

# Digital Retail Healthcare Strategies

Presented by Ryan Hungate, DDS  
Orthodontist, Founder & CEO of Simplifeye

## What is Digital Retail Healthcare?

Digital retail healthcare are the digital workflows that help healthcare businesses run more efficiently, provide patients with a better experience, and reduce overhead.

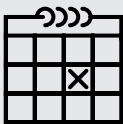
## How Patient Behavior Has Changed

Behavior	2 Years Ago	Today	Practice Needs
Find a dentist	Ask friends	Search online	Modern website
Ask questions	Call the practice	Website chat	24/7 live chat
Make an appointment	Call the practice	Online scheduling	Scheduling widget
Make initial payment	Pay at front desk	Pay in exam room	Wireless card reader
Start payment plan	3rd party financing	In-office plan	Soft credit check ability
Receive invoices	Paper invoices	Text & email invoices	Automated reminders
Make payments	Mail a check	Text-to-pay URL	Secure payment portal



40%

Of online appointment scheduling  
takes place after hours  
-ADA



70%

Healthcare providers will offer  
self-scheduling by end of 2021  
-Gartner, Inc.



79%

Website visitors prefer live chat  
for customer service  
-Econsultancy

## About the Presenter



Dr. Ryan Hungate and the Simplifeye team are focused on providing world-class technology to practices across the retail healthcare landscape. Prior to dental school, Dr. Hungate worked for Apple Inc. and helped design the customer work-flow currently adopted by Apple’s retail stores globally. He applies the same concept of moving people with intent to the patient journey, alleviating bottlenecks and making it easier for patients to schedule appointments and pay for treatment.