



greystone.net

Strategic Thinking | Digital Healthcare

STRATEGY

DIGITAL STRATEGIC COUNSEL

We Build Organizational Support for Your Digital Strategies

Professional Services

PLANNING AND STRATEGY

We Build Organizational Support for your Digital Strategies

What sets Greystone.Net apart from other web and digital consulting companies is our ability to deliver measurable results. Our hospital and health system clients are able to achieve their website goals because we begin our work with each one from a strategic business perspective. Greystone.Net's recommendations are tied to the organization's existing business plan, implemented in a cost-effective manner and measured to determine return on investment.



Greystone.Net has helped 300+ hospitals and health systems strategically plan and implement their digital strategies. We help organizations develop plans and tactics for public-facing websites, intranets, portals, social media and mobile efforts.

Typical Planning Process

Once a solid strategy and priorities are in place, then choosing the right tools, partners and solutions to implement the strategy becomes clearer and is unencumbered by bias.

Although each planning process is customized, the typical planning process starts with the completion of a current state assessment and then includes strategic thinking about the organization's:

- Overall web goals
- Target audiences
- Priorities
- Required technologies and tools
- Investment
- Staffing needs
- Web organizational structure
- Web governance
- Implementation tactics and accountabilities.

Realistic Roadmap

Our goal is to create a realistic, achievable plan for your organization - 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. The ultimate goal is to help you engage your visitors, improve their online experiences and drive revenue growth for your health system.

Strategy services can be customized and combined to meet a client's unique set of needs. Options include:

Enterprise-wide planning to address the needs across all organizational entities (i.e., hospitals, clinics, physician practices, colleges, business units, etc.)

Multi-platform web planning for health systems that require strategic counsel across their various digital properties (i.e., websites, intranet, portals, mobile platforms, social channels, etc.)

Single-purpose web planning for the health system that need to refresh a plan, make a course correction or needs focused counsel in a limited area or topic (i.e., the public-facing website, social media management, mobile, governance and staffing, budgeting, etc.)

Other Available Professional Services Include:

GAP ANALYSIS

A comprehensive assessment of a health system's existing public facing website or intranet to determine the steps needed to move from its current state to a desired, future state.

The process can be customized to focus on the “hot button” web issues of the health system, but a typical Gap Analysis starts with a current state assessment. The resulting analysis enables your team to reflect objectively on the differences between the current state of the Gap Analysis Process 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.

This objective assessment can be used to help make decisions about your future strategic and functional direction, guide funding decisions, help you understand how your site compares to peer and benchmark sites and perhaps most importantly, obtain budget and approval for needed functional and content improvements.



STAFF PLANNING SERVICES

Greystone.Net helps you analyze your existing web organizational structure and staffing resources and then uses that information to build a recommendation and rationale for an efficient organization structure and the staff resources needed to match departmental priorities with organizational business goals. Once a plan has been developed and vetted, Greystone can present the results to your executive team and build a case for the resource recommendations.

DIGITAL BUDGETING SERVICES

Designed for health systems that need help increasing budget to support their digital plan and system goals. Greystone helps you build a case for additional resources when needed and allocate your budget to the tools and marketing channels that are the most effective for your organization. This allows you to explore different strategies and find the best solutions for your business goals.

GOVERNANCE AND EXECUTION

Securing leadership support and buy-in is no small task. This typically includes setting up a steering committee to monitor, guide and report on digital developments and utilization. Greystone.Net helps to develop the purposes of this committee and its members. This committee helps the organization to monitor and task manage the implementation of the digital plan, passes policies and procedures, reviews reports and implements adjustments to the plan and resolves conflicts or any other internet-related issues.

CRM ASSESSMENT & PLANNING

Greystone.Net aids organizations contemplating the development of a CRM system (i.e. business case, resourcing, tying it to marketing and strategic plans, etc.) or those who require assistance in re-energizing an existing CRM program. Greystone's CRM services are a cost-effective way to identify and resolve issues that may be hampering both user adoption and payback from resources allocated to your CRM initiative. We guide organizations who have existing CRM initiatives through the challenges of optimizing their program.

VENDOR AND SOFTWARE SELECTION

Greystone.Net provides an objective process for vetting vendors to help you select solutions and partners that best fit your needs in a quick and efficient way. Greystone can help your organization review and select a:

- CMS solution
- CRM solution
- Digital design firm
- Call center solution.



