

Improving healthcare with wearable technology

Simplifeye
NEW YORK, NEW YORK



Shifting the market from a desktop mentality

In the heart of SoHo, Manhattan is a small team with a big vision. Up in their loft, discretely tucked away from the busy New York streets below, Simplifeye works to make their dream of improving healthcare with wearable technology a reality. As music fills the space, and a couple of dogs scurry about, Simplifeye continues to push the envelope and challenge the status quo. A new healthcare experience is here, and it's possible through powerful partnerships and Apple technology.



RECOGNIZING A PROBLEM

Ryan Hungate, Simplifeye's co-founder and chief strategic officer, first noticed the issues surrounding medical offices while in his residency at the University of Southern California's dental school in 2012. He said that while the school's clinic didn't have problems getting patients, it was struggling financially. Determined to understand how 300 to 400 daily patients weren't generating a sizable profit, Ryan studied the clinic's workflow. He discovered they were failing in one key area – efficiency.

“The clinic would schedule patients for an hour, but really the treatment would only take half an hour, and the patient ended up waiting around for a doctor to check them out for the other half an hour,” Ryan explained. “So we would lose money on many of our patients.” The inability for practitioners to know when they were supposed to see patients, and where the patients were located, created a bottleneck that led to substantial inefficiencies within the clinic. Frustrated, Ryan decided to find a solution.

AT A GLANCE



Is changing the healthcare landscape with wearable technology.

Uses Jamf Pro to manage both internal and client devices.

Gives doctors 90 percent of what they need to know before they walk in to see the patient.

Apple technology creates a better experience by engaging patients.

Helps establish a streamlined workflow that saves doctors time and money.

Utilizes Jamf to mitigate client risks around HIPAA compliance.



