



E-BOOK

IT'S TIME TO MULTIPLY YOUR REVENUE

Rapidly rebuild patient volumes

BRIGHT•MD



Hospital systems are hurting

Reclaiming patient volumes and driving top-line revenue has never been more critical to the survival of healthcare delivery systems across North America.

Even before the onset of COVID-19, U.S. healthcare systems were losing patients to convenience care choices like direct-to-consumer mobile apps and retailers. Now, nearly half of Americans report they have skipped or put off care over fears of virus exposure, creating a precipitous drop in outpatient and in-patient volumes.

As a result, the [AHA](#) estimates a total loss to hospital systems of at least \$323.1 billion in 2020.

Technology is your superpower

Consumers who have experienced all the advantages of virtual care delivery in recent months, for any number of low-acuity conditions, will likely not want to return to a doctor's office anytime soon. If they have a choice. And they do.

Choose a virtual care solution that can act as your "force multiplier"—one that automates patient intake, clinician workflows, and administrative tasks regardless of fluctuating patient volumes or the modality of care you offer (asynchronous, video, in-person). You'll quickly regain patient volumes and revenue to not only survive—but thrive.

Read on →

In this eBook, you'll learn how to:

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Connect	1
Deliver	3
Differentiate	4
Boost patient volumes through fully integrated care automation.....	5
Compete to win as an innovative superpower.....	6

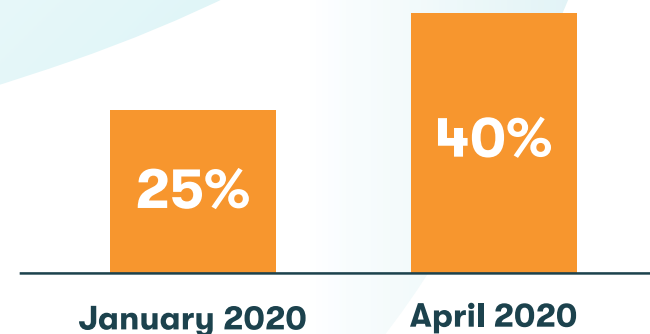


AT A GLANCE:

At the end of 2019, **25 percent** of patients said they would switch to a new primary care provider if they offered virtual care options. By April 2020, that number had climbed to **40 percent** with no signs of slowing down

How do you kick your digital front door wide open?

Choose technology that makes access easy for everyone



Connect

Exceed expectations. Start by eliminating barriers.

Patients are clear. They wanted virtual care even before the pandemic hit. Then millions had little choice but to get their care via telehealth due to COVID-19. Now, they've joined the ranks of those who genuinely prefer this convenient, affordable, and fast way to receive high-quality care.

Virtual care automation is also the most effective way for healthcare systems to rebuild patient volumes, drive revenue streams, and control costs.

Care automation uses digital access points to:

- Help patients easily access care from you
- Collect critical patient information: symptoms + EHR details
- Directly treat patients from the telehealth platform or triage them to the right level of care (video or in-person)
- Make your existing tech stack work more productively for each patient encounter—asynchronously, in-person, or via video
- Eliminate 90 percent of clinician busywork





Connect faster by eliminating known barriers

Technology or language.

25+ million people in America don't have broadband access and 26 million are not proficient in English. Offer them a guided, intuitive patient experience that is mobile-first and available in Spanish. And, one that doesn't require broadband. Just a 3G cellular connection.

Geographic.

Give new and existing patients with geographic or transportation challenges an easy option to start their care with you. From a patient's first digital touchpoint, you can asynchronously navigate, triage, and treat them for hundreds of primary and urgent care conditions.

Cost.

Create a new level of affordability for patients and watch your costs to deliver care shrink. Treat urgent and primary care patients virtually for less than half the cost of a nurse advice line encounter—and save patients approximately \$130 per encounter.



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“Having a simple entry point to virtual care services is critical to our success. How people find our services and are guided to those services is an extremely important part of the business model for the user experience in general.”

- Terri Casterton

Senior director of innovation and virtual health at SCL Health

Deliver

Take Action

Once your patients are in the door, deliver the kind of high-quality care and patient-friendly experience that will keep them there. Don't let safety concerns, provider shortages, and physician burnout prevent your clinicians from treating patients at the top of their license.

Offer virtual, evidence-based care that providers will trust for a more satisfying, higher quality patient experience than they get during a rushed, 20-minute, in-person visit. Your doctors will always look good and patients will love the consistency and thoroughness.



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Get Results



Use asynchronous care automation to make every experience better, while you treat patients with up to 500 low-acuity conditions—within minutes



Give your doctors access to a platform that offers them the 75 percent decision support they want and need in a solution, earning SmartExam a 75 percent approval rating from clinicians



Offer automation that “stands in the gap”—offering clinical resiliency during stretched times and when staff are working from home



Adopt a virtual care platform that consumers love, use, and tell their friends about: healthcare systems nationwide earn an average NPS of 54 (virtually unheard of in healthcare)



Navigate patients to the right level of care, asynchronously and automatically, making non-emergency ER visits a thing of the past



Successfully attract the 83 million-strong millennial demographic

Differentiate

Take Action

The COVID-19 crisis has made it clear: patients value convenience and ease-of-use over brand. Don't lose your patients to direct-to-consumer apps and retail outlets, forfeiting your built-in opportunity to provide long-term and expert care as conditions change.

