Show Intro and Sponsor Messages

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Gentlemen, what's going on today? Hey Jerry, it's social media day. Social media? What is that? Influencer, content creator day! Ah, okay. I've heard of such things.

Well, we've got an interesting guest with us today, Lindsay Whitfarland, who is at Sleep BFF. She is a content creator and does some really unique videos related to CPAP therapy and sort of with a focus on women and women sort what it's like to wear CPAP and some of the challenges and issues related to CPap, but she makes it super fun.

And her content in some, I think one of her videos that I saw has had like tens of millions of views. So she's a hot commodity in the world of social media and content creation related CPapp therapy.

That is really incredible that she would have that kind of traction so early in what she's doing. She must have found a niche, something personal that's so relatable to everybody else.

Well, it's funny because I've seen now some copycats who are out there. We actually had, I don't know if you guys remember, maybe a couple of years ago, we had a content creator on the, Kaja, was her name.

It's fun because most of the time those content creators, if it is about CPAP and sleep apnea, they always have a mask on. So, you know, the whole idea of catching people's attention, with a CPAT mask.

I think it's really cool that what she's doing right now, and also on top of all of that, where she works, which kind of just fits hand in glove with everything.

But more importantly, I thinks she gives a voice to the consumer and shows that it is quite real. I'm actually looking forward to hearing what she has to say about the entire journey and, and how she got into this, because people look at us and ask, how do you get into?

We're like, we don't know, but I'd like to hear what he has. It was so long ago. We don' remember. Children back then.

Introducing Lindsay McFarland and Her Content

Alright, let's go to the show. Let's do it. Alright. Solish is redefining how sleep apnea risk is identified. Using a simple selfie-style face scan, our AI delivers a sleep risk score in under a minute.

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Choose Solesh. One selfie. Better sleep. Scan the QR code to know more. Lights out. Welcome everyone once again to another episode of Sleep Tech Talk, the sleep podcast with your hosts and friends, Emerson Kerr, Robert Miller, and me, Dr.

Gerald George Moneykerode. Folks, once out for you but before we do that i just want to say thanks to you all for so much for all the love you've shown us all likes the subscriptions and the shares to all of the people out there because of you we are doing this we continue doing it's another year for us and we're just so happy and excited to bring more content to a huge shout out to our sponsors without whom we can't keep doing so be sure to check them out and With that being said, Robert, what's going on today?

Hey, Jerry, thanks so much. Today on Sleep Tech Talk, we are excited to welcome Lindsay McFarland. She's also known as the Sleep BFF online. Lindsay's a respiratory therapist with hands-on clinical experience and currently works with ResMed, a leading pap manufacturer.

A proud CPAP user herself, she's become a passionate advocate for sleep apnea awareness, especially for women. Through her engaging content, She shares practical tips, breaks down CPap stigmas, and helps patients build a better relationship with their therapy.

All the warmth, real talk, and a focus on making sleep feel achievable, great sleep, feel achieveable. What she's sharing today is her personal opinions and experiences and is not medical advice.

She's also not representing her employer today. So Lindsay, welcome. Absolutely fantastic to have you join us today and look forward to hearing a little bit about your story and how you got into sleep medicine.

But then I guess we should transition pretty quickly after you tell us about you're sort of clinical background and you decided to get into this world of social media and, how do you develop all of the great content that you do.

Yeah, thanks so much, guys. Really appreciate you having me on today. And I think you guys were one of the first ones that actually reached out to me when I started creating content.

So I really appreciate. You guys have always been supporting me. Yeah. I'm a respiratory therapist by background. It did my school and education in Toronto in Canada.

Kind of did some work in the hospital. Realized that that wasn't quite my cup of tea. Transitioned into home care side. Working with setting up patients on CPAP therapy.

Then from there, I jumped in to start to work at ResMed on the CPAT manufacturing side. And then I started to realize that I have a little bit of a creative side to me.

So actually during the pandemic, i started a vintage furniture company. That was my first experience in content creation. Just flipping furniture, taking fun photos of it, making fun reels.

And then I kind of started to realize that I was missing that piece of it and I'm starting my own sleep journey. And as we know, too, there's a lot of stigma around sleep apnea and CPAP as well, particularly as a woman.

So when I first started out, I didn't show my face and that lasted all of like two months. I. Was like, this is boring. i'm going to reveal who this I thought it was like flying under the radar quite some time until some like coworkers and friends were like.

Hey, guys, saw your tick tock, but Yeah, just trying to make a fun space for people to show up and put some humor into it because I think it can be intimidating therapy to jump into.

