The Background

An estimated 1B people suffer from obstructive sleep apnea (OSA) globally, and more exponentially more have insomnia.

To receive a diagnosis, which takes place in a clinic by a sleep doctor, patients may see 4-6 clinicians. This complicated journey forces many to drop out, resulting in <1% of people with sleep disorders receiving correct treatments.

On whole, there is little personalization in sleep care and with so many different players involved, costs balloon and outcomes suffer.

The Company’s Solution

Dreem, an IMPACT Member, is a virtual sleep clinic, providing insomnia and OSA diagnosis and treatment through virtual first care (V1C) to improve outcomes.

Reconstructing the sleep care pathway enables Dreem to optimize many of the unique benefits of V1C. For example, access to care is enhanced: appointments are available immediately (versus waiting 6 months for a sleep center appointment) and the virtual nature of the solution enables a far reach.

Dreem established trust with a large network of payers by demonstrating its health economics, supported by its use of existing CPT codes, allowing it to gain awareness and build relationships with referring providers (General Practitioners).

By keeping patients engaged in their long term chronic care remotely, Dreem reduces the need to transition patient back to in-person care.

Why It Matters

Referring a patient to a V1C solution, rather the traditional care journey, requires effective engagement with payers, providers, and patients; coordination, trust and awareness, and aligned incentives are necessary components of a seamless patient journey.

V1C care with multichannel patient engagement improves adherence and health outcomes.

The IMPACT Resource to Use

A seamless patient journey is enabled through low-friction referrals and the right conditions, as outlined in IMPACT’s Guide to Effective V1C Care Transitions and other resources in the Care Transitions Toolkit.