



A Better Way to Manage Your Provider Referral Network

The leading healthcare referral management, patient access, e-consult, and marketing CRM software to reduce leakage and grow market share

www.getreferralmd.com

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About Us

ReferralMD is a San Francisco-based digital health company founded in 2011. ReferralMD delivers a proven referral management, patient access, e-consult, and marketing CRM solution that help hospitals, health networks, providers, and payers match patients with the most appropriate providers and close the feedback loop.

The solution's powerful workflow and clinical decision support tools help healthcare providers increase revenue, drive operational efficiencies and improve customer service with community providers.



Market Research

46%

46% of the time, patients do not receive the care they need and destination providers do not realize the revenue they could have.

55-65%

The revenue impact of leakage can be significant, an average of 55-65% is lost annually costing a health system up to \$1.54 M per employed PCP.

20%

20% of malpractice claims involve missed or delayed diagnoses due to deficits in hand-offs between providers.

63%

63% of referring physicians are dissatisfied with the lack of timely progress updates post referral.

Today's Broken Referral Process



01 Coordinators

Our physician directory is outdated and doesn't show affiliation or accepted insurances.



02 Clinicians

Patient records do not arrive on time and cause patient wait times to increase.



03 IT Directors

Our current process is not standardized and has a high degree of variability.



04 Marketing Team

We need accurate referral volume and leakage reports to retain and attract new patients.



05 Leadership

We need tools to assess our competitiveness in the market so we can deliver on our mission.

How ReferralMD Works

External Referring Office

Sends referrals to specialist's office using the following methods.

Fax (same as today)
Phone (same as today)
Email (same as today)
Portal
Subscriber

Internal Receiving Office

Manages all referral activity centrally in one work queue.

Non-Subscribers Fax, Phone, Email, Portal
Subscribers System, EHR

Prioritized work queue
Automated alerts
Messages and files
Customer service updates
Analytics Subscriber

- Automated feedback loop with referral status updates.
- Bidirectional communication with message/file exchange.

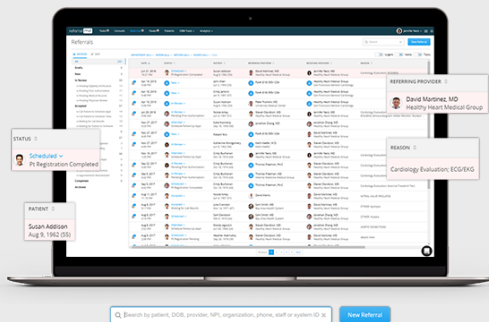
Patient

Kept in the loop for improved outcomes.

- Notified when referral is sent
- Appointment reminders via text and email
- Reduced wait times

Solution Composition

Referral Management



Centralized Referral Dashboard

Create a virtual clinical delivery network and track every referral

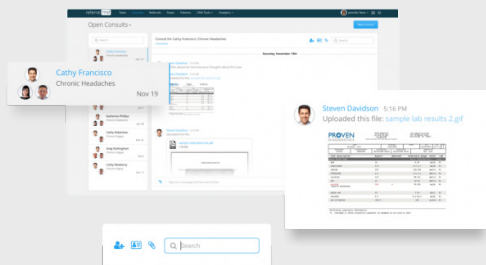
Patient Journey Tracking

We replace inefficient, often paper-based workflows with transparent scalable workflows.

Automated Feedback Loop

Track the approval process in real-time as the sender or receiver of a referral.

E-Consult Management



Organized Conversations

Send and receive messages in real-time. (No waiting by the fax machine)

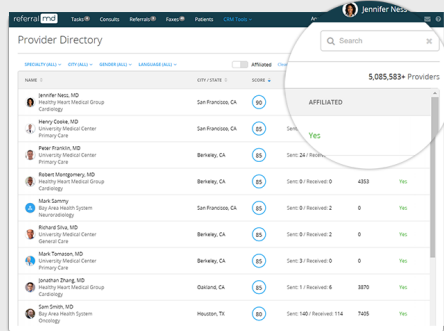
Collaboration Beyond Staff

Share channels with organizations and businesses you regularly work with – like providers, vendors, attorneys, and partners.

