



Transform Affinity Into Impact

Affinaquest's Solution for Healthcare Philanthropy



For healthcare institutions, where healing requires both compassion and science, genuine human connections are invaluable.

Meaningful relationships with donors, patients, and the community drive the philanthropic success that leads to extraordinary impact.

Affinaquest's Advancement RM transforms donors and patients into catalysts of change for your organization, funding lifesaving research, enhanced facilities, and expanded programs and services. Affinaquest's highly configurable and secure **Constituent Relationship Management (CRM)** solution is built on the Salesforce platform to empower gift officers with the information and insights they need to deeply understand and effectively engage potential donors.

With Advancement RM, you can solidify the bonds with the people who trust and believe in your mission, illuminating the path of hope and healing for generations to come.

Grateful Patient Fundraising in Advancement RM

Grateful patients are the heart and soul of healthcare philanthropy. The Affinaquest Advancement RM solution embraces the extraordinary power of connection between patients and providers. With easy-to-locate, comprehensive, and continuously updated data, you can confidently target grateful patients at exactly the right time.

Benefits of Advancement RM

- **Quickly identify and target individuals** with the greatest likelihood and capacity to give. Integrate critical data from patient portals and other systems and get a full view of your donors and patients with: Biographic and Demographic Information, Giving History, Provider and Visit History and other actionable insights all in one place.
- **Increase ROI and support your fundraising team** with an innovative tool that consolidates data and streamlines action items, saving time, energy, and money.
- **Retain existing donors and build stronger relationships** through Prospect Management, Email Marketing, Online Giving, Events, and Memberships. Understand the donor journey and know when to say “thank you” as well as “please.”
- **Enhance partnerships with researchers and providers** in your institution. Easily track and communicate with them regarding grant funding, grateful patient referrals, communication history, and how to maximize their impact.
- **Focus on engagement strategy** while Advancement RM automates time-consuming tasks. Let the software do the busy work so you can spend time building deeper relationships with your patients and donors.
- **Better navigate the complexities of gift processing and management.** Affinaquest’s specially designed gift processing utility offers comprehensive validations and controls to simplify the gift entry process and ensure absolute data integrity.
- **Rest assured that all patient information is securely protected** through Salesforce in accordance with with HIPAA guidelines. Control Create, Read, Edit and Delete access down to the individual field level.
- **Trust in software solutions built and managed by experts** in advancement and healthcare philanthropy. Benefit from a unified data framework, the shared knowledge of a robust client community, and regular enhancements and releases, without sacrificing the opportunity to configure the solution to meet your unique business needs.



Features

Constituent Management

- Campaign Management
- Gift Processing
- Prospect Management
- Biographical and Demographic Contact Data
- Reporting And Dashboards
- Memberships
- Volunteer Management

Engagement Management

- Email/Email Marketing
- Online Giving
- Events
- Forms
- Constituent Access, Directories, and Communities

Specialized Tools

- Wealth Screening
- Matching Gifts
- Data Management
- NCOA Address Processing/Address Verification
- Mapping
- Analytics/BI

Ready to elevate your philanthropy and better engage donors with all the information you need at your fingertips? Speak with one of our philanthropy experts or request a free software demo to learn more.