

## Do you know your patients?

Major gift prospects are in your hospital daily, are you identifying those prospects efficiently and securing future gifts to your organization? According to research conducted in *WealthEngine's Best Practices for Prospect Research in Healthcare Fundraising*, healthcare organizations that connect with a patient during or shortly after their visit have a greater likelihood of receiving a philanthropic gift.

For healthcare organizations, traditional screening methods can be expensive and data can become outdated quickly. WealthEngine's WebExpress Screening enables you to screen patient data at a frequency that fits with the size of your organization.

Did you know, almost 40% of WealthEngine's healthcare clients have implemented some form of Grateful Patient Program through regular patient screening, representing a 13% increase from 2009 to 2010?

### Benefits of WebExpress Screening

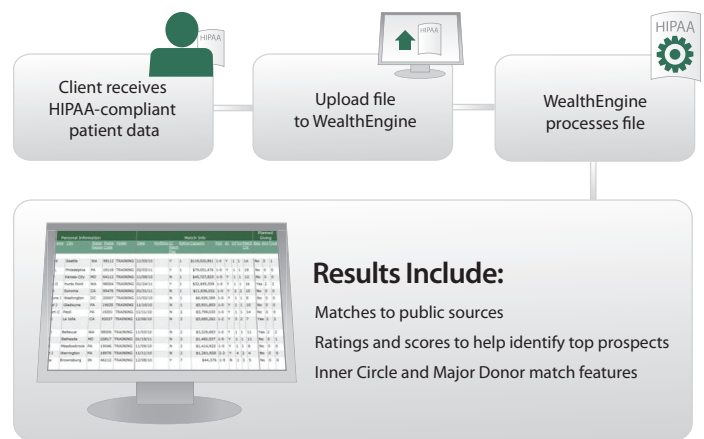
- Systematic review of your newest constituents on a daily, weekly, monthly or quarterly basis
- Patient data screening completed within HIPAA guidelines
- Routine screening creates an efficient system
- Ensures full prospect pipeline
- Segmented data allows for an efficient cultivation strategy
- Identify high value prospects upon admission
- Flag current donors among your incoming patients
- Track records within your FindWealth Online<sup>SM</sup> account
- Integrate data directly into your Donor Management System (DMS)

As the number one grateful patient program provider, WealthEngine works with hundreds of hospitals throughout the nation. WebExpress is the only tool that allows development professionals to screen all patients routinely and rapidly through hard asset data.

### How it works

WebExpress is specifically designed to handle ongoing batches of prospect records—up to 4,000 records per day. Simply set up your file format for submission and begin sending in your regular files according to schedule. Records are run automatically and returned in as quickly as two hours or up to five days depending on the frequency of your WebExpress Screening. Results of this screening are either posted to your organization's FindWealth Online History section in a folder specific to the file upload or returned via a flat file.

### WealthEngine Routine Screening Process



Jumpstart your grateful patient program with WealthEngine. Contact us at **800.933.4446** or **info@wealthengine.com** to learn more about our grateful patient solutions.