



What is G2G? — “Gratitude to Give”

- A patient screening algorithm that identifies patients with high indicators of gratitude to your institution.
- The G2G algorithm segments patient pipelines to increase the quality of donor visits. The algorithm will prioritize the next best action for each patient based on their specific gratitude indicators.



Why is G2G important?

- In the past wealth has been the most important factor in identifying top prospects. The goal has been to identify the wealthiest families in our communities and convince them that donating to the hospital or health system would be good for them, good for the hospital and good for the community.
- However, identifying prospects solely by wealth is inefficient and ineffective as gratitude is the most important and motivating factor in a patient or family’s decision to give. Unfortunately, until now, there has not been a simple way of identifying patients’ gratitude.
- That’s why we created G2G. With this predictive model, we will present you with the highest-qualified prospects based on their indicators of gratitude so that your Major Gift Officers can prioritize how they are spending their time.

How does G2G Work?

- Initially, we go through a 12-16 week set-up process where our data team will work with you to gain access to the HIPAA compliant data the algorithm uses, as well as configuring data elements specific to your institution.
- Data sources may include: Patient Information, Health Information, Patient Satisfaction Information, and Donation History.
- We will develop an automated process to gain regular access to the data, so that we can run your patient census through the algorithm and provide gratitude scores on a regular basis. With these updated scores, we will prioritize your prospects and present you with the top individuals to meet with each month.
- The process looks and feels just like the one you use with your wealth screening vendor. Each week we would pull down a batch file from a SFTP server, run the algorithm and report back the segmented and prioritized list for you to incorporate into your portfolios. We review these lists with your team regularly to ensure that you are getting the most value from G2G.