



Transforming the
Dental Benefit Experience
for patient, provider, & payer engagement

FROM THE PEOPLE WHO BROUGHT YOU



Pain-Points In Today's Benefits

PAYERS



- Dollar-for-Dollar... Dental benefits are the most wanted, but also most complained about
- Need to cost-effectively drive dental wellness
- Fragmented experience negates online engagement

MEMBERS



- Antiquated experience & lack of understanding
- Out-of-Sight = Out-of-Mind
- Net Promoter score of **-5**

PROVIDERS



- Expensive to market to & communicate with covered members despite being “In-Network”
- Rejecting plan’s unilateral, limited & non-participatory approaches to transparency
- Want more informed patients with less hassle

Engagement: All For One & One For All



A Brighter Way

Brighter is healthcare's first multi-sided platform that seamlessly connects patients, providers & payers through an interactive marketplace to transform the dental benefit experience.



Who's Becoming Brighter...

- Platform tested w/ So. Cal based self-funded employers
- 30,000 Providers have already Activated (~102,000 by 7/1/16)
- Brokers beginning to request Brighter w/in RFPs
- 2 national payers planning to launch Brighter Engagement in 2016



Member Engagement & Wellness

The image displays three overlapping browser window mockups for ACME DENTAL, illustrating different user engagement and wellness features.

ACME DENTAL

A dental claim has been processed. [View Your Claim >](#)

EXPLANATION OF BENEFITS	
MEMBER NAME Maia Anderson	CLAIM NUMBER TNBL974
DENTIST NAME Dr. Michael Wong	DATE OF SERVICE 01/05/2014

CLAIM DETAILS

Amount Billed..... [Log in](#)

Paid by Plan..... [Log in](#)

Your Responsibility..... [Log in](#)

Go to www.acmedental.com

ACME DENTAL

Activate your account and start saving!

Your Plan starts today. [Activate now](#) and start saving at top dentists. It only take a few seconds to complete.

[Activate Your Account >](#)

Acme, Corportion	
EFFECTIVE DATE: 1/1/2014	
MEMBER NAME Tom Anderson + Family	MEMBER ID JKNS32934789

ACTIVATION REQUIRED

Go to www.acmedental.com

Questions? Call 1.888.230.4413

ACME DENTAL

Schedule Your FREE Check-Up & Cleaning

Your 2015 dental plan, sponsored by HerbaLife, allocates \$1,500 for most common dental services, including check-up & cleaning.

What's Covered?

Covered 100% at in-network dentists

- EXAMS
- X-RAYS
- CLEANING

Be sure to take advantage of this great benefit.

[FIND A GREAT DENTIST TODAY](#)

Consumer Funnel

ACME DENTAL Powered by **Brighter** Welcome John | Log Out

My Dental

[MY DENTAL](#) [FIND A DENTIST](#) [CLAIMS](#) [ID CARDS](#) [PLAN SUMMARY](#) [ACCOUNT SETTINGS](#)

JS John Primary

PS Jane Spouse

FS Fiona Child

2015 Benefit Summary for John Smith

[VIEW FULL PLAN SUMMARY](#)