Saves You Time You Really Don't Have

The selection process can be an intense 90-120 day process, sometimes more. 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 our clients, 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.Net has done this many times, and can walk you through the process and obstacles, foresee problems and make sure you are getting the information you need to make an informed decision for your enterprise.



A Proven Process for Vetting CMS 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 with you 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.



SOCIAL MEDIA

The emergence of social media has shifted the model of mass communication and radically reshaped the way we interact and communicate with one another. Unfortunately though, the ability to keep up with the vast number of tools and applications eludes most organizations.

A thoughtful multi-disciplinary social media strategy is essential before you dive in to build your social media channels. Greystone provides a unique perspective on how to prepare for social media on an enterprise-wide basis. Or, Greystone can help you review your existing social media footprint to make sure it is aligned with your organizational goals.

RETAINERS/PROJECT MANAGEMENT

Once a strategic plan for your website, intranet, portal, social channels or mobile presence is in place, Greystone.Net can help keep your plan on track by overseeing the roll-out and execution of your digital projects.

Greystone can help ensure tasks are completed on time and that your strategy remains on track. We often work on a retainer basis to help clients implement their plans and, when needed, identify mid-course adjustments and actions.

CALL CENTER CONSULTING

Is your organization realizing the full value of a call center in this new healthcare and marketing environment? Greystone's call center consulting is for organizations who want to support growth and superior customer service. Most call center engagements begin with a thorough review of the existing call center strategy and operations, which allows us to identify gaps and to make recommendations about opportunities for improvement.

Services are offered in four general areas:

- Call Center Assessments
- Business Planning
- Call Center Integration, Consolidation and re-engineering
- General Call Center Consulting

NEED PLANNING HELP?

Regardless of the scope of the plan needed, Greystone's goal is to develop a realistic, achievable plan for your organization with a usable roadmap, a timeline and a budget to guide your next generation of digital strategies. **Any of the services can be combined to meet client needs.** Dig deeper into Greystone's varied consulting and strategy services at www.greystone.net/strategic-planning.

FOR MORE INFORMATION



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DIGITAL HEALTHCARE EDUCATION

Improving the Knowledge and Skills of Healthcare
Marketers Nationwide

Professional Development

HEALTHCARE INTERNET CONFERENCE (HCIC)

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.

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 a variety of 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 American 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, averaging 25,000 square feet in size each year and 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.

BACKSTAGE PASS

Backstage Pass is a webinar series that extends the education from the annual Healthcare Internet Conference (HCIC). It provides a monthly check point throughout the year for those who may have missed a topic of interest or who weren't able to attend HCIC.

Like our conference, the webinar series was created to educate leaders in the healthcare industry on emerging internet technologies and to provide an environment in which healthcare marketers, web leaders, IT professionals and strategists can learn from the other attendees and presenters.



Want to be a speaker?

Apply at www.hcic.net/PresenterApplication.

WORKSHOPS

Cutting-edge subjects of importance to healthcare marketing. With these workshops, you can more effectively focus marketing investments on the right customers, lower the expense of patient acquisition and retention, create loyal brand advocates and track return on investment.

Greystone Workshops provide a deep dive and open dialogue on today's challenges and solutions for health marketing. The sessions often cover topics such as CRM operations and implementation, mobile and digital advertising, ROI, IoT and how they all impact healthcare and marketing. Topics change from year-to-year based on the current environment and needs of the audience and industry. The workshops provide an intimate environment and participants leave with information and tools to help achieve both digital and overall organizational goals.



Want to attend?

Find out more at www.greystone.net/crm.

EXECUTIVE BRIEFINGS

Digital Executive Briefings are customized, educational offerings for executive hospital leadership teams that are designed to update senior administrators on the state of the art in web-based activities. Greystone.Net develops these sessions with the clients and customizes them to meet specific needs, challenges and hot buttons. Executive Briefings can encompass both consumer-facing websites and intranets or other digital marketing and MarTech topics such as:



- Web and digital vision, goals and strategies
- Best practices in web strategy, web development, mobile, social media and digital marketing
- The transition from MarCom to MarTech
- CRM business case development and implementation
- Governance and organizational structures for web and digital activities
- Staffing and investment for web and digital activities
- Competitor capabilities and benchmarks
- Business value and return on investment
- And others, as needed.

