



greystone.net

Strategic Thinking | Digital Healthcare

STRATEGY

# STRATEGIC THINKING AND COUNSEL

Building Web, Digital and Access Strategies with  
Organizational Buy-In

Consulting

# WEB & DIGITAL CONSULTING

Greystone.Net provides a variety of consulting options to help hospitals and health systems strategically plan and launch their websites, manage their MarTech transition, select their marketing technology and more.



## **Full Scale Strategic Planning**

*Enterprise-Wide Engagements Focused on Websites, Portals and Intranets*

In these engagements, Greystone's goal is to create a realistic, achievable plan for an entire organization. One that offers a usable roadmap, grounded in the realities of your current situation, budget and resources and able to guide your next-generation web and digital strategies. Ultimately, it helps you engage visitors, improve their online experiences and drive revenue growth.

Face-to-face meetings with hand-selected committee members, executives and stakeholders are often a critical part of the process. This approach helps ensure that key decision-makers understand what's working and what's not and helps build a consensus on priorities and strategies across the enterprise.

## **Sprint Consulting**

### *Quick and Focused Engagements*

There was a time when almost all web and digital consulting engagements involved considerable time, multiple onsite meetings and many people. However, as the industry has evolved and grown, there are now more senior-level digital leaders. This often allows planning to be done more quickly and with smaller groups.

As a result, Greystone now offers an array of consulting services that “fast-track” tightly-focused priority setting and decision-making. Such engagements – known as sprint consulting – are completed in less time, involving fewer people who attend fewer meetings and with a more efficient process. It is not a matter of rushing through an engagement as fast as possible – it’s making the engagement focused and on-point.

Sprint consulting engagements may be broad-based, encompassing multiple components of an organization’s digital assets, or it may be focused on a singular or limited number of aspects of the overall digital strategy.



## **Working Retainers**

### *Ongoing Guidance and Project Management*

There are times when an organization needs ongoing support for a project, guidance on plan implementation or just wants to be able to reach out to Greystone with questions, issues and challenges. For these situations, Greystone offers a working retainer. In these engagements over a defined period, a retainer provides you with routine and ad hoc access to Greystone – via virtual or on-site meetings – to discuss hot topics, challenges, barriers or other issues of importance. Greystone can also help you monitor progress on a plan or project and suggest mid-course adjustments, if needed. And throughout the retainer period, Greystone is available to help address any challenges or issues that arise.

## **Tailored Consulting**

### *Strategic Thinking and Counsel on Discrete Issues*

Greystone offers short-term, customized consulting services around any number of discrete topics that may be impacting your organization or effectiveness. Help can be offered on the following kinds of topics:

- Digital Goal Setting and Persona Development
- Organizational Structure Development
- Marketing Department Roles, Staffing, Job Descriptions, etc.
- Marketing Budgeting and Optimal Budgeting Allocation
- Transitioning from a MarCom to MarTech Focus
- CRM Vendor Selection
- CRM Implementation Assistance
- Marketing Automation Selection
- Marketing Attribution
- Social Media Planning Management
- Digital Marketing Planning
- And many other topics.

## **Web and Digital Gap Analysis**

### *Assessing the Current Situation*

Greystone.Net offers health systems assistance in the completion of a thorough website analysis, sometimes called a Gap Analysis. It is designed to be a comprehensive assessment of an existing public facing website or intranet to determine areas of needed improvements or where organizational and customer needs are not being met.

The process can be customized to focus on the “hot button” web issues of the health system, but a typical Gap Analysis includes:

- Understanding the web and digital goals
- A 30+ point review of website functionality, navigation, design, content, interactivity, transaction capabilities, etc.
- A review of competitor websites
- A review of website performance data and KPIs
- Understanding the resources available to support the website (e.g., staffing, technology, budget, etc.)
- And more.

The resulting analysis enables your team to reflect objectively on the differences between the current state of the website and what you want it to be in the future, and identify the gaps between the two. More importantly, it helps identify the tasks and resources needed to close the gap.



# VENDOR REVIEW & SELECTION

Greystone.Net helps hospitals and health systems find the right partners for their marketing and digital projects. In these engagements, Greystone provides an objective, bias-free process for reviewing the capabilities of vendors against your requirements – fairly vetting them to save you time, effort and money.

