



MARKET RESEARCH · SLEEP APNEA TREATMENT

WHAT SLEEP APNEA PATIENTS ASK, SEARCH AND BUY, AND HOW PROVIDERS **WIN** THEM.

A deep dive into snorers, newly diagnosed CPAP users and people looking for a way off the mask: their questions, where they look for answers, who wins those searches today, and the gaps a sleep clinic or dental sleep practice can build around.

12,816

sleep apnea keywords
measured

3.6M+

US Google searches a month (a
floor)

473

Google FAQ questions collected

53,756

Reddit posts classified

EXECUTIVE SUMMARY

NOBODY OWNS THE FIRST 90 DAYS.

Millions of people search for answers about snoring, testing and CPAP, and most of those answers come from Reddit threads and Google's AI. The patient is most likely to quit between the prescription and the 90-day insurance check, and no brand owns that stretch.

29.4M

US adults with obstructive sleep apnea, nearly 80% undiagnosed (Frost & Sullivan for AASM)

49%

of 132,492 Kaiser Permanente SoCal CPAP patients met Medicare's 90-day rule (ATS 2026)

\$12.5M

a month in Google click value across the searches we could measure

91%

of sleep apnea result pages show a Google AI answer

Seven things the data says

- 1. The first 90 days on CPAP are the biggest gap.** The top Reddit question is which mask to try (4,252 posts). Next come "are my numbers OK?" (2,656) and dry mouth (2,004). "What is the 4-hour rule for CPAP?" appears on 20 of 89 Google result pages. Insurers stop paying when patients miss the rule, and no provider brand ranks on these searches.
- 2. Forums and AI answers win Google, not providers.** Reddit is in the top 10 on 57% of result pages, and forums hold strong positions on 60 of 89. Google's AI wrote 812 of 821 "People also ask" answers. YouTube is the most-cited source inside AI answers (45 of 81).
- 3. Alternatives to CPAP carry the richest clicks.** Home sleep tests cost \$9.28 a click, GLP-1 and weight-loss terms \$7.70, Inspire \$6.13, oral appliances \$6.11 and sleep doctors \$5.54. Most of these terms are easy to rank for (median difficulty 0 to 10).
- 4. Weight-loss drugs are changing the conversation.** "zepbound for sleep apnea" gets 22,200 searches a month, up 83%, and "glp 1 for sleep apnea" is up 175%. "Can losing 20 pounds cure sleep apnea?" ties for the most common Google question (38 of 89 pages).
- 5. The supply chain is where patients sound angriest.** In the Reddit posts we classified (October 2024 to October 2026), sentences naming large equipment suppliers had the most negative net tone of any names we tracked: AdaptHealth -82 (130 mentions), Lincare -67 (115) and Apria -55 (275). That is tone in one online community, not a measure of service quality. Posts about a dismissive doctor scored highest on anger (1.89 of 5).
- 6. Dental sleep medicine is the warmest lane.** Oral appliances are the only treatment with clearly positive tone on Reddit (+17). "Does an oral appliance work as well as CPAP?" comes up in 1,242 posts. "snore bite guard" and "anti snore mouthpiece" cost about \$7 a click at difficulty under 15.
- 7. Google hides the biggest terms, and ads are scarce.** "sleep apnea", "cpap", "sleep study" and "sleep apnea dentist" returned no volume data, so 3.6M a month is a floor. No paid text ads appeared on any of the 89 result pages we collected. Health ads face Google's healthcare policy, so organic and video do most of the work.

The play in one line: Become the practice that gets people through testing and the first 90 days. Publish cash prices, fit the mask, read the data and answer every question better than Reddit, on video and in text. Then offer the honest alternatives (oral appliance, Inspire referral, a retest after weight loss) to the people CPAP fails.

WHO THE SLEEP APNEA PATIENT IS

60%

of 53,756 Reddit posts are questions (32,225)

3,843

posts from people just diagnosed or testing; 2,496 in their first 90 days on CPAP

2,731

posts from people looking at alternatives to CPAP

5,152

mentions of OSCAR or SleepHQ, the free tools patients use to read their own data

CORE • HIGHEST RISK OF QUITTING

THE NEW CPAP USER
Just diagnosed, often by a home test, and handed a machine and a mask. Fighting dry mouth, leaks, air swallowing and claustrophobia while the insurer watches the usage report. Asks strangers on Reddit to read their charts. **Needs:** mask fitting, someone to review the data, quick fixes, and getting through day 90.

LARGEST VOLUME

THE SNORER AND THE PARTNER
Snoring remedies get about 600K searches a month and mouth taping another 293K, peaking in December and January. Many arrive because a partner complained. 1,122 Reddit posts mention a partner, noise or separate rooms. **Needs:** a plain answer to "snoring or sleep apnea?" and a cheap, fast first test.

HIGH VALUE

THE ALTERNATIVES SEEKER
Can't tolerate CPAP or won't start. Compares oral appliances, Inspire, jaw surgery and positional therapy. These are the richest clicks in the market (\$6 to \$9). Forums currently answer "Inspire side effects" and "can sleep apnea be cured". **Needs:** an honest comparison, who qualifies, and what insurance pays.

FAST GROWING

THE GLP-1 HOPEFUL
On Zepbound or Mounjaro, or wants to be. Asks whether sleep apnea qualifies them for the drug and whether weight loss will get them off CPAP. Searches are up 83% for Zepbound and sleep apnea. **Needs:** a coverage answer, a prescriber, and a retest plan once the weight comes off.

Two smaller groups are loud online: **veterans** (285 posts on VA disability claims; autocomplete is full of "secondary to PTSD / tinnitus / GERD") and **commercial drivers and pilots** (125 posts about CDL, DOT and medical certification).

