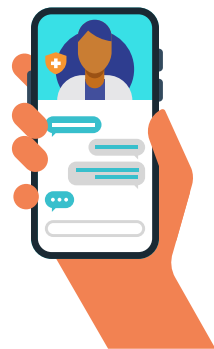# BRIGHT·MD

5 THINGS TO KNOW ABOUT BRIGHT.MD

Learn how asynchronous telehealth can drive value for your organization

Bright.md is the leading asynchronous telehealth platform, designed to provide a seamless care delivery experience for both patients and providers. Whether it's driving **operational efficiencies**, aiding with **provider burnout**, bettering **care access**, or enabling a **competitive approach**, the Bright.md solution has a key role to play in any health system's hybrid care strategy

Looking to assess what asynchronous telehealth platform is the best for your organization?

Explore five things that set Bright.md apart, and discover the power of asynchronous care →

1 Our clinical content is evidence-based, robust, and completely our own, covering more than 130 diagnoses for common conditions.

Unlike other virtual care platforms, Bright.md includes proprietary clinical content for all conditions we help treat, which make up more than 50 percent of all primary and urgent care visits. With more than 130 diagnoses, Bright.md's clinical content is evidence-based and updated regularly based on the latest clinical guidelines. Content is constantly evaluated based on user data and feedback and is maintained by a team of physicians, writers, and editors.

Because we have been building and refining our clinical content for more than seven years, our clinical content engine can't be replicated. Top physician executives across the country consult on Bright.md's content development, while our Clinical Advisory Board adds an additional level of clinical validation for quality control by offering guidance for all content and product decisions, making it possible to achieve quadruple aim in new and innovative ways.

Bright.md's clinical content saves health systems and their clinical teams time and bandwidth. With other asynchronous solutions, an organization's clinical team is responsible for writing, building, testing, and updating their content—but not with Bright.md.

> "There is a speed to market for us with Bright.md. Even if we could build out all the [asynchronous interviews] we wanted to—which we thought about—it would take a couple of years to design, vet, and build more than 25 clinical conditions."
>
> — Dr. Brett Oliver
> Chief Medical Information Officer at Baptist Health

5 conditions most frequently treated using Bright.md

Cold, cough, flu   Skin rash   Urinary tract infection   Ear infection   Depression/anxiety

2 Improving access to quality care and health equity are at the heart of our solution.

We've designed our platform to address some of the key barriers to access, including:

Transportation

Language

Wait times

Health literacy

Inclusivity

Digital access & literacy

Cost

For patients, Bright.md is on-demand and fully virtual through a mobile phone, computer, or tablet. Our asynchronous interviews are available in English or Spanish with medically-certified translation, while our clinical content is created at a fourth-grade reading level, removing medical jargon and using images as easy guides. The Bright.md platform is built for a diverse patient population and is continually updated to be inclusive of gender identities, socioeconomic background, and other factors.

Additionally, the Bright.md platform can operate on any device with an Internet connection, and no broadband is required. This is critical to helping bridge major access gaps presented by other telehealth solutions, as more than 14 million urban homes and 4 million rural homes have no broadband.

> "Bright.md shines when it comes to designing for accessibility and equitable access to healthcare."
>
> — The Forrester Wave™: Virtual Care Platforms for Digital Health, Q1 2021

For patients, Bright.md customers charge between $0 and $49 per visit. According to one study conducted by the Annals of Internal Medicine, it costs about $150 to be treated for three of the most common illnesses—a sore throat, urinary tract infection, or ear infection—in an urgent care setting. In addition to reducing costs for consumers, with Bright.md, patients can receive care from a doctor within six minutes on average, compared to a typical, 30-minute wait time—not to mention the often week-long waits to schedule an appointment with a primary care provider.

SEE BRIGHT.MD IN ACTION →

3 We know the value of hybrid care delivery and are strengthening integrations that fit seamlessly into your digital ecosystem.

We believe the future of healthcare is a hybrid model. Too many digital tools today only shift where care is delivered without getting to the root of the problem, and that's what sets Bright.md apart—we offer a virtual care solution designed for both patients and providers that automates and streamlines clinical workflows, pre-visit interviews, and patient intake ahead of any appointment.

Navigate by Bright.md helps health systems attract and retain patients, achieve positive patient outcomes, and reduce costs by guiding patients to the right venue of care. It's an easy-to-use digital solution that offers patients care options based on their needs. By implementing a triage solution like Navigate by Bright.md, health systems can compete directly with direct-to-consumer offerings, while driving the adoption of more virtual care solutions.
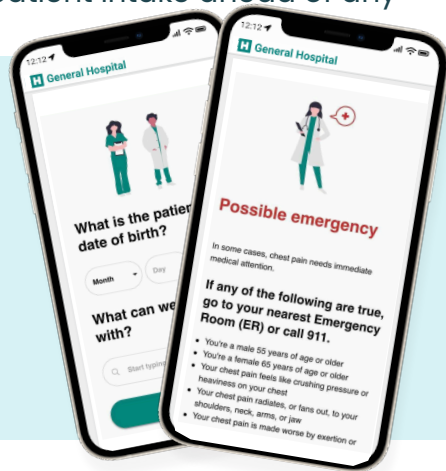
Interview by Bright.md provides an AI-driven, pre-visit interview and patient intake process that is evidence-based and dynamically changing, based on the patient's responses. Interview is inspired by and modeled off of a branching logic that doctors use when evaluating and treating patients. Both Navigate and Interview were designed specifically to improve efficiencies in care delivery. In turn, Bright.md is removing the parts of healthcare that are less enjoyable and ultimately increasing the quality of every care encounter.