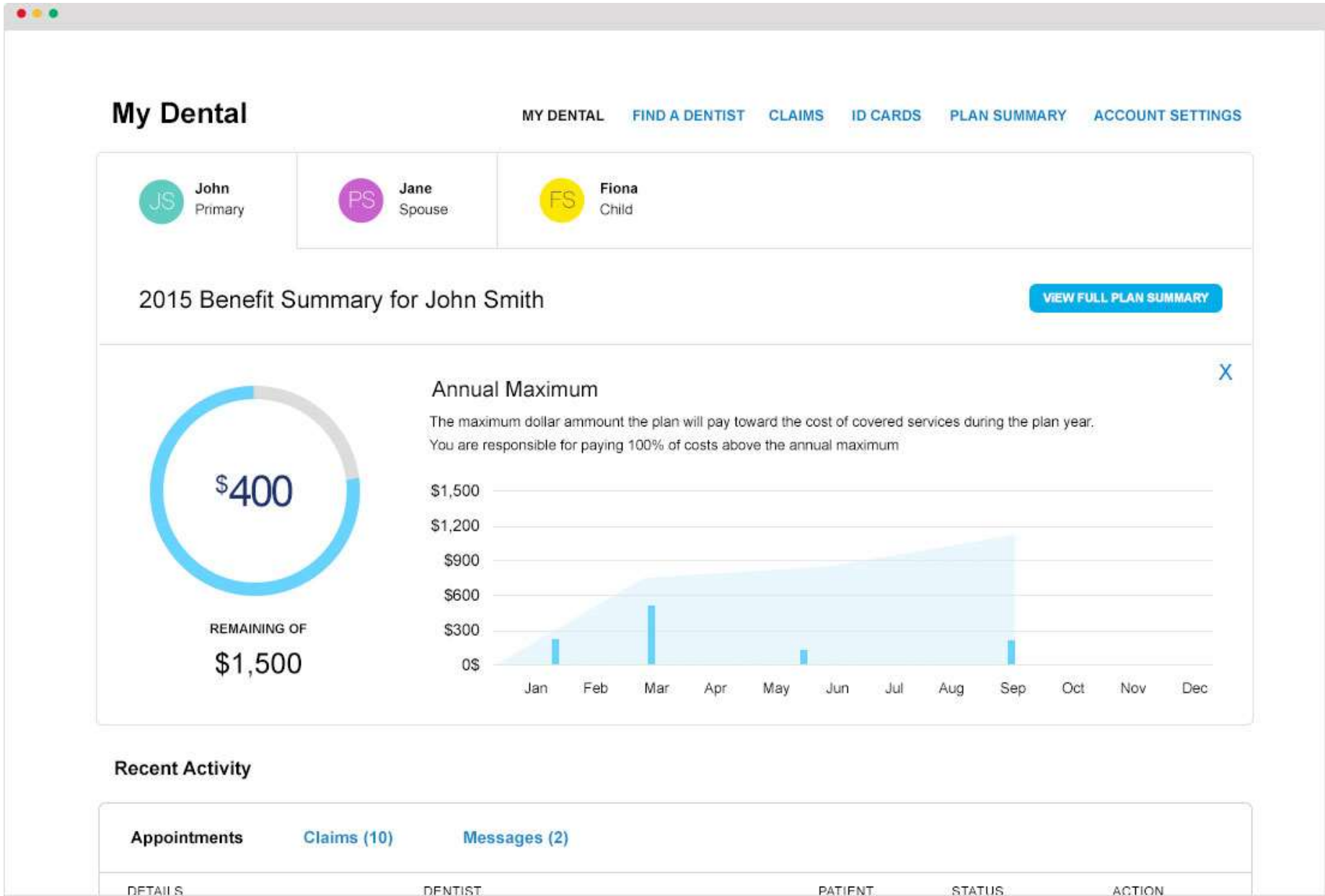
<p>Annual Maximum +</p> <p>\$400</p> <p>REMAINING of \$1,500</p>	<p>Deductible +</p> <p>✓</p> <p>DEDUCTIBLE MET</p> <p>\$0 REMAINING of \$50</p>	<p>Your Savings +</p> <p>\$1,875</p> <p>YOU PAID: \$300 of \$3,000</p>	<p>Ortho Maximum +</p> <p>\$900</p> <p>REMAINING of \$1,500</p>
--------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------

Recent Activity

[Appointments](#) [Claims \(10\)](#) [Messages \(2\)](#)

