Indiana University Health Improves Community Impact Programs & Corporate Partnerships

Nationally ranked Indiana University Health has a mission to improve the health of its patients and the community “through excellence in care, education, research and service.” As part of that mission, charitable giving and corporate partnerships play an important role in their community outreach. IU Health needed a system that could better manage their various outreach programs and Versaic developed a custom solution that not only exceeded all their requirements but could easily be updated as their needs and organization changed.

Situation
As IU Health says, “Charitable giving and community partnerships play an important role in Indiana University Health’s outreach to the community. These strategic relationships allow us to increase impact and make measurable advances toward positive health outcomes and increased quality of life for individuals living in IU Health communities.” As such, IU Health wanted to be sure that each proposal was handled in a timely fashion by the appropriate group and/or hospital and that all proposals got the consideration they deserved.

Solution
After talking by phone for a couple of hours to identify requirements and making suggestions based on solutions we’ve designed for other clients, in just a few days Versaic created a customized system for IU Health to review. Their solution gathers the information needed from organizations that support IU Health’s outreach priorities and routes them based on

“Versaic was able to quickly design a customized system that simplifies our complicated health system request process for our partners and community outreach programs. Through this system we have streamlined our processes, taking pressure off management and ultimately helping our health system save money and improve our impact as we can easily focus on partnerships which align with our priorities.”
Laura Gaybrick, Corporate Partnerships & Events

Benefits
• Improved program management
• Brand supported through clear guidelines and open submission
• Greater tracking across the organization
• Streamlined proposal evaluation and decision making
• Higher community satisfaction
• Free updates to system as programs evolve
• Greater reporting capabilities
request type and location for review. The Versaic system scores the proposal based on values IU has set, recommends a decline for those not meeting a certain scoring threshold and prioritizes those achieving the highest score for review.

**Benefits**

**Time Management**
Rather than manually screening, reviewing, routing and managing requests via mail, email and phone, their online system streamlines the process from start to finish. Versaic provides ongoing changes at no additional cost to ensure maximum efficiency as their needs and strategy evolve.

**Partnership Impact**
By providing clear guidelines and ensuring efficient handling of requests and prompt responses, IU Health’s brand promise and partnership goals are fully supported. In addition, by actively seeking submissions and improving the ability to review them, the IU Health team can easily browse through their proposals to find the best opportunities and act on them.

**Improved Tracking & Reporting**
With decisions being made within multiple departments at headquarters and locally at each hospital, the Versaic system enables each user to manage requests according to their priorities and at the same time consolidates, organizes and allows for reporting on the information across the entire organization.

**Summary**
Working quickly with their team, Versaic was able to create a custom solution that exceeded IU Health’s expectations by streamlining and formalizing the submission process and quickly identifying high-quality partnerships and opportunities in their community.

For more information about Versaic solutions, please contact us at info@versaic.com or 650-212-7264.
IU Health created multiple web pages dedicated to partnerships and community relations, each outlining program guidelines and examples. A link into the Versaic submission system is also included.

1. Using the launch of their community partnership management system, IU Health seized the opportunity to promote their programs and provide guidelines for requestors.

2. After reviewing the information provided, requestors may apply online via the link to the Versaic system.

3. Further guidelines are provided for community-specific partnerships here, with a link to the same system.

Once the requester has decided to complete a partnership proposal, they’re brought to the Versaic system.

1. The Versaic system is branded to have the same look and feel of the IU Health website.

2. IU Health restates their guidelines and sets expectations for approval.

3. All customer support is provided by Versaic.
Here the system is requesting that the appropriate hospital be selected and more information is provided.

1. **Hospital selection.**

IU Health asks submitters to choose the hospital they want to submit to. Versaic can also automatically select the hospital based on location, amount requested, type of request, or any other criteria. Other clients prefer to keep requests at the corporate level, or route in some other way.

2. **Once a hospital is selected, IU Health provides additional information specific to that hospital.**

After selecting the hospital the requester is brought here where the overview of various programs and their “Templates” are described.

1. **Requester is asked to select a template, in this example “Community Impact Partnership.” In the case of Amateur Athletics, IU Health has all requests sent to corporate regardless of the hospital selected, however this information isn’t provided to the requester (to keep the process uncomplicated).**

2. **Information and examples are provided for each template.**

3. **Requester may review the questions for that template type before proceeding.**
This page is a sample of what an IU Health administrator sees when they log on.

1. List view of the various "mailboxes" that this admin has access to for review and management; many IU Health users only have responsibility for their hospital, and will have access to only that mailbox.

2. The view of each mailbox may be configured to meet each user’s needs, showing the information needed to make decisions more quickly. In this case, the admin chose the columns shown here to best scan the proposals.

3. Labels are unique to each mailbox and are used for a number of purposes by IU Health, some of which are shown here.

This is an example of the details of an individual proposal.

1. Task bar of frequent actions, which may be configured for each user (custom decline and approval emails, auto-generating check request forms, print, forward, etc.).

2. Approval tabs can be used to track information such as who and when approved, dollar amount provided, what budget the amount donated is assigned to, and any other information defined by IU Health (other tabs may be created to track or notate other information).

3. Scoring results are presented in a custom tab for easy access and review, alongside the Proposal Info, Notes and any other recording tabs.

Versaic populated this section from the IRS database of 501(c) organizations.