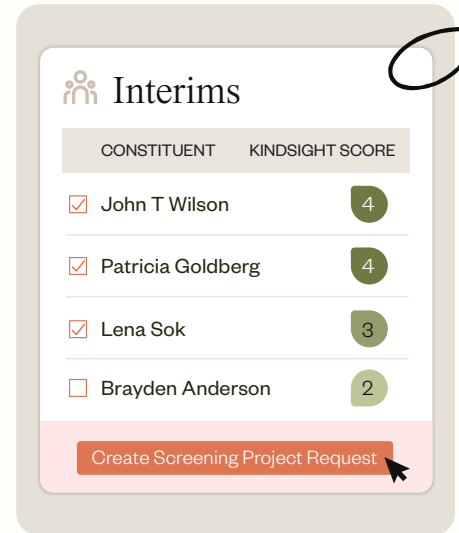


# Turn moments of care into *lasting* philanthropy.

Kindsight Ascend's Grateful Patient module helps healthcare fundraising teams identify, qualify, and engage potential major donors—right from their patient population. With real-time data, intelligent screening, and built-in workflows, your team can act quickly in the critical post-care window to create meaningful, long-term relationships.



## Turn patient gratitude into secure, actionable giving.



Protect patient privacy at every step.

Built on Salesforce, with HIPAA-compliant controls and role-based permissions to safeguard sensitive information.



Spot high-value prospects sooner.

Surface individuals with both the capacity and inclination to give, transforming patient lists into actionable prospect pipelines.



Act while gratitude is highest.

Automate alerts and prioritize outreach so fundraisers can connect with patients during their most receptive moments.

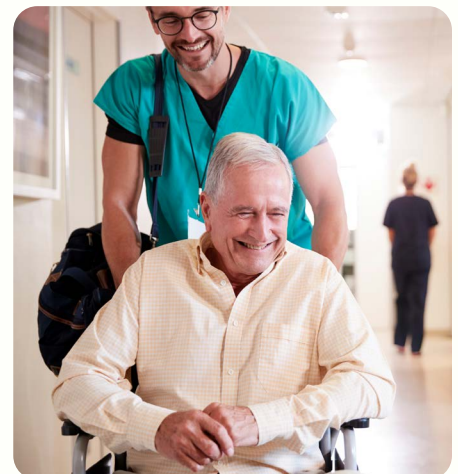
## The challenge of healthcare fundraising.

Healthcare organizations see thousands of patients each year, many capable and willing to give. But without timely, connected insights, these opportunities can go unnoticed until it's too late.

The Grateful Patient module integrates patient data—medical encounters, service lines, physician relationships, and referrals—directly into your Ascend CRM.

### Layer in wealth and philanthropic indicators, and your team can:

- ✓ Manage and track major gift patient prospects
- ✓ Identify and prioritize high-propensity donors
- ✓ Tailor outreach based on philanthropic interests and care experiences



The screenshot shows a user interface with a sidebar on the left containing contact information for John T. Wilson, CFO of Bluewave Ltd. The main area is titled 'CONSTITUENT DETAILS' and features a 'Hospital Visits' section with a table:

PHYSICIAN	DEPARTMENT	APPT DATE	ADMIT DATE
Dr. Mary Parks	Outpatient Surgery	May 1, 2024	May 1, 2024
Dr. Jin Li	Dermatology	Mar. 29, 2024	
Dr. Jin Li	Dermatology	Jan 16, 2024	

Below the table is a 'TASK' card that says 'Schedule call with John T Wilson'. The interface also shows navigation tabs for 'OVERVIEW', 'CONSTITUENT DETAILS', and 'PROSPECT MANAGEMENT'.

## How it works:

### 1. Securely connect patient data

Safely and securely integrate HIPAA-protected patient data. Ascend is designed with granular, role-based permissions to ensure sensitive information is protected.

### 2. Enrich with wealth insights

Screen and segment patient lists to uncover those with the highest propensity for giving, so outreach is focused and effective.

### 3. Streamline relationship-building

Track physician referrals, log contact reports, set follow-up alerts, and send personalized communications all in one place.

## From gratitude *to* giving.

With the Grateful Patient module, you'll spend less time chasing lists and more time cultivating meaningful relationships. Backed by connected CRM data and automation, your team can identify opportunities early, engage donors at the right time, and close more major gifts.



Trusted by the top healthcare fundraising teams



## Ready to build a *stronger* fundraising foundation?

Discover how Kindsight's Fundraising Platform—powered by real-time donor intelligence—can help you identify your best prospects, personalize outreach, and raise more money for your mission.

Explore the full Ascend ecosystem.

[Learn More](#)

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