

Special Constituent Services/Concierge Medicine

PROGRAMS

At Gobel Group, we understand the sensitivities that exist around providing special patient services. However, we also understand the close connection between care experiences and high-level giving and know that investing in a patient services program for high-level donors is key to creating a culture of gratitude that inspires giving.

Objectives:

1. To strengthen existing relationships between the organization and its major donors
2. To establish and strengthen relationships with newly identified major gift donor prospects for the organization
3. To foster a culture of gratitude that inspires giving

We engage in a three-step process to assist with the development.

Step 1: Conduct Assessment:

This step includes interviewing internal stakeholders and leadership across the organization and evaluating the overall readiness and acceptance of concierge medicine. We will identify the appropriate groups to receive special constituent services, the best package of services to provide to those individuals, a budget and staffing plan for the program, and job descriptions with necessary qualifications, space requirements and design, capital budgeting, marketing – both internal and external – and methodologies for stewardship and cultivation which is the key to ensuring a successful handoff from Concierge Services Team Members to Major Gift Officers.

Step 2: Deliver Report of Recommendations

The second step is the delivery of a comprehensive written roll-out plan for a successful Special Constituent Services/Concierge Medicine Program based upon the assessment results. Included will be a plan to measure all efforts – on a short-term and a long-term scale by tracking all experiences and by KPIs.

Step 3: Execution Support

Finally, Gobel provides support as-needed with the roll-out strategy and assists with the execution of all supported recommendations.

“According to research from the Advisory Board, “The close connection between high-level giving and care experiences makes a strong argument for investing in a patient services program for donors. The Council’s research has shown that 91% of gifts in a study of the largest contributions given to U.S. hospitals came from donors who either had received care at the institution or had a family member who did, and 41% of donors in the study received special services related to a patient experience. Delivery of patient services was a top influence on the gift decision for 60% of the donors who received them. For 29% of donors who received services, those services were an ‘essential’ factor in the donor’s decision, meaning that ‘the gift would not have happened without it.”