## Brightwell Systems page 2 where it start

## Guidelines

### Home

- ✓ About
- Services
- Testimonials
- Contact
- ✓ Client Portal + Legal

### Animations

Type	Where	Purpose
Fade-in	Hero text, testimonials	Subtle engagement
Scroll Reveal	Billing flow diagram, badges	Keeps eyes moving
Count-Up	92% Claim Rate, 14 Days, 3.6h	Proof through motion
Button Pulse	CTA buttons	Drive clicks subtly
Slide Carousel	Testimonials	Saves space, shows trust

Section	Visuals Needed	
Hero Section	Professional woman in navy blazer with doctor/nurse behind (already done)	
Lead Magnet Section	PDF cover mockup (1-page visual of "Revenue Leaks Audit")	
Your Back Office	Flat lay of claims / EHR dashboard / email inbox	
Sound Familiar	Tired administrator visual / rejected claim stamp / inbox chaos	
Pick What You Need	Clean two-column icons grid (checkmarks vs. red Xs)	

Sectio	ion visuais Needed			
Billing Proce Flow	ess	Horizontal animated flowchart (Claim Intake → Report Delivery)		
Compliance Badges		Icons: HIPAA, Shield Lock, U.S. Flag, File Encryption, 30-Day Guarantee		
Lestimonials Page		Circular headshots / soft blurred office backgrounds / speech bubble layout		
About Page Group photo or grayscale "operator team" collage				
Metrics Section A		Animated numbers (e.g. counter rising from $0 \rightarrow 92\%$ )		
Contact Page		Minimal form visual + small location icon or chat bubble		
Client Portal Page Padlock icon, log		Padlock icon, login form mockup, cloud dashboard		
Home		Hero + Lead Magnet + Value Intro + Testimonial + CTA + 1 long Metrics page		
About Us	Company bio, Who We Serve, Results, Mission Quote, Compliance badges		1 page	
Services	Tiered packages, Billing flow diagram, Deliverables list 1 page		1 page	
Testimonials Client quote cards (3–6 rotating)		1 page		
Contact	Call/Email + Calendar embed + optional intake form		1 page	
Client Portal	l Login/Signup block + note about secure access (placeholder until live) 1 page		1 page	

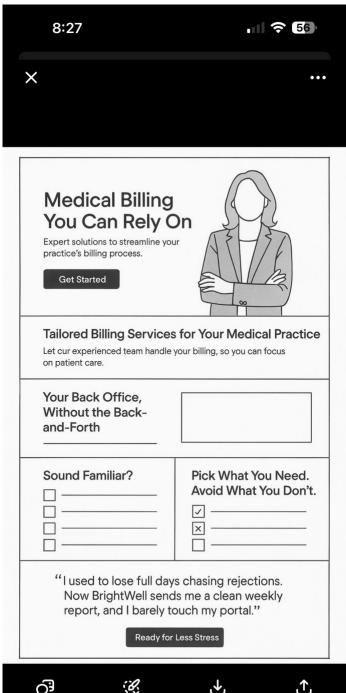
Visuals Needed



Section

# 

- Use a parallax scrolling effect on the Hero Section image.
- Add a fade-in animation for the headline and subheadline.
- Ensure CTA button has hover interaction with a light ripple effect.









Lead Magnet Download

Download our free guide: "Top 5 Revenue Leaks in Insurance-Based Practices."

[Download Free Audit Kit]

Your Back Office, Without the Back-and-Forth
We handle your claims, clear your ledger, and manage your inbox —
so you can get back to treating patients, not chasing payments.

#### **Testimonial**

"I used to lose full days chasing rejections. Now BrightWell sends me a clean weekly report, and I barely touch my portal."

& Contact & Demo Booking Call: 786-512-9756 | Email: info@brightwellsystems.com

### [Schedule a Demo]

- **Page Effects & Visual Enhancements:**
- Animate form field focus with border glow.
- Add bounce-in effect to the contact icons.
- Include map embed with zoom hover.

