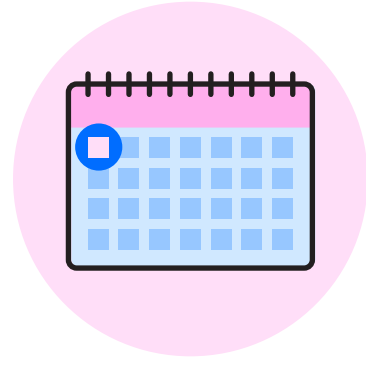


Get it right from the start

Therapy success begins with the right mask.

Therapy adherence is shaped by what happens at the start – and how patients are supported over time.



Patients feel anxious or overwhelmed about starting therapy

Poor mask fit, discomfort and early issues contribute to reduced use and therapy drop-off.¹

Take the patient's needs into consideration

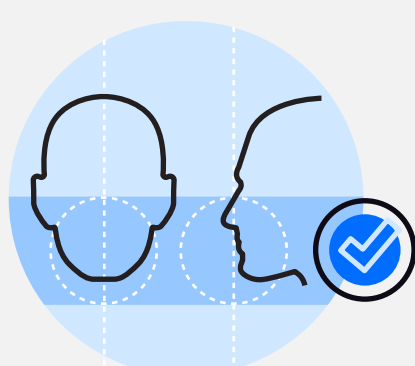
Selecting the best-fit mask for each patient – and involving them in the process – can help to keep the patient motivated, fostering a positive therapy experience from the very start.



Personalise mask selection...

The initial mask choice plays a central role.

Optimised fit and comfort from the start helps minimise subsequent mask switching.



7.2x
higher risk of
discontinuation
with mask
switching¹

69%
poor fit/
leak-related mask
issues¹

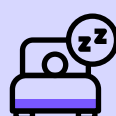


...and continue with the right support.

Proactive support

Early patient support is essential.

Using digital technologies to keep the patient motivated during therapy.



+1 hour/night
usage with digital patient
engagement²

Monitor progress remotely, spot issues early and adjusting the mask can foster long-term adherence.



+55 minutes/night
after mask adjustment³

Sustain long-term adherence

Routine mask renewal is crucial.

Renewing mask in long-term CPAP patients provides better outcomes:

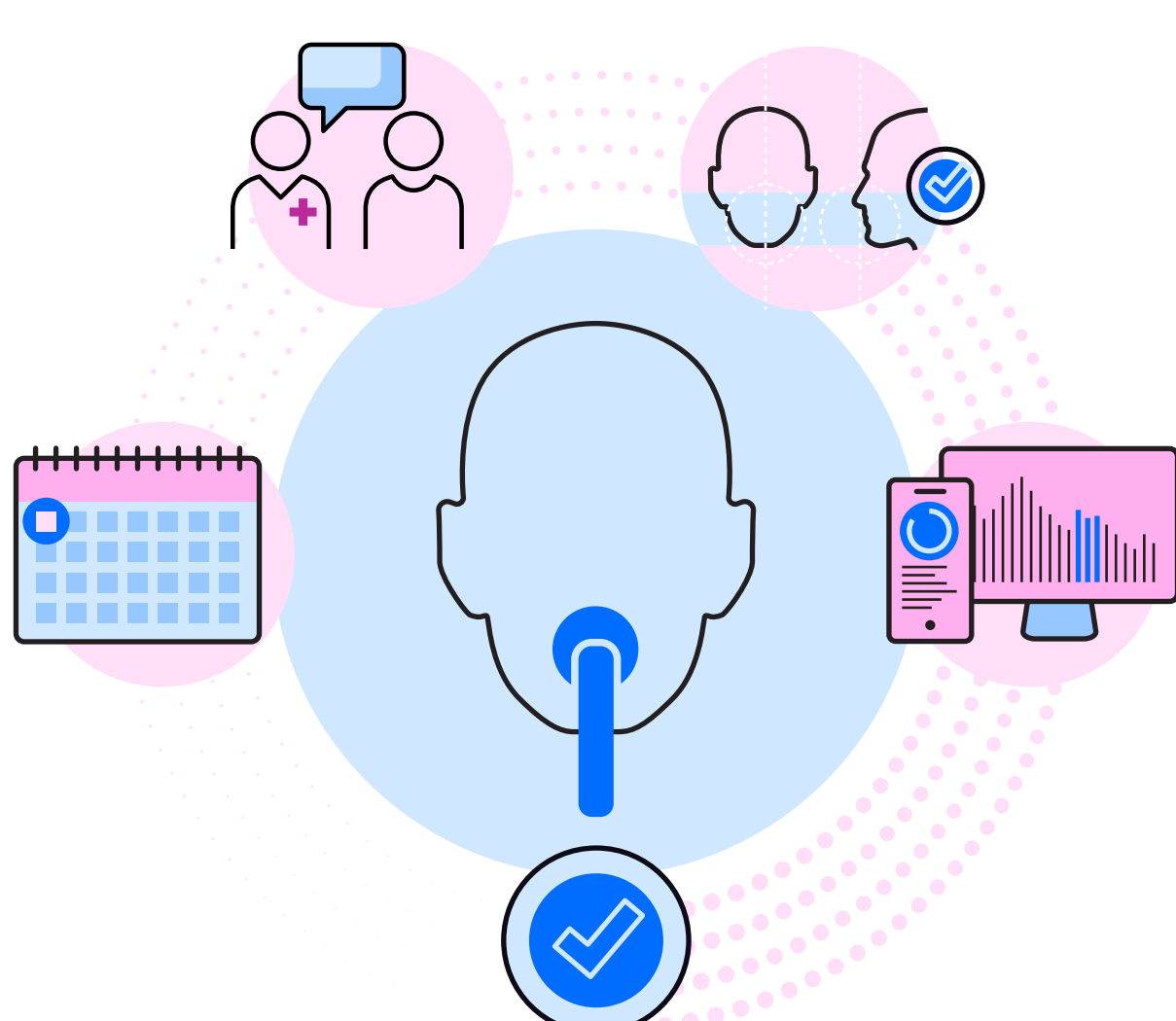


~30%
more patients achieved
device usage
≥4 h/night⁴

~54%
reduction in therapy
termination⁴

The right start matters.

You play a critical role in selecting the right mask for each patient to drive comfort, confidence, and long-term adherence.



This content is intended for health professionals only.

This content provides general information only and does not constitute medical advice.

References

1. Bachour, A. et al. (2016) Rates of initial acceptance of PAP masks and outcomes of mask switching. Sleep and Breathing, 20(2), pp. 733–738.
2. Malhotra, A. et al. (2018) Patient engagement using new technology to improve adherence to positive airway pressure therapy: a retrospective analysis. Chest, 153(4), pp. 843–850.
3. Schoebel, C. et al. (2025) Effects of mask change/renewal on adherence to positive airway pressure therapy: analysis of a large telemedicine database. Annals of the American Thoracic Society, 22(1), pp. 130–137.
4. Benjafield, A.V. et al. (2021) Positive airway pressure therapy adherence with mask resupply: a propensity-matched analysis. Journal of Clinical Medicine, 10(4), 720.