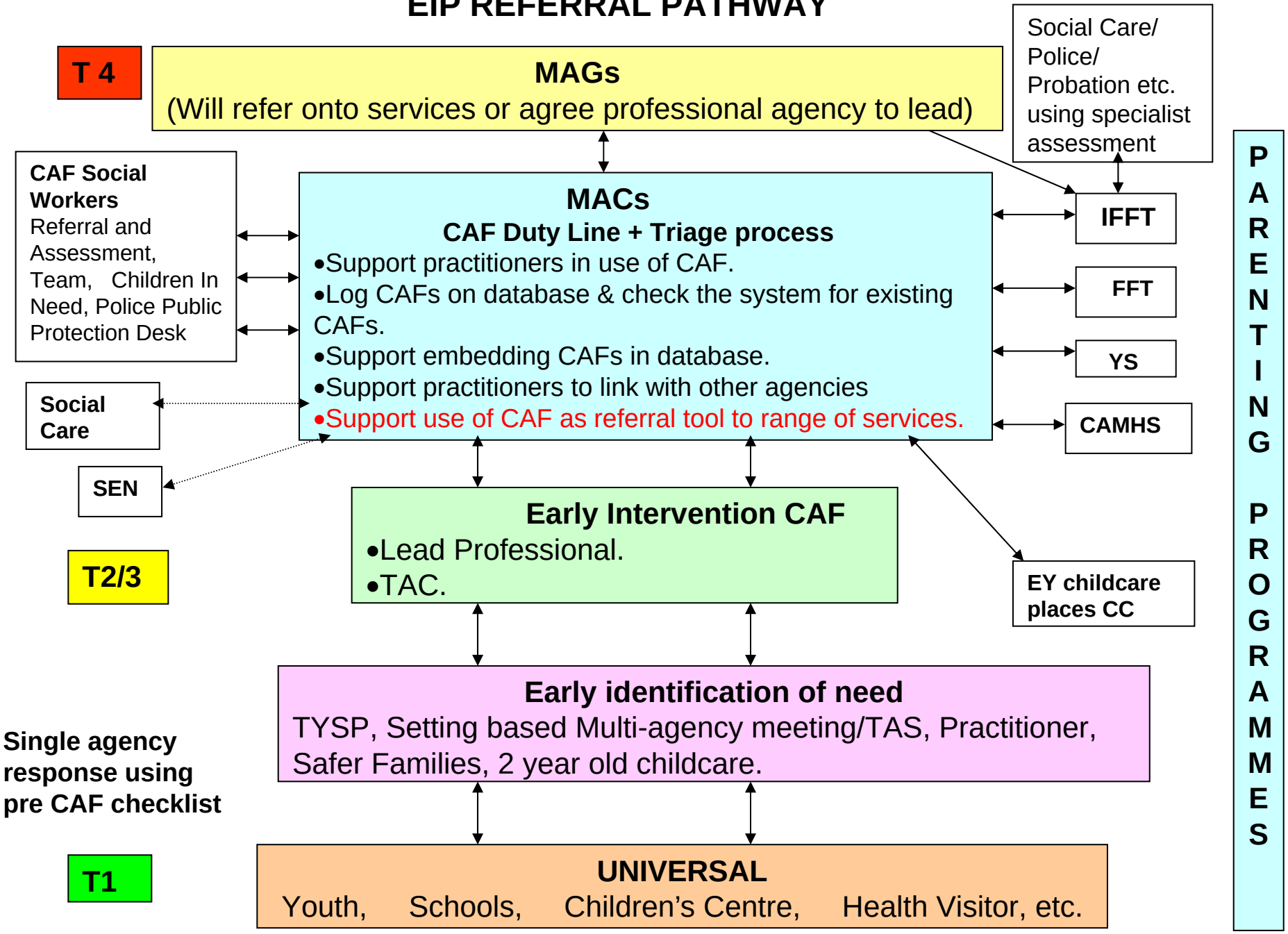EIP REFERRAL PATHWAY