



# 1. Why was a paper referral used?

Hi There! We just wanted to reach out and thank you for the referral. We received this referral using a referral slip, but didn't see it appear within our Bright Referral system. How are you guys doing with the Bright Cards we shared with you? Perhaps your team needs a bit more training on how they work for referrals? I'd be happy to stop by and give another demonstration or send you a video that might be helpful. Just let me know! The Bright Cards are meant to make your referrals faster and easier and get the patients into treatment faster, so we'd love to find a way for them to work.

# 2. What is your referral process like?

I know you guys refer to so many different specialists and different offices. I'd love to learn more about your referral process. That way we can figure out how Bright Cards might fit in, to make things easier. The last thing we want to do is make anything more difficult!

# 3. Test your Bright Cards

Just to make sure the Bright Cards are working and your team is comfortable with them, how about you ask everyone to send a few practice referrals with the cards? That way everyone can re-familiarize themselves with how they work and we can make sure the data is coming through properly. You can just use your own phones for these test referrals. We'll delete the data so there is no confusion. Thanks so much for your help with this! We have heard from so many doctors and patients that this system can really improve things. We really appreciate your help in trying to roll it out!

# 4. One week follow-up

Hi Friend! It looks like it has been an active week! That's so wonderful. Have you heard any feedback - good and bad - from patients or your team members about using the Bright Cards? We'd love to know. It seems like the system has really started to gain support so that is great. Please let us know if you ever need anything or have any questions.

OR

Hi Friend! Just checking in to see how the week has been. We haven't seen any referral data come through. Have you had any patients that needed a referral? If so, can you tell me about how you referred them and why? What doesn't seem to be working with Bright Referral? I'd love to figure out a solution.