DETAILS	DENTIST	PATIENT	STATUS	ACTION
<p>JR 27</p> <p>Check-Up & Cleaning @ 10:00 AM</p>	<p>Dr Colin Suzman DDS 4234 Barranca Blvd., Irvine, CA 92602</p>	<p>JS JOHN</p>	<p>✓ CONFIRMED</p>	<p>GET DIRECTIONS</p> <p>CANCEL/RESCHEDULE</p>
<p>JR 07</p> <p>Check-Up & Cleaning @ 10:00 AM</p>	<p>Dr Dr. Beatrice Lu, DDS 16100 Sand Canyon Ave, Irvine, CA 92618</p>	<p>JS JOHN</p>	<p>✓ CONFIRMED</p>	<p>GET DIRECTIONS</p> <p>CANCEL/RESCHEDULE</p>

Understanding Your Benefits



REMAINING OF
\$1,500

Annual Maximum

The maximum dollar amount the plan will pay toward the cost of covered services during the plan year. You are responsible for paying 100% of costs above the annual maximum



Recent Activity

Appointments

Claims (10)

Messages (2)

DETAILS

DENTIST

PATIENT

STATUS

ACTION

Interactive Directory

Dr. Don Niu, DDS

1.1 mi | 18 ENDEAVOR STE 308, IRVINE, CA 92618



12 CO-WORKER VISITED THIS DENTIST

Check-Up & Cleaning

\$0 ESTIMATED CO-PAYS

SCHEDULE ONLINE

or Call 949-482-0811

#1 of 260 dentists

9.6/10 BRIGHTER SCORE

- 10-EXPERIENCE - 35 yrs in practice
- 8.7-PATIENT SATISFACTION - 41 Reviews
- 10.0-OUT-OF-POCKET COSTS - Great Prices

Dr. Neda Khodai, DDS

1.1 mi | 62 Corporate Park Ste 220, Irvine, CA 92606



8 CO-WORKER VISITED THIS DENTIST

Check-Up & Cleaning

\$0 ESTIMATED CO-PAYS

SCHEDULE ONLINE

or Call 949-482-0811

#2 of 260 dentists

9.4/10 BRIGHTER SCORE

- 9.5-EXPERIENCE - 15 yrs in practice
- 9.0-PATIENT SATISFACTION - 29 Reviews
- 9.7-OUT-OF-POCKET COSTS - Great Prices

Dr. Colin Suzman DDS

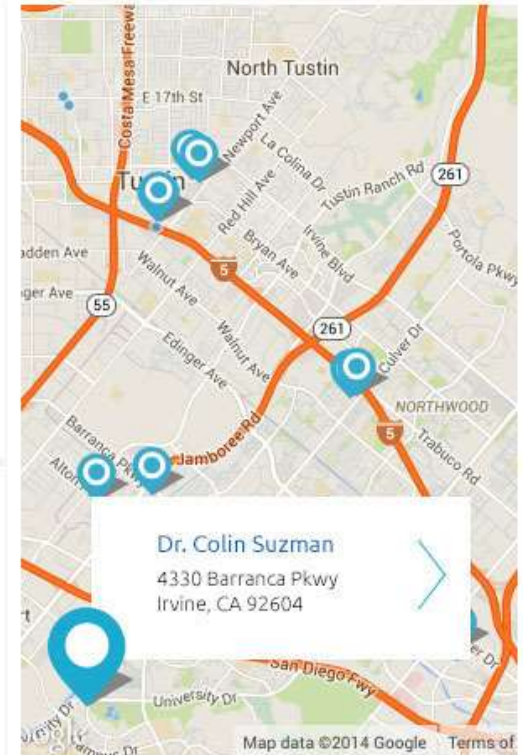
1.1 mi | 4330 BARRANCA PKWY, IRVINE, CA 92604



Check-Up & Cleaning

\$0 ESTIMATED CO-PAYS

9.3/10 BRIGHTER SCORE



Interactive Directory

Dr. Don Niu, DDS

1.1 mi | 18 ENDEAVOR STE 308, IRVINE, CA 92618



12 CO-WORKER VISITED THIS DENTIST

Crown

\$268 Estimated Co-Pay

SCHEDULE ONLINE

or Call 949-482-0811

#1 of 260 dentists

9.6/10 BRIGHTER SCORE

- 10-EXPERIENCE - 35 yrs in practice
- 8.7-PATIENT SATISFACTION - 41 Reviews
- 10.0-OUT-OF-POCKET COSTS - Great Prices

