



simply ehealth.

"There is no faster, simpler way to launch a state-of-the-art eHealthcare initiative with as little investment and risk than the eHealth Essentials Workshop. Simply put, it's the best offer in the industry."

- Christopher Smith, president and CEO of IGCN

EHEALTH ESSENTIALS WORKSHOP

ABOUT IGCN

IGCN delivers the easiest way for healthcare organizations to launch and operate a robust, dynamic and complete web presence. IGCN is healthcare oriented, with many successful implementations in hospitals across the country.

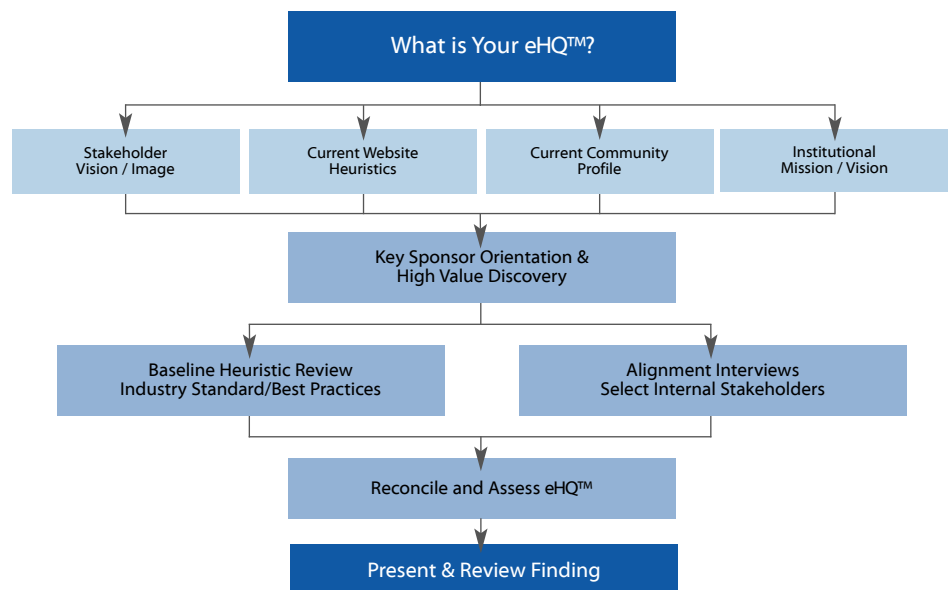
THE CHALLENGE

How does a healthcare provider square all of its eHealthcare initiatives quickly and easily without disturbing operations?

Among your options, you might:

- launch a major eHealth planning initiative
- retain a leading eHealth strategic consulting firm to assist
- hire a staff strategist to organize and "own" the initiative.

Before starting down this path, have you stopped to consider *what is your eHQ?*



eHQ™

eHQ is your eHealth Readiness Quotient™. It represents a simple, fast and effective way to determine where you stand with regard to your overall eHealthcare preparedness. eHQ measures four dimensions in a quick snapshot - allowing you to orchestrate your strategic development efforts to yield the greatest rewards in the months and years to come.

IGCN'S eHQ™ APPROACH

To help you diagnose your eHQ, IGCN offers the ultimate in convenience: the eHealth Essentials Workshop. The workshop develops and compares four critical paths:

1. **Stakeholder Vision and Image.** What do your key stakeholders assess to be the most important aspects of eHealth to your organization?
2. **Website Heuristics.** How does your current website support your mission, target audience and communication effectiveness?
3. **Community Profile.** What does your community currently need from eHealth? What will it require in the future?
4. **Mission and Vision.** What is your organization's mission and vision, and how does it inform your eHealth strategy?

We examine and compare these four critical paths in a number of creative ways, including using the 80/20 rule, which enables IGCN to assess your hospital's eHQ in as little as two or three weeks.

THE EHEALTH ESSENTIALS WORKSHOP

The Workshop is designed to be highly interactive and enlightening. The diagnosis begins with understanding the unique perspectives of key stakeholders through a few brief and effective on-site and telephone interviews with individuals and small groups.

We then perform a heuristic review of your current website, comparing your requirements to the best practices orientation we have developed working with hundreds of healthcare providers.

Finally, we present our findings to you. During the presentation, we discuss a variety of successful approaches for your consideration, as well as substantial deliverables you can expect from the process.

The bottom line is that in as quickly as two to three weeks you will have a **powerful baseline understanding** of your eHealth readiness.

IGCN, Inc.

Website: www.igcn.com

Email: info@igcn.com

Toll Free: 1 - 888 - 442 - 6411
