



bright

REFERRAL

We transform the Referral Experience:

Bright Referral revolutionizes healthcare referrals by creating a seamless experience for specialists, referring doctors, and patients.

The current referral “process” isn’t great.

Lack of Transparency

Referring doctors have no way to track if patients followed through with their care.

Patient Confusion

Patients struggle to keep track of paper referral slip or verbal direction to follow through.*

Inefficient Process

The referral process hasn't changed in hundreds of years - still relying on word of mouth and paper.

**Research shows around 40% of referrals made via paper or word of mouth don't follow through - a massive gap in patient care and practice growth.*

Our 3-part mission:

Make it a win for **EVERYONE**.

1

Referring Doctors

Referring doctors had no way to track if patients followed through with referrals and suffer through a slow and inefficient “process”.

2

Patients

Patients have to do all of the heavy lifting for follow-up, leaving 40% of them to vanish and never get the treatment they need.

3

Specialists

Specialists have no awareness when a referral is made and therefore no control over the process - more transparency please!



So how does it work?

For those doing the referring

Old Process

Staff search through 20-40 referral pads, manually fill forms, and either hand paper to patient or attempt record-keeping.

Bright Referral

Staff simply tap a Bright Card to patient's phone - reducing a 5-10 minute process to 3 seconds.

Results

Digital records of all referrals, improved documentation, and visibility into patient follow-through.

Implementation recommendations

Card Placement & Design

- Place cards in every treatment room and hygiene chair
- Add cards at front desk and with doctors
- Never punch holes in cards - use clear holders instead
- Black and white design keeps costs low

Training Referral Sources

- Understand their current process first
- Consider their perspective
- Conduct a 20-minute lunch-and-learn
- Demonstrate the technology live

Step

1

Set up an account and give referral sources custom Bright Cards to use instead of a paper referral pad or business card.

The screenshot shows the 'MY PRACTICE' setup page in the Bright Referral app. The page is titled 'MY PRACTICE' and includes a navigation sidebar on the left with options like 'ACTIVITY', 'MY PRACTICE', 'MY LOCATIONS', 'REFERRAL SOURCES', 'REPORTS', 'USERS', and 'SUPPORT'. The main content area is divided into several sections:

- My Practice Profile:** This section contains fields for 'Company Name *' (filled with 'Mint Orthodontics'), 'Website (must include https://)' (filled with 'https://mintortho.com/'), 'Main Phone Line' (filled with '612-509-6468'), and 'Text Phone Number'. Below these fields is a note: 'Logo (Please upload a high resolution, black and white logo for best results. This logo will also appear on your custom Bright Cards.)' and a circular logo for 'mint MINT ORTHODONTICS' with a 'Remove logo' button.
- Online Resources:** This section includes fields for 'Does your office offer online appointment scheduling?' (with URL 'https://appointments.greytech.com/division123521'), 'Does your office offer virtual consults?' (with URL 'https://mintortho.com/familiesnaptrue'), and 'Does your office accept insurance or have information about insurance on your website? Link to that information here. (must include https://)' (with 'if so add the link here.').
- Social Networks:** This section includes fields for 'Facebook (must include https://)' (with URL 'https://www.facebook.com/mintortho'), 'Twitter (must include https://)', 'Instagram (must include https://)' (with URL 'https://www.instagram.com/mintortho'), and 'TikTok (must include https://)' (with URL 'https://www.tiktok.com/mintortho').
- Google Reviews:** This section includes a field for 'Select a location to pull google reviews' (with address '2804 West 43rd Street, Minneapolis, MN 55410 US').



For patients being referred

Old Process

Keep track of a thin slip of paper, forget to call, misplace the piece of paper, remember to call, get a friend's recommendation, call, wait on hold.

Bright Referral

Share contact information and wait for the doctor to follow-up.

Results

Higher conversion rates, faster time to treatment.

