

# White Paper

\$6,000 total | \$700 per page for content creation

## Overview

Our white paper download program offers a direct channel to place your abstracts and white papers in the hands of sleep therapy professionals. We provide you with the complete contact registration leads for those professionals who download your paper, giving you the perfect opportunity to initiate follow-up conversations.

## Program Features

*Production time frame - 2.5 weeks from signed insertion date*

- Link from homepage
- Promotional traffic drivers across platforms
- Registration page with two custom questions
- Lead-retrieval options include daily, weekly, or monthly reporting

## Specs



**Page Count:** not required but recommend 6-10 pages

**Size:** 8.5 (w) x 11 (h) - high res pdf

**Short Description:** 200 words or less

*Additional Materials Needed*

- Advertiser Logo (150x140) with URL 300 dpi, eps, jpg
- Completed whitepaper in PDF format
- Customized registration page

### SleepMapper

A mobile application and website to engage sleep apnea patients in PAP therapy and improve adherence to treatment

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**Abstract**  
**Introduction:** Sleep apnea is a serious medical condition with significant health consequences. Treatment with Positive Airway Pressure (PAP) therapy is effective, but adherence to treatment is poor. Lower adherence can result in undertreated patients and, in some cases, may lead to refusal of insurers to pay for therapy. SleepMapper is a mobile application and website that employs theoretically-driven and empirically-tested interventions designed to improve adherence to PAP therapy.

**Methods:** The investigators analyzed a retrospective group of roughly 15,000 patients from the Philips Respironics' EncoreAnywhere database to determine whether having the SleepMapper application resulted in any differences in PAP adherence rates compared to patients who did not have SleepMapper.

**Results:** Patients using SleepMapper achieved a 78% adherence rate based upon the CMS guidelines. Patients who did not use SleepMapper demonstrated a 56% rate of adherence. Patients using SleepMapper also used therapy an average of 1.4 hours a night longer than those not using SleepMapper. SleepMapper also helped those patients who struggled early with therapy. Thirty-three percent (33%) of those who struggled and had SleepMapper were able to achieve adherence by 90 days compared to only 11% of those who did not have SleepMapper.

**Discussion:** Patients who engaged with the SleepMapper mobile application and website showed improved adherence rates compared to standard care (defined in this paper). We believe that improvements in adherence are likely related to better patient outcomes and better patient satisfaction.

\*The authors are employees of Philips Respironics, Sleep and Respiratory Care

**90 days**

needed to achieve adherence. (0 and 90 days) compared to percentages are cumulative (0 days). However both the

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