Lindsay, when you had that sort of reveal moment, what happened? What happened with your friends, your family, and your circle? Did your fears come true or were you surprised?

You know what? That's such a good question. I find when when start to making content, um, you're internet friends become your best friends very quickly.

And I think people that you've known for a long time are kind of like, what are you doing? And why are you doing

that? And like, are your okay? Should we check in on you?

So there's definitely that part, I think, when you start to post, because it's awkward, right? Like you've got a hundred followers and they're like why is she posting content every day?

She's got this big audience. But I thing now as I've kind of grown into it, a lot of people have been super supportive. And I mean, my close friends and family have always been my rock stars and number one fan.

My husband, every day at dinner, he's like, I'm so proud of you. Great, great content today. So it's good to have those people. Hey, Lindsey, tell us some of the numbers.

How many followers? How much like what platforms are you on today? Yeah, mostly on TikTok and Instagram. So Instagram has been a slower climb, but I think it's above 27,000 now.

And then it actually slowly starting to surpass TikTok, which was my core audience to start. It's about 27000 on each one. I just started dabbling in Facebook last week.

A little bit scared of that platform. But we'll see. Think I've got like six followers there. Huge numbers on Facebook. We certainly hope after this episode airs, you'll get a few more.

Building Sleep BFF and Social Media Growth

A few right? Yes, yeah. There was a saying and his name escapes me, but he would say one in a row. That's how you get started, right. Love it. So true.

Yeah. All right, Lindsay. So how do you come up with all the content? I mean, that's the thing, you know, obviously that is driving the growth and the engagement.

And I know that you've started to pull in some other sleep influencers. I've seen some of the videos. Yeah. Maybe at one of the sleep conferences, we'll be able to do a little dance.

Yeah. Um, I think it kind of stems to from I'm a big music lover and I always like listen to music. So that's actually where I got a lot of my inspiration for like good lyrics, good things that I can tie in and tie back to sleep.

And then honestly, just with CPAP every night, I'm like, man, this piece is frustrating. Or like I bet so many people can relate to this peace. So either things that I've seen myself as a patient or in my real world experience too.

I just try and write some things down. Obviously like 50% of them I end up posting. The other 50%, I sit on and I like is that a good idea? Should I do that?

has to go through the revision process for sure. Yeah. Do you find that you're more self-aware through all of this, especially since you are trying to create content and you a patient at the same time and a manufacturer, that's quite an intersection of thought processes.

How does that influence you and how much more aware of your sleep apnea and your journey are you because of that? Yeah, I think that like when I first started, i thought that it was going to be a lot easier than it.

Was and I realized that I probably wasn't as empathetic or sympathetic to patients when i was setting them up and kind of like, you know, tough luck kid get through it, You'll be fine.

And now realizing going through, it holy it's hard and it can take months, especially if you've got like family things, other health conditions going on, it can definitely be a lot.

But it's so funny when people, I think in my professional world, bring up that content, It makes me sweat a little bit. And I feel like my face will get beat red talking about it, because I'm like, oh, that's like someone else that is

dancing on the bed that you're now having a serious meeting with.

It's kind of hard to do it. You get some pretty vulnerable moments in your video, right? Yeah. But it's just, I mean, even on LinkedIn, i just try to lean into it is who it, is you know, like I am who I, am and I don't want to be someone different like online versus offline.

I it just take it or leave it. Some people love it some people hate it but I just want, to, be consistent and and show who i am. So in your opportunities to put your content out there, again, you've engaged with some of these other influencers.

What's the collaboration look like as you are having those types of conversations? And then what's objective as kind of go into it? Because I'm assuming you want an outcome that is going to, I guess, broaden your audience.

Yeah, brought in our audience, but it's also just a really fun collaboration project. And we kind of just all put our brains together of like, oh, I heard this song and that could be really fine.

Or like Valentine's Day is coming up. Should we do a drop of our new C-pop single? I think that that's kind more where it comes from. Of course, the organic growth that you can get from it is great as well.

But I really think it also shows patience and users out there. You've got CPAP friends too. And like, if you're not talking to them about it, you should talk to him about, cause there's a really cool group and community out there.

Do you see yourself as an influencer? I mean, I remember I was having a conversation about something and influencer came up and then one of my sons said, You're an influencer.

I'm like, what are you talking about? And then he said, no, you're a YouTube channel. And I forgot that, uh, we actually have this and have an audience and that sort of thing.

