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 consulting services to help hospitals and health systems strategically plan and launch their websites, manage their MarTech transition, select their marketing technology and more.

DIGITAL STRATEGIC CONSULTING

What Sets Greystone.Net Apart from Other Firms? The Ability to Deliver Measurable Results.
Greystone clients achieve website and digital goals because of a strong strategic business focus. Greystone ensures that the strategy and product recommendations are:

- Tied to the organization's existing strategy
- Implemented in a cost-effective manner
- Grounded in reality
- Monitored routinely for effectiveness
- Measured to determine return on investment.

Greystone.Net has helped 300+ hospitals and health systems strategically plan and implement their digital strategies for their:
- Public-facing websites
- Mobile apps
- Intranets
- Social media
- Access and contact centers
- Customer Relationship Management (CRM) systems.

WEBSITE ASSESSMENTS AND ANALYTICS

Use Data to Make Better Decisions.
Website users have a low tolerance for complication. They crave ease and convenience and want access to information and service 24/7. Greystone.Net helps create an effective web and digital presence by conducting an objective website assessment that includes your desktop and mobile presences, assessing approximately 35 key features and functions.

This process, when combined with a deep dive into your health system's web and digital analytics and an invasive competitor review, provides a comprehensive assessment of a health system's existing public facing website. This is the basis for creating the roadmap to move from current state to a desired future state.

DIGITAL INFRASTRUCTURE PLANNING

It Takes a Team. And Resources.
Greystone.Net provides tactical help in identifying needed infrastructure support for web and digital activities. This might include counsel on budgeting, staffing, organizational structure, web/digital governance, MarTech stack development, technology review and more.

First, Greystone.Net can help you analyze your existing marketing structure and/or web organizational structure by asking and answering questions like:

- What skill sets are needed?
- What organization structure makes the most sense for your organization?
- What new functions and teams are needed?
- Is your staff agile? Do they have the aptitude and attitude to transform your work?
- How will departments work together?

Second, securing leadership support and buy-in is no small task. This may include setting up a governance structure and digital steering committee to monitor and guide digital developments and use. This task also looks at where the function sits organizationally and how it blends with other departments and operations.

Third, Greystone.Net has significant success in getting marketing budgets approved during our 25+ years of working with hospitals and healthcare systems. The company's advisers understand that without a solid budget, you can easily over-promise, under deliver or lose business to competitors.

Finally, Greystone.Net helps clients strengthen their web and digital infrastructure by:

- Reviewing the MarTech stack to understand what tools are in place, what is working well, what is missing and what tools needs to be acquired or improved.
- Helping evaluate technology platforms/options and select a platform or vendor-partner that is right for your situation.
- Analyzing how digital assets are integrated with your voice, virtual and access services.
- Developing strategies for an improved patient experience and one that is consistent and seamless across the channels.
- Integrating the digital assets with your organization's CRM efforts.
- And much more.

VENDOR PLATFORM & SELECTION PROCESS

Find Vendors that Fit your Organization.
Greystone.Net helps clients find the right partner for their digital projects by providing an objective process for vetting vendors to save you time and money. Greystone can manage the entire selection process for:

- 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 to vet and select vendor/partners:

- A selection process can often be an intense 90-120 day process and you're already busy. Greystone will save you significant time and work, freeing you to do your "real" job.
- A fair, tested and objective process for reviewing vendor options. Greystone will 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 hospital.
- A proven methodology to ensure an apples-to-apples comparison on the key features important to your organization and a scoring methodology to ensure an unbiased outcome.

CALL CENTER CONSULTING

An Access Strategy Is Essential to Digital Success.
Call centers are transitioning to contact centers, which means doing more than just handling calls. Today's contemporary call center provides consumers seamless omni-channel access – phone, text, web, video and more.

Greystone.Net can help your organization optimize your existing call centers into more efficient customer service centers or access centers. Greystone provides the full range of call center assessment and strategy services to re-engineer existing centers or consolidate different functions. Services include:

- Conducting assessments of existing call centers to determine their effectiveness and productivity, identify unmet needs and recommend improvements.

- Helping health systems think through their call center needs and develop a strategic vision, goals and plans for call center consolidation, standardization and unification.

- Determining how existing call centers should integrate with a health system's digital platforms and legacy platforms.

- Helping reach a "make versus buy" decision for call center operations and assisting in vendor selection, when needed.

