# REERRAL

# 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.

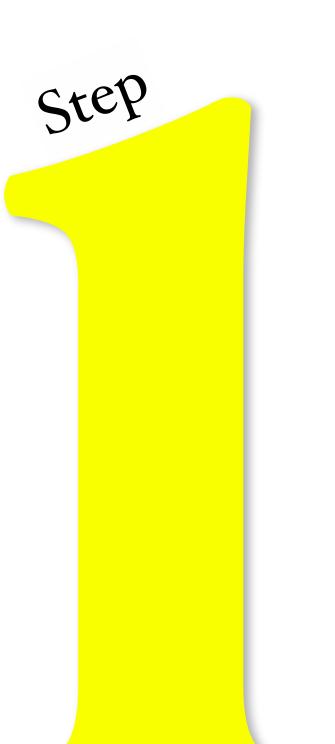
### THE SOLUTION:

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.





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

| ← → G (•                         | app.brightreferral.co/practice  |  | Q           | Û           | ☆            |     | 0          | :   |
|----------------------------------|---|--|-------------|-------------|--------------|-----|------------|-----|
| bright                           | MY PRACTICE   |  |             | Create Refe | erral Source | Buy | Bright Car | rds |
| Geoff Sudit                      | My Practice Profile  This information will be displayed publicly for your potential patients to see.  |  |             |             |              |     |            |     |
| D ASTRUTY                        | Company Name *  | Website ( must include https:// )  |             |             |              |     |            |     |
| G ACTIVITY                       | Mint Orthodontics   | https://mintortho.com/   |             |             |              |     |            |     |
| MY PRACTICE                      | Main Phone Line   | Text Phone Number  |             |             |              |     |            |     |
| <ul> <li>MY LOCATIONS</li> </ul> | 612-509-6468  |  |             |             |              |     |            |     |
| REFERRAL SOURCES                 | Logo (Please upload a high resolution, black and white logo for best results. This logo w   | vill also appear on your custom Bright Cards.)   |             |             |              |     |            |     |
| → REPORTS                        | ,   |  |             |             |              |     |            |     |
| <b>2</b> USERS                   |   |  |             |             |              |     |            |     |
|                                  | Remove logo  Online Resources   |  |             |             |              |     |            |     |
|                                  | Does your office offer online appointment scheduling? ( must include https://)  | Does your office offer virtual consults? (   | ( must incl | lude https: | //)          |     |            |     |
|                                  | https://appointments.greyfinch.com/?division=123521   | https://mintortho.com/?smilesnap=true  |             |             |              |     |            |     |
|                                  | Does your office accept insurance or have information about insurance on your website   | ? Link to that information here. (must include h   | https://)   |             |              |     |            |     |
|                                  | If so add the link here.  |  |             |             |              |     |            |     |
|                                  | Social Networks  Let patients get to know you quickly by sharing your Social accounts.  Facebook ( must include https://)  https://www.facebook.com/mintortho  Instagram ( must include https://)  https://www.instagram.com/mintortho/ | Twitter ( must include https://)  Tiktok ( must include https://)  https://www.tiktok.com/@mintortho |             |             |              |     |            |     |
|                                  | Google Reviews  |  |             |             |              |     |            |     |
|                                  | Let patients see your Google rating   |  |             |             |              |     |            |     |
|                                  |   |  |             |             |              |     |            |     |



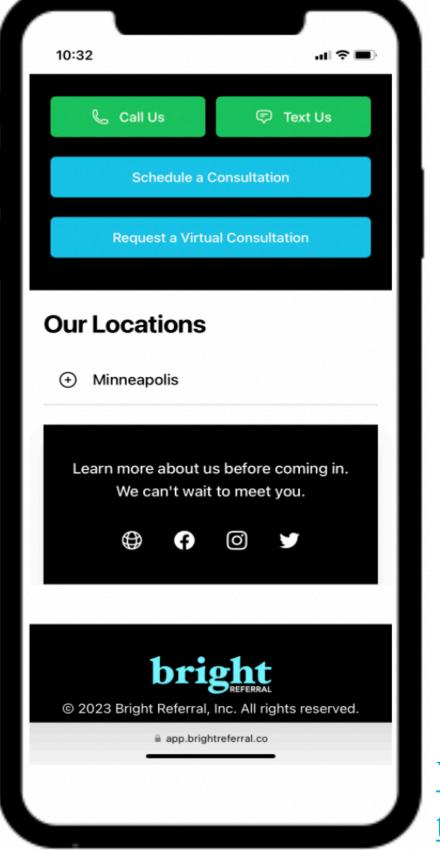




When referring doctors want to make a referral, they ask the patient to tap their phone to the Bright Card. With that card-to-phone tap, referred patients get the information they want, how they want it.

