

# Who We Are



**Location of Office(s):** Our main office is San Antonio, Texas. We also have team members who work remotely from Phoenix, Arizona and Austin, Texas and commute into our main office on a regular basis.

**Founding Year:** 2000

**Principals:** Jim Aderhold and Brad Gray

**Number of Staff:** 22 + 3-4 consultants

**Number of Active Accounts:** 130

## Our Mission

Gray Digital Group is a full-service interactive agency that combines creativity and technology to develop web-based strategies for our clients.

## Our Vision

We will continuously expand our creative and technical knowledge to develop new web-based strategies and solutions for our clients.

The brainchild of Reed Smith, the Social Health Institute (SHI) explores the institutional and individual professional uses of social media in healthcare for the purpose of improving quality through the understanding of being social.



Powered by the social media and digital communication team at Gray Digital Group, The Social Health Institute focuses on three key areas:

1. The establishment and implementation of best practices for social media use in the healthcare industry;
2. Research and data analysis of social media and on-line engagement with the healthcare consumer;
3. Education and training for healthcare companies who want to leverage the power of social and digital marketing as part of their overall marketing and communications plan.

Through research and partnerships with healthcare organizations around the country, the Social Health Institute is always exploring new and innovative ways for hospitals and health care organizations to develop and enhance their social media and digital marketing strategy.

SHI also provides education, training, consulting services and assistance implementing best practices for hospitals and health systems that want to generate engagement and perform successfully across various social media platforms.