPAP device has a longer lifespan. This can result in patients using older devices past their optimal functioning period.

## **Resolution: Emphasize device importance in resupply**

Make CPAP device replacement a key part of your resupply conversations with patients. Highlight the benefits and explain how it can enhance their therapy experience.

---

## **Knowledge Gap: Patient awareness of eligibility for new devices**

Many patients are unaware that they are eligible for new CPAP devices. This can prevent them from benefitting from the latest technology and improvements in therapy.

## **Resolution: Update patient-facing resupply communications**

Ensure that brochures, handouts, etc., include information about the importance of CPAP device replacement so patients are informed and encouraged to take action.

---

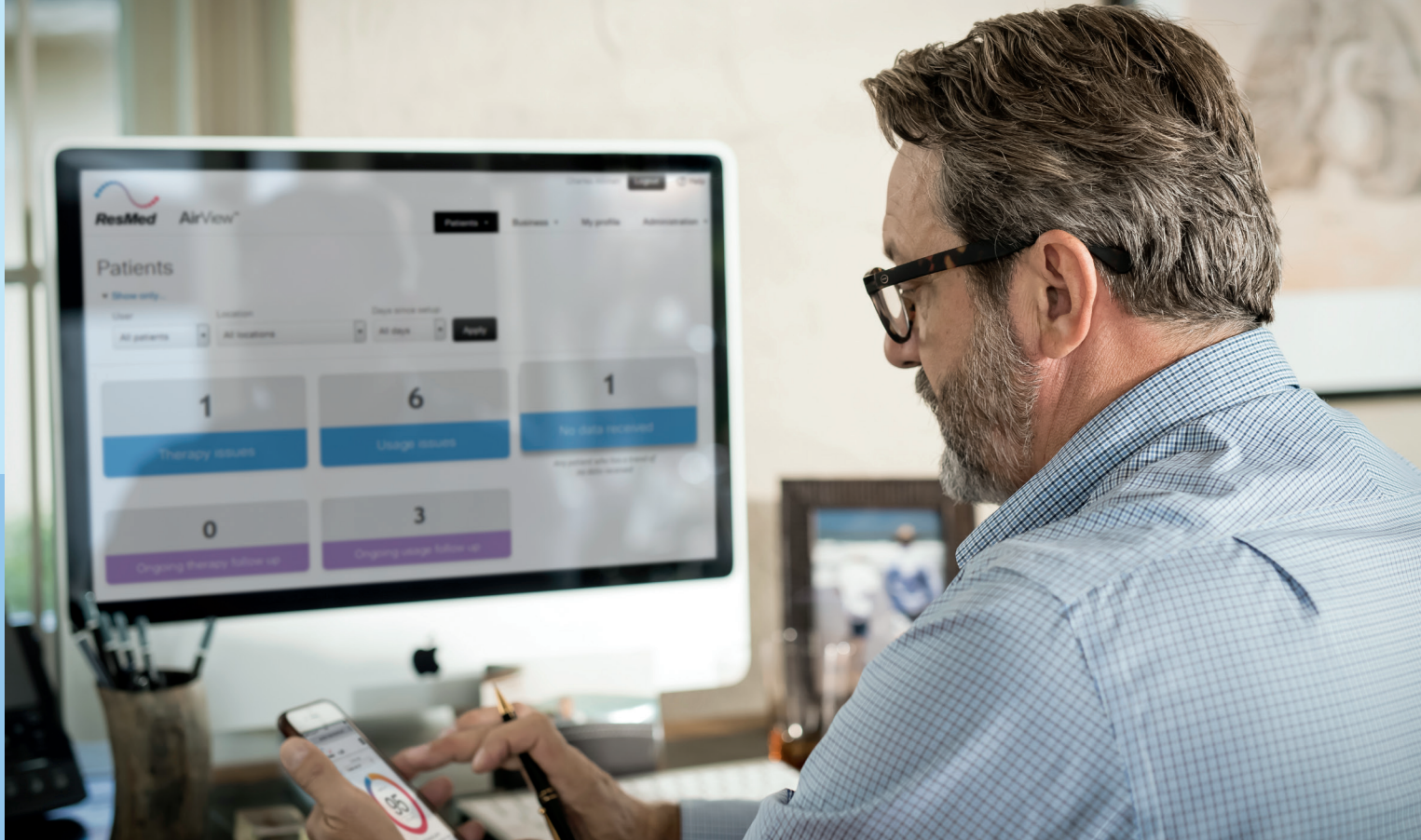
## **Knowledge Gap: Physician concerns**

Physicians may be reluctant to advise CPAP device replacement due to perceived lack of necessity, concerns about cost, skepticism of the benefits and administrative burden.

## **Resolution: Reinforce patient and physician benefits**

Emphasize how updated devices can support patient outcomes and reduce the likelihood of therapy disruptions caused by older devices in need of replacement.





# Navigating payor guidelines

It's important to understand the documentation requirements as well as the authorization process for CPAP device replacement.

- Has the patient switched insurance in the last five years?
- Does their insurance require a sleep test for device replacement eligibility?
- Does the insurer require a pre-authorization for device replacement?
- Does the insurer require initial compliance to be proven for patients on a replacement device?

---

**Get more information on Medicare reimbursement guidelines for CPAP devices here:**

Local Coverage Determination (LCD) for CPAP Devices:  
<https://www.cms.gov/medicare-coverage-database/view/lcd.aspx?lcdId=33718&ver=52>



1. Resmed study of board certified sleep physicians in the U.S. Study conducted August 12 - September 6, 2022. n=200
  2. Woehrle, Holger, Arzt, Michael, Graml, Andrea, Fietze, Ingo, Young, Peter, Teschler, Helmut, Ficker, Joachim H, Sleep medicine, 2018, Vol 41, 20-26, DOI: 10.1016/j.sleep.2017.07.026
- \* The Resmed myAir app is available in English and Spanish in the US. The Resmed myAir app for Canada is available in English and French.
- \*\* Coaching entails personalized feedback to encourage continuation of therapy. This is not a healthcare service and is not performed by licensed healthcare providers. Patients are encouraged to speak with their treating clinicians for any clinical symptoms or medical conditions.
- † Some features of myAir are only available with the myAir app and with Air11 devices.

Distributed by Resmed Corp, 9001 Spectrum Center Boulevard, San Diego, CA 92123 USA. (858) 836-5000 or (800) 424-0737 (toll-free). See Resmed.com for other Resmed locations worldwide. Air11, AirCurve, AirSense, AirView, Brightree, and myAir are trademarks and/or registered trademarks of the Resmed family of companies. Bluetooth is a trademark of Bluetooth SIG, registered in the US and other countries. Specifications may change without notice. For patent and other intellectual property information, see Resmed.com/ip. © 2025 Resmed. 10114381/1 2025-08