Integrated file-sharing

Drag-and-drop PDFs, images, videos and other medical files directly into ReferralMD with no file size restrictions.

Marketing CRM



Robust Practice Marketing

With ReferralMD's national provider directory, you can easily promote your services both on your website and search engines.

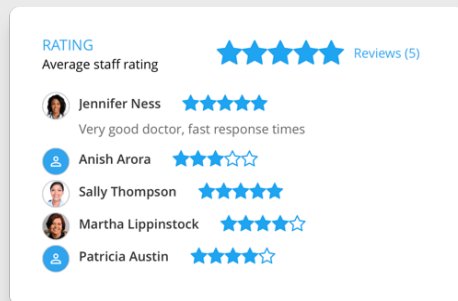
Research New Referral Sources

Research new referral sources by specialty, experience, procedures offered and more from a list of 5M+ healthcare providers in our provider directory.

Activity Tracker

Easily track notes, messages, meetings, tasks, and call logs in one location so your team always has the most up-to-date information. software with Direct Message, API, HL7, or FHIR.

SmartMATCH Decision Support



Send Referrals to the Most Appropriate Provider

Easily send referrals to any one of 5 million+ providers already in our provider directory and track if they receive/accept the referral in real-time.

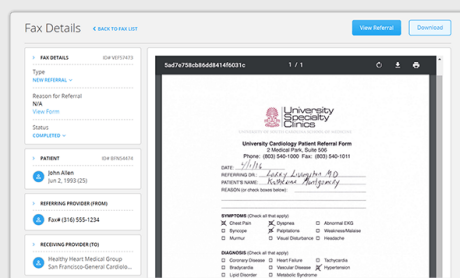
Clinical Decision Support

Each department/specialty can create a referral intake form/workflow checklists with the exact questions that are required before the patient can

Provider Scorecard

Research the most appropriate providers for your patients using quantitative and qualitative data that includes provider and staff demographics, provider affiliations, locations, specialties, insurances, average wait times and more.

SmartFAX Management



All Fax Details on a Single Page

Easily review your incoming/outgoing faxes and assign tasks or ownership.

Referring Provider Notifications

With ReferralMD, stay top of mind with referring providers by sending weekly status updates automatically. Let the software do the work and close the loop.

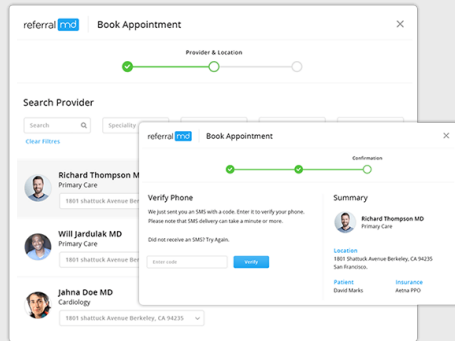
Fax Task Management

Track status of every fax; New, Assigned or Completed, so you always know who is managing each fax.

Centralized or Decentralized

Our solution is great for call centers that are looking for a better way to manage and route inbound and outbound faxes.

Patient Access Tools



Book an Appointment Widget

Embed an appointment booking widget directly on your website so patients and referring physicians can navigate your provider directory with ease

Appointment Reminders

ReferralMD sends messages to patients according to their communication preferences (e.g. telephone, email, or text message).

Real-Time Analytics



Referral Dashboard Report

All your most useful metrics at a glance on one dashboard, easily drill down to what's most important to you and find the information you need.

Referral Leakage Report

Track leakage rates across your health system or ACO/CIN and help improve revenue and capture rates.

