



**Pharmacy Sleep**  
CLINICS

Empowering pharmacies, redefining sleep solutions.

# Sleep Apnoea Industry Insights:

## Who's Affected by Sleep Apnoea?

OSA affects an estimated **7 - 15%** of Australian adults, though up to **80%** remain undiagnosed.

## How Fast Is the Market Growing?

The sleep apnoea market is growing rapidly, with forecasts projecting it to reach approximately **\$440M** by **2026**. This growth is fuelled by:

- Increased awareness and screening
- Advances in home-based diagnostic technology
- Rising obesity rates

## Why Are Sleep Apnoea Patients So Valuable?

Patients with sleep apnoea often present with multiple long-term conditions such as high blood pressure, diabetes, insomnia, obesity, and cardiovascular disease. These overlapping health issues make them ideal candidates for holistic management by the pharmacist.

This service is in line with the expanded scope of practice rolled out nationally.

Given their ongoing needs, sleep apnoea patients are among some of the most valuable for community pharmacies. They benefit from regular support across several conditions, creating consistent opportunities for prescription dispensing, device provision, and chronic disease state management.

## What's the Revenue Potential?

The average CPAP user spends **\$1,500 - \$2,000** every four years on CPAP device and approximately **\$400** every year on parts and consumables.



## Why Pharmacy Sleep Clinics (PSC)?

- Enjoy best in market gross profit via our industry-leading net into store (NIS) guarantee.
- Our offering starts from stands such as consumables (page 5) all the way to clinics (page 7).
- The largest range in the market, with access to every major CPAP and accessory brand in one place.
- Industry-best pricing, guaranteed, with all stock available from our own warehouses.
- Cash flow neutral with no minimum quantity orders for top discounts - only order items when you need them.
- Order through our easy-to-navigate platform or streamline your ordering process by using systems like “Buy it Right” to order directly from your end; no double handling is needed.

## Working With Pharmacy Sleep Clinics:

- Sleep apnoea category with an average base margin of approximately **38%**.
- A variety of partnership options, starting from a double-sided floor stand (page 5), covering up to a complete sleep clinic.
- Freight free for orders over **\$200**, and only **\$9** shipping fee for orders under **\$200**.
- Dedicated support team of sleep experts ready to support both your business and your patients.
- We offer a whole range of diagnostic devices, including **Level 2**, **Level 3** and **Level 4**.
- Our PSC Navigator tool gives you access to our procedures, marketing assets, product information, and more. Designed to help you get the most out of your sleep service.







# Pharmacy Sleep

## CLINICS

Pharmacy Sleep Clinics is more than just a sleep product provider; we're a pharmacist-led platform designed to make sleep care simple and accessible for every pharmacy.

We help simplify your operations by providing access to every brand in one convenient platform, at the most competitive pre-loaded prices, with no minimum quantity orders.

Whether you're looking to build a complete sleep clinic or just starting with essentials, we provide you with everything you need to improve patient sleep while unlocking new revenue streams.





# Executive Double-sided Consumable Floor Stand

Product Name	Quantity	Cost Price	RRP
Best in Rest Chin Strap	4	\$25.59	\$40.00
Memory Foam CPAP Pillow	1	\$70.67	\$110.00
Memory Foam CPAP Pillow with Cooling Gel	1	\$70.67	\$110.00
Luxury Memory Foam Anti-Fatigue Sleep Mask	3	\$13.00	\$25.00
CPAP Wipes Canister (70 Pack) – Grapefruit & Lemon	2	\$5.74	\$15.00
CPAP Wipes Canister (70 Pack) – Aloe Vera (Unscented)	2	\$5.74	\$15.00
CPAP Wipes Travel Box 12 Pack – Grape Fruit & Lemon	1	\$8.34	\$24.00
CPAP Wipes Travel Box 12 Pack – Aloe Vera (Unscented)	1	\$8.34	\$24.00
2 in 1 CPAP Hose Brush	1	\$24.00	\$30.00
CPAP Hose Brush	3	\$10.00	\$15.00
CPAP Mask & Hose Soap - Green Tea & Mint	12	\$4.27	\$7.00
CPAP Mask & Hose Soap - Citrus - Grapefruit and Lemon	12	\$4.27	\$7.00
Purdoux CPAP Hose Pürslim 15mm x 1800mm	1	\$7.34	\$30.00
Purdoux CPAP Dust Cover & Protector Mat	3	\$24.04	\$45.00
Best in Rest Premium CPAP Hose Lift	2	\$38.67	\$49.99
CPAP Wipes Tub (62 wipes)	4	\$5.40	\$15.00
Chin Restraint	2	\$7.57	\$17.00
ClimateLineAir 10 Heated Tube	2	\$38.99	\$99.00
ClimateLineAir 11 Heated Tube	2	\$49.92	\$75.00
AirSense 10 STD Filter 2 pack	2	\$2.66	\$5.90
AirSense 11 STD Filter 2 pack	2	\$2.97	\$6.50
TOTAL COST PRICE & RRP		\$861.44	\$1,537.78

## Retail Partnership Options

Type	Opening Order Price	Opening Trial Offer	Display
Retail Starter	Group Pricing from \$500	–	Shelf Strips, Sunrise Shelf Stand, Brochures
Retail Basic	Group Pricing from \$1,000	–	Shelf Strips, Sunrise Shelf Stand, Brochures
Retail Intermediate	Group Pricing from \$2,200	–	Shelf Strips, Brochures, Sunrise Shelf Stand, Mannequin Head, GSC Bite Cards & Shelf Stands

