



GOBEL

CASE STUDY: GRATEFUL PATIENT PROGRAM

Baylor Scott & White Health experiences record-breaking year in philanthropic revenue

The Client

Baylor Scott & White Health is the largest not-for-profit healthcare system in Texas and one of the largest in the United States. The organization includes 48 hospitals, 4 foundations, more than 800 patient care sites, more than 7,800 active physicians, and over 47,000 employees. Gobel was privileged to work with the Baylor Scott & White Foundation that covers the North Texas region.

The Opportunity

In 2016, Baylor Scott & White Dallas Foundation partnered with Gobel in order to boost their major gifts through clinician engagement and help raise money and awareness for the foundation. Gobel supported Baylor in implementing the grateful patient program with focus on clinician engagement.

The Solution

Although many clinicians were already reaching out directly to the BSW Dallas Foundation, the Foundation wanted to find ways to create a culture of philanthropy and proactively engage with clinicians regarding their grateful patients. After meeting Gobel at an Association for Healthcare Philanthropy (AHP) conference, senior leadership in the Foundation began to discuss the possibility of reaching out for assistance in meeting Baylor's overall goals. Ultimately a partnership ensued which

then led to Gobel's initiation of a grateful patient program with clinician engagement over the next two years.

Clinician champions were identified by the Foundation and thanks to their active involvement, referrals of grateful patients and their families became more robust into the development office.

The Foundation had a record-breaking year in 2019, raising \$38 million - of which \$12 million came from grateful patient donations - to support initiatives for service lines across Baylor Scott & White Health in North Texas.

32% of Baylor's 2019 donations came from grateful patients.

Clinician Engagement

In an effort to better educate physicians and involve them in the philanthropic process, the Foundation built upon Gobel's recommendations and best practices from other healthcare organizations, and created a newsletter to serve as a quarterly touchpoint with their clinician champions.

This has not only enabled them to remain top-of-mind with clinicians, but also helped deepen those relationships by providing concrete examples of grateful patient donations at work across the healthcare system.

“Gobel's training helped me to better understand how important it was for my patients to be able to appropriately express their gratitude for the care they received. Before, I would respond by telling them it was 'simply my job,' which was dismissive of the thanks they were trying to show. Thanks to the training, I now understand how to accept their offer of gratitude by connecting them with my colleagues in the Foundation.

Dr. Carlos Becerra,
Baylor Scott & White Health

Achieving Success with Clinician Engagement

Much of Baylor's early success can be attributed to clinicians' willingness to partner with the foundation from the very beginning. For example, a grateful family made a generous gift to the foundation, creating an Endowed Chair in Thoracic Surgery at Baylor Scott & White Health, after finding out their physician planned to become chief of Thoracic Surgery and Lung Transplantation. The family first met Dr. Mason several years ago when he treated a tumor on a family member's lung. They admired his commitment to his patients, and

his genuine concern for their well-being. The funds associated with the gift will be used to help further the efforts of Dr. Mason and support programmatic, education and/or research initiatives in thoracic surgery to advance the field.

As Rowland K. Robinson, president of Baylor Scott & White Dallas Foundation, aptly said, "A relationship that started in a hospital room several years ago has grown into a legacy that is going to positively impact generations of patients for years to come."



By partnering with Gobel and learning from their proven processes, we have more clearly defined a culture of philanthropy for our physicians. This has been immensely important in supporting initiatives that the clinicians are involved in across our entire health system.

Susan McSherry
Vice President, Baylor Scott & White Health

The Results: \$5M Gift from a grateful patient

Hospital leadership familiar with the grateful patient referral program connected a grateful patient with the Foundation. In FY19, having worked with the donor and cultivated the relationship for several years, the Foundation received a generous \$5 million gift from the donor in gratitude for the care he had received. Additionally, the success of the program has led the Foundation to expand their efforts by offering trainings for nurses and in additional facilities with new clinicians.

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info@gobelgroup.com

+1.585.598.1171