Within weeks, you can implement a virtual care automation platform that enhances your existing tech, for near-term, top-line growth that's sustainable for the long haul. No matter what the world looks like in the future.

50 percent of patients have delayed care during COVID-19, creating a backlog and potentially more serious conditions down the road. Respond now to this wide-open opportunity with care automation that attracts new patients and retains existing ones.

Get Results

15x

Help your clinicians see **15x** more patients per shift using an asynchronous care automation platform: patients are treated expertly and faster, freeing them up to see patients with more complex and revenue generating conditions



Choose a solution that follows CDC guideline updates, offers efficacy and integrity of data, consistently adheres to evidence-based best practices, and is **100%** AWS, HIPAA and HITRUST compliant



Zero need for patients to make appointments, leave home, or find a private place for a video call



Simply and seamlessly connect patients to health records, doctors to patients, and patients to status updates throughout the entire treatment experience—virtually and within **18 minutes**



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Boost patient volumes through fully integrated care automation



AI-Driven Patient Intake

Before an in-person, telephone, or video visit, a patient answers a dynamic series of questions about their health history, current symptoms, and medicines they are taking. The responses to those questions are synced with his or her electronic health record (EHR), turned into a SOAP-ready chart note, and forwarded to an on-duty clinician along with a provisional diagnosis and treatment plan.



Clinical Decision Support

A clinician reviews the interview and responses. If they agree with the diagnosis and treatment plan, they sign off and the patient is informed, having received high-quality care from a provider they trust in a matter of minutes, without the need for synchronous interaction or waiting for an appointment.



Navigation and Triage

If the patient's condition should be addressed via video or in-person, the information gathered during the online interview informs the next interaction, allowing the clinician to focus on the patient directly and deliver care much more quickly.



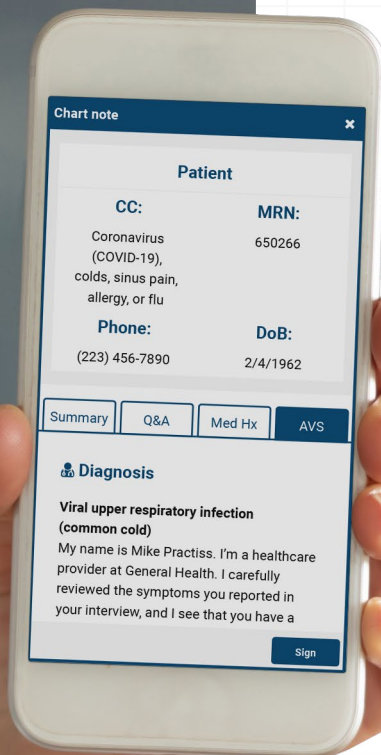
Enhanced Productivity

Once care has been delivered, the patient's EHR is updated and coding and billing files are prepared automatically, saving the clinician even more time. The automation has turned a 20-minute visit into a task that takes as little as two or three minutes.



Per-Shift Profitability

That time savings means providers can deliver more episodes of revenue-generating care per shift, freeing up more time to spend with patients who have more complex conditions.



Compete to win as an innovative superpower

To do this, your virtual front door must:

- ☒ Multiply your revenue
- ☒ Help you attract and retain patients
- ☒ Deliver care to patients without broadband connection
- ☒ Treat patients with language barriers
- ☒ Make your tech stack more productive
- ☒ Navigate, triage, treat patients in <2 minutes
- ☒ Automate 90% of provider busywork
- ☒ Prevent staff burnout, errors, turnover
- ☒ Offer the convenience care consumers demand
- ☒ Make you an innovative front runner

Don't miss this window of opportunity.

[Access the next eBook in this series](#) to learn how you can generate revenue faster by making your tech stack—not your clinicians—work harder.



About Bright.md: Bright.md is a leading healthcare automation company helping the largest healthcare systems in North America open wide their virtual front door to boost topline revenue. With its AI-powered care automation platform, SmartExam™, Bright.md makes it possible for providers to navigate, triage, and treat patients for hundreds of low-acuity medical conditions from the convenience of a mobile device—or be routed to in-person or video care visits. Bright.md has been named a Gartner Cool Vendor in Healthcare, a Vendor to Watch by Chilmark Research, is the preferred choice of AVIA's Virtual Access cohort, and was named one of 12 telehealth companies to fill the gaps in COVID-19 care by CB Insights. Bright.md is venture-backed by B Capital Group, Seven Peaks Ventures, Pritzker Group Venture Capital, Philips Health Technology Ventures, UnityPoint Health, and Concord Health Partners.