Dr. Neda Khodai, DDS

1.1 mi | 62 Corporate Park Ste 220 , Irvine , CA 92606



8 CO-WORKER VISITED THIS DENTIST

Crown

\$276 Estimated Co-Pay

SCHEDULE ONLINE

or Call 949-482-0811

#2 of 260 dentists

9.4/10 BRIGHTER SCORE

- 9.5-EXPERIENCE - 15 yrs in practice
- 9.0-PATIENT SATISFACTION - 29 Reviews
- 9.7-OUT-OF-POCKET COSTS - Great Prices

Dr. Colin Suzman DDS

1.1 mi | 4330 BARRANCA PKWY, IRVINE, CA 92604

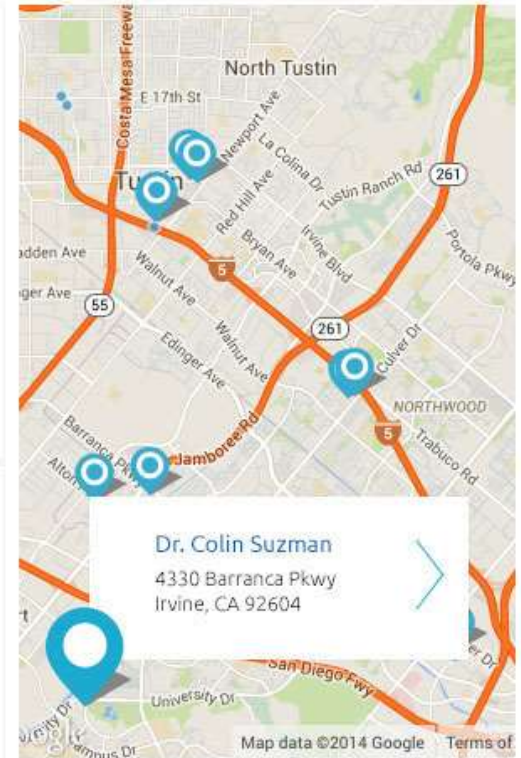


Crown

\$276 Estimated Co-Pay

9.3/10 BRIGHTER SCORE

#3 of 260 dentists



Provider Strengths & Social-Proof

Dentist Profile

[MY DENTAL](#) [FIND A DENTIST](#) [CLAIMS](#) [ID CARDS](#) [PLAN SUMMARY](#) [ACCOUNT SETTINGS](#)

Dr. Colin Suzman DDS

4330 Barranca Pkwy Ste 100 , Irvine , CA 92604 | Phone: 310-692-9284

12 CO-WORKERS VISITED THIS DENTIST

Schedule appointment
Select a Date & Time

4330 Barranca Pkwy Ste 100 , Irvine , CA 92604 | Phone: 310-692-9284

✓ IN-NETWORK

9.3/10
BRIGHTER SCORE

10 - EXPERIENCE - 25 yrs in practice
9.0 - PATIENT SATISFACTION - 36 Reviews
9.1 - OUT-OF-POCKET COSTS - Great Prices