### Performance Metrics

- 92%+ Clean Claim Rate
- <14-Day Avg Reimbursement
- 3.6 Hours Saved per Provider/Week
- **(**) Compliance & Trust Badges
- ✓ HIPAA Compliant
- ✓ U.S.-Based Staff
- ✓ Encrypted File Transfers
- ✓ 30-Day Cancel Anytime

## About Page

# Page Effects & Visual Enhancements:

- Introduce subtle slide-in text effects for each block.
- Add animated metric counters for the 'Metrics That Matter' section.

We Don't Freelance Your Finances. We Systemize Them. BrightWell Systems is a boutique backend operations firm for private medical practices.

#### Who We Serve

- Multi-provider therapy clinics
- Functional medicine teams scaling to 5+ staff
- Chiropractor groups with admin bottlenecks
- Any insurance-based practice stuck in billing delays

The Metrics That Matter +92% Claim Submission Rate 14-Day Avg. Reimbursement Time 3.6 Hours Saved/Provider/Week 100% U.S.-Based Delivery Team

#### Mission Quote

"Our goal isn't to be your biller. It's to remove billing from your bandwidth — permanently."

We deploy vetted financial operators via a centralized system architecture. No AI bots. No client churn. Just clean ops.

## Services Page

## Page Effects & Visual Enhancements:

- Use a card-hover animation for pricing tiers.
- Animate checkmark lists with a left-to-right fade reveal.
- Include a horizontal scroll effect on mobile.

### Financial Operations. Fixed.

We don't sell billing. We give you a backend you never have to chase.

#### Tier 1: Core Claims Support - \$497/mo

- Claim submission
- Summary reports
- Claim tracking
- Insurance verification
- Up to 150 claims/month

#### Tier 2: Admin + Billing Sync - \$1,900/mo

- Ledger cleanup
- Payment posting
- Prior auth prep
- Inbox triage
- Up to 200 claims/month

#### Tier 3: Full Back Office Support - \$2,500/mo

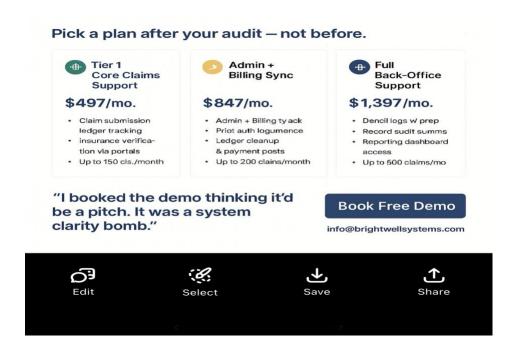
- Full inbox triage (non-voice)
- Dental logs + prep
- Record audit summaries
- Reporting dashboard
- *Up to 300–500 claims/month*

#### What You Get Monthly

- Rejection log
- Payment ledger
- Claims submission report
- End-of-month financial summary

BrightWell Billing Workflow

Claim Intake  $\rightarrow$  Eligibility Check  $\rightarrow$  Submission  $\rightarrow$  Denial Fix  $\rightarrow$  Ledger Reconciliation  $\rightarrow$  Report Delivery



## **☆** Testimonials Page

## Page Effects & Visual Enhancements:

- Add an auto-scrolling carousel for testimonials.
- Use a blurred background transition behind each quote.

"I booked the demo thinking it'd be a pitch. It was a system clarity bomb." — Practice Owner, FL

"BrightWell gave us our admin time back. It felt like hiring a team, not a VA." — Group Therapy Director, TX

"We've doubled our clean claim rate in three months. No follow-up stress." — Chiropractor, CA



#### **Contact Page**

### **Page Effects & Visual Enhancements:**

- Animate form field focus with border glow.
- Add bounce-in effect to the contact icons.
- Include map embed with zoom hover.

