SCALE MEDICA
YOUR GROWTH PARTNER

HEALTHCARE REFERRAL DEVELOPMENT

Build the Referral Network Behind Your Next Stage of Growth.

A concise guide to the Scale Medica system, real proof, program fit and transparent investment.

Research the market.
Develop the right relationships.
Build a referral system your organization can sustain.

EXPLORE YOUR REFERRAL OPPORTUNITY

THE GROWTH PROBLEM

Good care does not automatically create a predictable referral pipeline.

Healthcare decisions are often influenced by people who already hold the patient, family or care-team relationship. When those professionals do not know your organization, understand its fit or remember it at the moment of need, strong care can remain invisible.

01

Chance referrals

Valuable, but difficult to forecast or build around.

02

Occasional outreach

Conversations fade when nobody owns the next step.

03

Advertising alone

Attention does not replace professional trust or partner confidence.

04

Untracked relationships

Teams lose visibility into who was contacted, what mattered and when to follow up.

Referral growth becomes more dependable when the right relationships are identified, developed, nurtured and measured as a system.

WHAT SCALE MEDICA ACTUALLY DOES

We build the relationship infrastructure behind healthcare growth.

Scale Medica helps healthcare organizations understand their referral market, identify relevant partner categories, begin professional conversations and keep promising relationships moving through structured follow-up.

01

Research

Understand the organization, market and opportunity.

02

Identify

Map the people and organizations with relevant influence.

03

Connect

Begin appropriate, professional conversations.

04

Develop

Create clarity around fit, needs and next steps.

05

Nurture

Use consistent follow-up to stay relevant and useful.

06

Measure

Track conversations, partner movement and referral activity.

The objective is not a list of contacts. It is a working network of relevant professional relationships with enough context and follow-through to create genuine referral opportunities.

THE REFERRAL PARTNER ECOSYSTEM

Growth is shaped by the people already close to the decision.

The right partner categories vary by vertical, service area and patient population. Research comes before targeting.

01 **Clinical**

Physicians, specialists, therapy providers, discharge teams

02 **Care network**

Home care, home health, hospice, skilled nursing, senior care

03 **Community**

Social workers, case managers, community organizations, faith leaders

04 **Access**

NEMT providers, insurers, care coordinators, benefits professionals

05 **Behavioral**

Therapists, primary care teams, schools, support programs

06 **Family pathway**

Elder-law professionals, placement advisors, patient advocates

Not every category belongs in every market. Scale Medica evaluates relevance, fit and realistic relationship pathways before recommending a program.

THE SCALE MEDICA SYSTEM

A managed process with room for professional judgment.

01	**Opportunity research**	Organization, business model, service area and local market.
02	**Partner identification**	Relevant organizations and decision-makers, reviewed for fit.
03	**Outreach and development**	Professional introductions and conversations with context.
04	**Referral nurturing**	Email and SMS follow-up designed to keep relationships moving.
05	**Visibility support**	LinkedIn positioning and content that reinforce credibility.
06	**Pipeline visibility**	Conversation notes, stages, follow-up and referral activity in view.

You retain the final say. Research and partner fit are reviewed in context. Nothing replaces your organization's judgment about reputation, appropriateness and capacity.

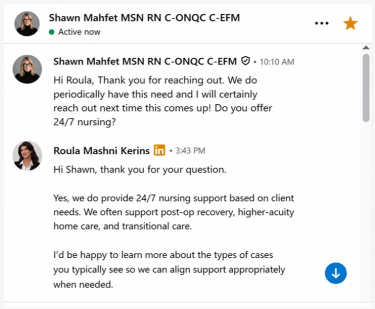
REAL PROOF FROM THE RECOVERED SCALE MEDICA ARCHIVE

Real conversations. Real relationships. Real referral activity.

The screenshots below are original client records from the supplied Scale Medica website backup.



Lauren William / Clinical Therapy



Shawn Mehfit / Women's Health



Sarah Moss / Dermatology Clinic

FEATURED CASE STUDY

CareBridge Home Health

27 active healthcare partnerships developed within a 90-day client case-study period.

Reported client outcome. Results vary by market, capacity and follow-through.



PROGRAM FIT

Choose the relationship scope that matches your growth stage.

Each program is organized around the number of strategic referral relationships your organization is ready to develop.

3 PARTNERS

Referral Starter

Build a focused referral foundation.

6 months | 10-12 referrals/month*

5 PARTNERS

Referral Growth

Broaden a working referral network.

6 months | 15-20 referrals/month*

8 PARTNERS

Referral Accelerator

Expand coverage across a larger market.

12 months | 25-32 referrals/month*

12 PARTNERS

Referral Authority

Develop a wider strategic footprint.

12 months | 36-48 referrals/month*

*Expected referral ranges are planning ranges, not guaranteed outcomes. Actual referral activity varies by market, organization, capacity and relationship development.

FIND THE RIGHT PROGRAM

TRANSPARENT PROGRAM INVESTMENT

Investment follows fit - not the other way around.

Program scope is recommended after Scale Medica understands the market, capacity and growth objective. The figures below are the current program investments.

Program	Partners	Investment	Payment option	Per partner
Referral Starter	3	**$3,000**	$1,500 upfront + $250/month x 6	$1,000
Referral Growth	5	**$4,000**	$2,500 upfront + $250/month x 6	$800
Referral Accelerator	8	**$6,300**	$3,300 upfront + $250/month x 12	$787.50
Referral Authority	12	**$8,400**	$5,400 upfront + $250/month x 12	$700

Payment options total the same stated program investment. No discount, crossed-out price or artificial urgency is used. The useful question is whether the relationship scope and market opportunity make strategic sense for your organization.

SEE IF WE ARE A FIT

REFERRAL OPPORTUNITY RESEARCH

Before you invest, understand your referral market.

$100 one-time / A professional first step before a larger program recommendation.

01 **Your healthcare organization and business model**

02 **Service area and local referral landscape**

03 **Likely referral-partner categories**

04 **Potential partner opportunities**

05 **Operational readiness and capacity**

06 **The Scale Medica program most appropriate for the market**

The goal is a grounded recommendation - not pushing every organization into the same program.

RESEARCH MY REFERRAL MARKET

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YOUR NEXT STEP

See what the referral opportunity could look like in your market.

Begin with Referral Opportunity Research or speak with a referral growth strategist about the program that fits your organization.

01 **Understand the market**

02 **Model the business value**

03 **Identify the right program**

04 **Develop the relationships**

Scan to research your referral market

START WITH OPPORTUNITY RESEARCH

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