



TheCPAPPeople.com Offers 30-Day Returns on Select CPAP Masks

The website becomes the first Internet-based retailer of CPAP supplies to offer a no-cost 30-day return on multiple CPAP masks.

Richmond, VA ([PRWEB](#)) July 11, 2011 -- It's a new day for sleep apnea patients across the nation. [TheCPAPPeople.com](#) has chosen 11 popular [CPAP masks](#) from its wide selection of inventory and changed its return policy to now offer 30-day returns with no hassles. In order to qualify, a CPAP patient need only call and talk with a staff member about the [CPAP mask](#) to ensure proper fit, proper education, and tips for continued compliance. The popular retailer is the first in the small niche industry to offer such a service for free with hopes of including more masks in the coming months. The retail website believes this new policy will encourage existing CPAP patients to try new technologies and new offerings from the major manufacturers like ResMed, Philips Respironics, DeVilbiss Healthcare, and Fisher & Paykel Healthcare.

Continuous Positive Airway Pressure treatment, or CPAP, is the most commonly prescribed therapy for the treatment of Obstructive Sleep Apnea (OSA). A [CPAP machine](#) uses pressure to keep the patient airway open and free of obstruction by the tongue or soft pallet during sleep. CPAP silences snoring and allows regular oxygen levels to reach the lungs. OSA has been proven to be a risk factor and can also be a causal factor of diabetes, heart disease, irregular heart rhythm, and high blood pressure.

Typically, medical devices such as CPAP masks do not carry a return policy on opened and used products when purchased from an Internet retailer. Restrictions on retailers prohibit the sale of used equipment and make returns costly for the retailer. Some Internet retailers have chosen to offer add-on costs to the consumers labeled as "Return Assurance" or "Return Insurance". This add-on service is an attempt to recover some of the cost of the CPAP mask, averaging an additional cost to the consumer of up to 40% of the retail CPAP mask price. "Why are patients paying extra for the ability to return a product?" asked Tim Tillman, vice-president of [TheCPAPPeople.com](#). "All of us in the Internet retail space are here to help CPAP patients receive the care and products they need for successful treatment of sleep apnea. I don't think it's fair to ask those patients to pay extra for a service like this."

"We consistently hear rumors that Internet retailers do not educate, inform, and train end users on these devices," continued Tillman. "This new policy is our way of ensuring that customers have the information they need for success in therapy. It is our goal to have a happy and compliant patient."

The 30-day return policy will at first cover the newest masks in the industry like the [Respironics TrueBlue](#), the [Mirage FX](#), the Zest, the [Swift FX for Her](#), the EasyLife, and the GoLife. In the future, [TheCPAPPeople.com](#) hopes to expand the return policy to many more. Masks that are included under the new return policy have images displayed on the product pages that link directly to the new policy. In order for a patient to fully benefit from this new service, the website encourages phone calls for brief consultations about the masks and to receive educational benefits. "We want a dialogue with patients," said Tillman. "We will share their comments with other patients and with the manufacturers. Reviews and recommendations from the patients are incredibly helpful and can help shape this industry."

About TheCPAPPeople.com

CPAP Connections, Inc. is a privately held company based in Chesterfield County in the Richmond-metro area of Virginia that sells CPAP machines, CPAP masks, and other CPAP supplies. Through a series of websites like



TheCPAPPeople.com, CPAP Connections Inc. hopes to provide to sleep apnea patients the support and service they require for accurate compliance with CPAP therapy. More information can be found by visiting <http://www.TheCPAPPeople.com>

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Online Web 2.0 Version

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