

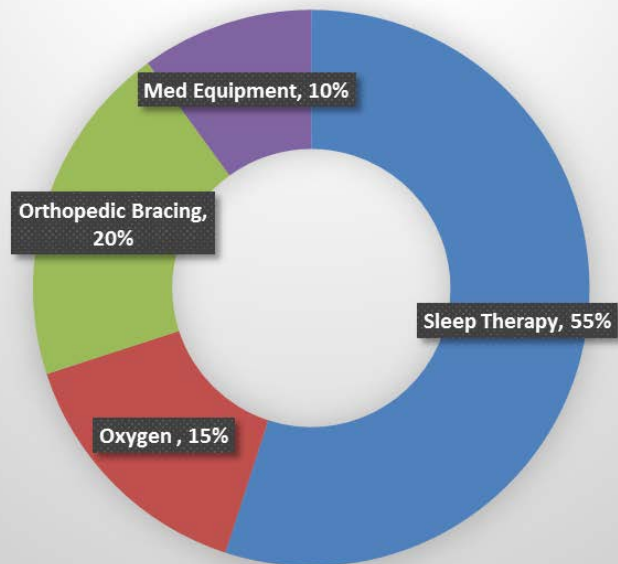
Efficiencies and Outcomes for Sleep Therapy and Patient Resupply

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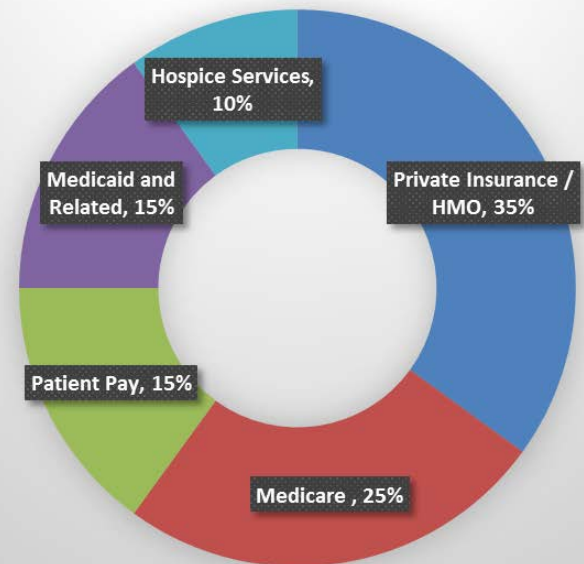
Learning Objectives

- Who we are
- What we do
- Sleep KPI's
- Points of data measurement
- Reporting tools to physicians
- Tools in Brightree to assist with data management

