

The solution

SmartExam™

Radically decrease time and  
cost while increasing  
everything that matters

# Why We are Special: SmartExam™



Patient takes a SmartExam on a smartphone or computer

SmartExam processes interview and generates a provisional diagnosis, treatment plan and chart note that the physician reviews and signs off

SmartExam sends interview back into the EMR as a separate encounter, completes billing, ordering, & sends AVS to patient

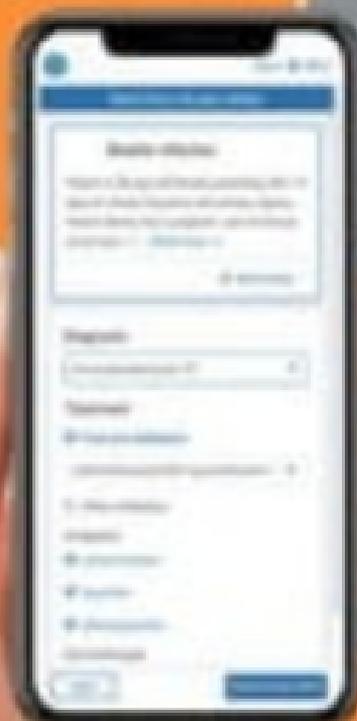


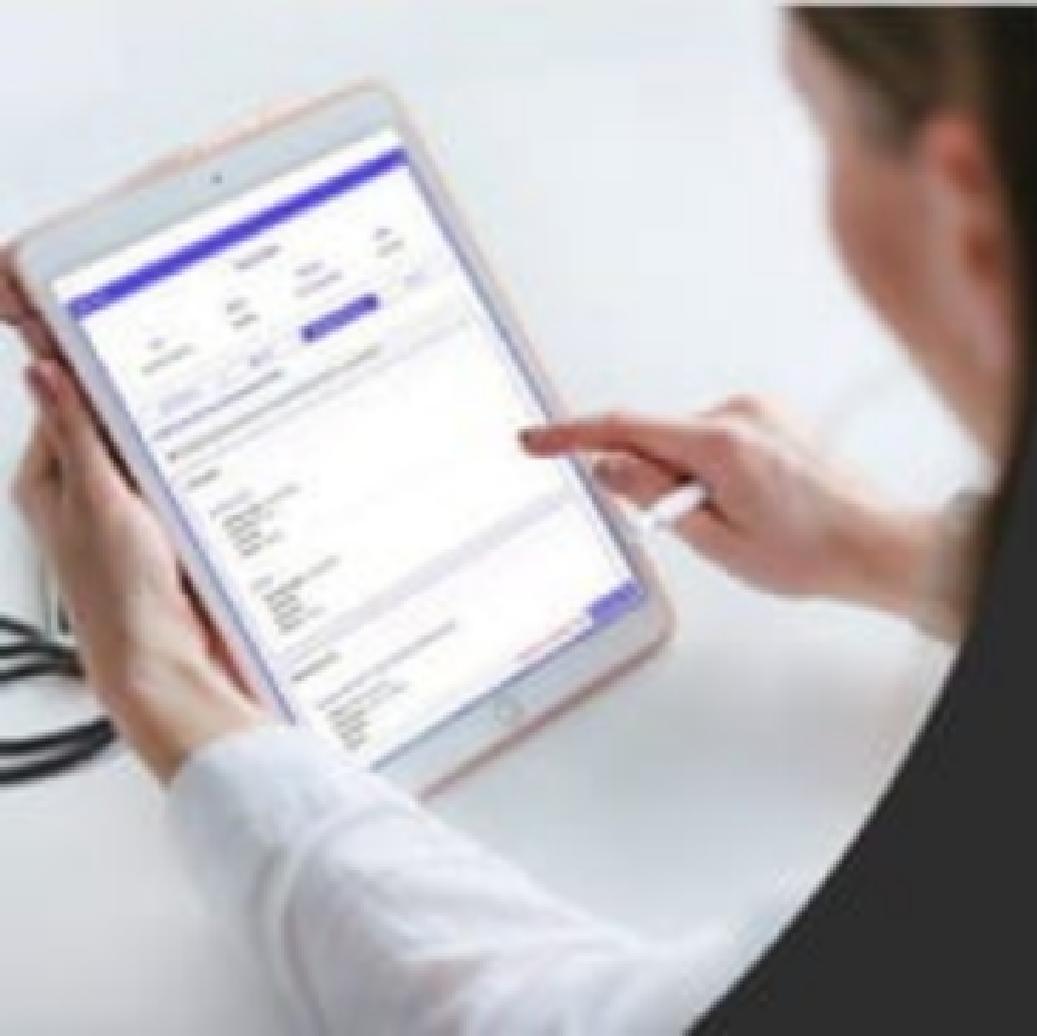
## The Patient Experience

- Eligibility check
- EHR Review
- Online Clinical Interview
- Personalized Diagnosis & Treatment
- Rx if needed
- Referrals
- Educational Materials
- Work excuse notes

# The Clinician Experience

- Alert that patient is in queue
- In app-EHR Review
- Results of clinical interview
- Differential diagnosis & treatment plan
- Chart ready SOAP note
- Rx if needed
- AVS
- Billing file





## UNIQUE BENEFITS OF SMARTEXAM™

- 15-20x multiplier on physician capacity
- No training needed - less than 1h to clinician proficiency
- COVID Evaluation, based on up-to-date CDC guidelines
- Patient UI in English and Spanish, with real-time medically certified translation to provider chart notes
- Asynchronous, AI-supported remote care to reduce infection risk
- Built-in advanced clinical decision support, driving improved clinical outcomes

**BRIGHT-MD**

## Proven value

>30%

New Patient  
Acquisition

<2 mins

Provider  
Time

90%

Patient  
Satisfaction



*Deliver care for half the cost  
of a nurse advice line call*



*Creation of 7 FTE of clinical  
capacity; a value of \$1.75M!*



*Enable greater geographic  
footprint for care delivery*



*Positive ROI in less than a year*

# Accolades from Patients & Providers



**"Awesome! Convenient! Thorough!"**

*"Much better than going in person and waiting in an urgent care."*

