

# Take Your Healthcare Organisation To New Heights

Digital transformation is radically changing how we interact, work, and live. With a digital transformation strategy, your healthcare organisation will have a strong competitive advantage.

Blackbaud's purpose-built cloud solutions can help you fuel game-changing philanthropy and enable healthy communities and compassionate care, while ensuring the long-term sustainability and growth of your organisation.

Here are the benefits to moving to a cloud-based solution:

## 1 Drive Outcomes & Engage Supporters

Blackbaud Raiser's Edge NXT® enables philanthropic healthcare organisations and the broader healthcare ecosystem to drive outcomes, engage patients and supporters, and fuel game-changing philanthropy.

It's a flexible and scalable way to connect your organisation and power impact with every engaged supporter—from grateful patients to volunteers, employees, and community members.

### KEY BENEFITS

- Engage existing patients, driving better outcomes and long-term loyalty
- Increase philanthropic giving, powering growth and sustainability
- Understand your impact and tell your story

“Having a system that underpins the work that we are doing day to day and can help us grow and fulfil our aspiration of being the leading hospital in the country was absolutely fundamental.”

—Simone Garske, CEO, Royal Brisbane and Women's Hospital Foundation

## 2 Dedicated IT Resources

Many healthcare foundations rely upon their hospital IT departments to maintain their hardware and solutions. Sometimes, a foundation's database administrator is given these duties in addition to his or her other responsibilities.

Either way, relying on others can lead to delays in installing solution updates, adopting the latest hardware to meet a vendor's minimum standards. As a result, foundations can struggle to maintain their fundraising effectiveness.

However, there is good news on this front! Cloud-based solutions resolve these issues. Blackbaud manages Blackbaud Raiser's Edge NXT and Blackbaud Financial Edge NXT™ in Blackbaud SKY®, a modern and integrated cloud for the social good community. Organisations can concentrate on fundraising and operational efficiency rather than maintaining their servers.

## 3 Mobility and Driving User Adoption

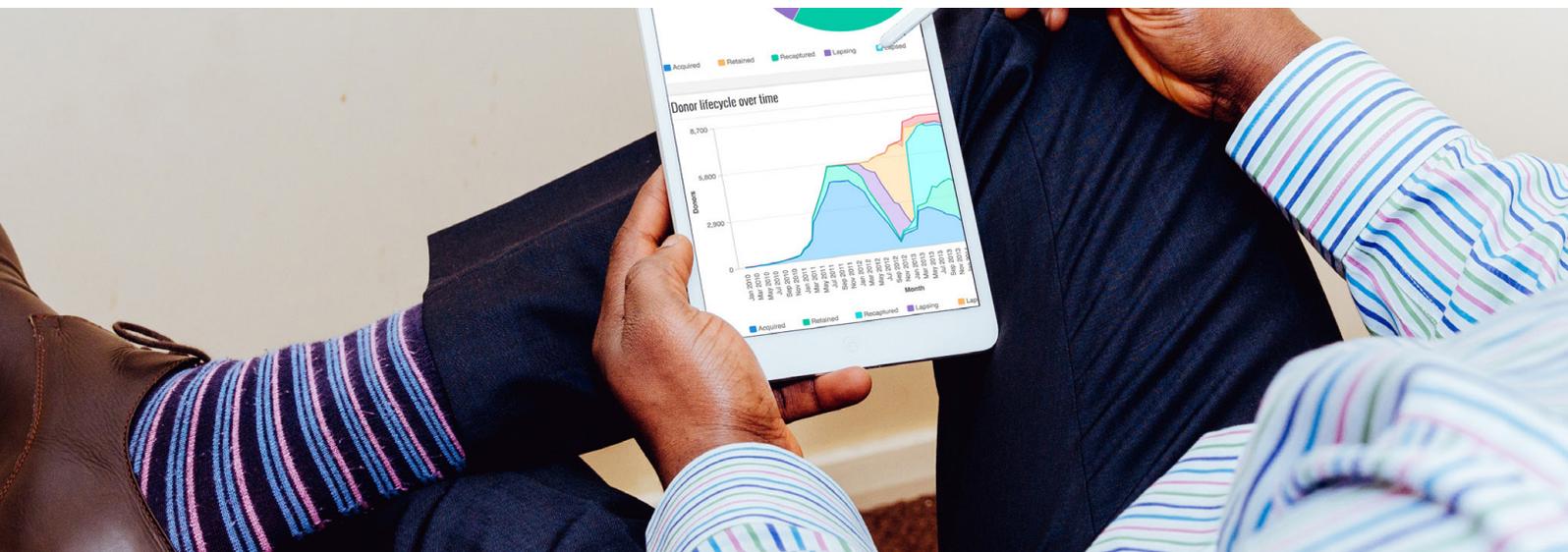
Engagement with your fundraisers is the utmost priority for all. We understand that fundraisers prefer to maintain their own (local) spreadsheets and don't want to wait until they return to the office to enter activities. More importantly, fundraisers want mobile, on-the-go access to Blackbaud Raiser's Edge NXT. Fundraisers are out visiting prospects and attending events; they want to take Raiser's Edge NXT with them.