Greystone manages the entire process – from developing project goals and a requirements list to writing the RFP and managing its distribution to facilitating selection committee demonstrations and reviewing/scoring the responses, and more. Assistance can be given in reviewing and selecting:

- Content Management System (CMS) vendors and software
- Customer Relationship Management (CRM) vendors and software
- Website design firms
- Digital marketing agencies (advertising, SEO, SEM, reputation management, etc.)
- Provider directory functions and rating/review services\
- Call Center vendors and software.

## The Benefits of Using Greystone's Proven Process

### Saves You Time You Really Don't Have

The selection process can be an intense 90-120 day process. If you're already busy, the details and work required can be overwhelming. Just answering all the vendor's questions or dealing with their salespeople can take hours. Greystone assumes those tasks for you, freeing you to do your "real" job.

### A Fair, Objective Process for Reviewing Options

Having a strategy for finding the right fit for your organization can be a challenge if you aren't familiar with the vendors and what they offer. Greystone has done this many times, and can walk you through the process and obstacles, foresee problems and make sure you are getting what you need to make an informed decision.

### A Proven Process for Vetting Vendors

Without specific functional and technical requirements that match your needs/goals, it is nearly impossible to measure or compare proposals. Let Greystone share our proven methodology to ensure an apples-to-apples comparison on the key features important to your organization. And, use our scoring methodology to ensure an unbiased outcome.

# ACCESS & CALL CENTER CONSULTING

Greystone.Net provides strategic consulting on the management of healthcare access centers and call centers, having helped more than 100 organizations either build a call center from scratch or re-engineer an existing program to meet a new or expanded purpose.



Greystone often works with hospitals and health system seeking to:

- Evaluate the effectiveness and efficiency of its current call centers and access points.
- Centralize core telephony functions such as marketing call centers, scheduling centers, fiscal verification functions, switchboards, nurse triage, transfer centers, transport services, etc., into a more cohesive or unified function.
- Integrate call center and web functions including the incorporation of email, web chat, texting, video, etc., into the call center environment.
- Better understand how a call center can be used to support improving patient access. streamlining patient journeys, moving into population health and accountable care and growing the use of remote medical management and virtual care and more.

Many of the call center and access center engagements start with a thorough strategic and operational review of your existing call centers and access centers to determine their operational state, identify service gaps and make recommendations about opportunities for improvement.

Today, that often means finding ways to communicate with patients and prospective patients across multiple channels beyond the telephone such as by email, patient portals, web forms, text messages, social media channels, mobile devices and video conferencing. The engagements typically culminate with the development of a series of strategic recommendations or a roadmap for future development.

FOR MORE INFORMATION



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# DIGITAL HEALTHCARE EDUCATION

Staying Ahead of the Curve on Digital Strategy,  
Web Development and Technology

Professional Development

# HEALTHCARE INTERNET CONFERENCE (HCIC)

As healthcare and the digital space continue to evolve, it's more important than ever to stay ahead of the curve on strategy, web development and digital marketing.

HCIC is the premier conference for healthcare leaders who are responsible for their organization's public-facing websites, intranets, portals, social channels, mobile strategy and CRM strategies. Each year, HCIC offers provocative and insightful keynote sessions, 60+ concurrent sessions and many networking opportunities.



## **HCIC Sessions and Speakers**

HCIC speakers have a passion for healthcare and a desire to contribute to the industry's collective knowledge about the internet and how it impacts healthcare. Educational sessions are organized into major tracks of focus and all speakers are chosen based on their expertise and knowledge.

## **Exhibitor Connections**

One of the hallmarks of HCIC is a robust and bustling Exhibit Hall with 100+ booths. It's an opportunity for attendees to get an up-close look at both established and emerging technologies, web tools, digital marketing solutions and innovative strategies.

Sharing with, and learning from, others is the embodiment of HCIC and that's why healthcare leaders make it their educational cornerstone. Plan to join us every fall to connect and learn with peers and industry experts in a professional, inspired environment. Learn more at [www.hcic.net](http://www.hcic.net).

# BACKSTAGE PASS

Backstage Pass is a webinar series that extends the education from the annual Healthcare Internet Conference (HCIC) throughout the year. It provides a monthly opportunity for those who crave more education and welcome a chance to continually learn and grow.

The webinar series educates leaders in the healthcare industry on emerging internet technologies, digital marketing and more. And, it provides an environment in which healthcare marketers, web leaders, IT professionals and strategists can learn from the other attendees and presenters.