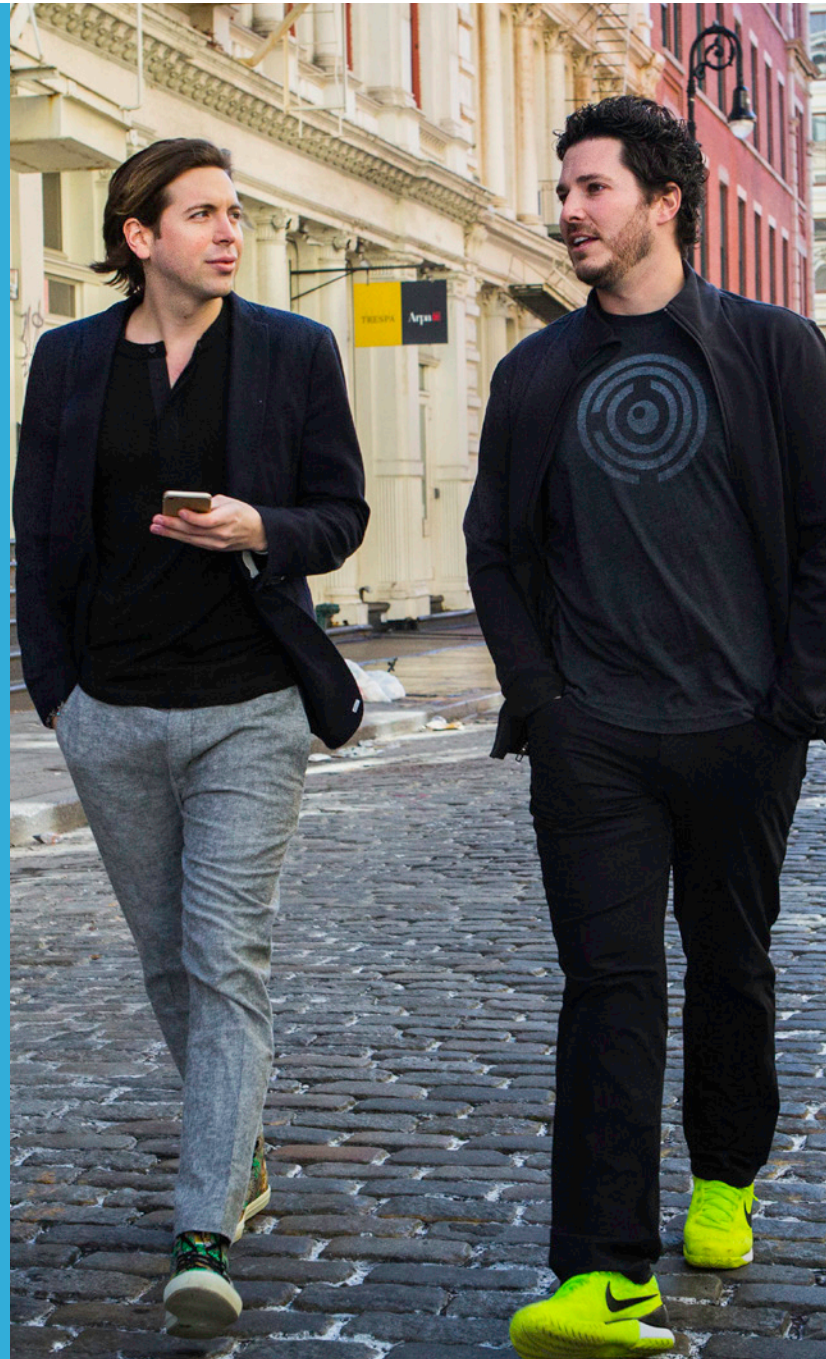
EMBRACING WEARABLE TECHNOLOGY

Using his extensive knowledge of the Apple platform, Ryan came up with the idea of using an Apple Watch within healthcare settings to help solve the problems he saw during his residency. He asked his cousin, Zach Hungate, who had experience in venture capital investing, to help get the project off the ground. The duo entered a business competition with their idea

at the USC Marshall School of Business. They won the competition and \$20,000, along with a package to help build the business. “We knew we were going to change healthcare with wearable technology,” said Zach, CEO and co-founder, Simplifeye. Now, five years later, Simplifeye is in approximately 1,500 medical offices across the United States.

“For the healthcare market to move forward with technology, the market needs companies like Jamf and Apple to aggressively push innovation and move people from desktop into mobile. Without companies like Jamf, Simplifeye and Apple all working together, the world is really not going to move forward. When you pair the best application developers with the best hardware, you can really change industries.”