Where they research

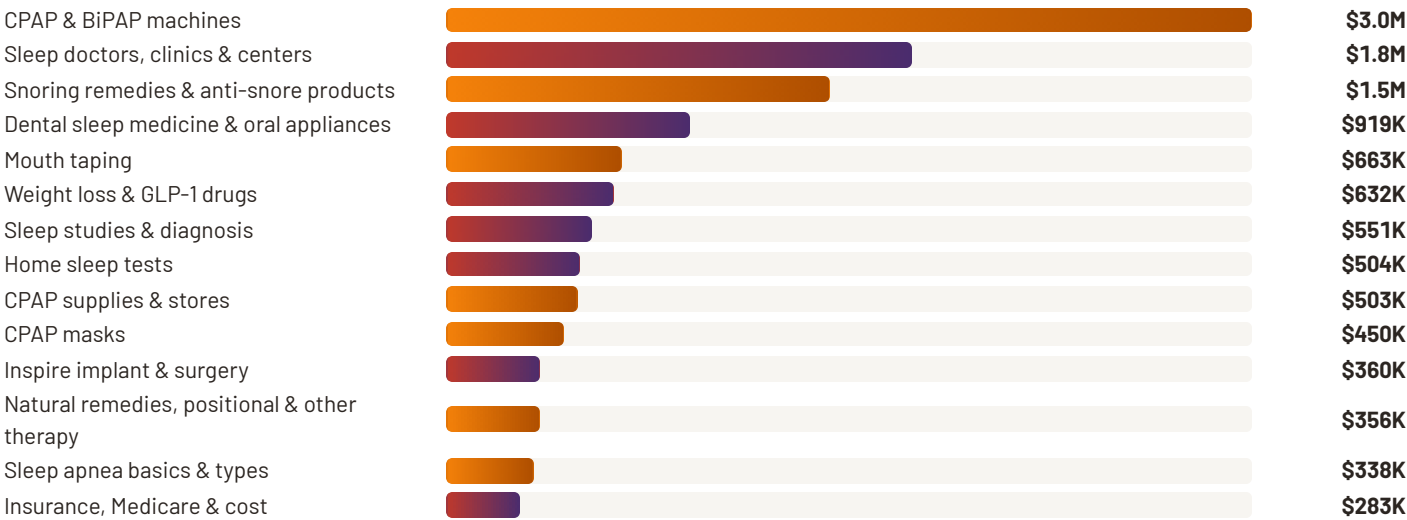
CHANNEL	WHAT IT'S USED FOR	EVIDENCE
Google	Machines, snoring fixes, "near me" doctors, costs	3.6M+ measured searches a month; AI answer on 81 of 89 result pages
Reddit	Troubleshooting, reading data, mask choice	r/CPAP and r/SleepApnea: 51,667 posts in 24 months; in Google's top 10 on 51 of 89 pages
YouTube	Setup, mask fitting, exercises, Inspire explainers	Cited in 45 of 81 AI answers; 24% of ranking videos are Shorts
Their own data	OSCAR, SleepHQ and the myAir app	5,152 OSCAR and SleepHQ mentions; myAir (109K iOS ratings) and DreamMapper (119K)
Doctors and sleep techs	Diagnosis, prescription, settings	5,133 mentions; still the main path in, and the target of the angriest posts

Sources: AASM; Reddit via the Arctic Shift public archive (Oct 2024 to Oct 2026); DataForSEO Google results pages (Oct 1, 2026); Apple iTunes Search API. Patient stage was tagged by keyword rules and was unclear on most posts, so counts are relative.

WHERE THE SEARCHES AND THE MONEY ARE

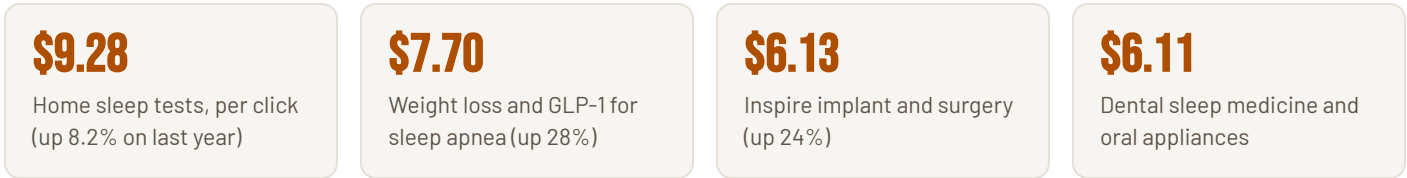
12,816 US keywords, grouped into 8,601 distinct searches so close variants aren't counted twice. That comes to about 3.6M searches a month, worth about \$12.5M a month in ad clicks. Google hides volume for the biggest medical head terms, so treat every total as a floor. Click value is volume times cost per click. It shows where advertisers spend; it isn't a revenue forecast.

Monthly click value by category (top 14)



Purple bars mark lines a sleep clinic or dental sleep practice sells directly: doctors and clinics, testing, oral appliances, Inspire referrals, weight-loss care and coverage help.

Where the clicks cost the most



By patient stage

STAGE	SEARCHES / MO	CLICK VALUE / MO	AVG CPC
Start therapy (CPAP machines, masks)	1.13M	\$3.5M	\$3.08
Look for alternatives (oral appliance, Inspire, GLP-1, mouth tape)	674K	\$2.9M	\$4.35
Find a provider (sleep doctors, clinics, centers)	318K	\$1.8M	\$5.54
Notice / suspect (snoring, symptoms)	614K	\$1.5M	\$2.42
Get tested (sleep studies, home tests)	177K	\$1.1M	\$5.96
Live with therapy (supplies, cleaning, apps, side effects)	440K	\$928K	\$2.11
Research / risk	185K	\$499K	\$2.71
Pay / qualify (insurance, Medicare, VA, DOT)	64K	\$317K	\$4.95

Health ads note: Google requires LegitScript or NABP certification to target prescription-drug keywords such as Zepbound, and telehealth prescribers fall under the same rule. Click values show the auction, not what any one practice can buy.

