

CUSTOMER SPOTLIGHT

Inova® Health Foundation



“It would be impossible to identify the right patients to talk to without Blackbaud because of the volume coming into our system every day.”

—Paige Moses, Associate Vice President

Inova Health Foundation turned to Blackbaud for the most strategic research and outreach to power its network of five hospitals, 25 assisted living and long-term care facilities, 26 primary care locations, and a host of community programs. An independent report found a 90% return on investment with significant improvement in both fundraising and efficiency.

Inova Health Foundation grows its grateful patient program and recaptures staff time through its Blackbaud partnership.

A global leader in personalized medicine, Inova serves a diverse patient community in the Washington metro area and beyond. With five hospitals committed to serving all patients—regardless of their ability to pay—the Inova Health Foundation provides hundreds of millions of dollars in services but must rely on strategic fundraising to continue delivering on its mission.

Inova recognized opportunities to improve both research and outreach and partnered with Blackbaud to put its data to work. Blackbaud commissioned Forrester® Consulting to conduct a Total Economic Impact™ study examining Inova Health Foundation’s return on investment after deploying Blackbaud Raiser’s Edge NXT®, Grateful Patient Solution, and custom modeling

Inova Health Foundation is powered by Blackbaud solutions for:

- ✓ Fundraising and CRM
- ✓ Analytics



90%
ROI

technology. Results from the study include actual values for the first year and projections for two subsequent years. They showed remarkable improvements:

- 40% growth in grateful patient gift volume
- 28% growth in average grateful patient donation
- 2,000 staff hours recaptured annually
- \$113,000 saved on legacy solution costs each year

Identifying Strongest Grateful Patient Prospects

Inova Health Foundation's development team of 35 employees serves a network of five hospitals, 25 assisted living and long-term care facilities, 26 primary care locations, and a host of community programs. Over 17,000 people work for Inova.

With such a large footprint, Inova wanted to drive growth by focusing more strategically on grateful patients, a relatively new program. "It would be impossible to identify the right patients to talk to without Blackbaud because of the volume coming into our system every day," said Associate Vice President Paige Moses.



“Blackbaud is a key tool in our ability to raise money.”

—Jeffrey Johnson, Senior Director

Inova leveraged Blackbaud's Grateful Patient Solution and donor modeling to determine current and former patients most likely to donate. The solution identified ideal prospects through screening, research, and modeling; imported those names into Blackbaud's flagship fundraising solution, Blackbaud Raiser's Edge NXT; and assigned them to specific gift officers.

"You can't just mail your entire patient database; you'd effectively be mailing the phonebook," Senior Director Jeffrey Johnson said. "You need screening and models to send to the right people. We would not have been able to effectively mail any of our patients without the model that Blackbaud developed for us."

That year, Inova received gifts from 815 new grateful patient donors identified by Blackbaud's Grateful Patient Solution and contacted through direct mail, as compared to only 105 donors the previous year without the Blackbaud solution. Plus, Blackbaud's solution kept costs low while identifying tens of thousands of prospective donors for Inova.

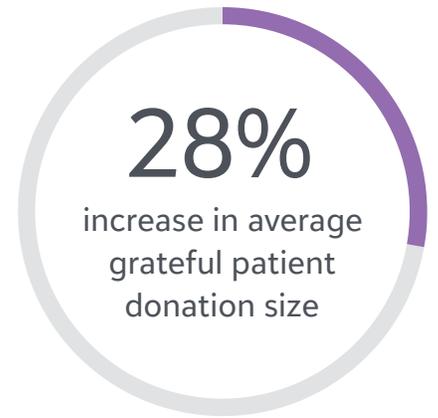


40%

increase in grateful patient gift volume

Managing Better Data with Less Effort

Inova Health Foundation experienced a 90% return on investment from its partnership with Blackbaud, according to the Forrester study, with its initial payback after only six months. The foundation streamlined processes to



save over 2,000 hours of staff time and to recapture \$32,000 in employee productivity annually, the report concluded.

With Blackbaud Raiser's Edge NXT, Inova could collect and manage data with less effort—and built-in analytics highlighted trends to drive the fundraising team forward quickly and strategically. Prospect Researcher Laura Simpkins noted that having the right fundraising solution helped to streamline list preparation and analysis.

“I use [Blackbaud] Raiser's Edge NXT to help me do things in aggregate,” Simpkins said. “I often have to do the same task for each gift officer. I can see trends, analyze sections, add names, create lists, and assign actions.”

With Blackbaud Raiser's Edge NXT, overnight screenings prepare Inova's team for the most strategic steps. Task management happens seamlessly, and reminders ensure that fundraisers make key touch points to build the strongest relationships. Plus, the solution's flexibility allows researchers and fundraisers alike to access real-time information from any device—whether working at the office or remotely.

“Gift officers are able to see everything that's pertinent to them as soon as they sign in,” Simpkins added. “All the information is right there—their portfolio, actions, and newly assigned prospects. I think that brings a lot of value, because it helps officers focus on their work.”

Senior Director Jeffrey Johnson said integrated data from ResearchPoint™, Blackbaud's prospect database solution, also pushed forward Inova's grateful patient success. “Before, it was a painful process to pull a patient file, because I had to go outside the foundation,” Johnson said. “I had to get on multiple phone calls and chase down people. It took me weeks to actually get the files I needed. Now that all our patients are running through ResearchPoint, it's a simple file request to our prospect research manager, and I can get that file more easily.”



\$113,000
saved on legacy
solution costs



2,000
employee hours recaptured

The Forrester report determined that Inova Health Foundation will raise nearly \$430,000 more over three years from grateful patients alone through its partnership with Blackbaud. As Johnson put it, “Blackbaud is a key tool in our ability to raise money.”

See how Blackbaud Raiser’s Edge NXT takes fundraising and donor management to the next level.



\$32,000

in employee
productivity recaptured

[Get the details](#)

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—Laura Simpkins, Prospect Researcher

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.