Participating in Backstage Pass is free for providers.



**Want to be a webinar speaker?**

Apply at [www.hcic.net/PresenterApplication](http://www.hcic.net/PresenterApplication)

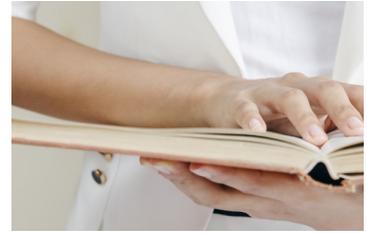
# ADDITIONAL RESOURCES



**GreyMatters eNewsletter**  
[www.greystone.net/greymatters](http://www.greystone.net/greymatters)



**The Greystone Journal**  
[www.greystone.net/blog](http://www.greystone.net/blog)



**Whitepapers & Surveys**  
[www.greystone.net/resources](http://www.greystone.net/resources)



**Case Studies**  
[www.greystone.net/resources](http://www.greystone.net/resources)



**Executive Briefings**  
[www.greystone.net/professional-development](http://www.greystone.net/professional-development)

Learn more at [www.greystone.net/education](http://www.greystone.net/education)

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**NEW!**

For Provider-Based Professionals



# MEMBERSHIP AND BENEFITS

A Membership Program and Online Community  
Building Insights and a Knowledge Base for Healthcare Marketers

Greystone Engage

# WHO SHOULD JOIN?

Provider-based professionals working in healthcare and other related industries who are responsible for:

- Marketing & Communications
- Market Research
- CRM & Marketing Automation
- Business Development
- Digital Marketing
- Website Strategy, Development and Management
- Public Relations
- Design & Usability
- Strategic Planning

## HOW IS ENGAGE DIFFERENT?

Engage is the only healthcare digital marketing focused offering that includes an extensive analytics dashboard with peer and national comparisons of Google Analytics data, staffing budget, etc. And, all of that is combined with custom analytics dashboards of data from Greystone's timely digital marketing-focused surveys.

Analytics is just one of the many resources provided in this one-of-a-kind offering. Engage keeps members connected and current, sharing knowledge with colleagues, peers and industry leaders and keeping up with industry trends and market developments. Engage also provides an on-demand video library, document sharing, polls, industry news, group discussions, a jobs board, vendor search and more. This is a complete educational package designed specifically for digitally-driven healthcare organizations.

## HOW IT WORKS



### Sign Up

Thanks for joining Engage. Your next step is to talk with a Greystone representative.



### Collect

Greystone collects a little more information so that you get the most out of your membership experience. Connecting your Google Analytics account and defining your hospital demographics is part of this discussion.



### Access

Once your configuration set-up is complete, you will have access to analytics that provide trending data, comparisons to peer groups and so much more.

# FIND THE YEARLY MEMBERSHIP AND BENEFITS PLAN THAT'S RIGHT FOR YOU

	Individual	Classic	Advanced	Ultimate
Feature/Plan	\$599/year	\$3,299/year	\$5,499/year	\$9,999/year
HCIC Discount	10%	10%	15%	15%
Analytics Dashboards	✓	✓	✓	✓
Survey Panel	✓	✓	✓	✓
Document Library	✓	✓	✓	✓
Communities	✓	✓	✓	✓
Member Directory	✓	✓	✓	✓
Vendor Search	✓	✓	✓	✓
Video Archive	✓	✓	✓	✓
Budget & Staffing Analysis		✓	✓	✓
Website Analysis		✓	✓	✓
Competitor Review			✓	✓
Interviews and Recommendations				✓
Number/Licenses	1	2	4	6

Greystone offers membership levels designed to meet your needs during different phases of your organization's digital journey and your career.

**HCIC Discount**

As a member, you receive a discount to the Healthcare Internet Conference that provides an environment in which healthcare Marketers, Web leaders, IT professionals and Strategists can learn and analyze “best practices” on a range of issues from the faculty, attendees and their vendor partners.

**Analytics Dashboards**

All membership plans include Analytics Dashboards that provide peer and national comparisons of Google Analytics data, staffing budget, etc., and custom analytics dashboards that provide you with goal-focused results.