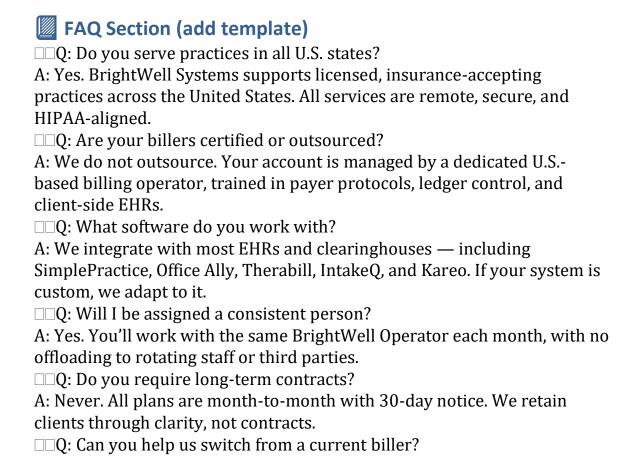
Want to speak with someone directly?

- Call us: 786-512-9756
- Email: info@brightwellsystems.com
- Or use our booking link to schedule a live demo.

[Schedule a Demo] use calendly

Optional: Embed a form for direct messages or intake.

Ai bot that actually sends person email to me



A: Absolutely. We handle onboarding, data pull, and claims transition with zero interruption to your revenue flow.

## Meet the Team (add pics)

### **Built by Operators. Not Freelancers.**

You're not hiring a platform. You're hiring precision-backed people with surgical clarity on billing flow.

Sophia Martell – Founder & Systems Architect

"I built BrightWell to eliminate churn and chaos from billing — and replace it with something frictionless, monthly, and reportable."

Alex Bernard – Payer Liaison & Denial Strategist

A former insurance-side claims auditor turned practice-side specialist.

Carla Jones - Inbox & Intake Ops Lead

Runs BrightWell's internal intake triage and maintains HIPAA-compliant client documentation.

### Terms of Service

### Effective Date: July 14, 2025

### 1. Scope of Work

BrightWell Systems provides revenue cycle support, claims processing, ledger management, and inbox operations to insurance-accepting medical practices.

### 2. Compliance

All services are performed in accordance with HIPAA. Clients are responsible for ensuring system access and permissions are granted for secure workflows.

### 3. Payments

Services are billed monthly via ACH or card. Invoices are due on the 1st of each month. Late payments beyond 5 days result in automatic service pause.

#### 4. Cancellations

You may cancel anytime with 30 days' written notice. We ensure secure offboarding and full return of all client data.

### 5. Data Handling

Client records are never shared, sold, or stored on unapproved platforms. BrightWell uses encrypted, U.S.-based tools only (Stripe, Airtable, Notion, etc.).

### 6. Liability

BrightWell is not liable for reimbursement delays caused by incomplete or inaccurate client data, lack of system access, or payer-side changes beyond our control.

### 7. Contact

Email: info@brightwellsystems.com

Phone: 786-512-9756

## Client Portal + Legal

## Page Effects & Visual Enhancements:

- Ensure secure login interface includes subtle pulse animation on 'Login' button.
- PDF download button should include bounce-in entrance animation.
- Add light slide-in on policy section headers.

Client Portal Access
[Secure Client Login]
Upload documents, view reports, and access billing summaries securely.
(Feature Coming Soon)

### Terms of Service

- 1. Scope of Work: BrightWell Systems provides revenue cycle support, claims processing, ledger management, and inbox operations.
- 2. Compliance: All services are HIPAA-compliant.
- 3. Payments: Monthly billing. 5-day grace. Late = pause.
- 4. Cancellation: 30-day written notice.
- 5. Data Handling: Encrypted U.S.-based systems only.
- 6. Liability: Not liable for errors from client data delays.
- 7. Contact: info@brightwellsystems.com | 786-512-9756

### Page Effects & Visual Enhancements:

- Animate form field focus with border glow.
- Add bounce-in effect to the contact icons.
- Include map embed with zoom hover.