Product Mix



Payer Mix



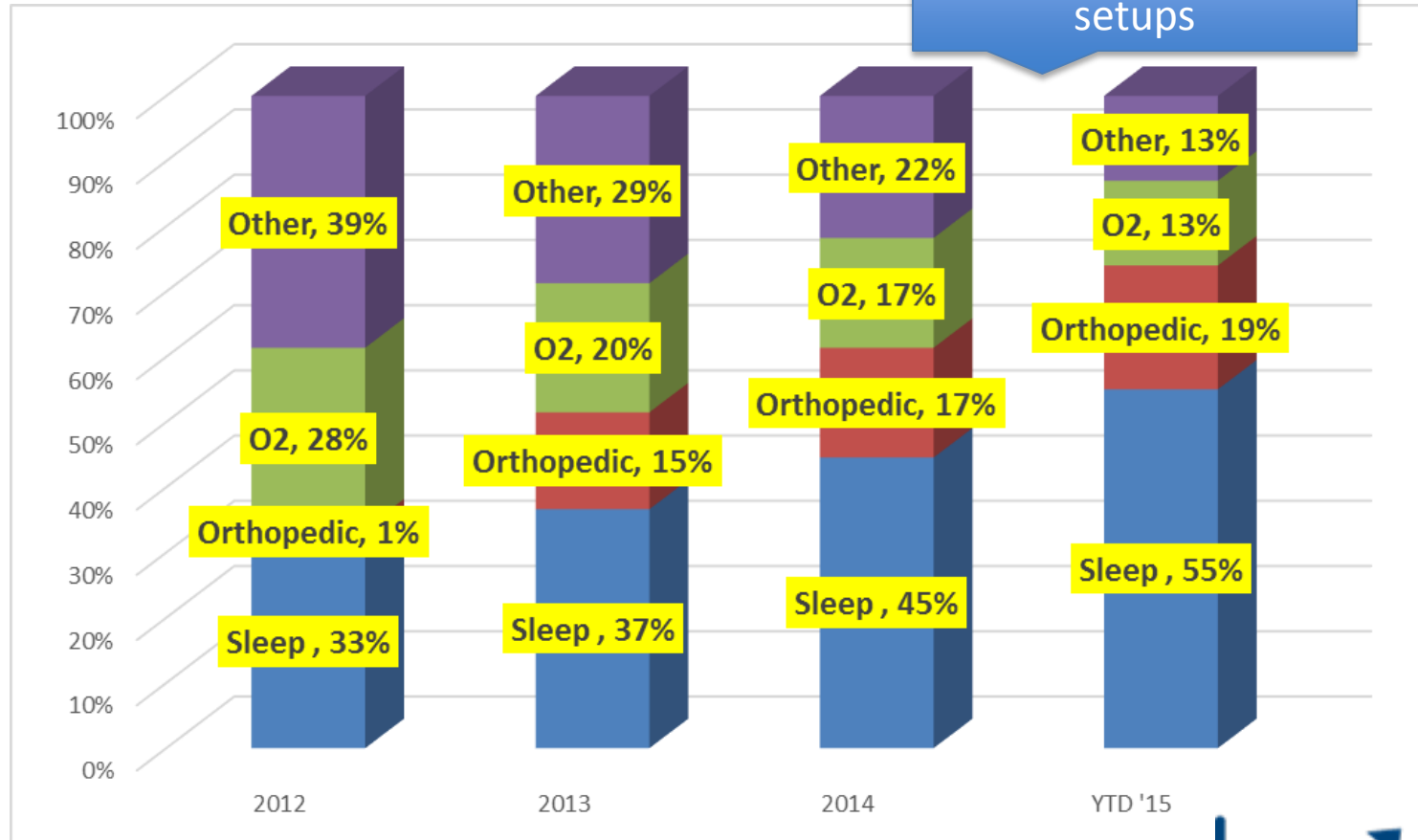
Our Organization – Service Area



throughout
eastern
New England



Projected +40% Y/Y
for new patient
setups



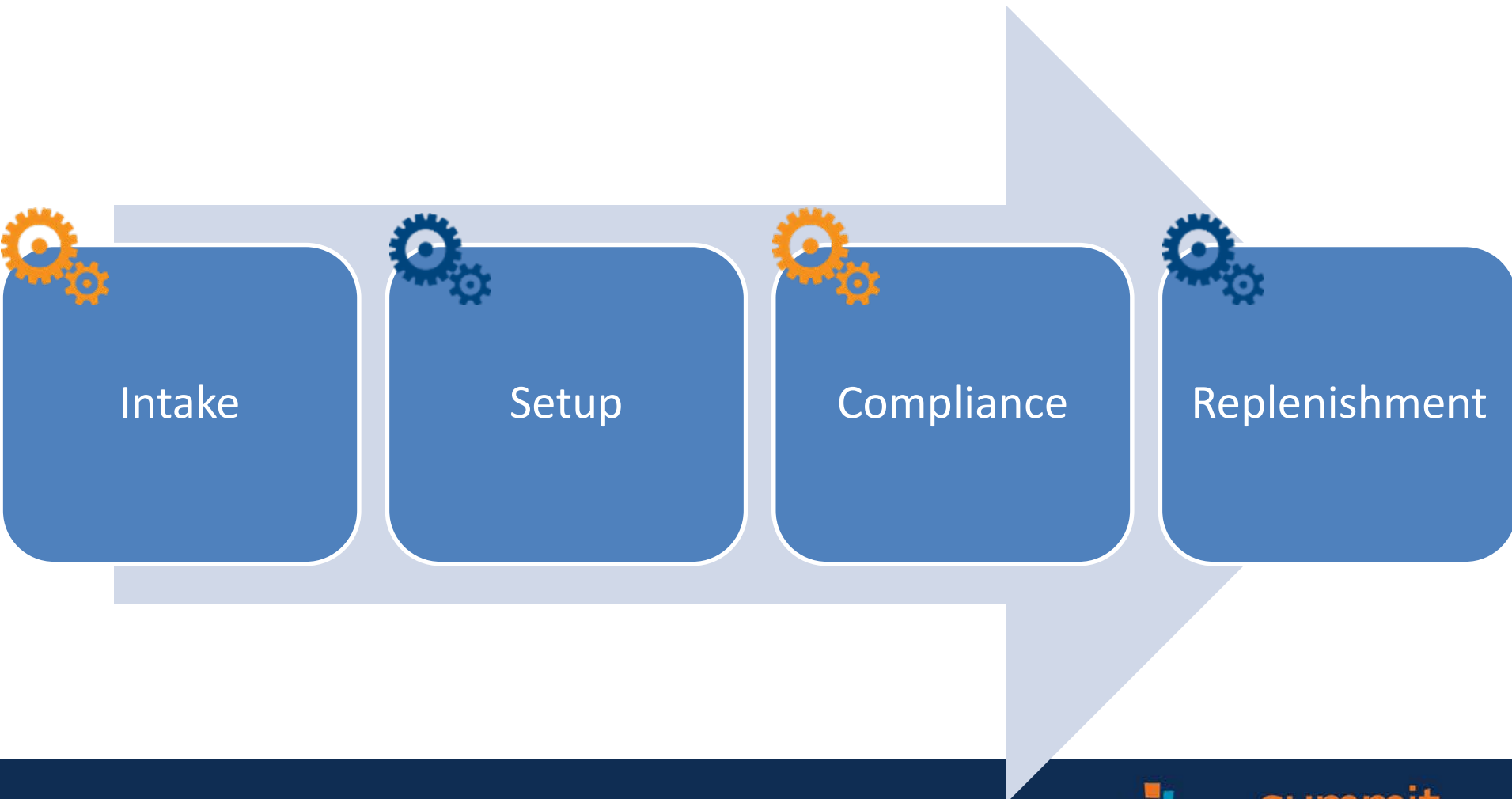
Projected 4 year sleep revenue growth = 100%



