

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 on the app.brightreferral.co website. The page is titled 'MY PRACTICE' and includes a sidebar with navigation options like 'ACTIVITY', 'MY PRACTICE', 'MY LOCATIONS', 'REFERRAL SOURCES', 'REPORTS', 'USERS', and 'SUPPORT'. The main content area is for editing the practice profile, with 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'. There is a section for 'Logo' with a circular logo for 'mint MINT ORTHODONTICS' and a 'Remove logo' button. Below that are sections for 'Online Resources' (with links for online appointment scheduling and virtual consultations), 'Social Networks' (with links for Facebook, Twitter, Instagram, and TikTok), and 'Google Reviews' (with a location dropdown set to '2804 West 43rd Street, Minneapolis, MN 55410 US').

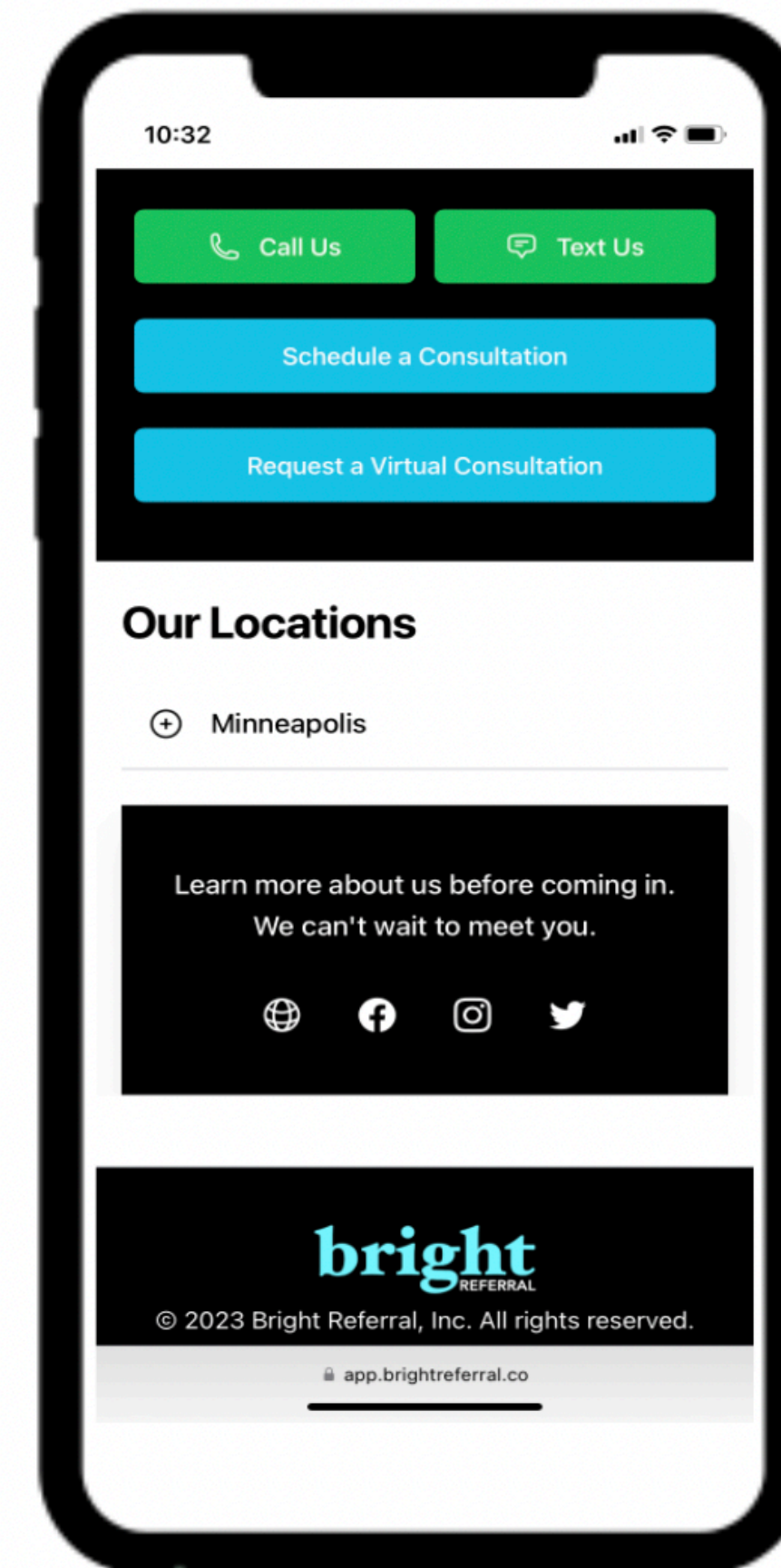
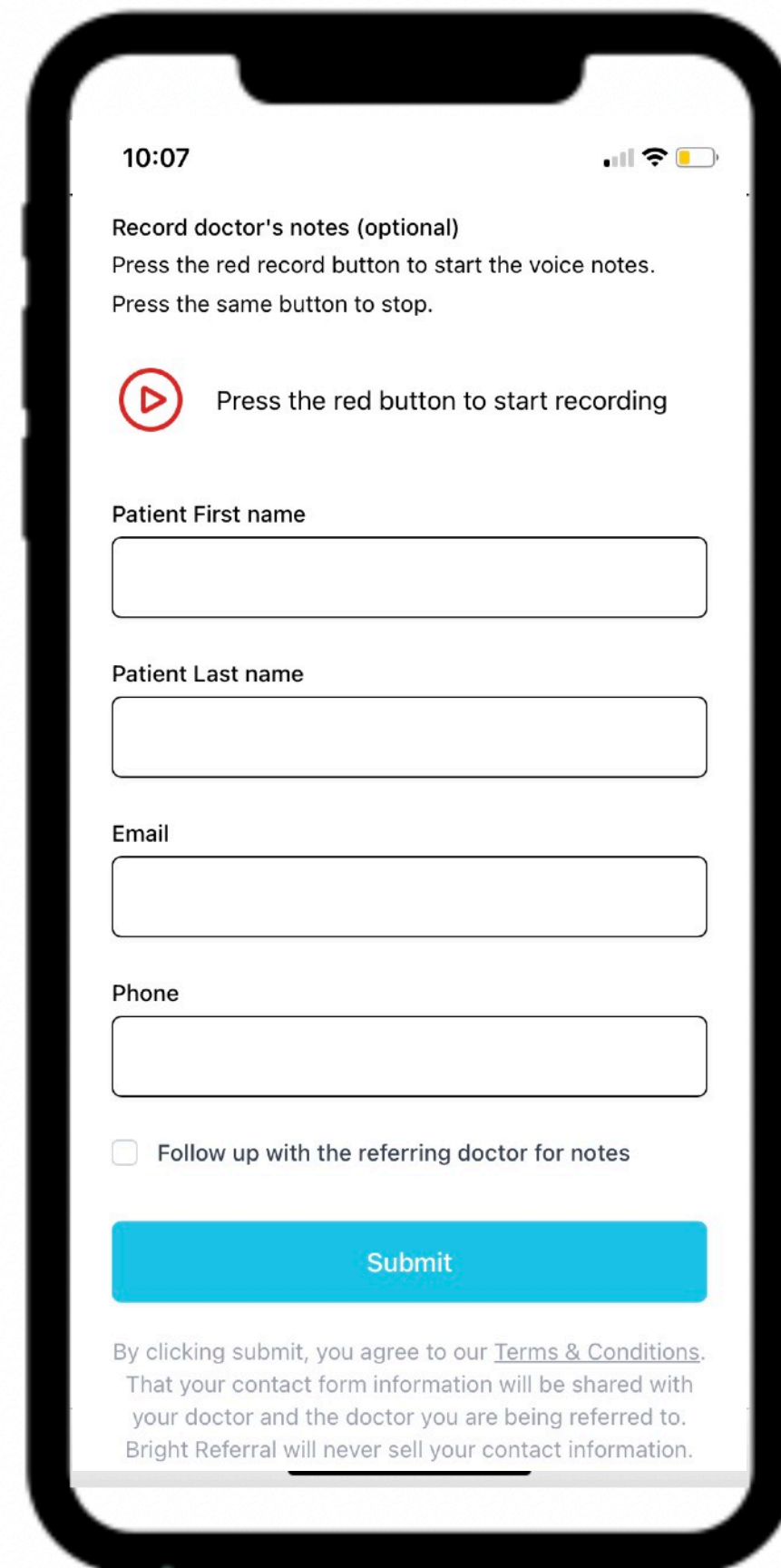