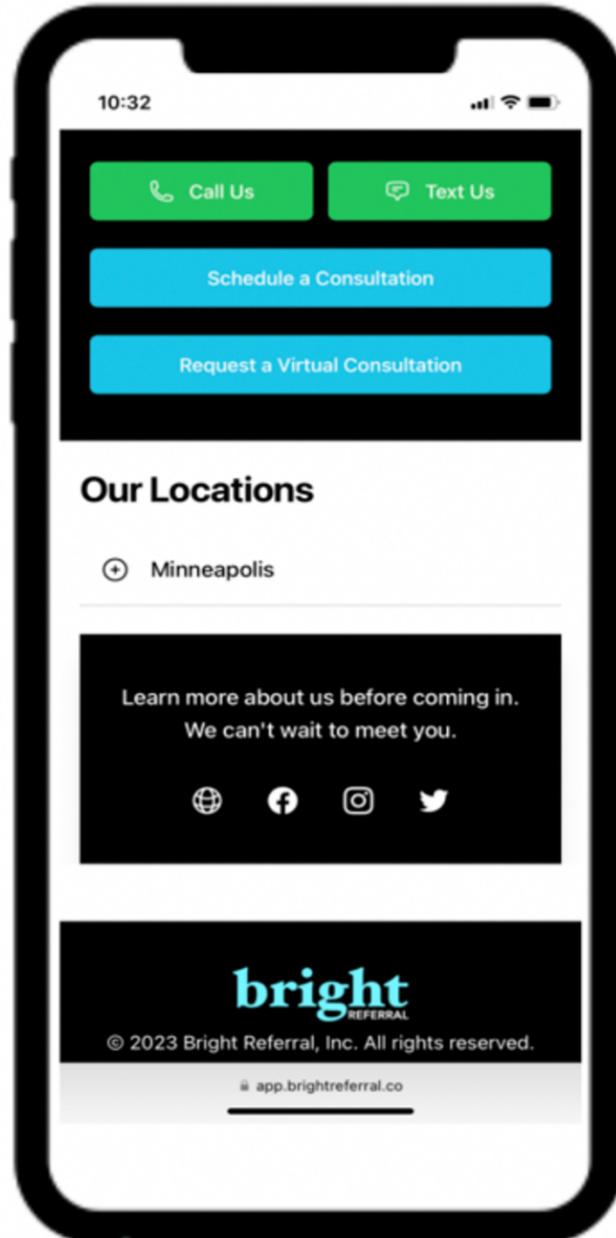
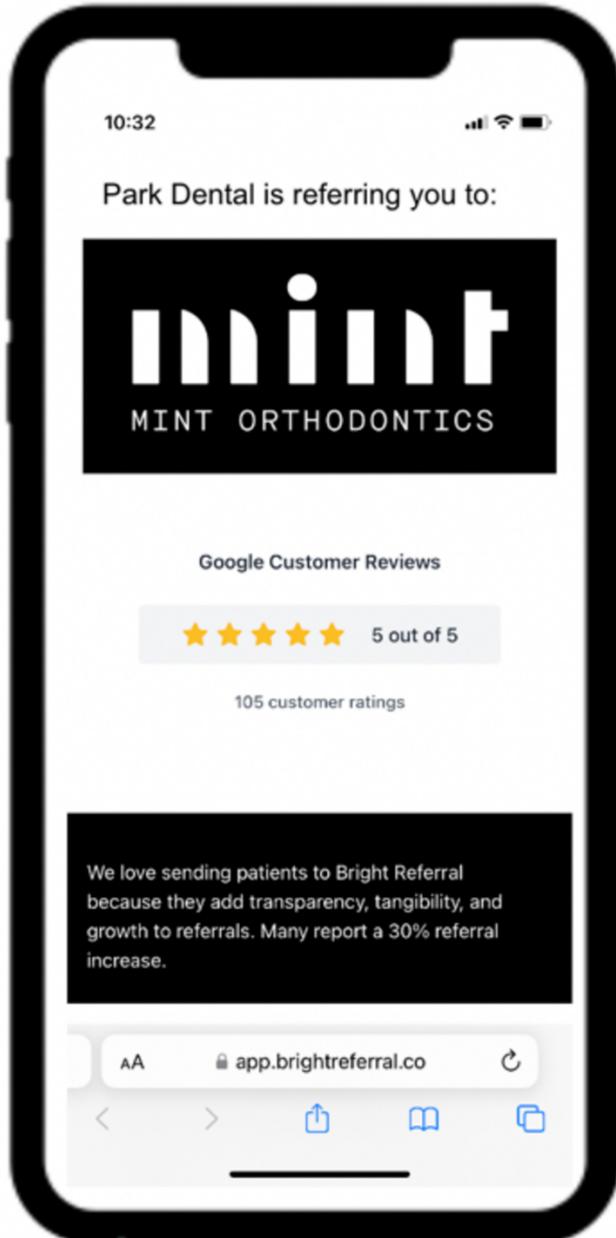
A few more things to know

- Bright Cards work with any smartphone manufactured 2017 or after
- QR code backup always available
- Bright Card opens customized page specific to that referral
- Multiple ways to follow-up, or schedule care, or share notes
- Once patients share contact info, the specialist follows-up - no paper to lose, remembering to call, no waiting on hold

Step



With a Bright Card-to-phone tap, referred patients get the information they want, how they want it.



For doctors receiving referrals

Old Process

Have no idea when patients are referred and just hope that they call.

Bright Referral

Know about every referral made, every time and follow-up with them directly.

