

# HemaConnect Donor App

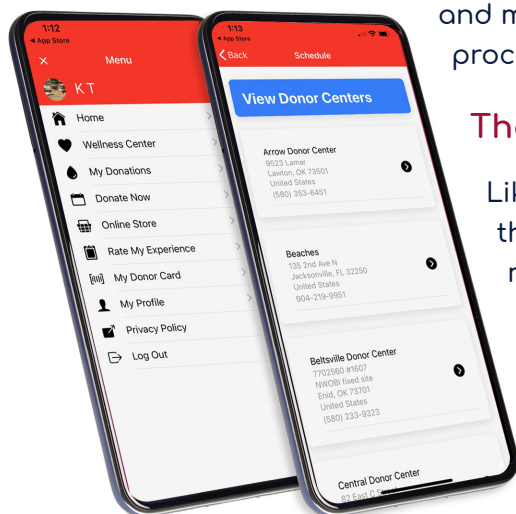
## Integrated app for donors to drive engagement and two-way communication

InVita's Donor App is integrated with HemaConnect, the industry leading donor recruitment and engagement CRM. Together, donor recruitment becomes easier by reaching busy donors on the go, to engage, recruit and retain. Tapping into HemaConnect's integrated eligibility and scheduling data, the Donor App for iOS and Android provides donors with online scheduling, geolocated appointment search, donation history, wellness information, online surveys, and donor loyalty programs. Every app is white-labeled to display your blood center branding, colors, and graphics, which can be updated anytime. Donor access is secure and safe, with both password and biometric authentication available.

### Enhancing Experiences for Greater Engagement

The Donor App makes it easy to get the latest information, current promotions, and also navigate to areas within the app. Donors can see the recognition badges they've earned and donation milestones, while checking on their social teams to see the lifesaving impact their social group or organization is making. Donors also have access to their digital ID card and profile information. Showing the digital ID card when presenting to donate or using the scan-ready barcode help make the registration process go faster.

HemaConnect has the latest resources for collecting the right product from the right donor at the right time. Designed for donors, HemaConnect is powered by data from key operational areas, marketing automation, and multiple communications that make the recruitment process easier, faster and smarter.



### The Power of InVita's Integrated System

Like all InVita products, HemaConnect integrates with other systems that manage hospital order entry, real-time inventory, staffing, mobile drives, and equipment maintenance to provide visibility into critical data across the entire supply chain.

