

bright
REFERRAL

www.brightreferral.co

What is **bright** and
REFERRAL
how does it work?

Bright Referral

digitizes the referral process
to add transparency
and make everyone's lives
(patients + doctors) easier.

1

You have been given custom Bright Cards. You keep these, in place of a referral pad. Put one in every treatment room/chair, and a couple at the front desk.



2

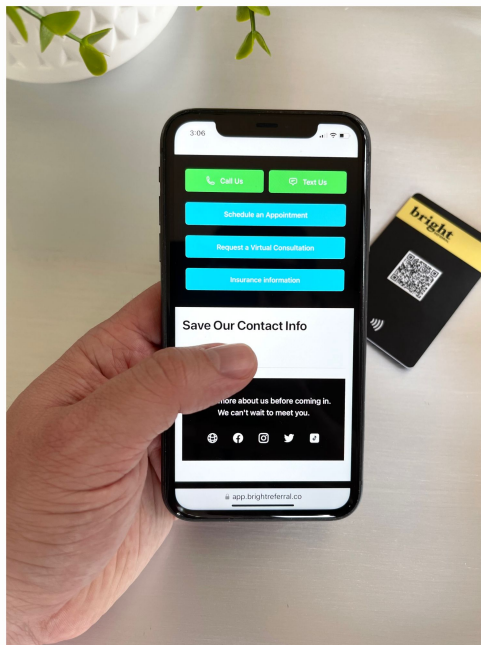
When you want to refer a patient to the practice that gave you the card, ask the patient to unlock their phone and tap the Bright Card to their phone.*



*All phones manufactured after 2017 are capable of connecting with these cards. If someone is having trouble, try tapping the card to the front, top of the phone for iPhone users or the back, middle of the phone for Android users. You can also use the back-up QR code.

3

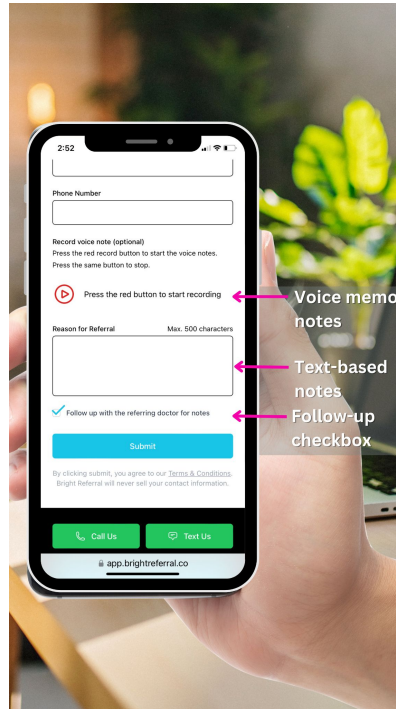
The patient will then get all of the information they want at the moment of referral. Try it out on your phone now to see what it's like.



[Watch this video to learn more about the patient experience.](#)

4

Encourage the patient to share their contact info so the office can follow-up with them. You can also share patient notes if needed.



[Follow this link](#) to learn more about sharing patient notes.

Patient data will never be sold or shared. It is for the singular purpose of helping the office follow up to schedule an appointment.

Common questions

Why should I encourage patients to fill out the contact form?

Because it makes their lives easier. **We never sell their data.** It's just so the doctor can follow up with them instead of making it the patient's responsibility. No more keeping track of a name, waiting on hold, dealing with phone robots, etc. Patients get into treatment faster when they share their contact information.

Common questions

As the referring office, how do we get a record of the referral?

When a patient is referred and shares their contact information, you can receive an automatic thank you email with the patient first name and last initial as a referral record.

You can also have access to a more complete referral record by requesting “referral source specific” access to the office’s Bright Referral account. With this access, you will see every referral from your office and all of the details shared. [Click here to learn more.](#)

Common questions

Why is Bright Referral better than a referral pad?

Because on average, 40% of referrals do not follow-up for treatment. A paper referral pad puts all of the responsibility on the patient and doesn't give the patient the information they need to make an informed choice. Bright Referral answers all of the important questions.

- Where is the office located?
- Do they accept my insurance?
- Is it the right vibe for me?
- Are they easy to work with?

All of this makes it easier for the patient to get the care they need, quickly.

Common questions

Does this work for all phones?

Any smartphone manufactured after 2017 can connect with the cards. There is also a back-up QR code for older phones or phones with bulky or metal cases.

Common questions

How many cards should my office have?

We recommend 1 card for every hygiene room/chair, plus a couple cards at the front desk. Usually this means between 5 and 10 cards in an office.

This makes it really easy to make a referral and you never need to go find a card.

People are loving it.

Patients

This is genius.

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.

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