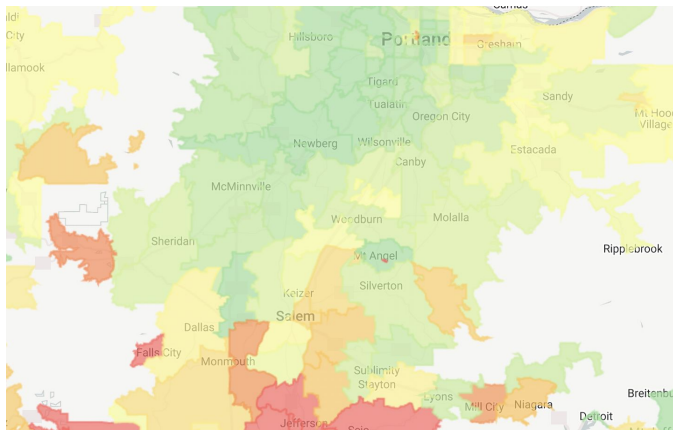


Analysis of consumer behavior in Portland Metro, OR

Overall digital engagement rate by zip code



Patients in Hillsboro engage most often with email and have the highest digital payment rates

Digital payment rates range from 68% to 79%

Patients in Portland have the highest ApplePay and GooglePay usage

ApplePay/GooglePay usage ranges from 3% to 5%

Patients in Gresham rely on payment plans more than in other cities in the region

Payment plan usage ranges 11% to 16%

Patients in Beaverton have the highest billing satisfaction scores

90% CSAT in Beaverton vs. 89% CSAT across Oregon