Medical Philanthropy 20/20: Vision and Practice for Funding the Future

The First Workshop in the Healthcare Professional Series

In this two-and-a-half-hour workshop, physicians confront and debunk common myths about referral-based medical philanthropy, while discovering their own critical, appropriate, and ethical roles. Participants explore patient and family member experiences in the healthcare environment and learn critical skills and processes that lead to significant philanthropic contributions.

NOTE: Advancement Resources neither advocates physicians solicit patients or family members for money, nor teaches them to do so.

Who should attend:
• Medical deans
• Department heads
• Physicians
• Other healthcare professionals
• Development professionals who work with physicians

Syllabus

Introduction & Donor Motivation
• Research base for content
• Motivating factors that drive meaningful philanthropy
• The healthcare experience from the patient perspective
• Importance of accepting and reciprocating gratitude, with application

Making the Professional Referral
• Ethical standards for physicians and other healthcare professionals
• Appropriate roles for physicians in philanthropy
• Listening differently to patient/family member expressions of gratitude and interest
• The professional philanthropic referral process, with application

Creating Meaningful Return on Philanthropic Investment
• Patient perspectives on return on philanthropic investment (ROPI)
• Three components of creating philanthropic meaning for patients
• Action planning
• Follow-up protocol