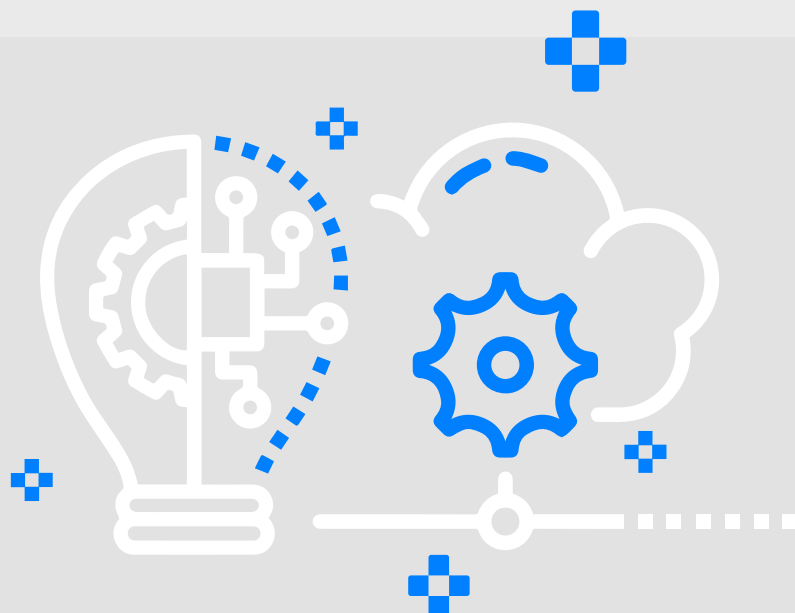
Reports for All Organization Types

We offer an array of "out-of-the-box" reports to help get set up quickly and manage your referral network, grow revenue, and improve patient acquisition.

Professional Services

Integration: Standards for all major electronic medical record vendors (Direct message, FHIR, API, HL7, ADT, Single-Sign on Support)

Training and Support: We are always there to help by phone, email, live chat, videos, or on-site with a dedicated account manager.



Top Differentiators



All the tools you need in one platform: referral management, fax management, e-consults, patient access, CRM and marketing tools.



Use as a standalone or EHR integrated solution.



Rapid deployment across your referral network because external providers do not need to become subscribers.



Automated patient status updates to referring providers closes the feedback loop and improves customer service.



Robust suite of analytics leverages our data plus claims data to maximize your insights.

We offer the only end-to-end care referral management CRM to help manage the complete patient journey from e-consult to discharge.

Benefits for Stakeholders

Provide immediate improvement in revenue for healthcare stakeholders and offer demonstrable, repeatable, significant, short and long-term cost savings.



Primary Care

- Post referral diagnosis (feedback loop)
- Match patients with the most appropriate provider
- Increased patient LTV



Specialist

- Keep patients in-network (leakage)
- Capture additional referral revenue
- Improve customer service with PCP
- Gain insight into referral patterns



Insurance Company

- Reduce the quantity of encounters
- Promote providers with best outcomes
- Reduce friction for stakeholders
- Risk reduction



Patient

- Faster appointments visits
- More accurate/relevant data to treat patient
- Better outcomes

Facts and Figures

Customer Case Study

As a high volume group practice we receive referrals through a variety of channels. ReferralMD consolidates these channels into a single interface and automates much of the follow up. Our staff are saving time and our referring providers are getting better service. It's a win-win.



Jake Blackshear
Department Manager UCSF-OMS

Visit <https://getreferralmd.com/customers> for more case studies.



After 90 days,
UCSF-OMS saw the
following results.

48%

Lower
Wait
Times

100%

Staff
Adoption

395

Referral
Sources
Tracked

0%

Lost
Referrals

What are the Benefits?



25%

Increase referral volume
more than 25%.



37%

Increase operational
efficiencies up to 37%.



80%

Decrease appointment wait
times up to 80%.



65%

Reduce patient leakage
up to 65%.



Schedule a Call

to have our team walk you through
our ROI calculator to see how much
revenue and time savings you could
generate with ReferralMD.

415-841-2727 Ext. 1