*"It is entirely consistent, and more thorough than I would be. Lowers the variability..."*



*"Ease of use, the fact that I didn't have to wait in ER to get meds for a UTI. Or even wait till the morning to call my doctors office to see if I can get in at some point today. Got the meds last night and I am already feeling a lot better."*



*"Quick, convenient, easy access to care for patient; As a provider I like the HPI/ROS entered by patient, and auto-generated note."*



*"Automatically picks diagnosis and treatment, and I can easily change this if needed."  
"Love the ease of accessing the program anywhere you are."  
"The most comprehensive history I could possibly ask for."*



*"My husband went to Minute Clinic around the same time I started SmartExam. It took him 3 hours. It took me 15 minutes, complete to prescriptions sent to pharmacy!"*

Everyone has a health story

...and it's time to tell it. The U.S. primary care system no longer meets the needs of its patients or providers. New technological approaches combined with the drive to move care to lower cost settings are creating care models that better meet patient needs and are accessible on-demand.

Download

# PRIMARY CARE for the 21<sup>ST</sup> CENTURY



TECHNOLOGY-ENABLED  
AND ON DEMAND



REPORT EXCEPT WHERE SHOWN OTHERWISE



Sign up now

CHILMARK RESEARCH REPORT: HOW SHOULD WE WATCH?

"The U.S. primary care system no longer meets the needs of its patients or providers," the report notes. "New technological approaches combined with the drive to move care to lower cost settings are creating care models that better meet patient needs and are accessible on-demand."

—Chilmark Research, November 2019



Kara Furber, VP Marketing



Robert DiFatta, VP Engineering



Julia Hillard, VP Customer Success



Jeremy Robbins, VP Sales



Ray Costantini, MD, Founder & CEO

## Leadership Team

Collective Skills & Experience.

