

# Ever Evolving Patient Expectations

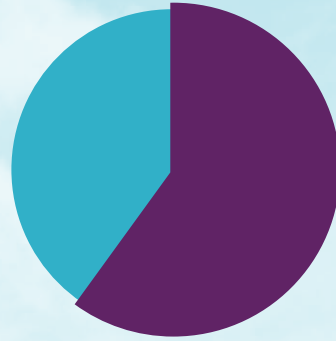
For dental offices, having to quickly pivot this past year created many changes and challenges. Many of those changes created here-to-stay expectations among patients seeking healthcare.

The ability to adapt to those changes while leveraging technology will be key in meeting patient expectations and growing a successful practice.



**2 out of 3 patients** would consider switching to a doctor who uses more advanced technology

**60% of patients** want to use technology more for communicating with healthcare providers and managing their conditions



**97% of American adults** use text messaging

**95% of texts** will be read within 3 minutes of being sent

**A third of Americans** prefer text to phone calls

**55% of consumers** prefer texting for appointment reminders vs **35% of consumers** who prefer email for those notifications



**79% of consumers** trust online reviews as much as personal recommendations

Consumers and patients are one in the same. Amazon has changed the way people shop and that now includes how they find a healthcare provider. Prospective patients read reviews and they gauge your practice based upon the technology you use to communicate with them, not just for diagnosis. If anything these studies have shown us, it's that patient expectations are evolving like the technology around us. Having technology that allows you to electronically communicate with your patients, collect reviews and provide a more digital experience is moving past cutting edge and into a consumer expectation that must be met.

**Are you ready for the next evolution of software?**  
**Your patients are....**



**Request a Free Demo!**

Sources:  
2019 Global Digital Dentistry Survey: Asked among 7,000 nationally representative adults ages 18+ in 7 markets: U.S., Canada, UK, Germany, France, India and China, **Accenture, Pew Research Center, Flowroute, Search Engine Land**