Profile Highlights

- BRIGHTER CERTIFIED
- HIGHLY RECOMMENDED
- POPULAR PICK IN 90024
- GREAT PRICES
- STATE-OF-THE-ART PRACTICE

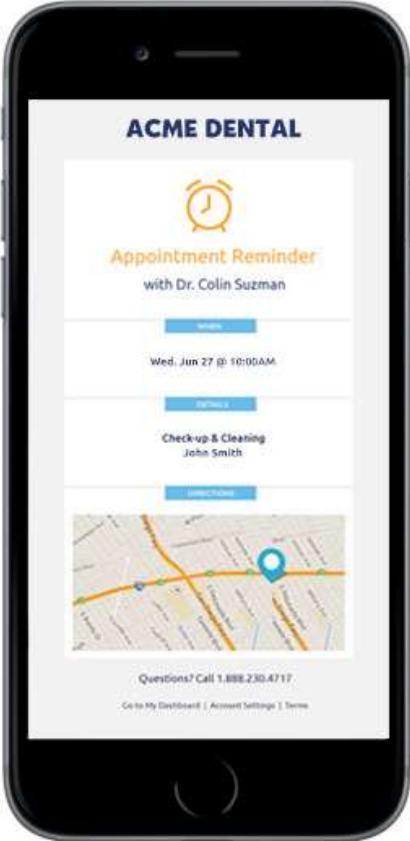
Available times for July 7

- 10:00 AM
- 11:00 AM
- 1:00 PM
- 2:00 PM
- 4:00 PM
- 5:00 PM

JULY 2015						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	1	2	3

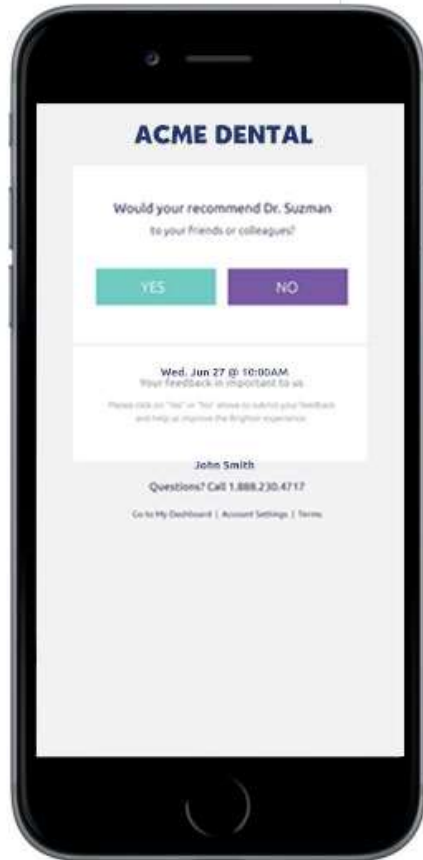


Appointment Reminders



Recent Activity				
Appointments		Claims (10)	Messages (2)	
DETAILS		DENTIST	PATIENT	STATUS
JUN 27	Check-Up & Cleaning @ 10:00 AM	Dr Colin Suzman DDS 4234 Barranca Blvd., Irvine, CA 92602	JS JOHN	 CONFIRMED
JUL 07	Check-Up & Cleaning @ 10:00 AM	Dr Dr. Beatrice Lu, DDS 16100 Sand Canyon Ave, Irvine ,CA 92618	JS JANE	 CONFIRMED
JUL 14	Check-Up & Cleaning @ 10:00 AM	Dr. Gregory Clibon, DDS 14150 Culver Dr Ste 300, Irvine, CA 92604	FS FIONA	 CONFIRMED

Verified Patient Reviews

A screenshot of a web dashboard showing patient satisfaction data. At the top, there is a green circle with the number "9.5" and the text "Patient Satisfaction - 45 Reviews". Below this is a section titled "What Verified Customers Are Saying" with a sub-header "Brighter Recommendations: 20" and a speech bubble icon with the number "1". Three customer reviews are listed, each with a speech bubble icon, the customer's name, and the date "10/20/2013".

