

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 Profile' page in the Bright Referral app. The page is titled 'MY PRACTICE' and includes a sidebar with navigation options: 'My Practice', 'My Locations', 'Referral Sources', 'Reports', 'Users', and 'Support'. The main content area is divided into several sections: 'My Practice Profile' (with fields for Company Name, Website, Main Phone Line, and Text Phone Number), 'Logo' (with a 'Remove logo' button), 'Online Resources' (with fields for online appointment scheduling and virtual consultations), 'Social Networks' (with fields for Facebook, Twitter, Instagram, and TikTok), and 'Google Reviews' (with a field for location). The 'Company Name' field is filled with 'Mint Orthodontics' and the 'Website' field is filled with 'https://mintortho.com/'. The 'Logo' section shows a circular logo for 'mint MINT ORTHODONTICS'.

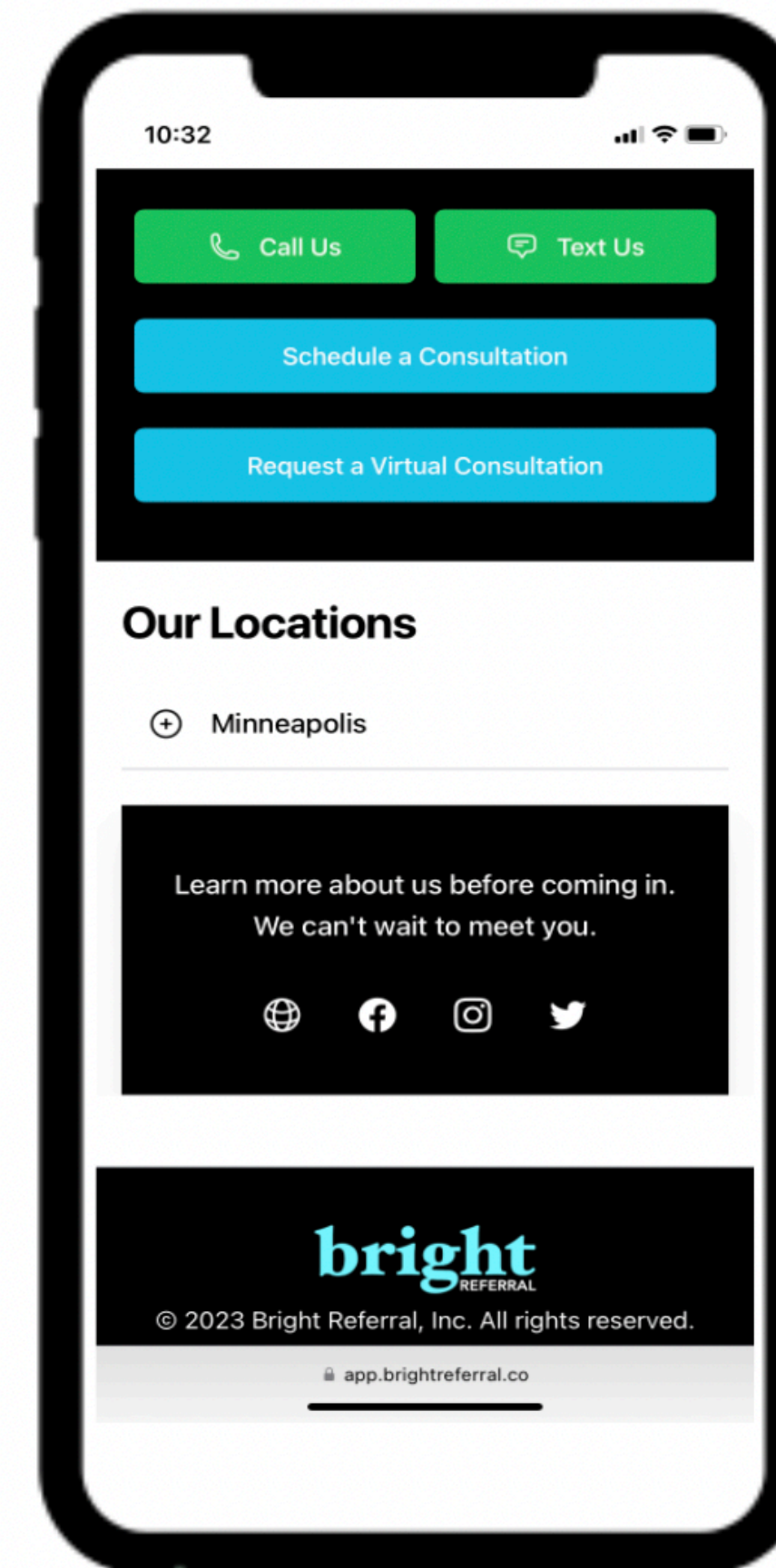
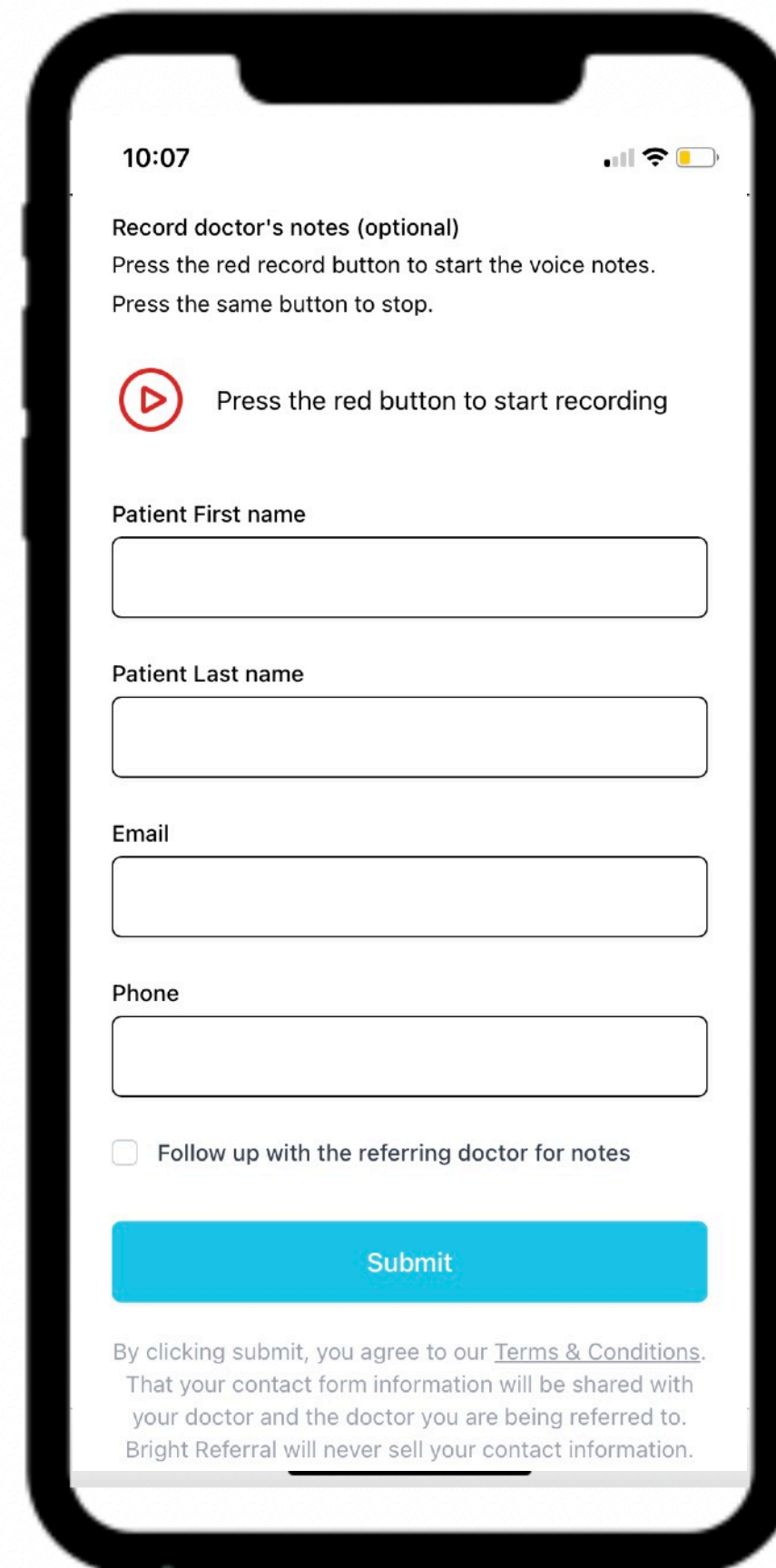
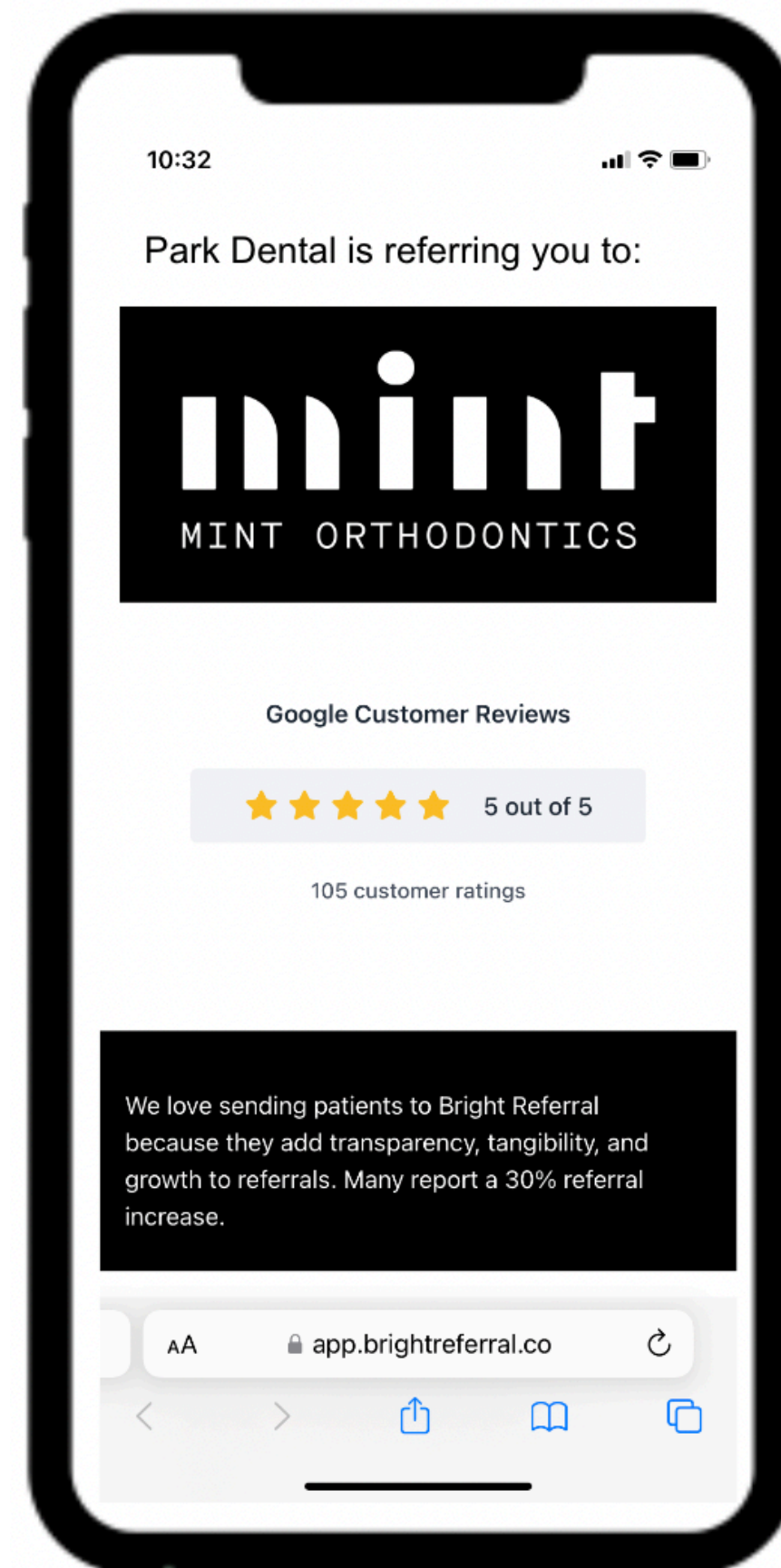


