

bringht
REFERRAL

First, let's watch this 2 minute video.

THE PROBLEM:

The current referral “system” wastes all of the opportunity.

Patients are referred with a scribbled name on a piece of paper. They are then forced to do all of the work to research the doctor, find a phone number, wait on hold to schedule, etc.

And the doctors receiving referrals have no idea that a referral happened. They just hope the phone will ring.

THE SOLUTION:

Digitize and track the referral process to add transparency and make everyone's lives (patients + doctors) better.

We ditch paper referral pads for NFC-enabled Bright Cards paired with our custom, patent pending SaaS. We give patients the information they want and doctors the data they need to grow business and improve patient care.

Set up couldn't be easier.

0

tech-savviness
required

5

minutes or less
to get going

3

steps to set-up

Step

1

Set up an account and give referring doctors custom Bright Cards to use instead of a paper referral pad.

The screenshot shows the 'MY PRACTICE' setup page on the app.brightreferral.co website. The page is divided into several sections for profile information:

- My Practice Profile:** Includes fields for Company Name (filled with 'Mint Orthodontics'), Website (filled with 'https://mintoortho.com/'), Main Phone Line (filled with '612-509-6468'), and Text Phone Number.
- Logo:** A circular logo for 'mint MINT ORTHODONTICS' is displayed with a 'Remove logo' button below it.
- Online Resources:** Includes checkboxes and links for online appointment scheduling, virtual consultations, and insurance acceptance.
- Social Networks:** Includes fields for Facebook, Twitter, Instagram, and TikTok links.
- Google Reviews:** Includes a field to select a location to pull Google reviews from.



[Watch this video for step-by-step instructions.](#)
[It takes less than 5 minutes.](#)

Step 2

When referring doctors want to make a referral, they ask the patient to tap their phone to the Bright Card. With that card-to-phone tap, referred patients get the information they want, how they want it.

The image displays three sequential screens of the Bright Referral app on a smartphone. The first screen, at 10:32, shows a referral from 'Park Dental' to 'MINT ORTHODONTICS', featuring a 5-star Google review and a testimonial about referral growth. The second screen, at 10:07, is a form for recording doctor's notes and providing patient contact information (first name, last name, email, phone), with a 'Submit' button and a disclaimer. The third screen, at 10:32, offers options to 'Call Us' or 'Text Us', a 'Schedule a Consultation' button, and a 'Request a Virtual Consultation' button, followed by 'Our Locations' (Minneapolis) and social media links.

10:32

Park Dental is referring you to:

mint
MINT ORTHODONTICS

Google Customer Reviews

★★★★★ 5 out of 5

105 customer ratings

We love sending patients to Bright Referral because they add transparency, tangibility, and growth to referrals. Many report a 30% referral increase.

AA app.brightreferral.co

10:07

Record doctor's notes (optional)
Press the red record button to start the voice notes.
Press the same button to stop.

Press the red button to start recording

Patient First name

Patient Last name

Email

Phone

☐ Follow up with the referring doctor for notes

Submit

By clicking submit, you agree to our [Terms & Conditions](#).
That your contact form information will be shared with your doctor and the doctor you are being referred to.
Bright Referral will never sell your contact information.

10:32

Call Us Text Us

Schedule a Consultation

Request a Virtual Consultation

Our Locations

Minneapolis

Learn more about us before coming in.
We can't wait to meet you.

[Globe](#) [Facebook](#) [Instagram](#) [Twitter](#)