THE EASIEST MONEY ON THE TABLE

These searches have high value and low competition: keyword difficulty 20 or under (out of 100), buyer intent, no brand or drug names, and at least \$1 a click. 367 searches pass the filters. These are the top 15, with at most two per category.

#	KEYWORD	SEARCHES / MO	CPC	DIFFICULTY	CLICK VALUE / MO	PEAK
1	mouth tape	60,500	\$2.54	9	\$153,670	Nov
2	travel cpap machine	27,100	\$5.40	17	\$146,340	Nov
3	nose tape snoring	49,500	\$2.42	18	\$119,790	Dec
4	snore bite guard	14,800	\$6.98	14	\$103,304	Jan
5	anti snore mouthpiece	12,100	\$7.14	8	\$86,394	Jan
6	bilevel bipap	49,500	\$1.66	0	\$82,170	Sep
7	implanted sleep apnea	12,100	\$6.78	10	\$82,038	Oct
8	apnea pillow	27,100	\$2.26	0	\$61,246	Nov
9	sleep clinic near me	8,100	\$7.04	7	\$57,024	Sep
10	sleep center near me	6,600	\$7.17	7	\$47,322	Sep
11	cpap store near me	18,100	\$2.55	7	\$46,155	Sep
12	anti snore device	9,900	\$4.57	16	\$45,243	Jan
13	sleep apnea testing near me	2,900	\$12.40	11	\$35,960	Jun
14	cpap nose mask	18,100	\$1.27	0	\$22,987	Sep
15	cpap wedge pillow	12,100	\$1.65	4	\$19,965	Jan

Bold rows are services a sleep clinic or dental sleep practice sells. Mouth tape, pillows and machines are retail lines where Amazon, Walmart and online CPAP stores lead.

Rising fast (up 50% or more on last year)

WEIGHT-LOSS DRUGS

"zepbound for sleep apnea" is up 83% to 22,200 a month. "glp 1 for sleep apnea" is up 175% at \$10.22 a click, and "how does zepbound help with sleep apnea" is up 125%.

INSPIRE AND IMPLANTS

"inspire therapy apnea" is up 406% to 5,400 a month. "implanted sleep apnea" gets 12,100 at \$6.78. The category as a whole is up 24% by volume.

LIVING WITH CPAP

Upkeep searches are climbing: "distilled cpap water" is up 123%, "heated tube for cpap" up 510%, "cpap mask not sealing" up 517% and "cpap humidifier heated" up 241%.

Also rising: "sleep center study" (+230%, \$7.95 a click), "osa sleep apnea treatment" (+123% to 40,500), "signs of sleep apnea in woman" (+50%), "pediatric sleep specialist" (+50%) and "loud snore" (+238%). Falling: Philips recall searches are down 54%, and the provider and oral-appliance categories are flat to slightly down (-2% and -6%).

THE SLEEP APNEA YEAR: WHEN TO PUSH WHAT

Each cell shows that month's search volume against the category's own average. Darker means busier. Sleep apnea demand is flatter than most markets: the whole category swings only 1.36x from peak to low. January is the clear high point (1.19x) and June is the low (0.88x). Plan content and campaigns 6 to 8 weeks ahead of each peak.

CATEGORY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Snoring remedies & anti-snore products	1.30	1.10	1.17	1.02	.92	.79	.81	.79	.86	.96	1.08	1.20
Mouth taping	1.32	1.07	1.03	.91	.85	.81	1.05	.90	.93	.84	1.10	1.19
CPAP & BiPAP machines	1.21	1.15	1.14	1.03	.89	.81	.97	1.06	.85	.76	.96	1.17
CPAP supplies & stores	1.21	1.01	1.12	.98	.92	.92	.98	1.00	.92	.90	.99	1.05
CPAP masks	1.06	1.00	1.07	1.00	.97	.99	1.07	1.16	.93	.92	.90	.92
CPAP cleaning & water	1.17	.99	1.02	.93	.93	1.04	1.07	1.16	.83	.86	.93	1.08
Dental sleep medicine & oral appliances	1.37	1.05	1.07	.98	.92	.89	.93	.86	1.02	.99	.92	1.01
Weight loss & GLP-1 drugs	1.21	1.08	1.13	1.01	.87	.88	.77	.80	1.07	1.07	1.10	1.01
Home sleep tests	1.05	1.06	1.28	1.05	1.01	.93	1.05	1.03	.90	.87	.81	.96
Sleep studies & diagnosis	1.08	1.02	1.06	.99	1.00	.96	1.10	1.03	.99	1.00	.85	.92
Sleep doctors, clinics & centers	1.03	1.05	1.08	.96	1.04	1.06	.98	.91	1.08	1.03	.90	.89
Inspire implant & surgery	1.07	.90	.99	.90	.88	.97	1.10	.97	1.12	1.10	.98	1.02
Insurance, Medicare & cost	1.08	.97	1.08	1.04	.96	.95	.98	.98	.93	1.10	.98	.95
Natural remedies, positional & other therapy	1.00	1.22	1.35	.99	.93	.83	.92	1.15	.92	.94	.91	.85
Symptoms & warning signs	1.04	.94	1.07	1.00	1.05	1.05	1.19	1.19	.80	.84	.89	.94
Philips recall & lawsuits	1.15	.71	.64	.66	.39	.32	.50	.36	2.17	1.78	1.68	1.66

Scale: white under 0.95, then 0.95 to 1.05, 1.05 to 1.15, 1.15 to 1.25, and darkest at 1.25 or more.