[Watch this video for step-by-step instructions.](#)
[It takes less than 5 minutes.](#)

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.

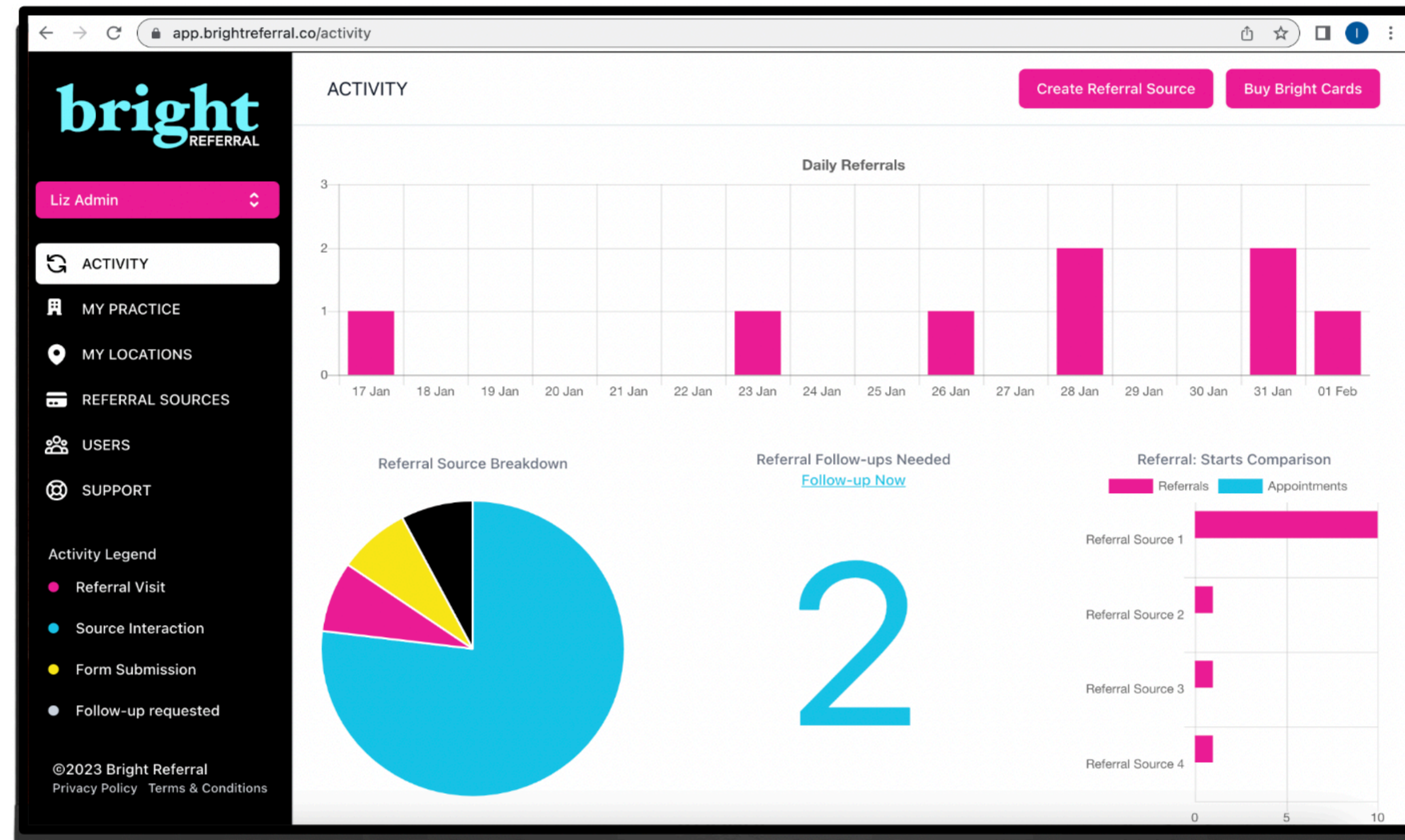


[Watch this video to see the patient experience.](#)

Step

3

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



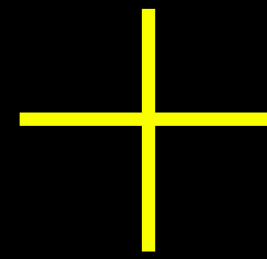
[Watch this video to learn about how to use the data.](#)

Plus we are completely unique in the market.

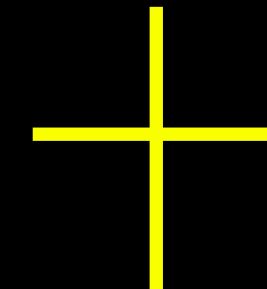
	bright REFERRAL	Referral Software	NFC Business Cards	Paper Referral Pad
Uses innovative tech	X		X	
Tracks the moment a referral has happened	X	X		
Functions for medical referrals	X	X		X
HIPPA compliant	X	X		X
Provides long-term data	X	X		
Always adding new features and value	X			
Improves patient experience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



\$4-\$7 / Bright Card
depending on card type



\$18

/month
per referral source

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

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.

bright
REFERRAL