FOR MORE INFORMATION

greystone.net

www.greystone.net
(770) 407 7670

CONFERENCES

Connect with Amazing People
in Healthcare Call Centers and Digital Marketing

Healthcare Education

EDUCATIONAL OFFERINGS

Greystone.Net's annual conferences allow opportunities for collaboration between those working in the industry, and those who provide the latest and greatest products and services to digital professionals. The Healthcare Internet Conference (HCIC) is the premier conference for healthcare marketing, IT, web, data analytics, communication and business development leaders who are responsible for their organization's public-facing websites, intranets, portals, social channels, mobile strategy and CRM strategies.

Who Attends HCIC?

- Chief Marketing Officers
- CRM Managers, Data Analysts
- Web Directors, Webmasters and Web Team Members
- Public Relations Directors
- Vice Presidents of Marketing
- Business Development Executives
- Chief Information Officers
- IT Professionals
- Chief Technology Officers
- Physician Relations Directors
- Marketing & Communications Directors
- Strategic Planners

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.

ADDITIONAL RESOURCES

GreyMatters eNewsletter
www.greystone.net/greymatters

Backstage Pass Webinars
www.hcic.net/backstage-pass

Whitepapers & Surveys
www.greystone.net/resources

**Contact Experience
Center Webinars**
www.greystone.net/webinars/CEC

Learn more at www.greystone.net/education

WHY CONNECT
WITH GREYSTONE.NET?

Providing Hospital-Focused Vendors with Marketing Opportunities
and Strategic Competitive Advantages

Strategic Partnership

GREYSTONE CONNECT

Are you searching for ways to engage with marketing, web, digital and access leaders in healthcare throughout the year? Consider Greystone Connect's advertising opportunities to increase audience engagement, rise above the competition and enhance year-long audience reach.

Greystone Connect provides healthcare vendor partners with a customized package that best suits their own needs and interests in accessing and engaging with healthcare digital leaders.

Our Audience Composition

- Vice President, 10%
- Other, 1%
- C-Suite, 14%
- Professional (non-management), 32%
- Manager, 15%
- Director, 28%

Whitepaper/eBook Promotion

Do you have an eBook or Whitepaper recently published or in the pipeline? Consider promoting the publication to our provider list comprised of hospitals and healthcare digital leaders. Promotions include:

- 2 emails that can target digital marketing titles or contact center titles
- 2 social media posts

Need help writing and promoting a whitepaper? Please contact us for pricing and custom plan details.
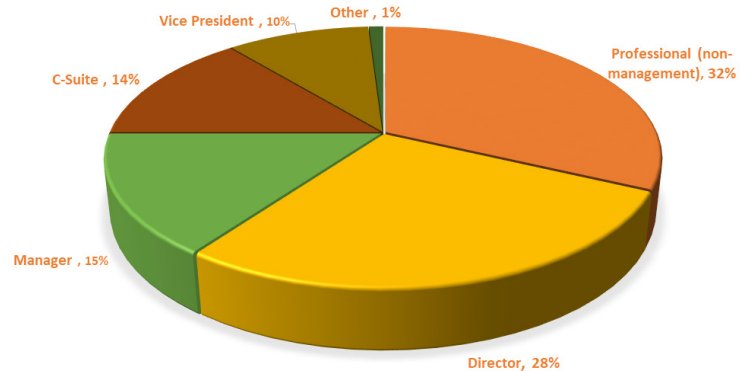
$5,000

Banner Ads

Interested in more visibility in the digital healthcare industry? Consider a banner ad in Greystone.Net's newsletter. The GreyMatters newsletter is electronically delivered to 4,000 subscribers.

$500

per Month ($2,500 for 6 months)

Sponsored Articles

Reach a broader audience with your articles or blog posts by publishing a sponsored article in Greystone. Net's newsletter GreyMatters. Post an approved article in our newsletter for one month that is electronically delivered to 4,000 subscribers.

$1,500

Survey Promotions

The Digital Marketing Survey is designed to collect a wide variety of data on the current priorities and activities of today's contemporary healthcare marketing function. The Call Center Survey collects objective information on the services, challenges, performance and future of healthcare call and contact centers. Both produce insightful results to the healthcare digital and call center communities.

The firm will be prominently listed as the sponsor on both the questionnaire and the final report and will be included in marketing emails and social media posts encouraging participation.

Need help creating and promoting a survey? Please contact us for pricing and custom plan details.

$2,500

Basic Webinar

These webinars are an effective way to connect with professionals in the healthcare industry and to share your expertise! With the basic package, there could be other webinars sponsored within the month.