9.5 Patient Satisfaction - 45 Reviews

What Verified Customers Are Saying Brighter Recommendations: 20 1

"Very efficient. Took me in early, was gentle in the cleaning, and extremely thorough in the examination. Would highly recommend"

April A. - 10/20/2013

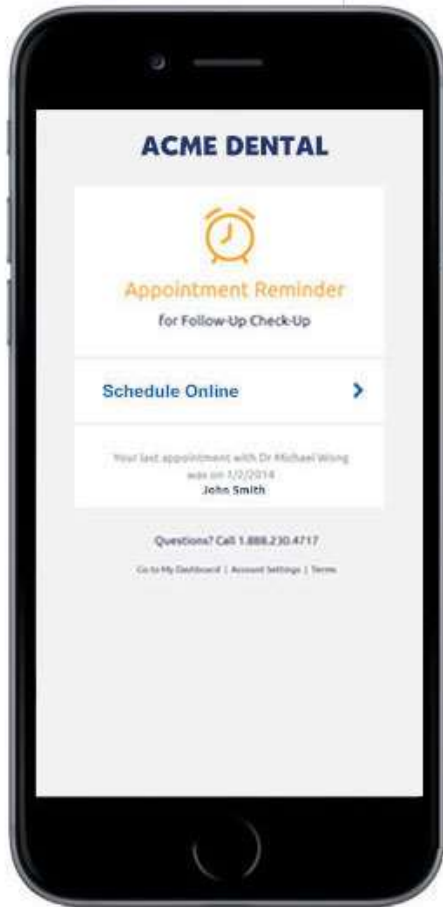
"He was fantastic. Did everything she could to make the experience pleasant. Kept me informed when he needed to make a change to his original plan and was very upfront about my options and the pricing."

Benji S. - 10/20/2013

"Dr Smith office is state of the art. The equipment is all new and his office makes you feel very comfortable. His staff is also very kind. I highligh recommend Dr Smith."

Tommy T. - 10/20/2013


Wellness Reminders




Recent Activity

[Appointments](#) [Claims \(10\)](#) [Messages \(2\)](#)

