



Greystone.Net Announces Kelly Faley As 2017 John A. Eudes Vision & Excellence Award Winner

AUSTIN, TX, USA, October 23, 2017 /EINPresswire.com/ -- [Greystone.Net](#) announced today that Kelly Faley has been named the 2017 recipient of the John A. Eudes Vision & Excellence Award. Bestowed annually at the [Healthcare Internet Conference](#), the award was created in honor of Greystone.Net co-founder John A. Eudes to recognize individuals who embody John's ideals for excellence by believing in and acting upon the idea that excellence can only be obtained if one:

- Cares more than others think is wise
- Risks more than others think is safe
- Dreams more than others think is practical
- Expects more than others think is possible.

Kelly Faley is Vice President, Web Strategy and Customer Contact Centers, at Sharp Healthcare in San Diego, California. She joined the organization in 1991. In her current position, Ms. Faley oversees the digital experience Sharp offers patients and consumers. She is responsible for the business strategy and content of Sharp's patient- and customer-facing digital footprint including internal and external websites, patient portal, mobile applications and online presence.

Ms. Faley got her start in digital marketing in 1998. At Sharp, she and her team have implemented industry-leading physician search tools, classes and events tools, and highly successful patient portals. Sharp was an early adopter of social media and created a social media "command center" and online newsroom that significantly improved customer engagement and exposure in traditional media publications. As digital tools mature and all marketing channels become more integrated, Ms. Faley has led Sharp's work to fully merge their online and traditional strategies and processes. Her additional duties at Sharp include leading consumer, physician referral and nursing triage contact centers.

Ms. Faley said, "John was such an inspiration to the entire community – and especially to me – so this is a tremendous honor. I hope that I can continue to contribute to the health care internet community just as John did."

"I am so excited that Kelly Faley has been chosen as the 2017 John A. Eudes award recipient," said Mike Schneider, Executive Vice President and Co-Founder of Greystone.Net. "This is an honor that is well deserved. Throughout her career, Kelly has exemplified the qualities outlined for the award. She is a true icon in the digital healthcare marketing space, often leading the pack and not afraid to take chances. The Sharp HealthCare online presence has been on the cutting edge for almost 20 years and is often cited as an aspirational example for others in the industry. Despite organizational challenges, Kelly has persevered and continuously driven the organization to a place of excellence in our industry."

About the Healthcare Internet Conference:

The Annual Healthcare Internet Conference brings together healthcare leaders from a variety of disciplines to collaborate and learn. It is two and a half days dedicated to healthcare Marketing, Internet and Web Technology featuring case studies from leading hospital and healthcare organizations from across the nation, general sessions to inspire and broaden thinking about the impact of new technologies, an exhibit hall filled with technology and service solutions, and numerous networking opportunities for healthcare executives, consultants and product and service providers. The 21st Annual Conference is being held October 23-25, 2017, in Austin, TX. www.hcic.net.

About Greystone.Net:

Atlanta-based Greystone.Net specializes in delivering Web solutions for healthcare organizations. Clients include hospitals, health systems, academic medical centers and health plans nationwide. In addition to Internet, intranet and portal consulting services, Greystone.Net offers a wide array of products and services to enhance the healthcare Web site. A detailed description of the firm's offerings is available at www.greystone.net.

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