JAN - MAR

The peak. Snoring, mouth tape, oral appliances (1.37x), CPAP machines and GLP-1 searches all top out in January. Home tests peak in March (1.28x). The likely drivers are new-year resolutions and reset deductibles.

APR - JUN

The quiet season (June is 0.88x overall). Use it to build answer pages and videos before the summer bump and the autumn peaks.

JUL - AUG

Symptom searches run high (1.19x), along with masks (1.16x in August) and cleaning. Sleep studies peak in July.

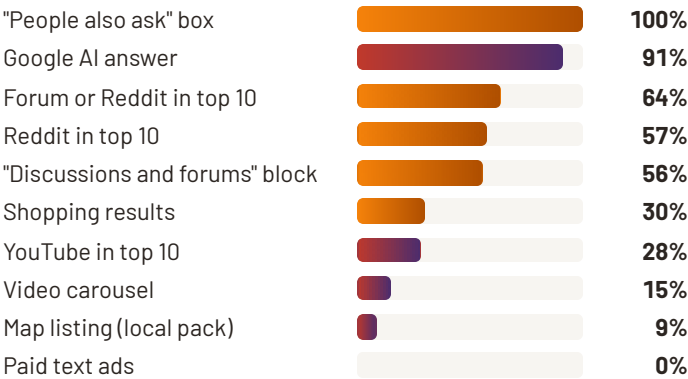
SEP - DEC

Inspire peaks in September and October, as do insurance and coverage questions (1.10x in October, open enrollment). Snoring and CPAP climb again in December.

WHO WINS SLEEP APNEA ANSWERS ON GOOGLE TODAY

We ran 92 searches across the whole patient journey (89 returned) and recorded everything on each result page. The winners are government and hospital health pages, Reddit, and video, not sleep practices.

What shows up on the page (share of 89 result pages)



By topic: the forum block shows on 87% of CPAP pages and 73% of testing pages. Map listings show on half of the provider searches. Shopping results show on 71% of snoring pages.

Share of visibility (weighted by rank)

SITE	SHARE	#1 SPOTS	AI ANSWER CITES
reddit.com	6.6%	8	12
nih.gov (NIH, PubMed, NHLBI)	6.6%	8	21
mayoclinic.org	4.1%	8	18
sleepapnea.org	3.0%	2	31
resmed.com	2.7%	4	13
clevelandclinic.org	2.5%	3	18
amazon.com	2.2%	4	2
lofta.com (home tests)	1.9%	3	6
youtube.com	1.7%	0	45
facebook.com (groups)	1.7%	1	4
sleepfoundation.org	1.4%	1	29
inspiresleep.com	0.9%	1	9

What this means: Google showed no classic featured snippet on any of the 89 pages. Of 821 "People also ask" answers, Google's AI wrote 812 and only 9 linked a source page. You get quoted by being a source the AI trusts. For sleep apnea, that means clinician-led video, recognized health organizations and pages that answer the exact question. A generic practice blog won't get quoted.

Where forums hold the top spots and no practice has a good answer yet

On 60 of 89 result pages, forums hold 2 or more top-10 spots or a top-3 spot, or Google shows a forum block. Those pages carry 324 questions. The worst: **Inspire side effects** (Facebook, TikTok and Reddit in the top 3), **at-home sleep apnea tests**, **CPAP without insurance**, **CPAP mask leaking**, "can sleep apnea be cured", "can sleep apnea kill you", the cost of a sleep study, and Zepbound for sleep apnea.

Local search is thin. Map listings appeared on only 8 of 89 pages. The listings that did show had 54 to 815 Google reviews, and the sample location changed from search to search. A practice with real reviews and a well-built profile can stand out, but most patient questions are answered without a map.

THE QUESTIONS PATIENTS ASK MOST

On Google ("People also ask")

Number of result pages (out of 89) where each question appeared.

QUESTION	PAGES
Can losing 20 pounds cure sleep apnea?	38
What is the Japanese trick for sleep apnea?	38
What is the pillow trick for (or against) sleep apnea?	29 / 24
What is the 4-hour rule for CPAP?	20
Why do so many people quit CPAP?	16
What is the 3% rule for sleep apnea?	16
Will sleep apnea qualify me for Ozempic?	12
Life expectancy of a person with sleep apnea?	11
What vitamin deficiency causes sleep apnea?	10
What helps sleep apnea go away?	9
Why can't you use tap water in a CPAP machine?	9
Is there a maskless CPAP?	6
What are 5 symptoms of sleep apnea?	6
How did Shaq fix his sleep apnea?	5
What is the name of the pill that treats sleep apnea?	5
Most common complaints in Inspire reviews?	4
What is the downside of Inspire?	3
How to get a CPAP machine for free?	3
What level of sleep apnea requires a CPAP?	3
What disqualifies you from Inspire?	2

473 unique questions in total. By topic: CPAP 125, testing 87, basics 59, insurance and cost 36, cures and other treatments 29, weight loss and GLP-1 28, risks 25, Inspire and surgery 24, providers 19, oral appliances 17.

On Reddit (53,756 posts, 7 subreddits)

Question posts matching each theme, out of 32,225 question posts.