**Survey Data**

As a member, you can provide your responses to Engage Surveys on timely subjects such as mobile, CRM investments, staffing trends, design trends, etc., and in return, get access to the survey results in the membership dashboard, as they become available. You will also have access to the yearly Digital Marketing Survey that is part of an effort to better understand how healthcare marketers are reaching out to actual and potential customers in the membership dashboard.

**Video Archive**

A valuable component of this membership is the best practice resources that includes hundreds of Backstage Pass webinar and HCIC audio recordings. With access to this library, share with colleagues, re-watch sessions to make note of key points, or review concepts for a better understanding of the subject matter.

**Document Library**

All levels of the membership include file sharing, where you can build a knowledge base of best practices by sharing documents with peers.

**Communities**

Form your own community and/or connect with friends, colleagues and experts to ask questions, seek advice and network.

**Member Directory**

Grow your network of colleagues with a directory of members to connect and share knowledge and perspectives with each other on the latest healthcare trends and topics.

**Vendor Search**

Users are able search, compare and rate digitally-focused companies. This is an invaluable source to identify key features important to your organization and provide information needed to make informed decisions for your hospital.

**Budget & Staffing Analysis**

As a member, you receive an analysis of your organization’s existing web organizational structure and staging resources (Plus Level and higher). This analysis can be used to build recommendations and a rationale for an efficient organization structure and the needed staff resources.

**Website Analysis**

An analysis of your health system’s existing public-facing website is included with your membership at intermediate Level and higher.

**Competitor Review**

The Advanced and Ultimate membership levels include an analysis of your existing public-facing website compared to two competitors or peers of your choosing.

**Interviews & Recommendations**

The Ultimate membership level includes up to five interviews with key hospital administrators to determine their current perceptions and expectations of your digital footprint and high level recommendations for improvement.

FOR MORE INFORMATION



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gSight<sup>SM</sup>

# DISCOVERING THE VOICE OF THE DIGITAL CUSTOMER

A comprehensive suite of digital improvement tools to help  
**prioritize and focus** website enhancements.

Designed for Healthcare



The foundation of gSight is the website experience survey. It uses a unique questionnaire with contemporary phrase-based questions to uncover the elements of your website that need improvement.

- Measures your visitors' experiences with the design, navigation, functionality, transaction and content performance of your website.
- Helps prioritize areas in need of improvement.
- Guides decisions on future investments.



Depending upon the package selected, gSight clients receive consulting services to help you understand the interaction of your brand and the website experience, and then, how to improve both. Gain the expertise and insights from healthcare marketing and digital leaders who also have an outside industry perspective.

## gSight Suite of Solutions



gSight clients can add-on two valuable options to their suite of services including:

### Greystone's Engage Online Community

Engage provides peer and national comparisons of Google Analytics data, staffing, budget and more, and includes a custom analytics dashboard that can provide goal-focused results.

### Hotjar - Heatmapping and Other Tools

Hotjar is designed to help you better understand how visitors are using your site, where they are abandoning your site, which steps in your forms are tripping them up, and more.



gSight includes services to help listen to your website visitors, including usability testing and research panel recruiting. Discounts on these tools that aid redesign and marketing are available based upon the package selected.

## gSight Package Options

gSight Package Options	Bronze	Silver	Gold	Platinum
Number of URLs	1	1	Up to 2	Up to 4
Annual Training Session	✓	✓	✓	✓
Access to 18 Question Survey & Database	✓	✓	✓	✓
Mobile, Tablet and Desktop Survey Versions	✓	✓	✓	✓
Unlimited Survey Completions	✓	✓	✓	✓
Leaderboard Scores & Benchmarks	✓	✓	✓	✓
Unlimited Access to Dashboard Reporting	✓	✓	✓	✓
5 Hours of Implementation and Technical Support	✓	✓	✓	✓
Peer Group Comparison		2	Unlimited	Unlimited
Report with Webinar Results Presentation per URL		1	2	2
Custom Questions (2 closed or 1 open ended) per URL			✓	✓
Hotjar Analytics/Reporting per URL			✓	✓
Consulting Hours from gSight Principals		3 Hours	6 Hours	12 Hours
Individual Engage Membership			2	
Classic Institutional Engage Membership				1
Complimentary Panel Recruiting				✓
Discount on Optional User Testing				10%

FOR MORE INFORMATION

To schedule a complimentary introductory call or for more information, e-mail us at [gSight@greystone.net](mailto:gSight@greystone.net) or call us at (770) 538-1613.

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