

CASE STUDY

Indian River Medical Center Foundation

The Challenge

Every day, patients come through the Indian River Medical Center's doors and receive top quality medical attention. Some of these individuals are in a position to make substantial donations to the Indian River Medical Center Foundation, but how does the medical center determine who they are and how to approach them while remaining compliant with HIPPA?

The Solution

Through the implementation of PRESENCE, the medical center is able to extend the functionality of existing systems and integrate data sources. Automation of current processes provides up-to-date information of potential supporters and ensure timely follow-up from the Indian River Medical Center Foundation staff.

Benefits

- > Save Time and Increase Staff Productivity.
- > Improve Acquisition and Retention Rates of Loyal Donors.
- > Provide Timely Cultivation of Prospective Donors.
- > Build Relationships with Prospective Donors while the value of the Medical Center is clearest to them.

PRESENCE Powers Fundraising at the Indian River Medical Center Foundation

The mission of the Indian River Medical Center Foundation is to support the capital needs and special projects of Indian River Medical Center Foundation through philanthropy.

As a not-for-profit hospital, Indian River Medical Center depends greatly on the philanthropic support of the Vero Beach, Florida community to provide the highest quality healthcare available.

It is important to understand that the ability to give is only part of whether a gift will be made at all. People will donate and maximize their giving when a good relationship with the medical center, and its staff has been established and developed.

By using PRESENCE to integrate existing systems and data sources already in place, the Indian River Medical Center Foundation staff are now provided with up to date information which allows them to ask the **right donor for the right gift at the right time** - resulting in more substantial gifts and more satisfied donors.

PRESENCE helps the Indian River Medical Center Foundation maintain a close relationship with the people and families the medical center serves.

"PRESENCE helps us maintain current relationships and gives us the ability to identify and build important new ones by automating our electronic screening process. PRESENCE helps us develop information which allows us to be more targeted in our cultivation and philanthropic activities"

*Murray Fournie
Director of Major Gifts and Planned Giving
Indian River Medical Center Foundation*

Hospitals and foundations can use PRESENCE to improve acquisition and retention rates of loyal donors into major and planned givers, automate repetitive and complex tasks, organize specific actions and deliver timely up to date information to the right people at the right time.

PRESENCE is extremely powerful, yet easy to use and enables the Indian River Medical Center Foundation to focus on their more important tasks, and less on technology by increasing efficiency.

The Foundation plans to continue leveraging PRESENCE to automate additional tasks and will continue to save significant time and money as additional processes are managed and controlled.

PRESENCE

Codeless Development Platform

"The easy way to develop flexible IT solutions
for your business ... without writing any code!"

Foundation Potential Donor Profiles



The following is the Presence downloaded WE Potential Donors report from 03/06/2007.

Daily Clients:

Medical Rec #	Full Name	Room #	Date Scored	Cap Rating	Cap Range	DM Score 1	DM Score 2
302644	Christopher Hammond	441	20070306	8	\$15,000-\$24,999	3	5
518100	Edward Schmidt	242	20070306				
520027	Erique Corazon	362	20070306	7	\$25,000-\$49,999	4	0
204128	Ronald M Dennison	251	20070306	2	\$1,000,000-\$4,999,999	1	0
286338	Annette Grayson	378	20070306	6	\$50,000-\$99,999	4	0
475334	Jack H Meyers	369	20070306	4	\$250,000-\$499,999	1	4
390137	William Mathers	306	20070306	5	\$100,000-\$249,999	2	5

ER Clients:

Medical Rec #	Full Name	Room #	Date Scored	Cap Rating	Cap Range	DM Score 1	DM Score 2
346376	Margaret D Anderson	10	20070306	6	\$50,000-\$99,999	3	3
499651	Allan C Arnold	0	20070306				
268496	Susan H Bentley	0	20070306	9	\$10,000-\$14,999	4	0
520048	Richard Baxter	0	20070306	8	\$15,000-\$24,999	3	3
238459	Casey K Bosworth	25	20070306	7	\$25,000-\$49,999	4	0
337591	Patrice J Williams	0	20070306		Unable to Rate	3	5
414210	Penny L Smith	0	20070306		\$1-\$2,499	4	0
520005	Virginia McKenzie	0	20070306				
189151	Darrell G Jackman	0	20070306	5	\$100,000-\$249,999	2	5
520007	Jessica Linderman	0	20070306	3	\$500,000-\$999,999	1	0
309122	Jonathon Chris Taylor	0	20070306		\$5,000-\$9,999	4	0

Contact us today for more information
and a FREE 30-Day PRESENCE Trial ...

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