bright
REFERRAL

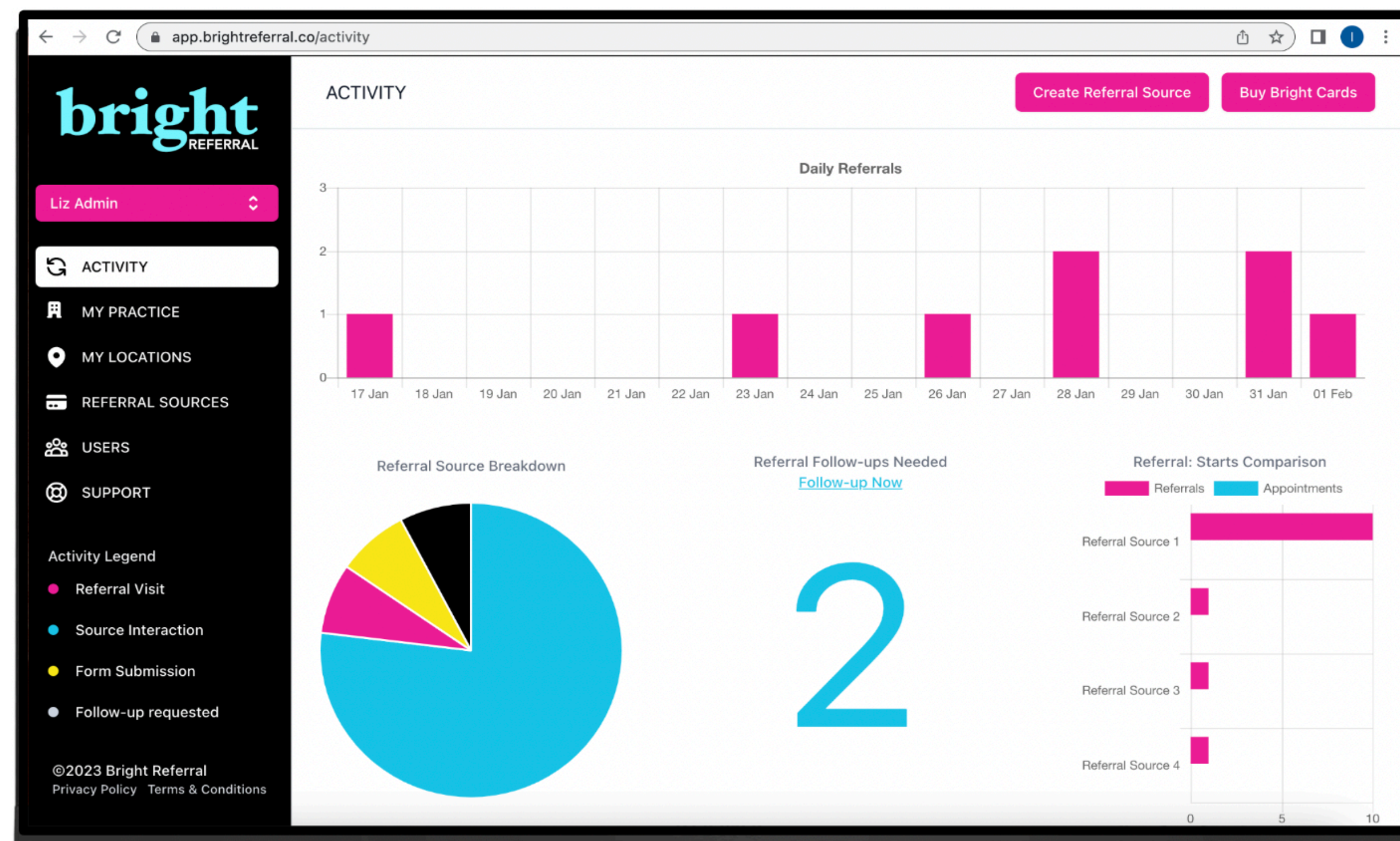
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app.brightreferral.co

[Watch this video to see the patient experience.](#)

Step

In real time, doctors get the data they need to grow their business.



[Watch this video to learn about how to use the data.](#)


The data is the value.

**And we are just now discovering
what it can do.**

And we are just now discovering what it can do.

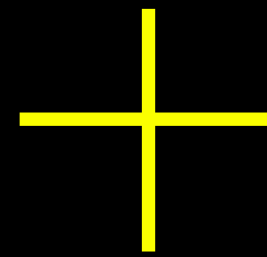
7

Plus we are completely unique in the market.

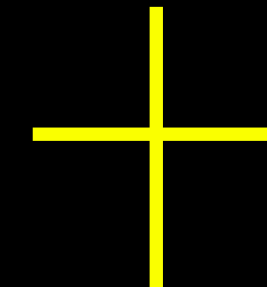
| |  | Referral Software | NFC Business Cards | Paper Referral Pad |
|---|---|-------------------|--------------------|--------------------|
| Uses innovative tech | X | | X | |
| Tracks the moment a referral has happened | X | X | | |
| Functions for medical referrals | X | X | | X |
| HIPPA compliant | X | X | | X |
| Provides long-term data | X | X | | |
| Always adding new features and value | X | | | |
| Improves patient experience | X | | | |
| Improves GP experience | X | | | |
| Offers software integrations | X | | | |
| Economical | X | | | X |

Pricing is simple, transparent, and scales with you.

A one-time \$300
start-up fee



\$5-\$8 / Bright Card
depending on card type



\$18

/month
per referral source

Discount! After 15
referral sources, price
drops to \$12/source.

Great Reviews

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.

”

Learn.

Contact.

Demo.

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