QUESTION	POSTS
Which mask should I try? (nasal, pillows, full face)	4,252
Are my numbers (AHI, leak, events) OK?	2,656
How do I stop dry mouth or mouth breathing?	2,004
Which machine? (AirSense 11 vs 10, AirMini, BiPAP)	1,921
What do my sleep study results mean?	1,668
How long does it take to get used to CPAP?	1,273
Does an oral appliance work as well as CPAP?	1,242
Is surgery (jaw, nasal, tonsils) worth it?	798
How do I travel or camp with CPAP?	795
How do I stop mask leaks?	693
Can weight loss or Zepbound get me off CPAP?	574
How do I clean it, and what water do I use?	360
Why am I bloated or swallowing air?	342
Where can I buy a machine or supplies cheaper?	265
Is Inspire worth it? Who qualifies?	260
Why am I still tired on CPAP?	256
How do I file a VA claim for sleep apnea?	245
Should I get tested? Is this sleep apnea?	214
Will insurance or Medicare cover it? Compliance?	149
Will this affect my CDL, DOT card or pilot medical?	89

Subreddits: r/CPAP 27,783 and r/SleepApnea 23,884 (24 months), r/snoring 1,167, plus filtered posts from r/VeteransBenefits, r/Zepbound, r/Mounjaro and r/Truckers.

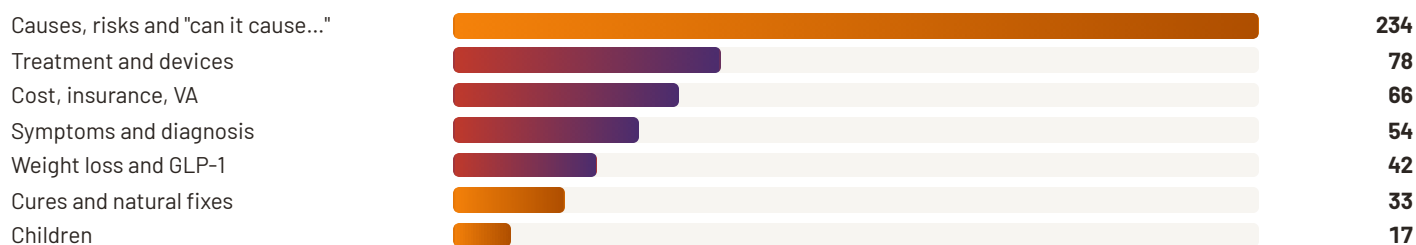
Top questions on Google by search volume

How can I quit snoring (49.5K a month) · Can apnea kill you (14.8K) · Why do adults snore (14.8K) · What are the causes of snoring (12.1K) · Can hypertension cause sleep apnea (5.4K) · What is a BiPAP machine (5.4K) · How does Zepbound help with sleep apnea (4.4K) · How to cure sleep apnea (4.4K) · Does mouth tape work (4.4K) · How much does a CPAP machine cost (3.6K) · How much does a sleep study cost (2.9K, \$6.81 a click).

WHAT PEOPLE TYPE INTO GOOGLE

We ran 135 Google and 135 YouTube autocomplete lookups on five sleep apnea starters ("sleep apnea", "can sleep apnea", "is sleep apnea", "why does sleep apnea", "sleep apnea how to"), each alone and with a to z added. Google returned 1,052 unique suggestions and YouTube 409. These are the exact words people type before they see a single result. Google started blocking the lookups after those five starters, so this is a sample.

What the Google suggestions are about (unique suggestions)



Some suggestions fall under more than one theme.

FEAR

"CAN SLEEP APNEA CAUSE..."

40 phrasings, including: a stroke · afib · anxiety · brain fog · headaches · high blood pressure · migraines · nightmares · night sweats · frequent urination at night · heart problems · nausea · neck pain

VETERANS

VA CLAIM LANGUAGE

24 VA suggestions plus 21 "secondary to" phrasings: is sleep apnea a presumptive VA disability · is sleep apnea hard to prove for VA disability · sleep apnea secondary to PTSD · secondary to tinnitus · secondary to GERD · secondary to hypertension

GLP-1

"DOES IT QUALIFY ME?"

28 suggestions: can sleep apnea qualify you for Zepbound · does sleep apnea qualify for Ozempic · is sleep apnea a diagnosis for Zepbound · can a sleep apnea doctor prescribe Zepbound · sleep apnea Zepbound insurance coverage

COVERAGE

"IS IT COVERED?"

is sleep apnea test covered by Medicare · is sleep apnea equipment covered by insurance · is sleep apnea oral appliance covered by insurance · sleep apnea oral appliance cost · sleep apnea implant cost · sleep apnea jaw surgery cost

DENTAL

THE MOUTH GUARD QUESTION

16 suggestions: do sleep apnea oral appliances work · sleep apnea mouth guard vs CPAP · sleep apnea dentist near me · sleep apnea mouthpiece · can sleep apnea use mouth tape

YOUTUBE

WHAT THEY WANT TO SEE

can't sleep with CPAP · how does sleep apnea sound · sleep apnea before and after CPAP · how to self diagnose sleep apnea · sleep apnea Apple Watch · how to clean your sleep apnea machine · my experience with sleep apnea

What this adds to the plan: fear comes first, so give each "can it cause..." risk its own reviewed answer that ends in one next step: get tested. Every service page should say what insurance and Medicare usually pay and what cash costs. Veterans use claim language ("secondary to", "presumptive"), which is a ready-made series for practices near military communities.

WHAT HURTS SLEEP APNEA PATIENTS MOST

28 pain points ranked by frequency and anger (1 to 5) across 53,756 Reddit posts and 6,384 top comments. Comfort problems lead by volume. The angriest posts are about doctors and suppliers, not the condition.

