

Case Study

In the spring of 2013, Gobel partnered with Abington Health to actively engage their clinicians to build a stronger grateful patient program. Abington Health, founded in 1914, is a two hospital, 800 bed, community teaching hospital in Philadelphia, PA. It employs 6,000 people who work with 1,400 physicians. The Foundation has two major gift officers and a Vice President of Development, each whom managed clinician champions and major gift prospects. Abington recently merged with Jefferson Health.



Our initial months were spent assessing the existing grateful patient program, understanding the institutional culture, meeting with institutional leadership to create buy-in, and developing a plan for implementation. During the next phase of work, we setup the program by identifying 50 clinician champions, reviewing the list with leadership and partnering with the Foundation's Database professional to build a program dashboard.

Operational Dashboard FY 14				
50	356	84	19	\$1,024,575
# of Clinician Champions	# of Referrals	# of Visits	# of Gifts Closed	Dollars Raised
Operational Dashboard FY 15				
61	588	161	52	\$2,803,240
# of Clinician Champions	# of Referrals	# of Visits	# of Gifts Closed	Dollars Raised
Operational Dashboard FY 16 (7/1-2/4/2016)				
65	303	73	24	\$1,177,840
# of Clinician Champions	# of Referrals	# of Visits	# of Gifts Closed	Dollars Raised
Operational Dashboard Aggregate				
65	1,247	318	95	\$5,005,655
# of Clinician Champions	# of Referrals	# of Visits	# of Gifts Closed	Dollars Raised

In September of 2013 we began the Roll Out by recruiting and training 25 physicians during an educational presentation. The session was co-chaired by two active physician leaders and the CEO. In follow up to the educational session, individual meetings were held with each of the attendees. Each Champion who agreed to become a partner and meet regularly with the philanthropy office received a customized toolkit and their own Gratitude Referral App. We



conducted our first Nurse educational presentation in the shortly thereafter with the same follow-up strategy.

In 2014, targeted work with physicians and clinicians began which grew the number of engaged clinicians to 50, focusing on physicians in strategic service lines aligned with hospital priorities. In June of 2014 a celebration was held to honor and steward Abington's clinician champions and highlight the gifts that were made in their honor. This has since become an annual event.

In 2015, to continue to build a culture of gratitude across the institution we implemented visibility elements, including referral cards, posters and video testimonials. We produced 9 video vignettes for use in physician, nurse and philanthropy champion training, including one video for internal stakeholder awareness training in philanthropy. This video has since been viewed over 400 times by employees and has been featured on several of Abington's communications platforms. Also in 2015, we continued physician and nurse education from a peer to peer perspective.

We developed successful call scripts and tested the use of calling assistance. Recently, due to the increased volume of qualification visits needed, a volunteer was staffed and trained to make qualifications calls, giving the gift officers more time to make visits, asks, and close gifts.

Today, over 300 visits have been conducted from physician referrals and over 90 gifts have been received. This momentum has provided a pipeline for their next campaign developing out of leads they have secured through this program.