- clinical expertise
- virtual care
- provider system operations
- technical innovation
- growth scaling



Mark Swirth, Founder & CFO

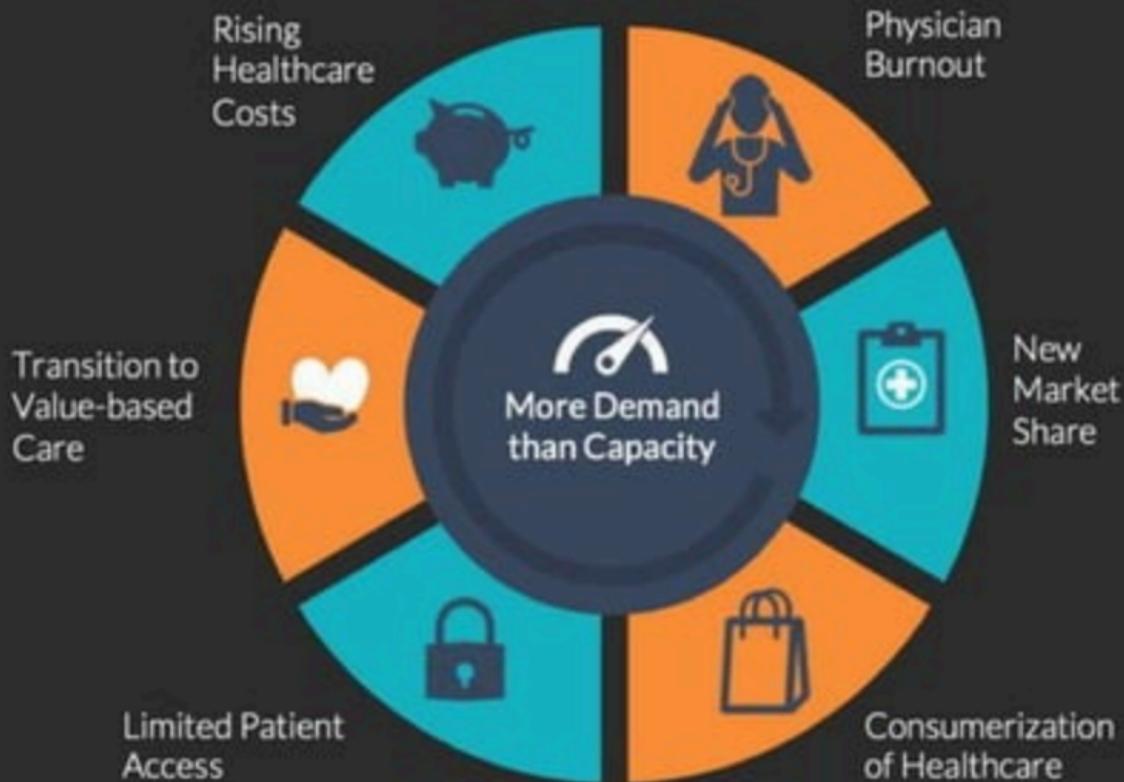
**BRIGHT·MD**

Automating Healthcare  
Delivery

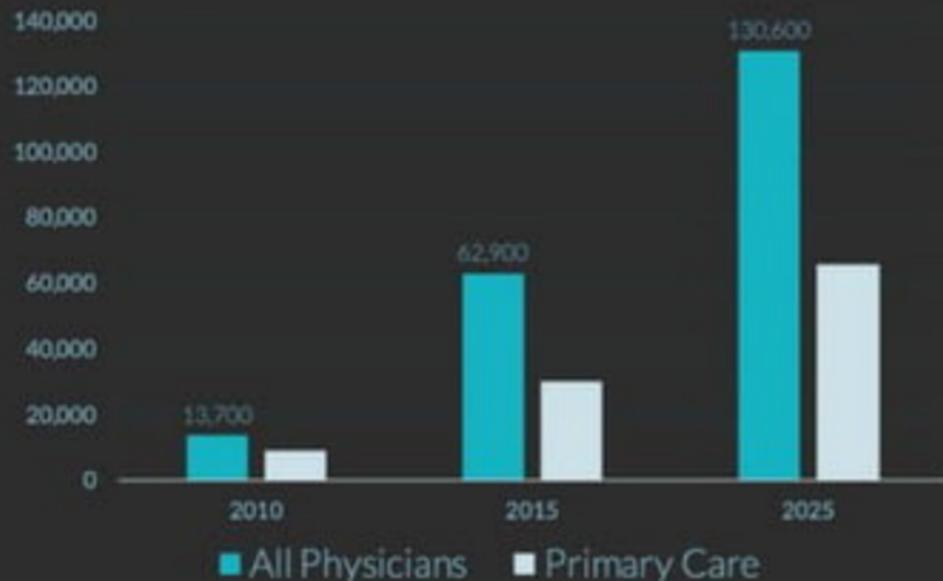
2020

# The problem

A crushing provider shortage is at the root of health system challenges



## Physician shortages: Estimates from 2010 to 2025



Healthcare's  
crushing problem

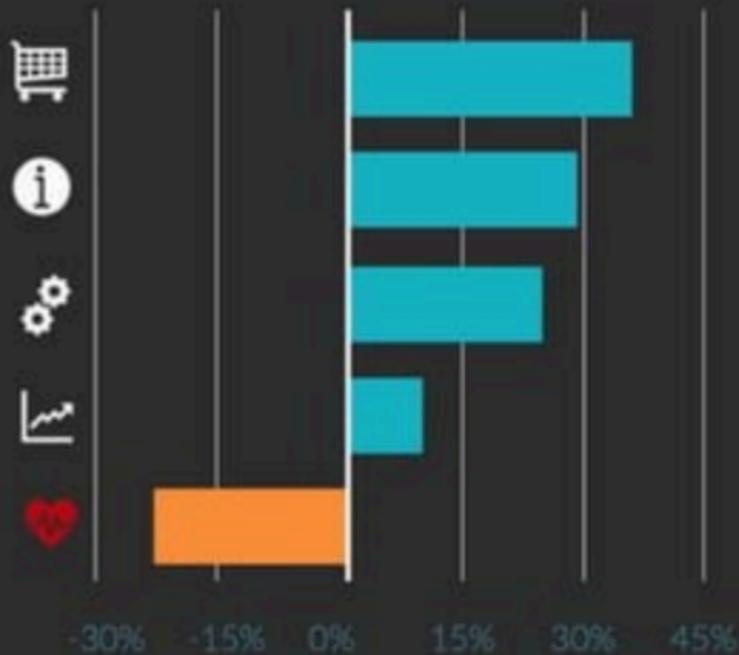
Currently a 15% shortfall of PCP  
capacity, and getting worse every year

