

- Concerned that your competitors have more advanced eHealth, mobile and social media strategies and technologies?
- Unsure how to staff and budget to meet the unbridled growth of Web responsibilities?
- Worried about staying abreast of the latest “new” thing?

## Greystone.Net Can Help.

Greystone understands the dynamics of healthcare organizations and has helped over 300 health systems improve performance and ROI through innovative Web strategies, Web solutions and education.

Let Greystone help you reach your customers and enhance their online experiences.



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**Education**



**Strategy**



**Solutions**

# Education

Greystone sponsors an array of educational experiences to keep healthcare executives “ahead of the curve” of the ever-expanding digital footprint. Educational offerings include:

- **An annual Healthcare Internet Conference (HCIC):** The leading industry conference focused on educating healthcare leaders on traditional and emerging Internet technologies. The conference features four keynote presentations, 48 concurrent sessions and an exhibit hall with nearly 80 vendors.
- **HCIC Backstage Pass:** A Webinar series that extends the annual Healthcare Internet Conference (HCIC) beyond each November.
- **HCIC Rewind:** An on-demand educational option that offers access to all the HCIC session slide decks synced with the audio presentations.
- **Executive Briefings:** Customized educational offerings for executive and leadership teams.

# Strategy

Are you looking for a focused and coherent process to help take your Web planning, and Web functionality, to the next level?

Greystone can help optimize your public Web site, intranet, portals, mobile technologies and social channels by:

- Assessing your current digital footprint and the supporting infrastructure.
- Developing the foundation of a Web-centric culture, armed with a vision, goals and strategies and supported by a tactical roadmap.
- Strategically positioning and leveraging the appropriate channels to drive business and strengthen relationships.
- Identifying the right resources, personnel, budget and governance structure.
- Developing ways to measure the value of your Web investments to ensure continued support for building, maintaining and growing your Web capabilities.

# Solutions

Once a strategy has been set, Greystone offers a solutions set that can help you carry out your strategies and achieve your goals. The Greystone Solutions set includes:

- **Content** strategy, writing and editing.
- **Collaboration Portal™:** An easy-to-use, secured, Web-based tool for group communications.
- **Design Services:** Creative services, graphic design and site development.
- **gMetrics:** A free service to help hospitals and health systems understand and value the effectiveness of their Web properties.
- **Pay Per Click and Online Marketing Campaigns:** Helping hospitals develop search engine marketing campaigns that drive customers to content and influence decisions.
- **Search Engine Optimization:** Helping hospitals and health systems improve organic search engine rankings.
- **SmartMAP™:** An interior wayfinding mobile solution.
- **Technology Selection:** Experienced guidance through and a proven methodology for selecting new technology (CMS, portals, intranets, call centers).