Sleep KPI
PAP Setups
PAP Referrals
Setup/Referral Ratio
Setups to Referral Variance
5 Year Restarts
Compliance Rate
Resupply Orders
MyResupply Orders
MyResupply Reg Users
IVR Orders (includes AllCall)
Compliance Patients (prev 3 mo setups)
Total PPM Shipments (# of Boxes)
PPM Rev Per Shipment
NI Per Shipment
Overall Supply NI
Active Templates
Revenue Per Active Template
Cushions Per Order-Setup
PAP Cycle Time (PA)
PAP Cycle Time (No PA)
Clinic Setup %



Four Phases of PAP Therapy Execution



Four Phases Sub-Processes

- Intake: data entry, qualification, PA, scheduling
- Setup: quality of patient interaction, fit of supply, accuracy of settings, quality of support materials
- Compliance: patient outreach, coaching, intervention
- Replenishment: outreach, omnichannel, patient experience

Four Phases Quality Metrics



Intake: cycle time



Setup: patient satisfaction scores



Compliance: rate of throughput



Replenishment: revenue per patient

Four Phases of PAP Therapy Execution



Intake

Setup

Compliance

Replenishment

The “Bucket Report”

SO#
 SO Date Created
 SO Location
 SO Classification
 Sales Order Documentation
 Sales Order What is missing?
 WIP State
 WIP Assigned To
 WIP Date Needed
 WIP Days In State

PT ID
 PT Last Name
 PT First Name
 PT Phone
 Referral Name
 Pri Payor
 Sec Payor
 Item Id
 Marketing Rep



Leveraging WIP States to Provide Actionable Data

- Key WIPs tracked by days within system during intake process
- Sales reps actively involved in retrieving complete data and have perfect visibility into their accounts
- From the moment the referral is received we are on the clock



Intake Cycle Expressed in WIP States



Remember to Account for Work Outside the Brightree Ecosystem



Key Internal Reports – via ad hoc

Macro

Referrals received

Setups

Bucket report

Complete vs incomplete orders, by referral

Operational

Electronic fax folder counts

Intake & New Supply

Docs needed inventory

Scheduler report

PA report

Reporting to Physician and Lab Partners

- Average PA length
- Setup Volume
- Payer Mix
- Setup Cycle Time
- Order Accuracy
- Compliance Rate



A Note on Resupply – The Virtuous Circle

- Excellence on intake creates incentive for repeat referrals
- High compliance rates deliver strong throughput
- Excellence in resupply can, independent of those factors, create patient volume growth
- Leverage tools, automation, data analysis to expand our program



Conclusion

- Market and regulatory complexity deliver competitive advantages to providers who can understand and leverage data
- Our data focus delivers superior patient and referral experience **AND** revenue enhancement
- We believe there is another level of data analysis and awareness we can achieve and are actively working on strategies to do so

Questions?



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