# Retail Partnership Options

Type	Opening Order Price	Opening Trial Offer	Display
Retail Complete	Group Pricing from \$4,500	Löwenstein / F&P / Resmed / Philips	Shelf Strips, Brochures, Sunrise Shelf Stand, Wobblers, Mannequin Heads, GSC Bite Cards & Shelf Stands
Retail Advanced	Group Pricing from \$5,300	Löwenstein / F&P / Resmed / Philips	Shelf Strips, Brochures, Sunrise Shelf Stand, Wobblers, Sign, Mannequin Heads, GSC Bite Cards & Shelf Stands





# Sleep Clinic Partnership Options

Type	Opening Order Price	Opening Trial Offer	Display
Beginner Sleep Clinic	\$5,100 Group Pricing	Löwenstein / F&P / Resmed / Philips	Shelf Strips, Brochures, Sunrise Shelf Stand, Wobblers, APAP Device Shell
Proficient Sleep Clinic	\$7,700 Group Pricing	Löwenstein / F&P / Resmed / Philips	Shelf Strips, Brochures, Sunrise Shelf Stand, Wobblers, APAP Device Shell
Advanced Sleep Clinic	\$14,000 Group Pricing	Löwenstein / F&P / Resmed / Philips	Shelf Strips, Brochures, Sunrise Shelf Stand, Wobblers, Sign, Mannequin Head, APAP Device Shells
End-to-end Sleep Clinic	\$20,000 Group Pricing	Löwenstein / F&P / Resmed / Philips	Shelf Strips, Brochures, Sunrise Shelf Stand, Wobblers, Sign, Mannequin Head, APAP Device Shells





# One Platform. Three Levels of Sleep Testing:

Whether your pharmacy is just starting out or ready to offer advanced diagnostics, Pharmacy Sleep Clinics gives you access to sleep testing options at every level.

## Level 4 Sleep Test:

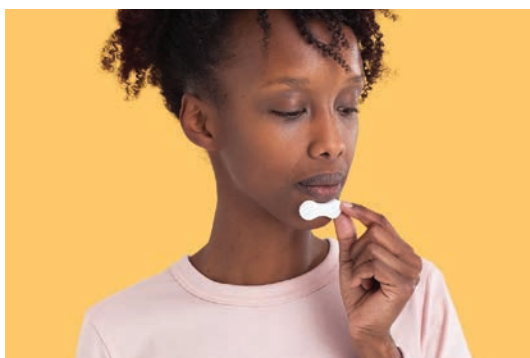
An accessible starting point for pharmacies offering sleep services. These simple, patient-friendly tests are designed to screen individuals for signs of obstructive sleep apnoea (OSA). Test offered: **Sunrise Home Sleep Study**, and **Good Sleep Test**.

## Level 3 Sleep Test:

Ideal for pharmacies ready to expand their sleep offering with more advanced, diagnostic-quality testing. Test offered: **Somnofit**.



Good Sleep Test



Sunrise Home Sleep Study



Somnofit

## Level 2 Sleep Test:

The highest level of testing offered outside a sleep lab, Level 2 studies provide comprehensive diagnostics supported by a referral process.

### How it works:

Patients require a GP referral and are set up with an advanced take-home diagnostic device that tracks a wide range of sleep biomarkers. Our platform offers an easy to use telehealth option (Medmate) to allow pharmacy customers to obtain GP referrals on site.

Tests are scored by a qualified sleep scientist or technician and reviewed by a respiratory physician or sleep specialist. This service is Medicare-covered for patients with a GP referral.

\*Terms and conditions apply, minimum referral numbers apply.



# Hear what others have to say!

“The ordering process is so simple, and the preloaded discounted prices ensure we can focus on customer service and not negotiating prices. Top brands that cover a variety of sleep problems without overwhelming my team.”

- **Michael, Grafton NSW**

“What makes this service stand out is the combination of great support and smart logistics. Their team delivers swift service and is genuinely knowledgeable and helpful.”

- **Lochlan, Parkes NSW**

“The fixed competitive pricing means that we do not require bulk orders just to reach top discounts, rather, we can order what we need when we need it. It’s streamlined, reliable, and adds real value to our service.”

- **Tracy, Bundaberg QLD**

# You Focus on Patient Care, We'll Drive Traffic to Your Door.

As a pharmacist, your priority is patient care, not learning how to run marketing campaigns or optimise search rankings. That's where we come in.

Our dedicated marketing team will help put your pharmacy on the map, literally.

Using proven local SEO strategies, we make sure your sleep services show up when customers in your area are actively searching.

As part of your Pharmacy Sleep Clinics sign-up, you'll receive a complete marketing package valued at **\$2,000**, designed to boost your visibility and attract high-intent sleep apnoea patients in your community.

Unlike other providers, we don't use your store as just another "location near you" on a website that also sells sleep products directly to consumers. Their listings may showcase your pharmacy, but the sale often happens on their platform, not in your store.

At PSC, we don't sell directly to patients. We don't run a centralised checkout. Every listing we create is designed to drive local traffic straight to you.

Using targeted local SEO, we help your pharmacy rank where it matters, in front of high-intent customers searching in your area. That means more patients, more foot traffic, and more opportunity for your brand, not ours, to grow.







# Pharmacy Sleep CLINICS

## Meet the team behind Pharmacy Sleep Clinics



**James Carmody**  
Director



**Bobby Afshari**  
Director



**Stacey Carmody**  
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**Rubayet Sarwar**  
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