



[aiim • SickKids Foundation]

Avant Imaging & Information Management Inc. 205 Industrial Parkway North, Aurora, ON L4G 4C4

[t] 416-798-7110

[tf] 877-841-AIIM

[f] 905-841-2177

[e] help@aiim.com

AIIM helps The SickKids Foundation do more everyday by ...

Understand

SickKids has periodic multi-media donation drives (DR Radio, DRTV, Radiothon, Night of Miracles and Fairchild) that required a welcome package (kit) and personalized letter to be sent to the donors immediately following these solicitation for donation drives.

Evaluate

AIIM worked with SickKids Foundation and their call centre agency partner to provide a model and process that allowed for an automated data and production process. The previous process was lengthy, cumbersome and created workflow inefficiencies for SickKids, the agency and AIIM. The data was also not addressed corrected resulting in many returns from Canada Post.



The Hospital for Sick Children Foundation is the largest non-governmental granting agency in child health in Canada. Established in 1972, SickKids Foundation has granted over \$300 million to The Hospital for Sick Children and over \$60 million to researchers across the country. SickKids Foundation's mission is to inspire communities to invest in medical and scientific advances to improve the lives of children and their families in Canada and around the world. Contributions have been invested in outstanding patient care, research and education. Their vision: Healthier children. A better world.

Reduction
Cycle Time

Reduction in
undeliverable mail

Online collaborative
data verification

Best in class
workflow solution

Manage

AIIM's solution included aiim-on-demand integrated with aiim.Direct Mail workflow. This allowed the agency partner to transfer, review, update, and approved the data for generating the personalized letter. This process also included an automated address correction process which forwarded the corrected file immediately to the AIIM digital press for printing. To close the loop AIIM also provided a "back-feed" reporting model for SickKids Foundation to maintain their donor listings and re-order "kits" where necessary.

Measure

- Achieved a reduction in cycle time by 400% over the previous process through automation.
- Eliminated duplication of effort in re-entering changes in un-cleansed data for SickKids
- Automated Canada Post address correction reduced number of packages returned to SickKids.
- Kudos' from the client "the web portal works great for me!...Thanks for all the hard work!"

