dexcare

Digital Discovery

Expand markets and acquire more
customers at the point of discovery

Sustainable growth demands an e-commerce approach

DexCare Digital Discovery Solutions optimize the entire top of funnel.
These solutions act as a curated storefront to improve organic
discoverability. Our **Fast Pages** and **Multi-channel Syndication**
products drive more clicks and customers – making it easier for
systems to influence how patients discover, consider and select care.

Mobile is the new battleground

Every day, millions of people use their devices to search for healthcare
services on Google. They have little patience for slow experiences. In
fact, 50% abandon pages that take more than 3 seconds to load. Your
customers are increasingly mobile. And with Google penalizing slow
websites – downgrading your organic visibility – health systems that
solve for performance are rewarded.

Acquire more patients with speed

DexCare Fast Pages optimize your entire top of funnel to meet Google's
latest performance benchmarks, resulting in expanded discoverability
from search results. Fast Pages are cached and pre-fetched to simulate
an instantaneous page load on mobile devices, directly from Google
results. The net result is greater reach, more traffic, and an experience
that amazes your customers.

27%
more organic traffic

0.6 sec
average page load

31%
decrease in
bounce rate

Fast Pages Features:

- Preferential delivery from Google SERP results
- Guardrail performance, while you augment site functionality
- Satisfy Google's latest SEO hurdles
- API-driven to deliver dynamic data, like real-time scheduling
- Complete data and content synchronization
- Automatic scale
- Bolt-on, and CMS agnostic
- Total brand and style alignment
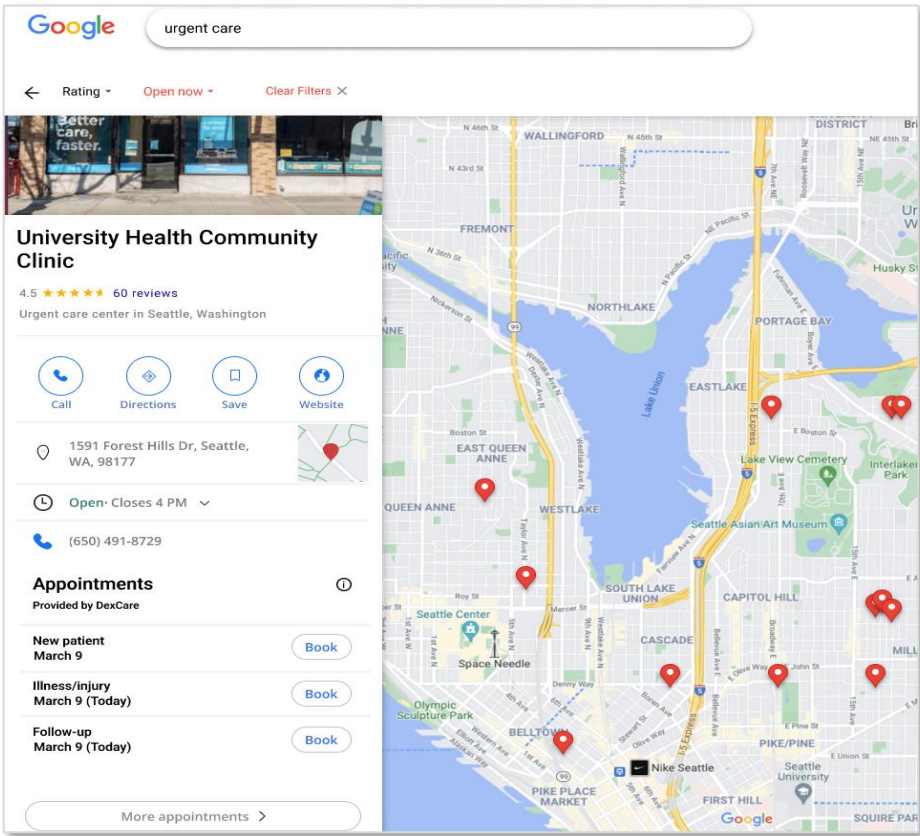- Manages the cache for "freshness"

Multi-Channel Syndication

DexCare adds real-time scheduling to Google Business Profiles to streamline the pathway to care by presenting availability directly from local search results.

Google Business Listings benefits:

- Increases discoverability
- Surfaces availability alongside business listings
- Drives higher click through rates with clear CTA
- Improves patient satisfaction

Add scheduling to Google business listings to streamline the pathway to care.

Customers are won and lost in milliseconds. Speed on mobile is not a luxury, it's a must have. And with mobile usage surpassing desktop, a slow experience leads to lost customers, lower conversions, and wasted opportunity.

Health systems must place performance at the heart of their customer acquisition strategy.

**Madison Miner
Chief of User Growth, DexCare**

Built by and for large health systems

Since its spin-out from Providence in 2021, DexCare has remained on a rapid growth trajectory, developing partnerships with leading U.S. health systems, and reaching more than 57 million patients across all 50 states. A departure from conventional-health tech, DexCare is an API-first platform that uses a cloud-native, microservice architecture. We're purpose-built for scale, flexibility and rapid deployment.

Providence   KAISER PERMANENTE.   Piedmont HEALTHCARE   Texas Health Resources®   Community Health Network