Do you see yourself as that? Or do you, it's just kind of part of who you are. Have you forgotten that you actually. Yeah. Sometimes I forget, I think I more lean into like the content creation space versus like influencer, so to speak, like at the end of the day, just want to create a place that people feel like welcomed and like can come and share their opinions.

I don't really care if I've changed their mind, per se, or have influenced them to make a decision. If they start caring about their sleep health, that's great.

But at the end of the day, I just want a space where people can to come to the DMs, chat in the comments. My favorite thing is seeing other people talk in comments, and I'm not involved in it.

When they're making those connections and helping each other out, when I go to bed at night, because I've given them a platform and a space to feel safe doing that.

You know, Lindsay, content creation can be hard, especially when you're not feeling motivated or inspired. When you look at some of the things that you have created, what was maybe one that really stands out to you when that was a great one?

It had great traction, had fun, I felt inspired, What did that look like? Yeah, I'm sure you guys can relate to this too. But like the frustrating thing with content creation and doing this is the ones that take the most efforts, sometimes flop.

And then the one that took no effort is like exploding and going viral. I mean, like, are you kidding me? That took 10 seconds. Like I filmed I went on a trip.

I filmed all the different CPAP bags that I saw in the airport and I think it's over 13 million views across and that took no time to do and to post. But yeah, I've got like all my tutorials and like cap cut editing and things on the

screen and it is like a thousand views.

And so I that part can sometimes get frustrating because you don't know what's going to land, what it will reach. And it can be discouraging sometimes when you put a lot of effort into it.

But then when get those wins and one does do really well, there is a really fun feeling of waking up to like thousands of notifications on your phone.

You're like, okay, it was a good night overnight. Awesome. Have you ever thought about, you know, the sort of the cadence of serious content versus fun content where you maybe you think, You know what?

I've done three different videos on cleaning and filters and those things. And although I will say, if anybody really follows you, I think that you make all of it fun.

But the topics are certainly a little more serious and educational. Yeah. And like, I've definitely tried to be a bit more, think strategic around like understanding, like what the audience does like and doesn't like.

One thing that I am trying to get better about is I think becoming even a little bit vulnerable about like my journey, my whole health journey and that piece of it, that part I still, struggle to, get out there.

Cause it's like do people, just think that people want the education versus to learn about me.

Personal CPAP Journey and Surprising Wedding Story

So I'm starting to share those bits and pieces of, but it does feel weird. You know, it feels like it's just a one-sided conversation on a dinner table the whole time.

So, but trying to dabble that area too. Sleep Tech Talk is sponsored by React Health. Within our Luna PAP device line, each offering is FDA approved, encompassing CPAP, APAP bi-level and bi level ST models.

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Choose Solesh. One selfie. Better sleep. Scan the QR code to know more. Treating my sleep apnea has renewed my appetite for life. What matters to me now is giving my family a little treat.

So, Lindsay, that's a nice little segue into what I was going to ask you is can you tell us a bit about your journey into CPAP and then obviously where you are today?

Yeah. Yeah, so about a year and a half ago, um, I was testing a home sleep test device being in the space that I am in. Um, and I had done one in past and also many times just avoided it to be quite honest.

Like my husband told me I snored and was like, that is the rudest thing you could have ever said to me. We might need to get divorced tomorrow. How dare you?

And he was, like I'm concerned and like you're in this space and you should know, but yeah, it did a test. It said that

it was fine. Fast forward a couple of years later, joint flare-up issues that I'm going through in terms of my medicals.

I am sleeping a lot on my back, more so than my side. Sleeping in general is challenging. I was testing this device, the results came back and I said the device is faulty.

That was my report on it. I'm like, I don't know how to tell you this guys, but the devices wrong and i'm totally fine. So then going to some specialist and stuff, they're kind of like so what are you doing about your sleep and have you considered.

And I think that was kind the moment where I looked myself in the eyes near and just said okay I gotta start doing something about this. Gotta start practicing what I preach and that's when I started all of it and I'm not a perfect CPAP patient either.

Like I am very open about that on my channel and it's hard. It's extremely hard and I not the poster child. I wasn't super tired or fatigued and i don't wake up like oh this is the best day ever because it is just one piece of the puzzle for me.

But I try to do it for future Lindsey because I sure all you guys know the benefits of when you are treating sleep apnea and that's what keeps me motivated.

I love that. Lindsay, only because I want you to take a minute and tell us one part of your content, if we kind of go back a little bit, is the way that you told your parents that Yeah.

