

Re-introducing the popular analytics and benchmarking program from Greystone.Net!

gMetrics is a fully-automated reporting tool providing your organization with unique, insightful summaries of real-time performance statistics and comparisons against regional peers and national competitors. It covers areas universally important to all hospital Web sites including utilization statistics, site performance, budget & staffing comparisons, and much more.



Over the past several years, technology and web analytics have advanced to a point where we can now provide this service as a fully-automated process with little to no data input necessary on the user side. Greystone.Net has a concise on-boarding process that will quickly provide you with real-time meaningful metrics that are in your control with just a few clicks of the mouse! Convenience, ease of use and the provision of accurate data is what gMetrics is all about.

In addition, your participation in gMetrics means you have access to the strategy, analysis and insights of Greystone.Net, the industry's healthcare Web strategy leader, through enrollment in Greystone.Net's Research Panel. The Panel is a group of over 150 hospital/health system senior marketers who engage in occasional research studies on current industry topics. In exchange for your feedback, Greystone.Net anonymously shares with you, and all Panel members, the results of all research.

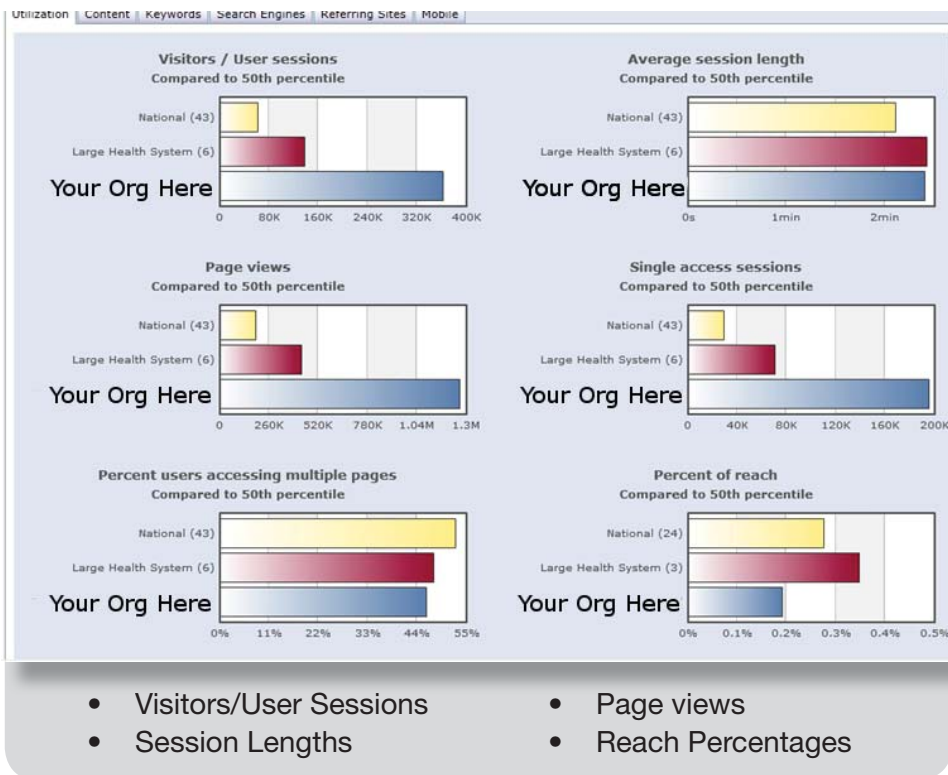
Key Benefits:

- ✓ Fast and easy set up
- ✓ No manual data entry
- ✓ Effortless report generation and account maintenance
- ✓ Access to real-time reporting via our Online Customer Portal
- ✓ Invitations to quarterly research panels that investigate the latest web trends
- ✓ 100% anonymous participation
- ✓ 100% free of charge

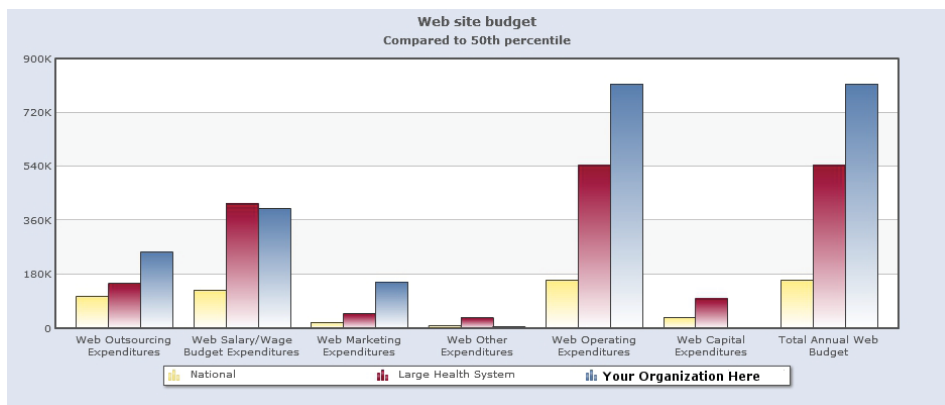
To participate, or to learn more about gMetrics, contact us at gmetrics@greystone.net.

Examples of Metrics tracked:

Utilization Statistics



Financial Information



Historical Data