> **"We're excited to partner with Bright.md to simplify care for patients, while leveraging our combined data intelligence that grows with care delivery organizations as their strategy evolves."**
>
> *— Steven Scott, CEO, VitalTech*

Bright.md is building partnerships with key players throughout the digital health ecosystem to deepen integrations, define new models of patient engagement, and reduce frictions in care delivery. For health systems, these partnerships mean access to shared data to improve quality, outcomes, and continuity of care, while delivering more effective and efficient ways for providers to engage with patients. We're excited for the future we're building with other leading digital health companies to create an unmatched hybrid care experience for patients, providers, and executives.

4 Clinician well-being is essential to our approach. Our solution helps alleviate burnout, reduces administrative burden, and enables providers to practice at the top of their license.

The Covid-19 pandemic has and continues to strain health systems and clinicians, paving the way for long-term capacity issues and severe staffing shortages. As feelings of burnout grow, providers continue to point to increased paperwork and administrative tasks as the leading cause. In fact, in a recent study, nearly 1,000 providers cited "too much paperwork" as the top factor contributing to feelings of burnout.

"Clinicians are spending so much time with their EMR," said Dr. Edward Abraham, Chief Medical Advisor at Bright.md. "They're burnt out, and from a technology perspective, they're looking for help with their day-to-day activities. They want to spend more time having human contact versus typing away in their EMR."

"Presbyterian providers who use Bright.md enjoy it and say they trust it because of how thorough and consistent the clinical interview is. Even the best providers or assistants may vary in how they ask questions or forget to include certain details, but the technology never does."

— Dr. Denise Gonzales, Medical Director
Presbyterian Healthcare Services

Clinicians are also pushed for time, Dr. Abraham continued. "They can't ask all the questions and gather all the information they'd like to. So the Bright.md approach provides them with much richer insights into what's going on with their patients."

Bright.md's solution has a critical role to play in clinical decision support and driving unmatched efficiencies. Our platform was designed to help increase the capacity of existing clinical teams, while empowering providers with digital tools that eliminate nearly 90 percent of their administrative work. Bright.md does this by automating chart notes in SOAP format, after-visit summaries, treatment plans, prescriptions, and more in our platform, along with clinical intake and pre-visit interviews. As a result, clinicians can spend less time dealing with administrative overwhelm—and more time with patients who need them most.

BOOK A DEMO NOW →

5 We understand the shifting healthcare landscape and know the value of patient satisfaction and retention.

96%
Bright.md's patient satisfaction rating

6.5 mins
Average wait time for Bright.md patients

9 out of 10
Patients say they want to use Bright.md again

The patient is at the center of our solution. We're constantly designing and evolving our products to ensure an engaging experience that drives patient loyalty. Our team collects patient feedback after every completed interview and uses those insights to shape improvements to UX/UI and our product roadmap. In addition to a 96 percent patient satisfaction rating from our users, Bright.md received the highest possible score for patient experience in The Forrester Wave™: Virtual Care Platforms for Digital Health.

With the rise of direct-to-consumer offerings, walk-in clinics, and concierge services, patient expectations for primary and urgent care have never been higher. In fact, three out of every five consumers say they'd attempt to find care for low-acuity conditions online or through an app before going to their local health system. As a result, health systems need digital strategies that can directly compete in order to attract and keep patients, and maintain revenue. Bright.md's solution makes it easy for health systems to implement a digital front door that increases their competitive edge and helps with new patient acquisition.

Here's what patients say about Bright.md

"
Very thorough questions. **It felt more thorough than a visit to a walk-in clinic. Very impressed.** Also, very timely response from a provider. I have already told multiple people about this great service."

"
I was extremely impressed with the experience…The online visit was more comprehensive in identifying my symptoms and more convenient. **I will make the online visit my go-to for common colds & minor health problems.**

"
I love not having to make an appointment, drive to the doctor, wait to see the doctor, drive home, then drive to the pharmacy. **The online visit was logged on to, filled out, and reviewed by a doctor all within 10 minutes. It was amazing."**
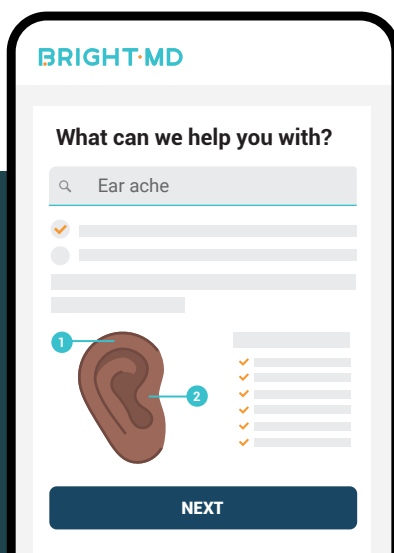
BRIGHT·MD

About Bright.md

Bright.md is the leading asynchronous care solution trusted by health systems to automate clinical workflows and administrative tasks, improving patient and provider engagement and driving operational efficiencies.

Bright.md improves how health systems deliver care, from patient acquisition through clinical interview and treatment, to reduce 90 percent of administrative workflows, lower patient wait-times to six minutes on average, and drive patient loyalty with industry-leading satisfaction ratings.

> "
>
> Our biggest challenge today isn't necessarily a new challenge, but a challenge that's been exacerbated by the pandemic, and that's staffing— staffing, staffing, staffing. Why we chose Bright.md came down to our clinical decision makers asking if the solution was created for clinicians or by clinicians, and if the solution was clinically validated by clinicians.
>
> — Matthew Warrens, Managing Director of Innovation at UnityPoint Health

BRIGHT·MD

What can we help you with?

🔍 Ear ache

See Bright.md in Action

LET'S CONNECT ➔

NEXT