#	PAIN POINT	POSTS	CMTS	ANGER	TYP. \$	WHAT THE POSTS DESCRIBE (PARAPHRASED)
1	Dry mouth, mouth breathing, congestion	4,579	182	1.52	\$300	New to nasal pillows and waking with nostrils that feel sanded raw.
2	Pressure feels wrong, settings confusion	4,106	174	1.43	\$400	A week in, kept waking up feeling suffocated until the minimum pressure was raised.
3	Mild or borderline result, UARS, misdiagnosis	3,216	87	1.50	\$500	The sleep doctor shrugged off a "mild" result, and two years of fatigue followed.
4	Can't fall asleep with it, claustrophobia	1,914	116	1.79	\$375	The mask feels like drowning, and they're close to quitting in week one.
5	Mask leaks and fit	1,713	66	1.41	\$200	The app shows a smiley face, not where the leak is, so they built a tool to read the SD card.
6	Residual events, central apneas	1,556	45	1.39	\$1,000	Six sleep clinics in ten months: wrong machine, wrong diagnosis, still exhausted.
7	Travel and power	1,493	117	1.24	\$362	Used CPAP on two flights; the airline wanted a form approved in advance.
8	Humidifier rainout, water, tubing	1,317	90	1.40	\$250	A cheap hose cover ended rainout and quieted the air noise.
9	Partner, noise, separate rooms	1,122	42	1.63	\$468	A partner's snoring, or the machine's noise, pushes couples into separate rooms.
10	Cleaning, mold, SoClean worries	1,136	320	1.36	\$149	Masks should be replaced every 3 months, but at \$60 after insurance it doesn't happen.
11	Still exhausted with good numbers	1,033	40	1.64	\$400	Three months on CPAP and still sleepy all day; the advice is not to accept it.
12	Swallowing air, bloating (aerophagia)	918	22	1.59	\$400	Waking up bloated and burping from swallowed air.
13	Pulling the mask off in sleep	883	31	1.55	\$75	The hose wrapped around the neck in the night and dragged the machine off the nightstand.
14	Out-of-pocket cost	888	45	1.50	\$449	No insurance, so no visit or study; living with suspected apnea.
15	Long waits for a study or doctor	746	13	1.67	\$300	Weeks or months to get a study, an appointment or the machine.
16	Machine noise, errors, backorders	737	34	1.43	\$337	The supplier refused to replace a five-year-old machine after the motor went loud.

Typical \$ is the median dollar amount mentioned in those posts (5 or more mentions). Posts can match more than one pain, and long weight-loss stories touch several.

CARE AND SUPPLY HORROR THEMES

Dismissive doctors (200 posts) score the highest anger, 1.89, and suppliers (302 posts) 1.75. Insurance denials and compliance threats come up in 682 posts. Inspire posts carry the biggest money mentions (median \$2,600), then oral appliances (\$1,400).

WHAT PATIENTS TRUST

Net tone: AirMini +24, Lofta +23, Amazon +19, oral appliances +17. Coldest on Reddit: AdaptHealth -82, Lincare -67, VA -65, Apria -55, Medicare -46. This is tone in posts, not a quality rating. Equipment brands sit between -16 and -36 because leak talk dominates.

WHAT PATIENTS TALK ABOUT, AND WHO WINS VIDEO

Most-mentioned brands and products on Reddit

Net tone is positive minus negative sentences, as a share of those that took a side, in posts and top comments from October 2024 to October 2026. It measures how people talk, not product or service quality. "Leak" and "problem" count as negative, which pulls equipment down.

BRAND OR PRODUCT	MENTIONS	NET
ResMed (brand)	7,969	-18
ResMed AirSense 11	3,707	-19
ResMed AirFit F20 / F30 / F40 (full face)	3,635	-35
ResMed AirFit N / P nasal masks	3,618	-16
OSCAR (free analysis software)	3,506	-23
Mouth tape / chin strap	2,442	-30
Oral appliance / sleep dentist	1,747	+17
SleepHQ	1,646	-14
Fisher & Paykel masks	1,199	-8
ResMed myAir app	1,059	-38
Lofta (home tests)	834	+23
ResMed AirMini (travel)	709	+24
Zepbound / Mounjaro	611	+4
Inspire	538	+1
Philips DreamStation	526	-36
Apria / Lincare / AdaptHealth	275 / 115 / 130	-55 / -67 / -82

Oral appliances, home tests and the travel machine are the only lines patients are clearly warm on. Suppliers and payers are the coldest, which leaves an opening for a practice that handles the paperwork and the resupply itself.

Who wins sleep apnea YouTube searches

1,427 videos from 21 YouTube searches. "Top-3" counts how often a channel ranked in the first three results.

CHANNEL	TOP-3	RESULTS
Sleep Doctor	11	80
RespShop (online CPAP store)	4	61
The CPAP Store	3	61
Vik Veer, ENT surgeon	3	36
VieMed Healthcare	3	9
Sleep Is The Foundation	2	32
American Academy of Dental Sleep Medicine	2	8
ResMed	1	51
Sleepplay	1	42
CPAPmyway	1	26

Clinicians and CPAP stores beat brands. One clinician-led channel takes 11 of the top-3 spots. Online stores win the setup and mask videos, and an ENT surgeon wins the exercise and surgery videos. 24% of ranking videos are Shorts. Most uploads are from the last three years, but decade-old hospital explainers still rank for "sleep apnea". A practice that films real fittings and answers one question per short video can win here without a big budget.

