



simply ehealth.

"The Easy Discovery process from IGCN has not only redefined eHealthcare web services in terms of greater convenience and transparency, it has also sparked an industry-wide transformation that has led to better communication, simpler pricing and higher levels of satisfaction."

- Christopher Smith, president and CEO of IGCN

EASY DISCOVERY

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

Your organization needs to redesign and upgrade its web presence. Technology is improving, the demands of your hospital and patients are increasing. How can you, a mid-size healthcare provider, resolve and satisfy the often conflicting interests of all your stakeholders?

The first step is to determine the criteria that will ultimately drive how you evaluate your options, so that your decisions are the right ones.

If you have an ehealthcare strategy in place, we recommend the following:

- Review your current environment using a vendor- neutral checklist
- Consult with your stakeholders in addition to the manager of your current web initiative
- Have your IT/IS team lay out core requirements for technology frameworks, security policies and all corporate "non-negotiables"
- Start a wish list of features that you may have seen elsewhere and inspires your creative thinking.

INTRODUCING eZd™

Most software and services companies realize that a great determinant of long-term business success is their cost of sales - the human capital, time and expense invested in pursuing sales opportunities.

At IGCN, our philosophy is to deliver a complete set of simply-priced, easy to understand web technology and service solutions to mid-sized hospitals and healthcare organizations. Our business model emphasizes straightforward offerings that demystify the sales process.

EASY DISCOVERY

That is why we developed eZd™ - a powerful Easy Discovery process. eZd gives IGCN and organizations looking to work with us the ability to quickly determine the key moving parts and constraints of your web strategy, and how we can both benefit from a close and lasting relationship.

Typically, eZd™ yields a number of core deliverables that you will find important during the discovery process, and will invariably help drive a rewarding outcome.

Our goal is simple: **determine what you want, and deliver on it more efficiently and better than expected.** Time after time, this fundamental business principle has contributed to our successes and helped shape our service-leading approach to healthcare providers, such as yours.

We offer eZd at no cost to our clients, we only ask for the appropriate access to the key stakeholders and people who are committed to a winning strategy.

This access helps us to help you develop a solid road map that will guide the evolution of your initiative, as well as clearly define the right level of products and services, along with better detail and transparency.

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THE eZd™ DELIVERABLES

IGCN delivers the following within two to three weeks of beginning the eZd process:

1. **Current Framework.** How your current website enhances or detracts from your overall communication effectiveness.
2. **Planned Framework.** What you consider to be the most critical aspects of eHealth now, and in the future.
3. **Stakeholder and Community Profile.** What your stakeholders' demands and expectations are, as well as the needs of your patient community.
4. **Wish-List Comparables.** The features you'd most like to see if cost and technology were no barrier.
5. **Website Functional Requirements.** What your mission and vision are, and how they tie into your eHealth strategy.

To learn more about this fast, convenient and ultimately inspiring program, ask your IGCN account representative about how you can benefit from eZd.

eZd is a registered trademark of IGCN.