Source: American College of Physicians, Controlling Health Care Costs While Promoting  
The Best Possible Health Outcomes, Philadelphia: American College of Physicians, 2009

# EMR's don't help

Unlike every other major industry, productivity in healthcare has been *negatively* impacted by digitization

Productivity Impact of Digitization By Industry





## “Telehealth” does not help

According to the Advisory Board, video visits take about the same amount of clinician time as in-person visits.

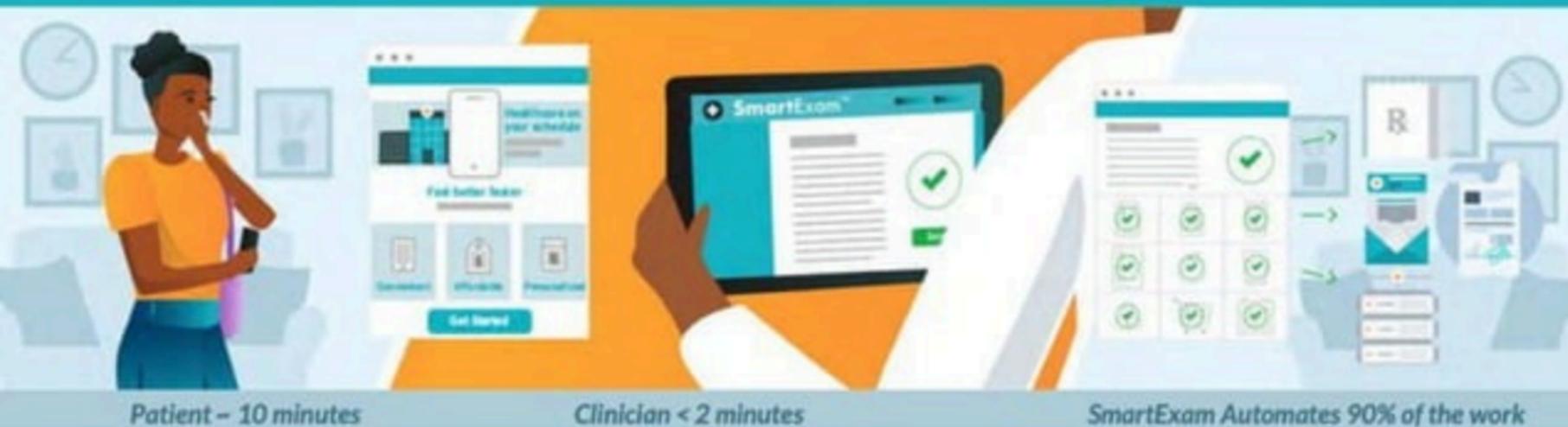
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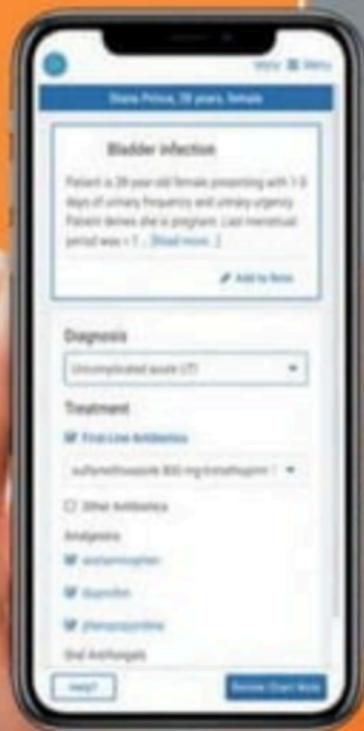