THE PLAYERS AND THEIR WEAK SPOTS

COMPANY	WHAT THEY SELL	HOW THEY GET PATIENTS	WEAK SPOT (FROM THE DATA)
ResMed \$5.7B revenue, FY2026	AirSense machines, AirFit masks, the myAir app	Prescribers, suppliers, brand content	2.7% share of visibility. The myAir app's net tone is -38, and "my resmed login" gets 18,100 searches a month
Philips Respironics	Masks, parts and servicing; no new US CPAP sales under the 2024 consent decree	Existing users, the DreamMapper app	DreamStation tone is -36. Recall searches are down 54% but still cost \$8.19 a click
Inspire Medical \$912M revenue, 2025	Implanted nerve stimulator for people who can't use CPAP	Surgeon network, patient-education marketing	0.9% visibility. Facebook, TikTok and Reddit hold the top 3 for "side effects". Reddit tone is mixed (+1)
Lofta and home-test sellers	Online home sleep tests with telehealth reads	SEO, AI-answer citations	The strongest of the group (1.9% visibility, 3 #1 spots, +23 tone). Home-test clicks cost \$9.28, the highest in the market
Online CPAP stores CPAP.com, Sleepplay, RespShop, Amazon	Cash-pay machines, masks, supplies	Shopping results, YouTube how-tos	They win retail but don't diagnose or fit. Amazon leads snoring results with 15% of that cluster
Suppliers Apria, Lincare, AdaptHealth	Insurance-billed machines and resupply	Prescriber referrals, payer contracts	Most negative Reddit tone of any names we tracked (-55 to -82, Oct 2024 to Oct 2026). Tone in posts, not a service rating
Hospitals, NIH, sleep nonprofits	Education, sleep centers	Authority SEO, AI citations	They own definitions and risks (NIH 6.6%, Mayo 4.1%). They're thin on cost, masks and "which alternative is right for me"
Dental sleep practices, Daybreak	Custom oral appliances, some by telehealth	Local SEO, map listings, referrals	The warmest tone (+17) and difficulty-5 keywords, but scattered and local. Daybreak searches are up 184%, yet its site shows on only 1 of 89 pages
GLP-1 drugs and telehealth Lilly Zepbound	Tirzepatide for sleep apnea with obesity (FDA, Dec 2024)	Brand ads (certification needed), telehealth	Results for "zepbound sleep apnea" are Reddit, NIH and FDA. Nobody offers the before-and-after sleep test

The CPAP adherence gap is the industry's open wound

49%

of 132,492 Kaiser Permanente SoCal patients met Medicare's 90-day CPAP rule (ATS 2026)

4H × 70%

the rule: 4+ hours on 70% of nights in a 30-day window

36%

of patients who missed the rule were still using CPAP at 12 months (same study)

80-90%

of adults with obstructive sleep apnea remain undiagnosed (AASM fact sheet)

Sources: ResMed Q4 FY2026 release; Inspire Medical Systems full-year 2025 results release; Philips consent decree update (2024); Sleep Foundation on the Zepbound OSA approval; Apria and CMS summaries of the CPAP rule; Kaiser Permanente Southern California CPAP study presented at the ATS 2026 conference (reported by Healio, May 2026); AASM fact sheet and AASM / Frost & Sullivan economic report. Supplier tone figures are our own Reddit measurement, measured as net tone of Reddit sentences naming each company (posts and top comments in r/CPAP, r/SleepApnea and five related subreddits, October 2024 to October 2026, classified by keyword rules).

WHITE SPACE NOBODY OWNS

1. A 90-DAY CPAP SUCCESS PROGRAM

Mask fitting, a data check at weeks 1, 4 and 10, and fixes for dry mouth, leaks and air swallowing, all before the insurer's day-90 check. The top Reddit questions sit here, and in one 132,492-patient study only 49% passed it.

2. PUBLISHED CASH PRICES

"How much does a sleep study cost" is \$6.81 a click, and "CPAP without insurance" is answered by Reddit and Facebook. Almost nobody publishes a price for a home test, an in-lab study, an oral appliance or a consult.

3. SOMEONE WHO READS YOUR DATA

Patients post OSCAR charts for strangers (3,506 OSCAR mentions; "are my numbers OK?" in 2,656 posts). A practice that reviews the data and explains it in plain words takes over that job.

4. AN HONEST ALTERNATIVES CLINIC

Oral appliance vs CPAP vs Inspire vs weight loss, with who qualifies and what insurance pays. Forums own these comparisons today, and the clicks run \$6 to \$9.

5. A RETEST PATHWAY FOR GLP-1 PATIENTS

Zepbound demand is up 83%, and "can losing 20 pounds cure sleep apnea?" appears on 38 result pages. Nobody sells the before-and-after study and the CPAP pressure review as one package.

6. RESUPPLY WITHOUT THE SUPPLIER PAIN

On Reddit, supplier names drew the most negative tone in our sample. Practices that handle resupply in-house or with a vetted partner, with reminders and no surprise bills, remove the biggest complaint.

7. FROM SNORER TO DIAGNOSIS

About 600K snoring searches a month end at nasal strips and mouth tape. A quiz, a screener and a low-cost home test turn the partner's complaint into an appointment.

8. PAPERWORK FOR VETERANS AND DRIVERS

VA "secondary to" claims and DOT/CDL compliance reports are their own content and service lines (285 VA posts, 125 driver posts, 21 "secondary to" suggestions).

Medical content rule for all of the above: answer what people ask, cite clinical guidelines, have a licensed clinician review each page, and make no outcome promises. Google's healthcare ad policy applies to every paid line, and prescription-drug terms need certification.

THE SLEEP PRACTICE LADDER

One practice brand from the first snore to long-term therapy, built for a sleep clinic, a dental sleep medicine practice, or the two working as referral partners. Each rung ties to the demand and gaps in this report. Prices are for each practice to set from its payer mix; this report doesn't propose any.