| 10:32 ♀   |
|---|
| Park Dental is referring you to:  |
| 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 ♂  |
| < > <u>0</u> <u>0</u>   |
|   |

| 10:07     | •••• 💼  |
|-----------|---|
|           | doctor's notes (optional)                         |
|           | e red record button to start the voice notes.     |
| Piess III | e same button to stop.                            |
| D         | Press the red button to start recording           |
| Patient I | First name  |
|           |   |
| Patient I | Last name   |
|           |   |
|           |   |
| Email     |   |
| Elliali   |   |
|           | ì   |
|           |   |
|           |   |
| Phone     |   |
| Phone     |   |
|           | ow up with the referring doctor for notes         |
|           | ow up with the referring doctor for notes  Submit |



Watch this video to see the patient experience.



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



Identify trends in daily referrals. See who refers the most patients. See which offices are most effective at referring. Learn about the type of patients doctors are referring. Train doctors on better referral practices. Identify trends to better plan for office growth. Better understand what patients want to know when getting referred. Predict timing in the referral-to-patient pipeline. Follow-up with referrals

# The data is the value. instead of waiting for them to can do. instead of waiting for them to can do.

Adapt practices based on annual, monthly and daily trend data. Decrease the hurdles to get a patient from referral to patient. Share data with referring offices so they can learn about their own referral practices. Adapt marketing based on referral trends. Adjust TC procedures based on trend and referring office learnings

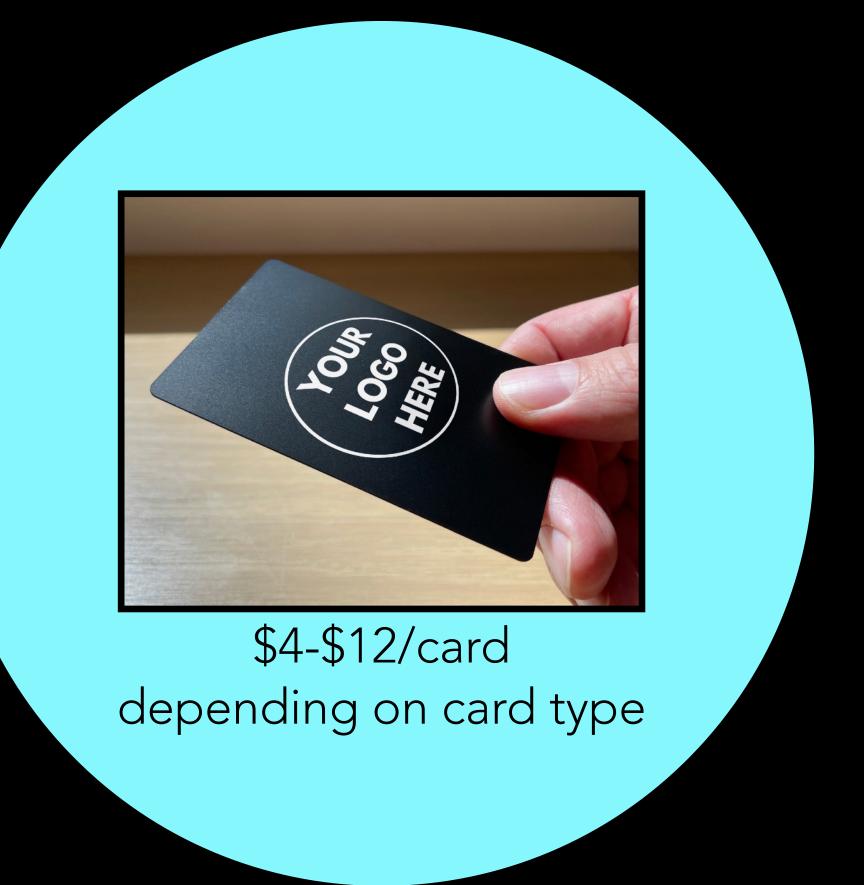
## Plus we are completely unique in the market.

|   | bright | Referral<br>Software | NFC<br>Business Cards | Paper<br>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                     |

# There are 2 types of costs required for Bright Referral

A one-time \$200 access fee and the cost for Bright Cards

Recurring cost for the data





#### Doctors

### **Patients**

#### Referral Sources

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!

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?!

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 SREFERRAL