Zach Hungate,
co-founder and CEO, Simplifeye





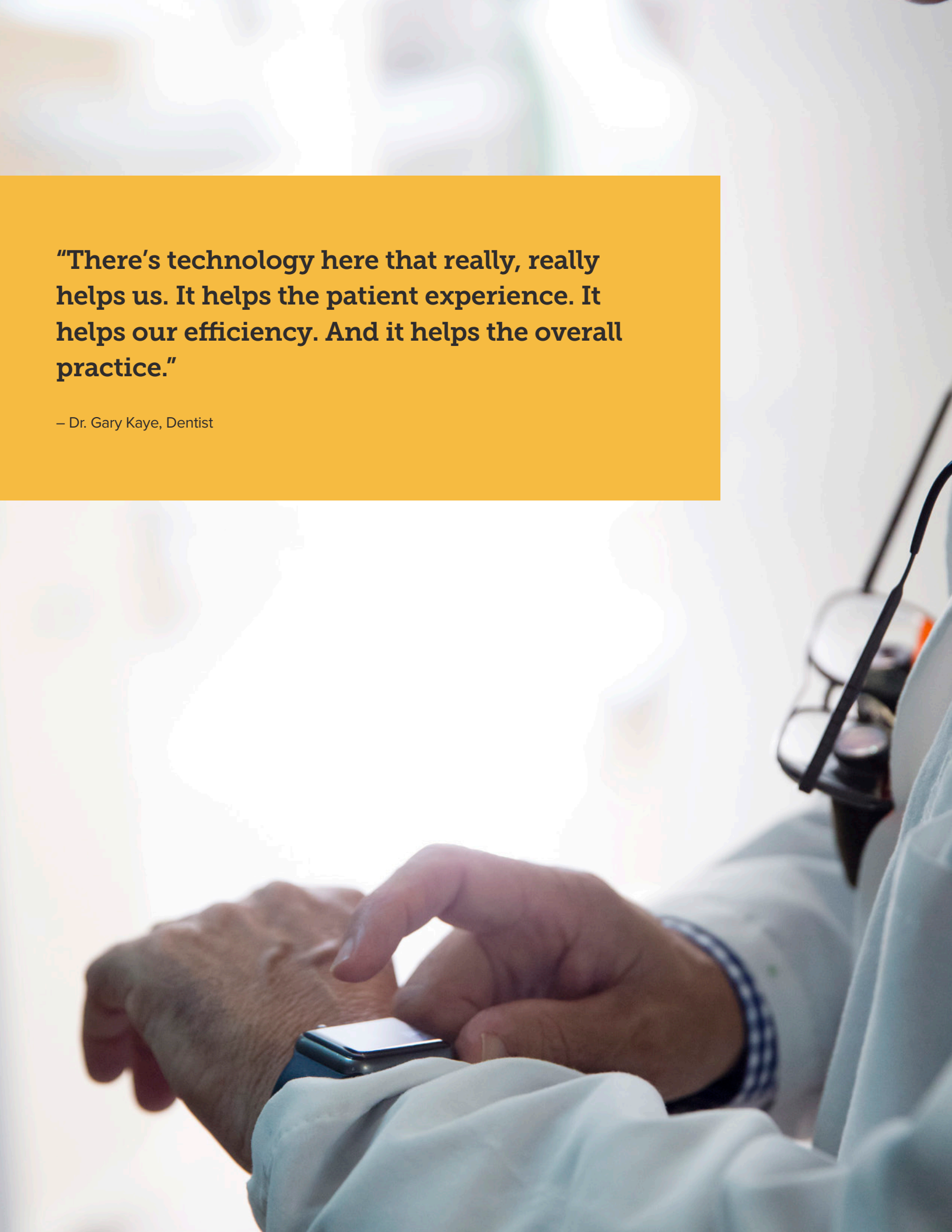
PROTECTING PATIENT INFORMATION

Simplifeye is a SaaS platform of applications that connect Apple technology to an organization's electronic medical record (EMR). After syncing with the EMR, schedule and patient information seamlessly moves between Simplifeye's apps on Apple Watch, iPhone and iPad devices. This functionality allows practitioners to easily see their patients' medical records on their watch – a benefit that disconnects them from their computer and allows for more streamlined and personal interactions with patients. “We partner with Apple as our hardware and Jamf as our mobile device management (MDM) solution to deliver a complete, out-of-the-box product for our customers,” Zach said.

Having everything they need at their fingertips is extremely important to doctors who value clinical efficiencies and better patient experience, but it also leaves them vulnerable to security breaches and HIPAA violations. New York dentist, Dr. Gary Kaye said that while he loves what Simplifeye and the Apple Watch have done for his practice, it's only possible because the information is secure.

“As dentists, we have a responsibility to guard the data of our patients, to guard that security very, very carefully. So if we're going to access patient information, it needs to be in a way that complies with the whole spectrum of HIPAA regulations,” he said. Zach and Ryan recognized this need and paired with Jamf as a way to ensure their clients' devices are secure. Simplifeye uses Jamf Pro to manage the iPhone devices that are tied to each Apple Watch. “Jamf has helped us a million times over,” Ryan said. “We can't leave anything to chance, because if we enable something, that's basically like doing it on purpose in HIPAA's eyes.”

Simplifeye's Technical Support Specialist, Hardy Clervil, echoed Ryan's feelings for the product. “Jamf Pro gives us peace of mind, and if anything happens to any of the devices, Jamf Cloud is a fingertip away so we can make sure everything is shut down.” Clervil added that Jamf's ease of use and many resources make it a clear MDM choice. “I don't know how we'd be able to do it without Jamf,” he said. “It is an integral part of our work.”



“There’s technology here that really, really helps us. It helps the patient experience. It helps our efficiency. And it helps the overall practice.”

– Dr. Gary Kaye, Dentist



SEEING THE RESULTS

Once a client implements Simplifeye, they instantly experience the benefits of wearable technology. For Kaye, this means huge improvements not only to his clinical workflow, but also to how his patients receive care. He pointed out the top three areas where he's seen the most success:

- 1. Organizing the office:** "Now I can easily see where the patient is, where the patient is going and where I need to be. It's a change in the way we work, and it's incredible."
- 2. Increasing efficiency:** "We don't walk into the room now and have to look at the chart or look at the screen. I know exactly who's in the room and what my interaction is going to be. And that really makes for a much smoother day."
- 3. Enhancing patient engagement:** "When patients see technology that they're very familiar with, it's a way for them to get engaged and really have a wow experience."

"We're completely revolutionizing the healthcare industry and how doctors and teams communicate," Zach said, explaining the seemingly limitless potential of replicating the successes outlined by Dr. Kaye. "The pain points we are solving are applicable across all of healthcare," he continued. "From veterinary clinics to hospitals, Simplifeye can work across almost any workflow."



MOVING FORWARD

As Simplifeye continues to penetrate the healthcare market with its first-of-its-kind solution, they recognize that having a partner that can grow with them is imperative to their success. Zach said, "The ability for Jamf to scale with Simplifeye is extremely important, and I'm very confident that they will, because they have – not only through their very helpful and knowledgeable sales team, but also through their international capabilities."

And similar to how their clients value efficiency, as Simplifeye continues to see rapid growth and expansion, seamlessly onboarding new accounts is a top priority. "So the ability to use Jamf to quickly get these customers up to speed is a big deal," Zach said. "And this is something that Jamf can provide out of the box with the press of a button. That's something that we'd have a challenge finding with another mobile device management partner."

Zach and Ryan both realize that transitioning medical professionals from a desktop mentality to mobile technology will be a challenge. But, knowing the benefits it will ultimately provide to doctors, care teams and patients continues to fuel their work. They said strategic partnerships with companies that share their vision are what will propel them forward and change the healthcare space as we know it today.



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Created 08/2017. Modified 05/2018.

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