



TheCPAPPeople.com Makes it Easier Than Ever to Purchase CPAP Machines Online

The addition of product videos, manufacturer resources, and a redesigned product layout at TheCPAPPeople.com makes it easier than ever for patients to purchase their CPAP supplies online.

Richmond, VA ([PRWEB](#)) December 21, 2010 -- Today's medical shopper has to be smarter than ever. An abundance of websites offer treatment options for obstructive sleep apnea and patients can be quickly overwhelmed when choosing a CPAP machine from an online supplier. There are many choices and options that are technical in nature. TheCPAPPeople.com has redesigned its product page to quickly note the differences between machines and allow customers to make an informed decision. The new pages show Editor's Notes that allow a quick overview of the features a specific CPAP machine. "We believe our product page is easy to read and easy to understand. We want customers to know they have choices, but we also want them to understand the differences in those choices", says Tim Tillman, Chief Information Officer.

In addition to the new product page layouts, the website also offers product videos and training videos on select [CPAP machines](#), with more coming in the future. The company also plans to create its own videos to better help patients become informed and savvy shoppers. "Education is key in health care decision making. The more informed a patient becomes, the more active they become in their own treatment," says Kristal Sullivan, a Registered Nurse and valued adviser for the website. Other resources such as product brochures, sizing guides, and instruction manuals from the manufacturers are also available on the site.

The website also utilizes Facebook and Twitter to help patients stay informed of industry changes and product information. It even offers a live chat service to all patients to help with purchasing decisions. Lastly, TheCPAPPeople.com offers a blog that speaks directly to patients and allows a conversation that is more personal. The blog is available at <http://blog.thecpapeople.com>.

Obstructive Sleep Apnea affects an estimated 30 million people in the United States, with most of those still undiagnosed. Sleep Apnea is defined as a break in a person's normal breathing habit during sleep. Patients who fail to breathe properly suffer from decreased blood oxygen levels, failure to advance through the various sleep stages, and in some cases the inability to reach REM sleep. OSA has been linked to other co-morbidities such as diabetes and heart disease. OSA can affect people at any age and in any physical condition, although it is prominent in males. The most common form of treatment for OSA is a [CPAP machine](#), or Continuous Positive Airway Pressure Machine. A CPAP machine delivers a consistent air flow through the mouth or nose via a CPAP Mask that is worn during sleep to keep the patient's airway clear. TheCPAPPeople.com allows patients to purchase their CPAP Machines, CPAP Masks, and other supplies online for less. The website offers a wide variety and encourages education, privacy, patient compliance, and superb customer service.

About CPAP Connections, Inc. (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> Follow us on Twitter, @thecpapeople. Like us on Facebook.



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Online Web 2.0 Version

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