

Blackbaud Healthcare Solutions for Patient Fundraising

Driving Value through Grateful Patient Programs

Your daily fundraising activities are vital to your healthcare organization. The money you raise helps provide superior patient care and groundbreaking research. Imagine what you could do for your organization's prospecting and fundraising program with deeper insight into your potential patient donor population.

Only Blackbaud Healthcare Solutions for Patient Fundraising provides the intelligence you need by combining comprehensive wealth and charitable giving information with predictive analytics and scoring.

Wealth and Asset Screening

Quickly and accurately identify new donor prospects from their HIPAA-compliant patient information and electronic medical record systems through presence of wealth, biographical, and philanthropic detail.

Patient-to-Donor Conversion Modeling

Easily score and rank your donors and prospects using a custom modeling solution, giving you critical information on a prospect's or donor's likelihood to make a gift to your organization. Blackbaud is the only vendor that can provide this unique insight.

End-to-End Solutions

A patient's interaction with your hospital is very personal. How you manage and incorporate a patient's data into your business processes is an important consideration in building deeper relationships with the people you serve.

Blackbaud Healthcare Solutions for Patient Fundraising is the most robust suite in the healthcare market today, providing:

- The intelligence and insight to help you make strategic data-driven decisions
- Access to the largest and most exclusive data sets, regardless of database type
- Services that fully integrate with CRM databases

Blackbaud Healthcare Solutions can help you:

- Find, engage, and retain donors
- Increase dollars raised
- Foster long-term donor relationships
- Manage and grow your grateful patient programs

Learn more ►

Consulting and Managed Services

From strategy to execution, our consulting team can ensure you build, staff, analyze, and manage your patient fundraising efforts in the most effective and efficient way. Our consultants can help you:

- Build an action plan based on the data
- Find opportunities for donor asks
- Obtain buy-in from key stakeholders
- Configure workflows to ensure data is delivered seamlessly
- Get key personnel trained
- Monitor performance and adapt plans as you move forward

Intelligence for Good™

For social good organizations driven to make smarter decisions, faster, Blackbaud delivers comprehensive Intelligence for Good. No one else brings together big data, artificial intelligence, analytics, and industry expertise for the social good community the way we do.

Big Data

Only Blackbaud has intelligence capabilities powered by the world's largest philanthropic data set. We have billions of records on supporter engagement and giving activity, and those records are growing every day.

Analytics

Embedded SKY Analytics™ transform data into powerful, prescriptive insight, beautifully visualized through SKY Reporting™. Blackbaud Target Analytics® solutions drive game-changing analytics and data intelligence.

Artificial Intelligence

Our solutions process, learn, and get smarter—from embedded SKY AI™ powering insight in our cloud solutions to machine learning fueling advanced new prospect models.

Expertise

Our solutions are designed by the industry's only team of Social Good Scientists™—highly specialized data experts with unparalleled experience in the social good space.



Learn more at <http://healthcare.blackbaud.com/> >

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud provides software, services, expertise, and data intelligence that empowers and connects people to advance the social good movement. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, and the individual change agents who support them.