



PRESS RELEASE: IT Synergistics Unveils *bexWISE* Engage – Its New Blood Donor Recruitment and Collections Scheduling Solution

***bexWISE* Engage Joins the *bexWISE* Suite, Providing a Streamlined Way to Manage Donor Recruitment, Blood Drive Planning and Staff Scheduling**

November 19, 2019

IT Synergistics is pleased to announce a new addition to the *bexWISE*™ suite of Blood Establishment Computer System (BECS) software – *bexWISE* Engage. This new product, designed for web and mobile use, handles customer relationship management (CRM) tasks such as planning blood drives, coordinating venues, organizing tele-recruiting efforts, and scheduling donor/staff availability.

bexWISE Engage is a stand-alone CRM system designed to be used with the *bexWISE* system or with other BECS software systems. *bexWISE* Engage data synchronized with the BECS includes Donor Appointments, Scheduled Collections, Group Accounts, and Location information. Conversely, the BECS provides data on Donor Demographics, Eligibility, and Donation information used for Donor Recruitment along with Collection Statistics used for Group Recruitment.

bexWISE Engage has been initially distributed as part of the latest release of *bexWISE* Affirm and *bexWISE* Process; this release lays the foundation for the *bexWISE* Engage platform, which further enhances IT Synergistics' complete blood center suite of products.

"We are very excited to add Engage to our portfolio of applications. Providing improved donor recruiting and efficient drive scheduling will allow our customers to reduce their costs as they continue to meet the blood supply needs of their communities," said Tim Bryant, Managing Director of IT Synergistics.

bexWISE Engage (v1.0.00.00), as part of *bexWISE* Software Release 32 (v2.0.32.00), was released November 2019.

About IT Synergistics – IT Synergistics (ITSy) is a customer driven, 510 (k) approved blood establishment computer system (BECS) vendor. Based upon an ongoing review of member blood centers' strategic plans and initiatives, ITSy's customers identify, prioritize, and recommend strategic additions to ITSy's overall portfolio. IT Synergistics is committed to meeting blood centers' software needs.

Contact: Tim Bryant, Managing Director • tim@itsynergistics.com • 855.866.7648

www.itsynergistics.com