Wellness Reminder



Schedule your appointment today

 Jason is eligible for a 6-month Check-Up

January 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	1	2	3

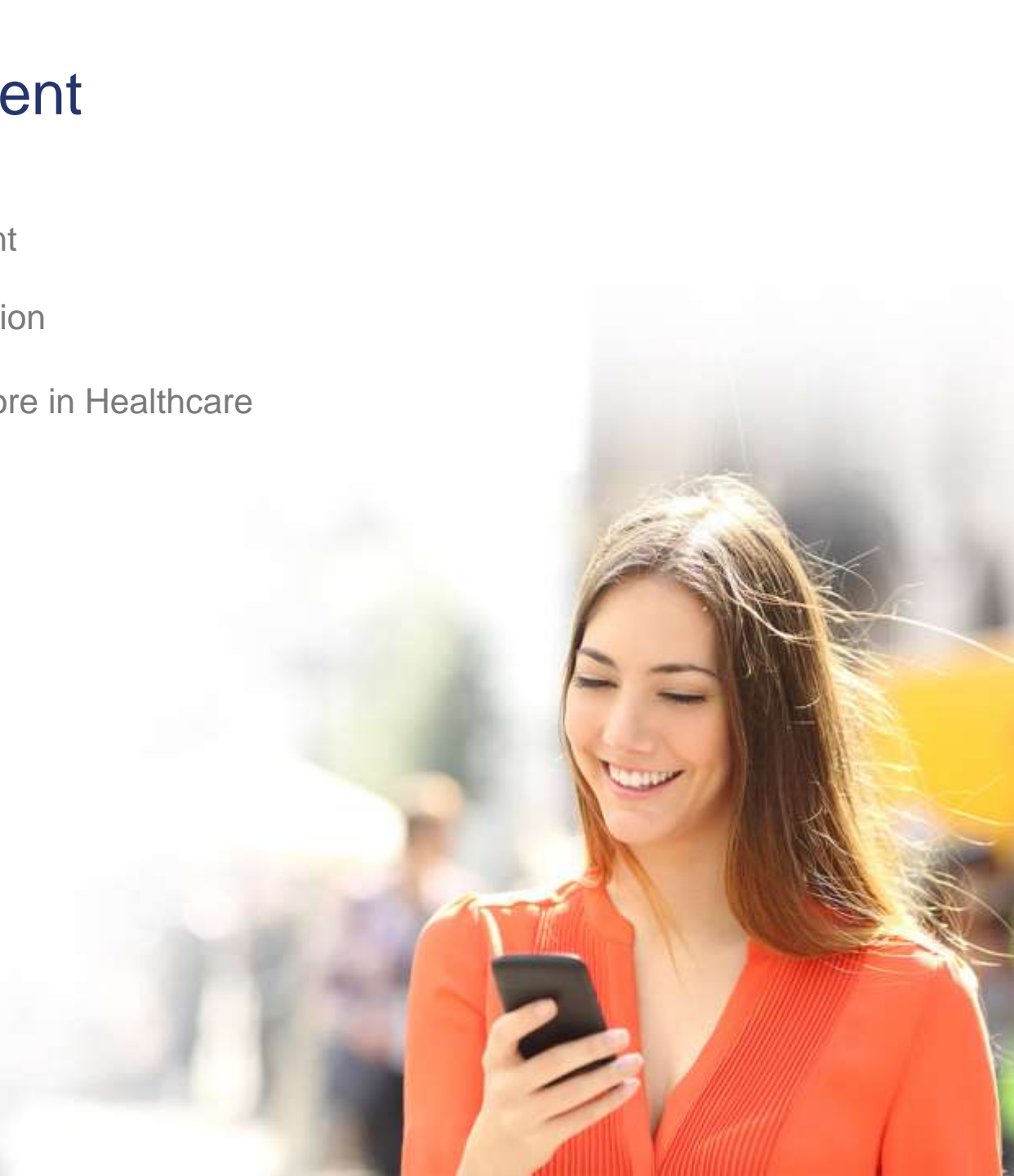
Available times

- 10:00 AM
- 11:00 AM
- 1:00 PM
- 2:00PM


SCHEDULE

Member Engagement

- 83% Member Engagement
- 6.5% Claims Cost Reduction
- Highest Net Promoter Score in Healthcare



Provider Engagement

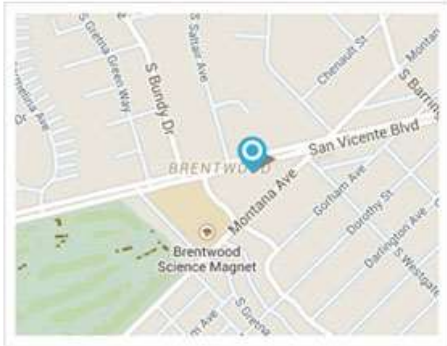
QUESTIONS? 888.123.4567☰

SHOW ACTIVE ONLY 🏠 Edit Practice NEW SEARCH P M Colin Suz 🔍

Profile Management >

- Pending Appointments
- Payer Messages
- Patient Reviews
- Marketplace Analytics
- Claims
- Payment Settings

PRACTICE INFORMATION

STATUS: ACTIVE

BETTER SMILES INC.


EDIT


📍 4330 Barranca Pkwy. Irvine, CA 92604

OFFICE MANAGER Benjamin Grimes	PHONE 310-288-8874	FAX 310-288-8874
EMAIL info@bettersmileinc.com	WEBSITE www.bettersmileinc.com	