ADDITIONAL RESOURCES



GreyMatters eNewsletter
www.greystone.net/greymatters



The Greystone Journal
www.greystone.net/blog



Whitepapers
www.greystone.net/resources



Case Studies
www.greystone.net/resources



Surveys
www.greystone.net/resources

Learn more at www.greystone.net/education



WEBSITE SURVEY TOOL

A Pop-up Survey Designed to Identify and Prioritize
Needed Improvements

Digital Voice of the Customer

WHAT IS IT?

Greystone.Net, healthcare's premier digital consulting firm, partnered with Klein & Partners, a leading healthcare market research and brand consulting firm, to create gSight, an affordable, easy-to-use pop-up survey. gSight, designed uniquely for healthcare, measures the performance and impact of the website on the customer experience for hospitals and health systems.

gSight is more than just a traditional satisfaction survey tool. It uses a unique questionnaire to uncover which elements of your website need improvement. The resulting data measures the design, navigation, functionality, transaction and content performance of your website and helps prioritize areas in need of improvement and guides decisions on future investments.

gSight's benchmarks and leaderboard scores provide marketers with the hard evidence they need to make critical changes that will improve the visitor experience, enhance customer engagement and reinforce brand messaging. Our passion is to help clients improve their website performance and bolster the organization's post-experience brand reputation while supporting the enterprise's strategic business objectives. gSight delivers on this promise by:

- Providing focus on "where" to prioritize website improvement efforts
- Measuring changes in the experience after a website redesign
- Measuring how your website experiences are impacting your overall brand
- Recording and reporting on the Digital Voice of the Customer for your organization.

HOW DOES IT WORK?



Our team guides you in correctly embedding the java script code on your website.



You customize the invitation with your brand, and decide when and how many times an invitation is offered.



The survey runs automatically on all versions of your website (e.g. desktop, mobile, tablet).

KEY BENEFITS

- Saves budget dollars – one survey that works on desktops, smartphones and tablets for a single affordable price.
- Has specific options and processes to encourage use on mobile devices including a responsively designed and customized survey invitation for mobile users.
- Provides unlimited survey completes.
- Continuous measurement to help identify improvements, make real-time content and design changes and measure their effectiveness.
- Puts survey respondents in charge of what aspects of the website experience need improvement – allowing you to listen to the digital voice of the customer.
- Detailed milestone reports, providing you with customized recommendations from healthcare market research and digital marketing experts.
- Options for drilling down to further explore needs and improvement areas.
- Apples-to-apples healthcare-specific benchmarks and leaderboard scores to determine how you compare to others.
- Verbatim responses to let you hear what visitors really think of their experience on your website ... in their own words.
- The option to add-on customized questions, including a Net Provider Score (NPS).

HEAT MAPPING AND MORE

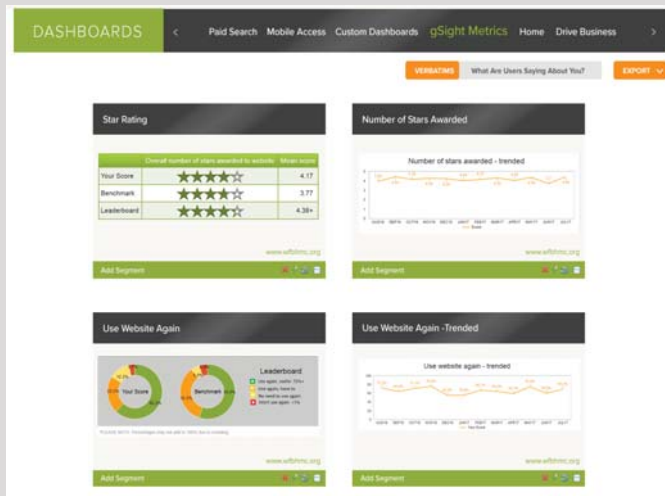
As an affordable add-on option, gSight clients can opt-in to include Hotjar to their gSight account. Hotjar is a feedback and analytics tool that allows you to understand what users want and care about, and how they interact with your site by visually representing their clicks, taps and scrolling behavior.

