

**Are you looking for ways to better connect with consumers and patients?
Turn prospects into patients? Find and fix customer pain points?**

Then Let gSightSM Help You Reimagine the Consumer Experience

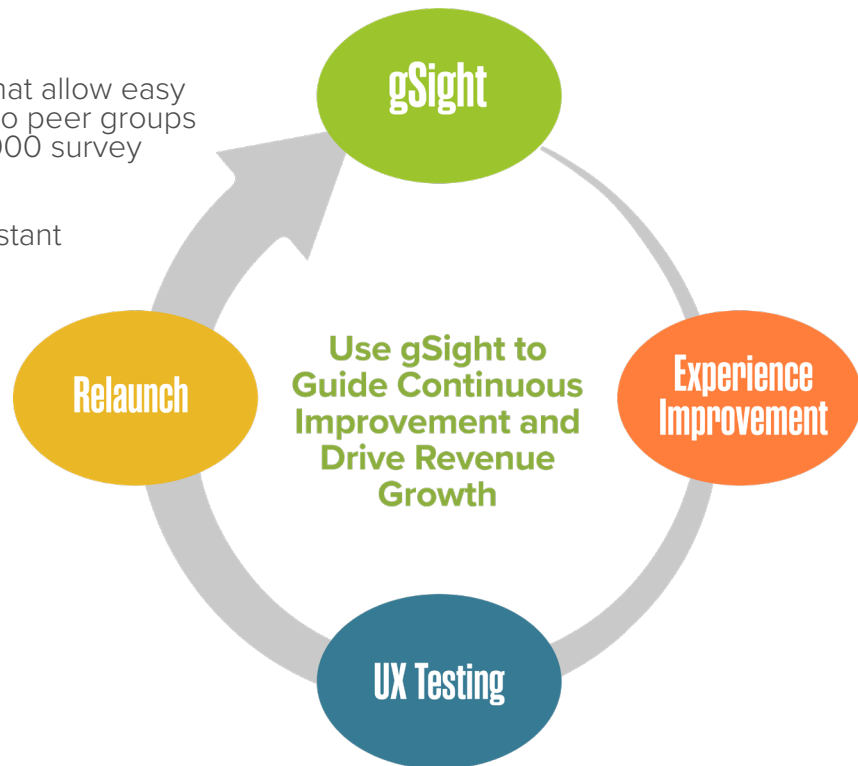
gSight is a secure survey designed to assess the digital experience on your website or app through real-time feedback. And good news, **no PHI or PII is collected** along the way. It helps digital leaders reimagine the consumer experience and prioritize the website and app improvements that are most meaningful to prospective and existing patients.

gSight is part of a continuous improvement loop, helping you rethink the consumer and patient website and app experience while providing insights that direct design changes, prioritize efforts and measure the effects of the actions.

And, gSight identifies issues that are dampening website conversions, so when addressed, the flow of patients through the marketing-generated sales funnel widens, converting prospects to patients.

What's more, gSight gives you:

- Access to **KPI benchmarks and metrics** that allow easy comparison of your website performance to peer groups and others using a database of over 300,000 survey responses.
- **A real-time interactive dashboard** with instant access to consumer feedback that can be segmented by any survey question.
- **Detailed summary reports** - written by healthcare digital and market research experts – that provide the insights and data needed to prompt change and gain buy-in and resources from leadership and stakeholders.
- Access to **direct consumer feedback through verbatim comments** on their greatest pain points and suggestions for improvement.
- The ability to add **custom questions**.



FOR MORE INFORMATION

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