

Simplifeye Live Chat Case Study:

Flucke & Associates Dentistry Adds 9 New Patients in One Month

The Challenge

Technology is evolving quickly and it can be hard for dentists to keep up.

John Flucke, DDS, is the technology editor of Dental Products Report, the nation's largest dental publication. His blog has over 90,000 readers, plus he has a podcast called Dentistry's Technology Evangelist.

He's also a practicing dentist with more than 30 years of experience providing state-of-the-art care at Flucke & Associates Dentistry in Lee's Summit, MO. One of the biggest challenges has always been overcoming patients' anxiety about scheduling an appointment, especially if it's been years since their last visit. Recently, his team noticed another trend.

"The generation that should be your target audience hates making phone calls. Live chat lets them reach you the way they want to reach you," Dr. Flucke explained.

The Solution

In late 2020, Dr. Flucke added Simplifeye's 24/7 live chat to his website - and scheduled nine new patients in just one month.

Simplifeye's team responds to website visitors within seconds, answering questions and gathering the relevant information needed to schedule an appointment. It integrates with most practice management software and can schedule directly, or can securely pass along the leads in real-time to the dental practice team to finalize the appointment details.

"It's really convenient for patients," said Dr. Flucke. "When you consider that more than half of the patient population in the U.S. has some form of dental anxiety, it's hard for some people to pick up the phone and call. This makes the interaction low-stress."

In addition to making it simpler for patients to schedule an appointment, Simplifeye has also made it easier for team members.

"Because so much screening and data-gathering is done by Simplifeye, it makes our team's job super easy," Dr. Flucke said. "All they have to do is call and close the new patients. It's a tremendous advantage to use live chat to help with that process."

The Results



9

New Patients Added
In One Month



76%

Chat-to-Appointment
Conversion



80%

Chats During
Office Hours



90%

Millennials Prefer
Texting Over Calling
Source: Times Record News



Flucke & Associates | Dentistry

"When patients come to our website, they're thinking 'Let me take care of this right now.' They want instant help. Simplifeye's live chat provides so much more than I envisioned. It's been amazingly effective."

John Flucke, DDS

Owner, Flucke & Associates Dentistry | Technology Editor, Dental Products Report