



Hospital Systems Choose Blackbaud CRM to Engage Constituents

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Nonprofit-focused CRM features built-in Internet, marketing and analytics tools

CHARLESTON, S.C.--(BUSINESS WIRE)--Jun. 6, 2013-- Blackbaud (NASDAQ: [BLKB](#)) today announced major hospital systems including Dignity Health, Legacy Health and Catholic Health Initiatives will use [Blackbaud CRM™](#) to empower users and enhance constituent engagement.

"Blackbaud's depth of experience with nonprofits gave their CRM product a distinct advantage over others we evaluated," said David Rubin, Legacy Health's director, development services. "The built-in functionality is geared toward a best-practice fundraising shop. Now that we're 'live' on Blackbaud CRM, our major gift officers can easily view their prospect portfolios and manage next steps."

[Legacy Health](#), which raised \$18.7 million in 2012 toward its mission of providing state-of-the-art, compassionate care, recently went live with Blackbaud CRM after an eight-month implementation. The project was completed on time and under budget – two initial measures of its success, according to Rubin. The new [nonprofit CRM system](#) centralizes data from six separate hospital foundations and multiple systems while maintaining sophisticated data security. It is now easier for users to access the information they need and provide personalized service to existing and potential supporters.

"With Blackbaud CRM, these organizations' fundraising staffs will become more successful, ultimately leading to an even higher level of service to their most important constituents, their patients," said Joe Moye, president of Blackbaud's enterprise customer business unit.

Over the course of the next several years, San Francisco-based [Dignity Health](#), one of the nation's five largest healthcare systems, is projected to grow significantly. The ability to have a system that is scalable to accommodate anticipated growth to potentially 100 foundations and \$300 million per year in annual fundraising was critical in its selection of Blackbaud CRM. Dignity Health will transition to Blackbaud CRM to consolidate multiple databases and standardize best practices across all of the offices with an aim of increasing fundraising and realizing cost savings across the board.

"With Blackbaud CRM, we will see tremendous gains in data management efficiency, and the web-based tools will enable fundraisers to get information in and out of the system easily, allowing them to get out of the office and into the field," said Tamra von Schroeck, Dignity Health's senior director of operations and finance, philanthropy. "In addition, we are very excited to build more interactive websites for our foundations and improve the online donor experience."

Blackbaud CRM brings together fundraising, online applications, actionable prospect research and analytics, and multichannel direct marketing together in one platform to provide an integrated view of the constituent experience across an organization. Built to handle the unique needs of cause and cure, healthcare and other large direct response marketing organizations, higher education institutions and international NGOs, Blackbaud CRM works with nonprofits' unique processes to allow easier access to data and to offer a complete view of constituent and alumni activity.

Blackbaud was recently named a winner of the [2013 ZDNet CRM Watchlist](#), earning the designation of *highest scoring technology firm*. This list is looked to by the industry as a resource featuring viable CRM vendors. For more information about Blackbaud CRM, visit www.blackbaud.com/blackbaudcrm.

About Blackbaud

Serving the nonprofit and education sectors for 30 years, Blackbaud (NASDAQ: BLKB) combines technology and expertise to help organizations achieve their missions. Blackbaud works with more than 28,000 customers in over 60 countries that support higher education, healthcare, human services, arts and culture, faith, the environment, independent K-12 education, animal welfare and other charitable causes. The company offers a full spectrum of cloud-based and on-premise software solutions and related services for organizations of all sizes including: [fundraising](#), [eMarketing](#), [advocacy](#), [constituent relationship management](#) (CRM), [financial management](#), [payment services](#), [analytics](#) and vertical-specific solutions. Using Blackbaud technology, these organizations raise more than \$100 billion each year. Recognized as a top company by Forbes, InformationWeek, and Software Magazine and honored by Best Places to Work, Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada, the Netherlands and the United Kingdom. For more information, visit www.blackbaud.com.

Forward-looking Statements

Except for historical information, all of the statements, expectations, and assumptions contained in this news release are forward-looking statements that involve a number of risks and uncertainties. Although Blackbaud attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. In addition, other important factors that could cause results to differ materially include the following: general economic risks; uncertainty regarding increased business and renewals from existing customers; continued success in sales growth; management of integration of acquired companies and other risks associated with acquisitions; risks associated with successful implementation of multiple integrated software products; the ability to attract and retain key personnel; risks related to our dividend policy and share repurchase program, including potential limitations on our ability to grow and the possibility that we might discontinue payment of dividends; risks relating to restrictions imposed by the credit facility; risks associated with management of growth; lengthy sales and implementation cycles, particularly in larger organization; technological changes that make our products and services less competitive; and the other risk factors set forth from time to time in the SEC filings for Blackbaud, copies of which are available free of charge at the SEC's website at www.sec.gov or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc.



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