Tell us a little bit about that, because that's a pretty good part of your social. Totally. Yeah, so yeah, that was like one video they posted on TikTok that like went viral.

That was completely outside the space, but sharing a bit more about me. So I think kind of on brand of not really Wanting too much focus on myself, even though I'm a very extroverted person most of the time.

I didn't want an eight like a typical wedding and the thought of like walking down the aisle and like everyone staring at me gave me tons of anxiety. So my husband and I agreed that we would do a surprise wedding.

surprise this is not a dinner party you are at our wedding and it was so much fun and I don't regret any of it and so many people are like well like were people prepared what were they wearing but that was the best part of, it like everyone was, so chill they showed up wearing whatever they wanted to and we just got to party all night it, was awesome your parents initial reaction was it completely chill No, not at all.

My dad's initial reaction is like, what am I going to wear? Like he, he could care less of what was actually happening. He's like I need to go shopping.

my mom too. That was her biggest priority, but they almost didn't come, which is the funniest part too, they were like dragging their feet. Like it's a lot to ask us to come to this dinner.

You know, we have to drive two hours. I'm like. think you're going want to be there. you won't want miss it. Oh my gosh. Well, and one other celebrity that I think enters your content on a regular basis is your dog.

So tell us a little bit about that. Yeah, I have two dogs, one shy, so she doesn't make it in very often. But the other one is Willow and I've had Willo for coming up to two and a half years.

She's three Next month, she's a rescue from Northern Canada in Manitoba. So we went to an event and it was called Dogs and Brews, which is a terrible combination of having a beer with an adoption event, and I fell for it immediately.

We adopted her at the end of the event. She came back and they're the best. I love them. So one beer you weren't going to do it, two beers you were considering it and buy a beer.

She was in the car. Yeah, exactly. So Lindsay, a question for you is, you do a lot of content and especially to help women feel more comfortable using CPAP.

Could you give a few tips for our audience here about stuff that you talk about? Mm hmm. One of the most frequently asked questions that I get in the DMs is I'm embarrassed to like, what's my partner going to think or my future partner?

And I honestly like if they're not supportive of you looking after your health, you should tell them to kick rocks and get out them. That's My answer.

Like I if you at least you found that out early on if there not going be a supportive partner, then that's something that you should kind of flag early on.

And I also encourage people and women to talk to either their doctor about it, their parents about, it their friends about and try not to keep it a secret.

Like I even at first would like hide the machine on my nightstand when people came over just cause you didn't wanna be fully open about. But once you do start to reveal that piece, It's exciting, right?

Cause then you can find many other people that are going through either similar things or different things that you can get tips from. It's a fun question.

If you could interview anybody for your podcast, who would you like to interview? Then the second question is, as you look at your content going forward, what are you beginning to imagine?

What can your listeners look forward to as this year progresses? Yeah. Great question, I'm trying to think of who to interviewed. That's are really good one.

The Sleet Tech Talk crew, of course. Yeah, Of course! Done. Answered. Checked! Yeah. I know, I'm trying to think too. Like I don't know if there's any celebrity per se or anything because I feel like I sometimes have a bit of a hot take on that, but sometimes those people aren't relatable and they've got so many resources accessible to them that it might be a very different experience.

Advice for Women, Common Questions, and Future Plans

So I can't think of anyone in particular, but I would also love someone to come forward, I think, in the celebrity space that does have sleep apnea and to be more vocal about it.

So, you know, as more people start to speak up about, it I'd love to start, to interview those people. And I, think like what's to, come and I don't know to totally honest with you.

I'm kind of winging it. And like, as I had said earlier, no, Robert reached out to me, like I think maybe like video 10. He was like love what you're doing.

Can we chat? And I was, I don't know what I am doing, just having fun. There's sometimes a strategy and a method to the madness, but truly right now I just have fun with it and just kind want to see where it goes.

the comments to like what other people want to see and then that kind of drives the direction of where I go. Well, Lindsay, I've had a vision for you for a long time.

We haven't talked about this. The whole idea around a sleep BFF as an advocate for sleep therapy as a whole, not just for CPAP, but to me, I could see a group like a Project Sleep or one of the patient advocacy groups sort of adopting your whole platform of sleep bff and creating a network that allows people to plug in.

Yes, maybe to get some of great content that is fun, but also to have resources and things that are available to

patients and, you know, do it in a connected but sort of private way.

Yeah. And like, I love that too, because like sure, that's my handle, but like you guys are all sleep BFFs too. You know? Like you're all advocates in this space and like I think so many people can have like an ally or someone that they can tap into and trust and talk about their sleep.