This service also helps:

- Identify usability issues by allowing you to watch recordings of real visitors on your site as they click, tap, move their cursor, type and navigate across the pages.
- Find the biggest opportunities for improvement and testing by identifying on which page and at which step most visitors are leaving your site.
- Improve online form completion rates by discovering when and why your visitors abandon your forms.

Ask a gSight team member how to add Hotjar to your gSight contract.

DASHBOARD FEATURES



- Data can be viewed in an easy-to-use dashboard.
- You determine what to monitor.
- Ability to create your own reports for different constituents.
- Star rating to simplify impressions.

MILESTONE REPORTS

	Overall Number of Stars Awarded to Website	Mean Score
Your Score	★★★★☆	3.82
Benchmark	★★★★☆	3.72
Leaderboard	★★★★☆	4.20+

- See your score and benchmarks.
- Follow the leaderboards.
- Set your goals and watch your progress.

To schedule a free demo and see how gSight can help to eliminate customer pain points and elevate the customers experience, please visit us at www.greystone.net/gsight, email us at gsight@greystone.net or call 770-407-7670.

FOR MORE INFORMATION



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MEMBERSHIP AND BENEFITS

Providing a Membership Program that Builds Insights and a Knowledge Base for Healthcare Marketers

Greystone Engage

WELCOME TO GREYSTONE ENGAGE. *A NEW MEMBERSHIP PROGRAM*

Greystone.Net is the pioneer in providing digitally-focused educational programs and services to healthcare for the past 20 years. Membership in Greystone Engage provides access to invaluable information for provider-based professionals working in healthcare marketing, communications, web development, public relations, marketing research, business development, CRM, social media, design, strategic planning and other related areas.

This members-only marketing resource is a one of a kind offering, keeping our members connected and current, sharing knowledge with colleagues, peers and industry leaders and keeping up with industry trends and market developments. In addition, Greystone Engage provides peer and national comparisons of Google Analytics data, staffing, budget, etc., and custom analytics dashboards that provide you with goal-focused results.



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

	Individual			Institutional		
	\$199*	\$399*	\$999*	\$2,399*	\$4,899*	\$9,899*
	Basic	Classic	Plus	Intermediate	Advanced	Ultimate
HCIC Discount	✓	✓	✓	✓	✓	✓
Analytics Dashboards	✓	✓	✓	✓	✓	✓
Survey Data	✓	✓	✓	✓	✓	✓
Document Sharing	✓	✓	COMING SOON	✓	✓	✓
Group Discussion Forum	✓	✓	COMING SOON	✓	✓	✓
Member Directory	✓	✓	COMING SOON	✓	✓	✓
Vendor Search & Reviews		✓	COMING SOON	✓	✓	✓
Educational Library		✓	✓	✓	✓	✓
Job Board			COMING SOON	✓	✓	✓
Budget & Staffing			✓	✓	✓	✓
Website Analysis				✓	✓	✓
Competitor Comparison					✓	✓
Interviews & Recommendations						✓
Number of Members/Licenses	1	1	1	2	4	6

* Limited time introductory pricing

Greystone offers several membership levels designed to meet marketing leaders' needs during different phases of your digital journey and career. Team memberships are also available.

HCIC Discount

As a member of Greystone Engage, you receive a discount to the Healthcare Internet Conference.

Analytics Dashboards

All Greystone Engage 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 of Greystone Engage, you can provide survey feedback on timely subjects such as mobile, CRM investments, staffing trends, design trends etc., and in return, get access to the survey results as they become available.

Educational Library

A valuable component of Greystone Engage is the best practice resources that includes hundreds of Backstage Pass webinar and HCIC audio recordings.

Document Sharing

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

Group Discussions Forum - Coming Soon

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

Member Directory - Coming Soon

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

Job Board - Coming Soon

Post jobs and recruit candidates from within the community.

Vendor Search & Ratings - Coming Soon

The ability to search and compare industry-specific vendors is an invaluable component of your Greystone Engage membership.

Budget & Staffing

As a member of Greystone Engage, you receive an analysis of your organization's existing web organizational structure and staffing 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 Comparison

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 administrators to determine their current perceptions and expectations of your digital footprint, and high level recommendations for improvement.

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