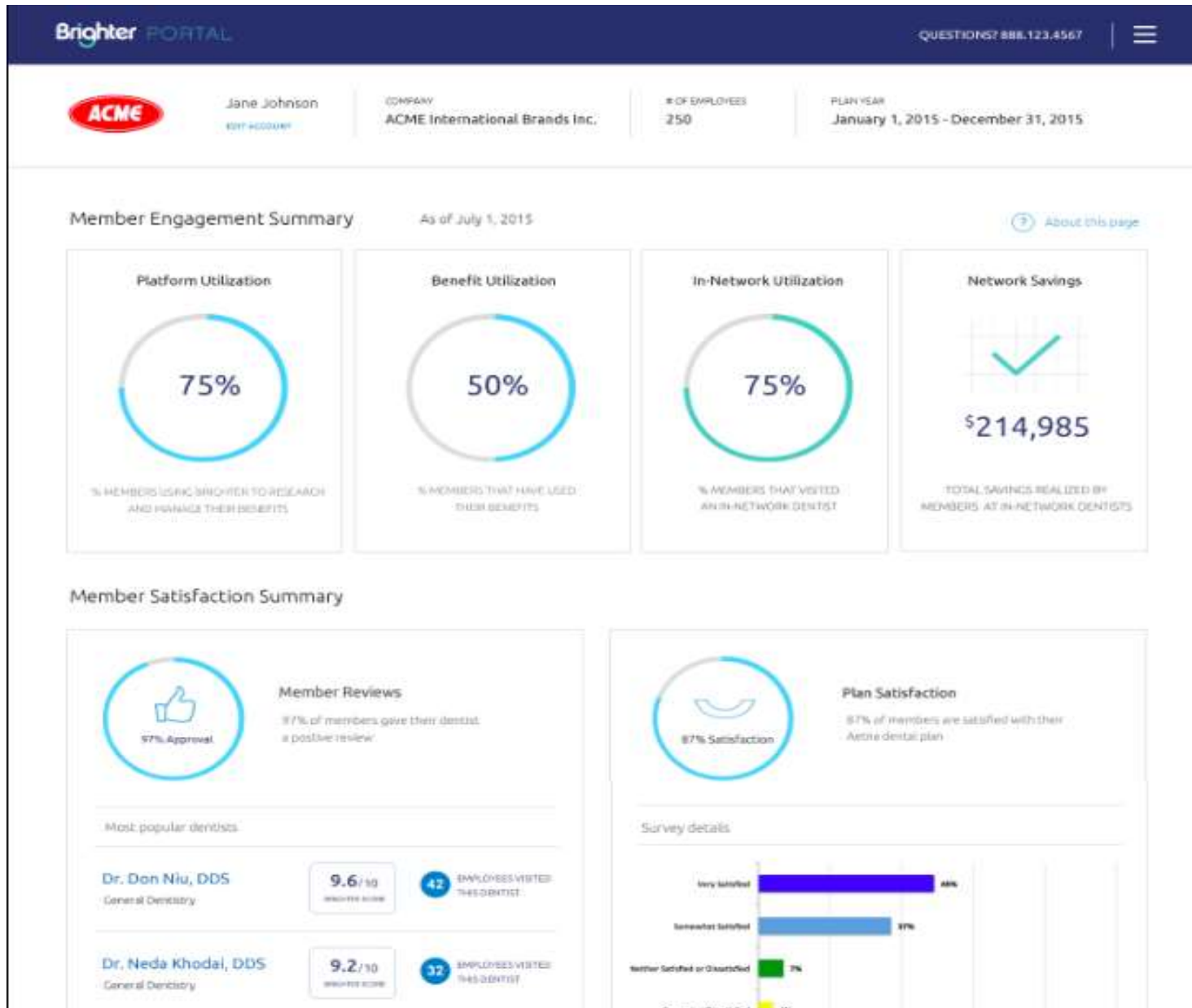
PARTICIPATING PROVIDERS

+ ADDSHOW ACTIVE ONLY

 P S	Dr. Colin Suzman DDS	NPI 4726746264	SPECIALITIES GD, OR, PD, OS	FEE SCHEDULE View Full list	EDIT ▼
Status: On					

	Dr. Colin Suzman DDS	NPI	SPECIALITIES	FEE SCHEDULE	EDIT ▼
-------------------------------------------------------------------------------------	-----------------------------	-----	--------------	--------------	-----------------------

Sales & Account Management



Innovation & Engagement Roadmap

More Payers... More Analytics... More Patient & Provider Features

Network Transformation

Provider Payments

Uber'ization of Dental Benefits

Demo?

Jason Szczuka

jason@brighter.com

949.293.4117