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# All types of healthcare systems

Fee for Service



For profit



Accountable Care Organization

Not for profit



Large Multi System,  
Multi State System



Academic Medical Centers



Virtual only

Small, rural  
Single Hospital System



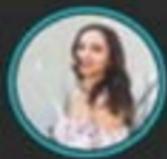
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THE WALL STREET JOURNAL  
**WSJ**

BECKER'S  
**HOSPITAL REVIEW**

PORTLAND  
**BUSINESS JOURNAL**

**Gartner**

FORRESTER®

 **Advisory  
Board**

**THE HUFFPOST**

— Recognition —

**WIRED**

MEMBER TODAY'S  
**KevinMD.com**  
Social media's leading physician voice



**Bloomberg**

**Modern  
Healthcare**

**HIMSS**

**MedCity  
News**

Everyone has a health story.

We seek to improve primary care delivery across the U.S. through the effective deployment of modern and learning IT solutions and address the challenges of the primary care workforce. At Chilmark Research, we're committed to the right direction to truly move the needle on care delivery.

[Our Research](#)

# PRIMARY CARE for the 21<sup>ST</sup> CENTURY



TECHNOLOGY-ENABLED  
AND ON DEMAND

es

**Why Will a Patient, Instead of a Doctor, be the Doctor?**

**Top 100 Health Care IT Vendors**

## CHILMARK NAMES BRIGHT.MD VENDOR TO WATCH

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# Gartner®

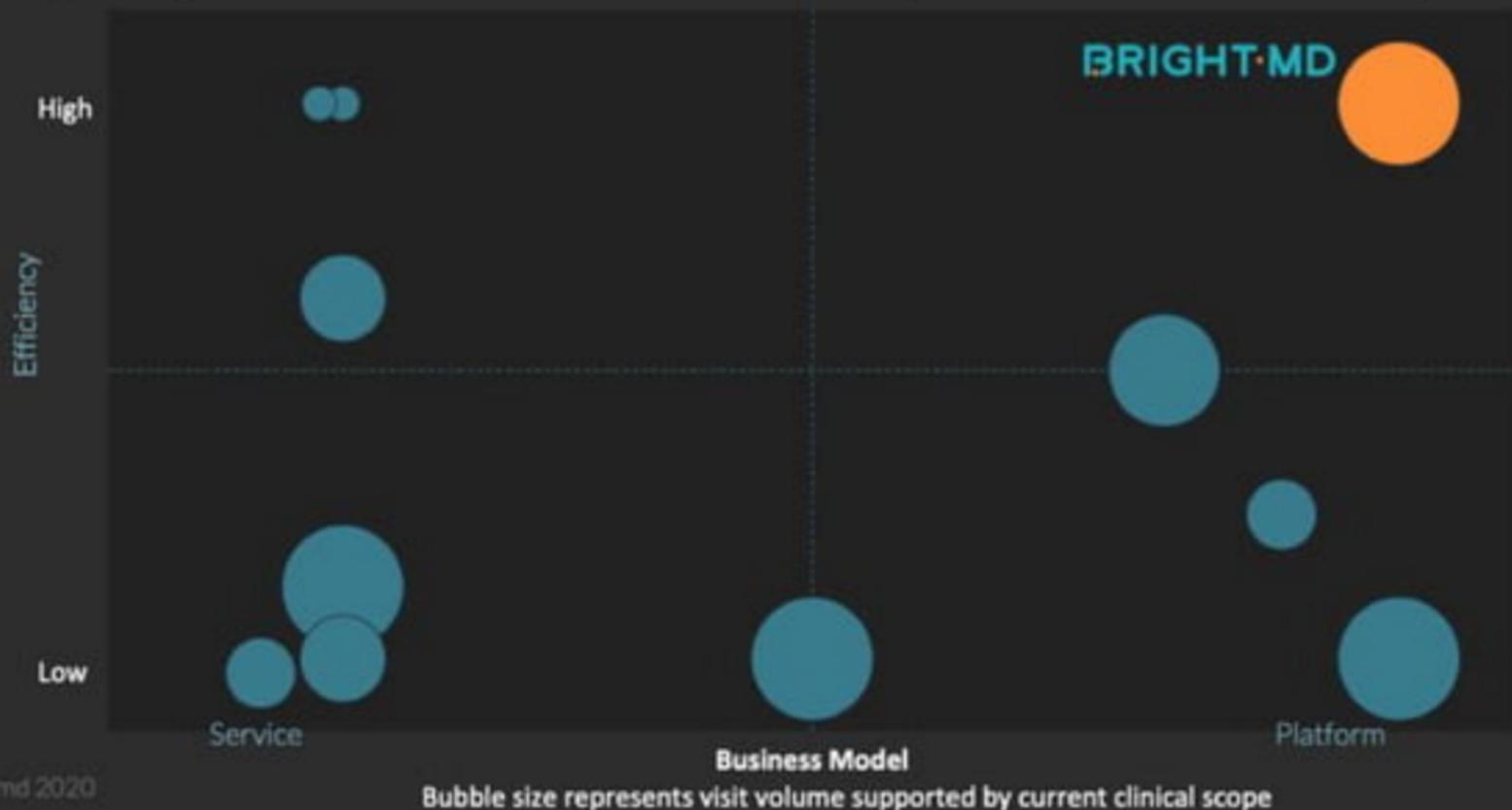
New Hype Cycle Category

"Transformational" in their "ability to substantially increase both patient and clinician satisfaction and deliver high-quality care."

Gartner Cool Vendor in Healthcare

BRIGHT·MD

# Uniquely Positioned in the Competitive Landscape





Kara Kerker, VP Marketing



Robert DiFalco, VP Engineering



Julia Millard, VP Customer Success



Jeremy Robbins, VP Sales

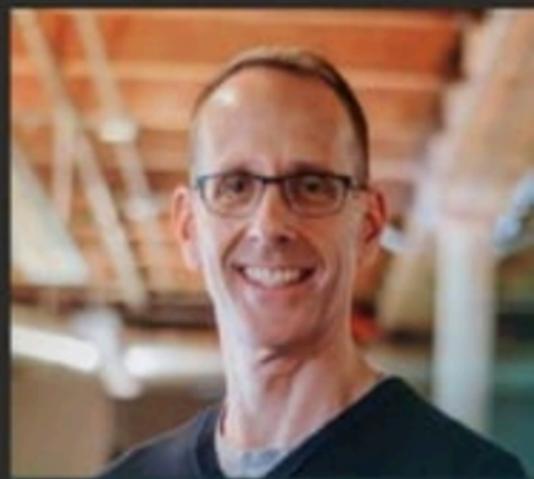


Ray Costantini, MD, Founder & CEO

## Leadership Team

Collective Skills & Experience

- clinical expertise
- virtual care
- provider system operations
- technical innovation
- growth scaling



Mark Swinth, Founder & CFO

# Capitalization History

Total of \$20M raised

Most recent round of \$8M  
August of 2017



thank you

[www.bright.md](http://www.bright.md)  
[ray@bright.md](mailto:ray@bright.md)  
877.888.5242