Results

Growing practice, better referral relationships, improved decision making.

A few more benefits:

Data Driven Decisions

Track referral patterns by individual office and measure the impact of marketing efforts with customizable data tags.

Seamless Communication

Notes section allows team coordination for follow-ups and secure communication with referring offices.

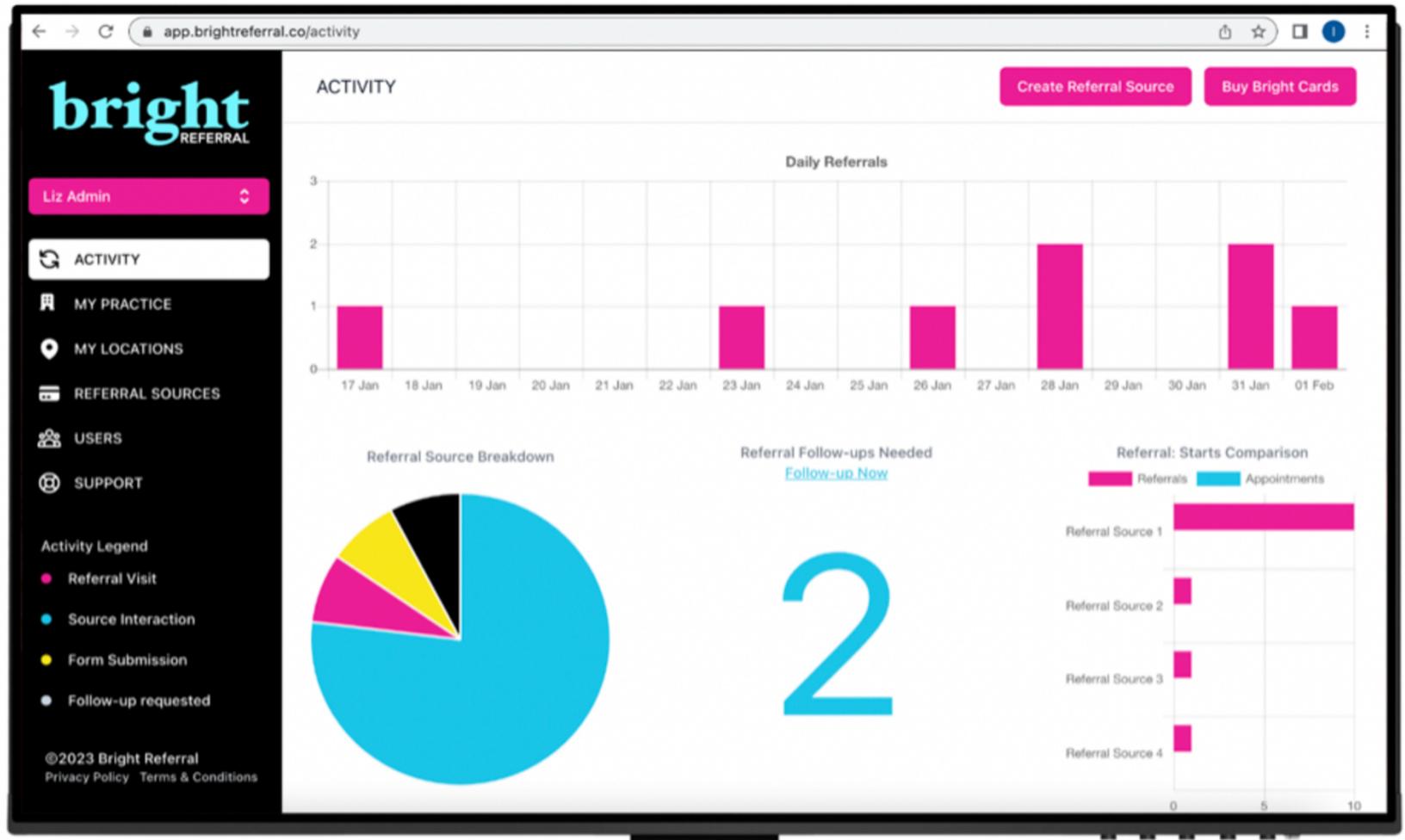
Custom Data Tagging

Tag referral sources by location, specialty, or other criteria to analyze patterns and conversion rates.

Step

3

In real time, you get the data you need to grow your business.





**What to expect
when you get started**

Pricing

Simple. Transparent. Scales with You.