That's why the web interface in Blackbaud Raiser's Edge NXT is designed for mobile responsiveness. This means that Raiser's Edge NXT detects the device (e.g., desktop, laptop, tablet, or phone) and renders each screen appropriately.

Fundraisers can now easily find and update prospect information, among many other activities, on their mobile devices, anywhere, anytime.

“Blackbaud Raiser's Edge NXT was out of the box for pretty much everything we needed. It also had the ability to add extra features down the track if we wanted to, like the financial management system to integrate accounting features.”

—Kaelah Bosanquet, CFO,  
RBWH Foundation



## In summary

The benefits of moving to cloud-based solutions far outweigh the concerns, as shown in the commonality of more foundations migrating from on-premise solutions. With investments in infrastructure and continuous feature updates, Blackbaud SKY allows healthcare foundations to focus on the advantages of cloud-based solutions.

Blackbaud Raiser's Edge NXT and Blackbaud Financial Edge NXT allow organisations to further their missions instead of focusing on solution challenges.

**Discover how Blackbaud can help you digitally transform your healthcare organisation.**

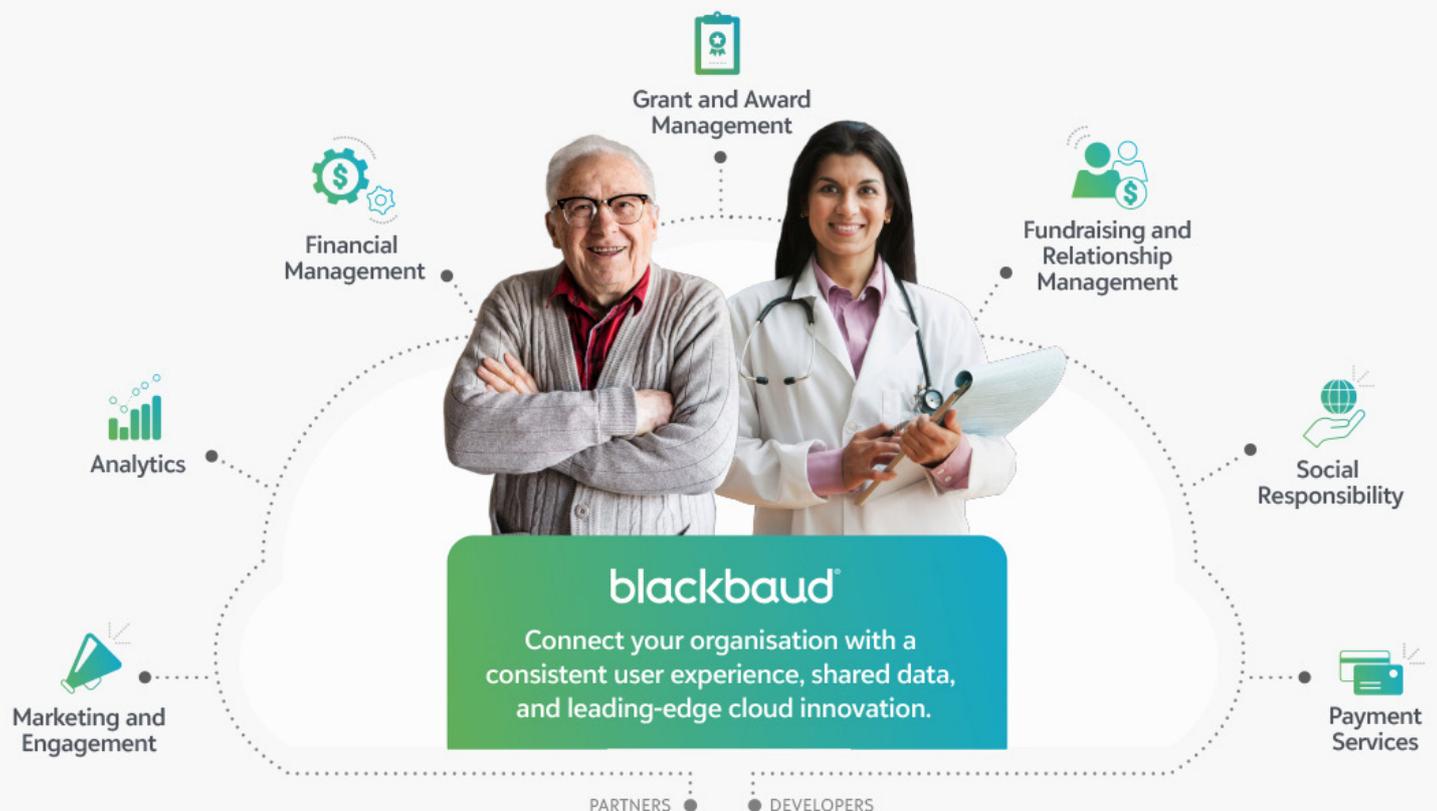
“Blackbaud Raiser’s Edge NXT helped us transform to become donor-centric and donor-focused.”

—Simone Garske, CEO,  
RBWH Foundation

Contact us

# The Cloud Solution for Healthcare

Purpose-built to drive digital transformation and impact across your organisation.  
Flexible and scalable to work the way you want.



### About Blackbaud

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

