

# CPAP DISPLAY CASE STUDY

*A medium-sized dealer in North Carolina recently found a great solution to increase their CPAP and Respiratory Supply sales!*

## THE SITUATION

Like most HME Dealers, CPAP and Respiratory supplies can be somewhat difficult to display and thus sell. While visiting a medium-sized dealer, our independent representative asked if they had customers inquiring about those products and there were mixed responses. While the owner didn't feel he needed additional focus on this category, as he offered a wide variety of options, his employees felt otherwise as they were asked 2-3 times a day for replacement CPAP and/or Respiratory supplies. They also found it somewhat difficult to know which products to show a customer or questions to ask that would allow them to know which products they might recommend.

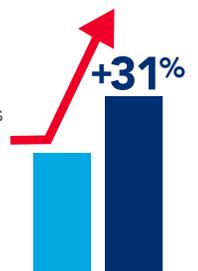
## THE SOLUTION

Upon experiencing this, our independent rep suggested Compass Health's CPAP/Respiratory Displays. These displays are offered in a floor stand or a counter top version, so you can put it anywhere in the store. He had a picture of the product with him and showed them what it looked like. His customers were amazed at how the display consolidated the top selling CPAP and Respiratory replacement products in a small footprint with clear to read replacement time frame suggestions. They decided to order one to see how it would work in their store.

Fast forward a few months, now they have multiple displays - one to house the replacement products and one they refilled to house just CPAP masks and they are praising the phenomenal success they have encountered!

## THE OUTCOME

This medium-sized dealer increased their sales of CPAP accessories and masks by 31% in just two months! This increase in sales on products that were not top of mind are just the solutions that Compass Health can bring to the table. Because of this success, this customer is now looking into the displays for drug-free pain management options. Which is a topic that is top of mind for many now.



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