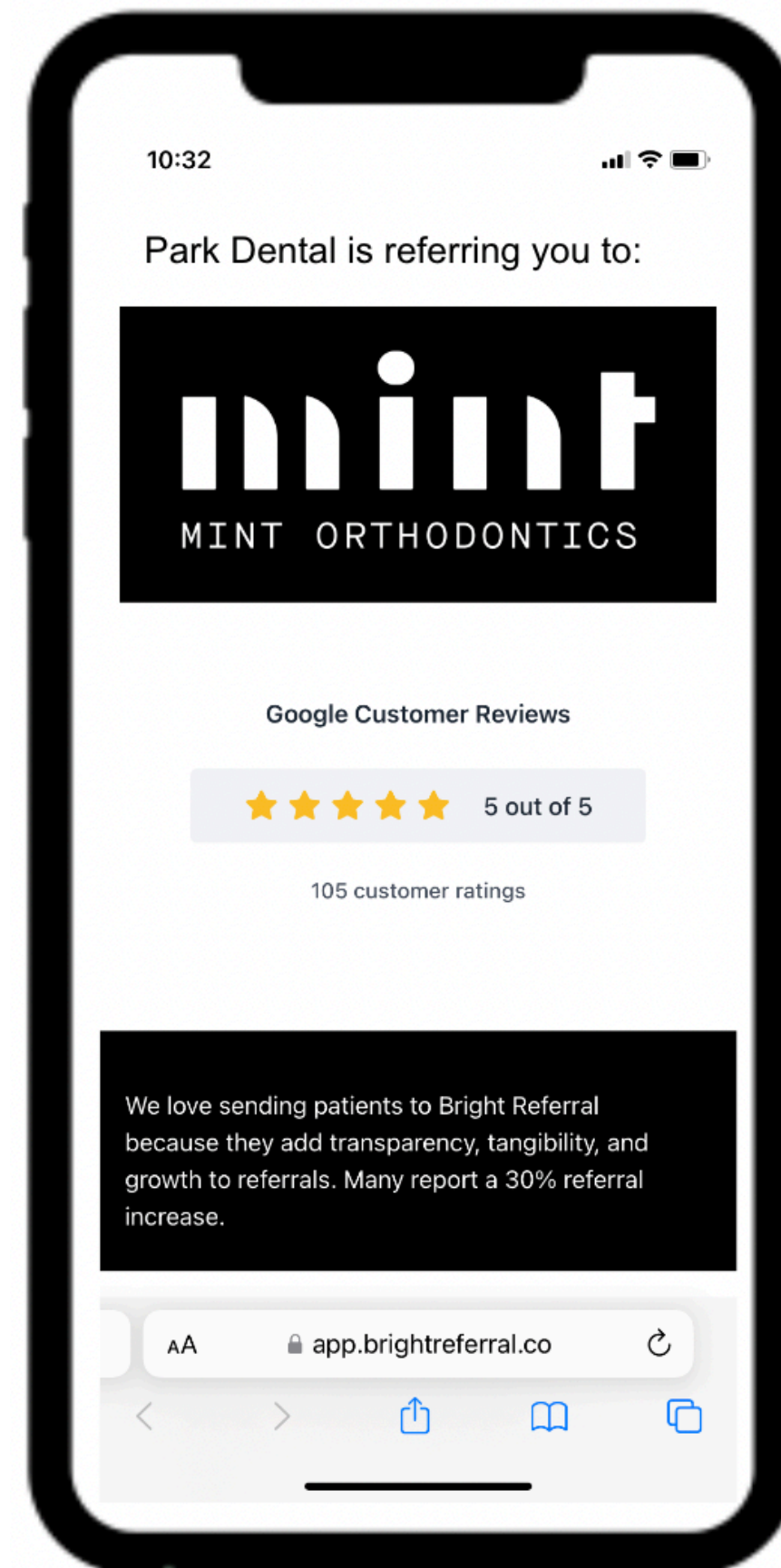


[Watch this video for step-by-step instructions.](#)
[It takes less than 5 minutes.](#)

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.



2

[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

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



\$4-\$12/card
depending on card type

\$12

/month
per referral 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