Starter

Growth

Scale

Up to 3 referral sources
\$75/month

4-15 referral sources
\$225/month

Unlimited referral sources
\$400/month

Faster, easier referring



Referral contact info



Referral network data



Data exports



Downloadable referral records



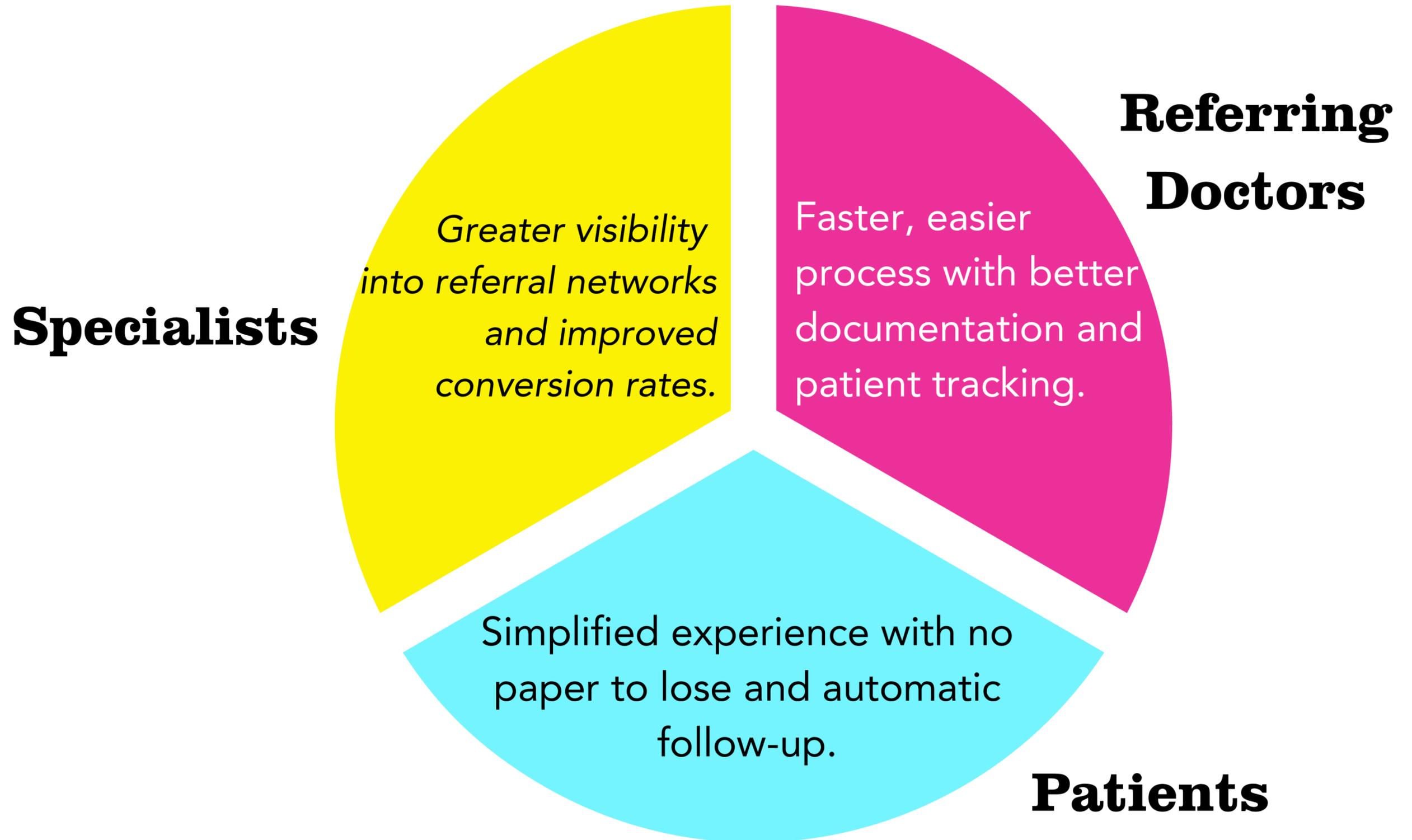
Digital referral cards



*Bright Cards sold separately (\$5-\$8/card). [Learn more here.](#)

Wins for Everyone

Bright Referral transforms an outdated process into a modern, efficient system that benefits everyone involved in the referral journey



Happy Users

Doctors

My referrals have grown 30% since starting with Bright Referral.

It's a no brainer! Super easy for our office to reach out to patients.

Our dentists love this. We have already seen a significant increase in referrals from those who were only referring a couple a year!

Patients

This is genius. I finally know more about a doctor than just a name.

OMG. This is so much easier.

Why can't every office use this?!

Referral Sources

This is so easy.

Wow. I'm impressed.

I can't believe we've been using paper this whole time. This is so much better.



Referrals are up.

And so are conversion rates.

Referral network is happier, faster and more efficient.

Leads are integrated.

DentalMonitoring
Greyfinch
LeadSigma
Practice Beacon
+ more on the way



Learn.

Contact.

Demo.

brighthouse
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