

Respironics Australia Internet Sales Policy
Issue 1 – 7th September 09

The Australasian Sleep Association position paper entitled “Best Practice Guidelines for Provision of CPAP Therapy” advises that the “Provision of CPAP pumps or interfaces without a face-to-face contact with a CPAP provider, Sleep Clinic or other appropriately trained healthcare professional is inappropriate”.¹

We believe that this view is supported by a number of peer reviewed publications that emphasize the critical nature of patient support, particularly during the early phase of CPAP initiation.^{2,3,4,5}

On the basis of this clinical evidence, Respironics have developed this Internet Sales Policy to adhere to the clinical recommendation for a face to face CPAP/Patient interface initiation.

Effective from the 7th September 2009:

1. Respironics will not supply its CPAP machines or Patient Interfaces for resale over the internet.
2. Respironics will require all CPAP resellers who intend to retail its new PR REMstar CPAP platform to enter into an Agreement, precluding the sale of this device and subsequent CPAP models over the internet.
3. Respironics will require all CPAP resellers who intend to retail its Patient Interfaces to enter into an Agreement, precluding the sale of these items over the internet.
4. Respironics support the sale of consumables and accessories (e.g. filters, batteries, carry cases, spare parts for masks, etc) over the internet as there is no evidence to indicate that this practice is inappropriate.

Respironics believe that this policy is consistent with best clinical practice and in the long term interest of CPAP patients.

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References:

1. Australasian Sleep Association. "Best Practice Guidelines for Provision of CPAP Therapy" Version 2.2 14 January 2009 A. Thornton, accessed from website <http://www.sleep.org.au> on 3rd September 2009.
2. Terri E. Weaver, Ronald R. Grunstein. Adherence to Continuous Positive Airway Pressure Therapy - The Challenge to Effective Treatment. Proc Am Thorac Soc Vol 5. pp 173–178, 2008.
3. Nick A. Antic, Catherine Buchan, Adrian Esterman, Michael Hensley, Matthew T. Naughton, Sharn Rowland, Bernadette Williamson, Samantha Windler Simon Eckermann and R. Doug McEvoy. A randomised controlled trial of nurse led care for symptomatic moderate/severe obstructive sleep apnea. AJRCCM Articles in Press. Published on January 8, 2009 as doi:10.1164/rccm.200810-1558OC.
4. Richards D; Bartlett DJ; Wong K et al. Increased adherence to cpap with a group cognitive behavioral treatment intervention: a randomized trial. *SLEEP* 2007;30(5):635-640.
5. Hoy CJ, Vennelle M, Kingshott RN, Engleman HM, Douglas NJ. Can intensive support improve continuous positive airway pressure use in patients with the sleep apnea/hypopnea syndrome? *AM J RESPIR CRIT CARE MED* 1999;159:1096–1100.

Guidance Notes

- a) Advertising and display of the Philips Resironics product range is subject to the terms of the Trademark Authorization Agreement, which must be signed prior to using or displaying the Philips trademarks or product images.
- b) This internet policy must be prominently displayed on the website of any customer who displays Philips Trademarks or Product Images.
- c) Internet advertising must make clear the fact that patient physical attendance is required for mask and CPAP sales to occur.

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