FREE • REACH ANSWER EVERYTHING - FAQ hub: the 473 Google questions, clinician-reviewed, with FAQ markup - One short video per question - Snoring and sleep apnea screener - Cost and coverage pages	ENTRY • \$ GET TESTED - Home sleep test with a published cash price - Telehealth consult - Same-week booking - Partner-friendly snoring check	CORE • \$\$ TREAT AND FIT - CPAP start with in-person mask fitting 90-day success program - Oral appliance consult for people who can't tolerate CPAP - Inspire evaluation or referral	RECURRING • \$\$ STAY ON IT - Data reviews (plain-English OSCAR reads) - Scheduled resupply - Annual check and retest after weight loss - Compliance reports (DOT, VA, insurer)	PARTNERS • REFERRALS ROUND IT OUT - Sleep physician and dentist cross-referrals - ENT and Inspire surgeons - GLP-1 prescribers and weight programs - A vetted supply partner
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90-day plan

WHEN	BUILD	WHY NOW
Weeks 1–3	Service pages for home sleep tests, sleep clinic visits and oral appliances, each with a published price or price range, an insurance section and online booking. Fix the Google Business Profile and start asking every patient for a review.	"sleep apnea testing near me" is \$12.40 a click at difficulty 11. "sleep clinic near me" is \$7.04 at difficulty 7.
Weeks 1–6	January push, built now: snoring-to-diagnosis landing page, screener and home-test offer, plus oral appliance pages for the CPAP-intolerant.	Overall demand peaks in January (1.19x). Oral appliances hit 1.37x and snoring 1.30x.
Weeks 2–8	FAQ hub. Start with the rules and fears: the 4-hour rule, the 3% rule, "can losing 20 pounds cure it", "can it kill you", mask choice, dry mouth, tap vs distilled water.	These questions repeat across dozens of result pages, and Google's AI wrote 812 of 821 of the answers. Forums hold 60 of 89 pages.
Weeks 2–12	Clinician video channel: two Shorts a week (mask fitting, "what apnea sounds like", reading your data), each embedded on the matching FAQ page.	YouTube is cited in 45 of 81 AI answers. One clinician-led channel takes 11 top-3 spots today.
Weeks 4–8	Launch the 90-day CPAP success program and the data-review visit. Publish what it includes.	In one large study only 49% met the 90-day rule. Mask choice is the top Reddit question (4,252 posts).
Weeks 6–10	GLP-1 retest pathway and the alternatives comparison page (oral appliance vs CPAP vs Inspire vs weight loss). Line up ENT, Inspire and GLP-1 referral partners.	Zepbound searches are up 83%, Inspire up 406%. These are the richest clicks: \$6 to \$10.
Weeks 8–12	Coverage content for September and October: Medicare, insurance, VA "secondary to" claims and DOT compliance reports.	Insurance questions peak in October (1.10x), and Inspire in September. VA claim language fills autocomplete.

APPENDIX

HOW THIS WAS BUILT

WORKSTREAM	WHAT WAS PULLED	COST
Google demand	18 DataForSEO Labs requests (16 seeds, 2 second pages, 1 idea cluster) returned 15,708 rows. Filtered to 12,816 relevant US keywords in 8,601 groups, with volume, cost per click, difficulty, intent and 12 months of trend (Sep 2025 to Aug 2026). A clickstream check on 30 head terms confirmed that most carry no volume data.	\$2.15
Google results pages	92 seed searches (89 returned), desktop, 20 results deep, with "People also ask" expanded two levels and AI answers loaded. That gave 821 question slots and 473 unique questions.	\$0.45
YouTube	21 YouTube searches, 1,427 videos, grouped into channel rankings.	\$0.13
Reddit	53,756 public Reddit posts from r/CPAP and r/SleepApnea (24 months) and r/snoring, plus filtered posts from four adjacent subreddits, and 6,384 top comments. Posts were classified by keyword rules for pain, question, brand and patient stage. No usernames were stored.	Free public data
Autocomplete, apps, market	270 Google and YouTube autocomplete lookups, Apple's public app search, company filings and releases, AASM and published adherence studies.	Free
Total DataForSEO spend		≈\$2.73

Caveats

- Google withholds volume for many medical-condition terms. "sleep apnea", "cpap", "sleep study", "sleep apnea dentist" and "sleep apnea treatment" returned no data, so all totals are floors. Labs returns up to 1,000 suggestions per seed, so the long tail of "cpap" and "snoring" is undercounted.
- Search volumes are Google Ads estimates rounded into buckets. "Click value" ranks where advertisers spend; it isn't a revenue forecast. No paid ads appeared in the 89 collected pages, but that is one sample, not proof that ads never run.
- Topic labels were assigned by keyword rules, so a small share are filed under the wrong topic. Share of visibility is weighted by rank, not by search volume. Map listings reflect the data provider's sample locations.
- Reddit posts were classified by keyword rules, not read one by one, so treat counts as relative. Long posts can match several pain points.
- This report describes what people search and say. It is not medical advice and makes no claims about any treatment.

Data sources that failed

- A national Google Maps pull of sleep clinics (DataForSEO business listings) failed four times when the connection expired, and wasn't retried. Local data here comes from the 8 result pages that showed a map pack.
- 3 of 92 results pages are missing: one failed twice on Google's side, and two near-me pages came back but weren't saved.
- Google autocomplete returned "forbidden" after 5 of 48 planned starters. Reddit's top-post rankings returned rate limits. r/inspireimplant has had no posts since 2022.



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