- 1 sponsored webinar
- Promotions in both Greystone.Net's newsletters
- 2 email promotions
- 2 social media promotions
- 1 practice round
- Registration and attendee list (name, title, organization, email)
- Presentation recording

$3,000
Backstage Pass Webinars
(marketed to 4,000 + digital marketers)

$2,500
Contact Experience Center Webinars
(marketed to 2,000 + healthcare call center leaders)

Exclusive Webinar

This monthly exclusive healthcare webinar partnership will ensure your webinar is the only sponsored webinar presented within the month. It's a great way to connect with professionals in the healthcare industry! Benefits include:

- 1 sponsored webinar
- Promotions in both Greystone.Net's newsletters
- 4 email promotions
- 4 social media promotions
- Up to 2 practice rounds
- Registration and attendee list (name, title, organization, email)
- Presentation recording

$5,500
Backstage Pass Webinars
(marketed to 4,000 + digital marketers)

$4,000
Contact Experience Center Webinars
(marketed to 2,000 + healthcare call center leaders)

CONFERENCE SPONSORSHIPS

Sponsor or exhibit at a Greystone.Net event to increase brand exposure and share your expertise with the audience you want to reach.

HCIC Virtual
December 14-15, 2021

26th Annual Healthcare Internet Conference (HCIC)
November 7-9, 2022 | JW Marriott Turnberry Isle | Miami, FL

CONTACT US

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www.greystone.net/greystone-connect

Connect with the Right People

Promote Your Company

Contribute to the Experience

g.Sight ^SM

Digital Brand Experience Solution Suite

DISCOVERING THE VOICE OF THE DIGITAL CUSTOMER

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

Designed for Healthcare

gSight Suite of Solutions

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.

gSight clients may choose to add additional consulting services. These services will help you to understand the interaction of your brand and the website experience, and then, how to improve both. Gain the insights from healthcare digital leaders – Greystone. Net and market research experts – Klein & Partners who also have an outside industry perspective.

ASK
Experience Survey
- ✔ Analytics Dashboard
- ✔ Benchmarks and Leaderboard Scores
- ✔ Detailed Written Reports
- ✔ Peer Group Comparisons

OBSERVE
- ✔ Engage
- ✔ Hotjar

IMPROVE
✔ Digital Strategy Consulting

LISTEN
✔ Insights Panel Recruiting
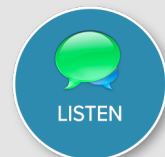
g.Sight SM
Digital Brand Experience Solution Suite

gSight clients have the option to add-on other tools to better understand the voice of the digital customer.

Greystone's Engage Online Community
Individual membership to Engage is complimentary to every gSight client, providing peer and national comparisons of Google Analytics data, staffing, budget and more. Engage also includes a custom analytics dashboard that can provide goal-focused results.

Hotjar - Heatmapping and Other Tools
Combined with the gSight survey, add Hotjar analytics and feedback tools (for additional fees) such as heatmaps, recordings, funnel analysis, form utilization and feedback widgets to drill down into specific pages of your website to understand how visitors are behaving on your site. Learn where visitors spend most of the time on your site, their behaviors, where they are abandoning certain pages, which steps in your forms are confusing and more.

For an additional fee, add a recruiting question to the end of the gSight survey to build a list of respondents for future research projects.

g.Sight^{SM}

Digital Brand Experience Solution Suite

Standard gSight Package

- ✔ **One URL**
- ✔ **Dashboard Training Session**
- ✔ **Access to Survey Questions and Database**
- ✔ **Mobile, Tablet and Desktop Survey Versions**
- ✔ **Unlimited Survey Completions**
- ✔ **Leaderboard Scores and Benchmarks**
- ✔ **Unlimited Access to Dashboard Reporting**
- ✔ **Up to Five (5) Hours of Implementation/Technical Support**
- ✔ **Peer Group Comparisons**
- ✔ **One (1) Report with One (1) Webinar Presentation**
- ✔ **Custom Questions - Either Two (2) Closed or One (1) Open-Ended**
- ✔ **One (1) Individual Engage Membership**

Fee-Based Add-Ons

Additional URLs

Additional Report and Webinar Presentation

Additional Operational Support

Verbatim Analysis Package

Panel Recruiting

Hotjar Behavior and Analytics Tools

Intranet Survey

Consulting, Analysis and Reporting Services

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