We copyrighted that concept just before the recording today. Locked in. I love it. Right. Well, it looks like we're probably getting close to time. And usually when we get to this moment, this is when Jerry jumps in and gives us a last thought.

So Lindsay will let Jerry make his comment and then we'll… So, Lindsay, before we close, I did want to ask, what's probably the most common question that you get on on your channels and probably the most common thing that you have to keep rephrasing over and over again.

Yeah, that is a very interesting one. I think it's probably like, oh, I'm a mouth breather, so I go on a full face mask. That's something that I talk about quite a bit is, a lot of people go in a face masks right out of the gate because they think that they need it and that can be a barrier to them adopting.

CPAP and getting used to it. Or like I also get a lot of people too that are very early in their sleep journey and trying to figure out like, how do I get asleep test?

What does that look like? Like, what's the process? And being Canadian, I have like that perspective. I've worked in the US market a little bit, so I am some knowledge on it, but from a global perspective, it's so different in terms of how patients are kind of go through that journey.

So I try my best to educate them and bring them along on the journey, But there's still a be done from an educational standpoint. Awesome. Thank you. That is very interesting.

But we are out of time. Anything else that you want to talk about really quickly before we close? No, I don't think so. Just super appreciate you guys inviting me on.

Very honored to be on here today. Appreciate your guys's energy too and believing in my content and bringing it to life. So really appreciate your support.

Lindsay, we're honored to have you, our Sleep BFF to be on our show here. Yeah, all together. I love it. Well, thank you so much for joining us. And folks out there, Thank you all for joing us once again.

You can find Lindsay on on the different social media at Sleep BFF. And we'll of course have the information in the show notes. But until next time, we say thank you so much and lights on.

Be sure to check out our clinical sponsor, Sleep Review Magazine. More details in show. All right, another show in books and it means time for post calisthenics.

Man, that was amazing. It really was. You know, it's so fun to talk to people with that kind of energy that have bringing authenticity, you know. Of course, she reminded me immediately of Emma.

You Emma, how she put her podcast together and she's, so authentic with her journey. And Lindsay's that as well. It's her story. Its her authenticity.

Her passion, her energy and its infectious. So it was so to have her on today. All right, so I have to admit these post cows, I had this idea of the three of us coming into the scene with a mask on and some music in the background, in honor of Lindsay's content.

We should do that sometime. Yeah, if anybody hasn't seen it, she has one with the song, No Air, music played in that. Oh my gosh. It's so good, it's good.

I have seen that one though. That is a good one. Yeah. Yep. Well, she promised that she was going to pull us into some of that content at some point. So if she doesn't, I'm going Well, I hope it's inspiring, you know, for those, as we see more and more of our friends and colleagues kind of enter into this space, hope its inspiring because it just taking what you've got, putting your passion with it and making some magic happen.

And as she even pointed out, it doesn't even have to be complicated. It just has to something that connects with people and she's making magic. I find it very interesting, though, that when she started saying some of the things that she's got in her DMs and questions about CPAP, you know, 10, 15, 20 years ago, these questions kept coming up back then.

And people were afraid to talk about their CPap and afraid show it to their bed partner or potential mate or whatever. Those questions are still out today, even with so much exposure in the media.

You actually see CPAPs in movies and TV shows. They show it and it's like something that's more common. And yet this problem still exists in terms of exposure and fear towards the things.

I'm really happy to hear that she's helping break down that specific barrier. Well, you know what's interesting is I was reading through some stuff today and the whole issue of women in sleep is still a tough issue.

And to see someone so young that's really embracing this, obviously it's a part of her career, which helps immensely, but that still doesn't take away from some of the so-called shame of having to wear a mask and not seem attractive.

But to push past that and, not only push passed it, but to broadcast it to the world so that others can see how easy it is and how important it, is really extraordinary.

And kudos to her for stepping out and doing that, creating that vulnerability, and of course, the success that's coming with it. Well, she certainly is blazing a trail in the world of social media and educational content all at the same time and taking something that's very difficult for a lot of people to navigate and trying to make it as fun as possible.

And so, Lindsay, fantastic. We're happy to know you. Glad that you were able to join us today and even tell us some personal stories about your your wedding and how you share that on on social media as well.

So thanks, Lindsey. We appreciate you. Well, we definitely do. And folks out there, thank you, We. Appreciate you folks and continuing to. Join us in a huge shout out once again to the sponsors and until next time we say cheers.