



The Impact of a Nurse Philanthropy Program at a Multi Hospital Network



Today's speakers



Helen Poole
VP of Nursing Engagement
Gobel



Regina Foley
EVP, Chief Nurse Executive and
Chief Transformation Officer
Hackensack Meridian *Health*



Jaclyn Murray
Director of Clinician Engagement
Hackensack Meridian *Health*



Today's agenda

1. Hackensack Meridian *Health*
2. Nurse Philanthropy
3. Investing in Nursing
4. Materials and Growth
5. Looking Ahead & Building Momentum



1. About Hackensack Meridian *Health*





About HMH Foundation

- The foundation oversees fundraising for the network's three academic medical centers, two children's hospitals and six community-based medical center foundations, as well as key initiatives, programs and services offered by Hackensack Meridian *Health*, including behavioral health, children's health, Hackensack Meridian *Health's* Center for Discovery and Innovation and Hackensack Meridian School of Medicine.

2022 Fundraising Performance

- *Total Revenue: \$138,877,076*
- *Total Donors: 14,263*
- *Total Gifts: 53,439*



Possibilities When you Partner with Nurses

Momentum

Building Relationships with your Nurses

which creates...

Volume

Grateful Patient Referrals = A Sustainable Pipeline

and leads to...

Opportunity

Introduction/Cultivation of your Most Grateful Prospects

Your Passion, Talent and Dedication - **MATTERS**

2. Nurse Philanthropy



About HMH Nurses

- 8,600+ nurses care for patients at every stage of life, 24 hours a day, at 18 hospitals and other patient care locations across NJ.
- One of the most recognized health care networks in the country for nursing excellence with seven Magnet® designations from the ANCC.





Nurse Philanthropy - **Why?**

The timing was ripe...

- Post-COVID
- Nurse burnout and fatigue led to a critical juncture for retention and recruitment.
 - Demand continues to outpace supply
 - RN turnover and vacancy rates are high in hospitals across the U.S.
 - RN turnover - 27% (*NSI, 2022*); RN vacancy rates - 17% (*NSI, 2022*)
*HMH vacancy rate - 14% (2022) to 10% (2023)
- Overarching goal of building a culture of gratitude in nursing.

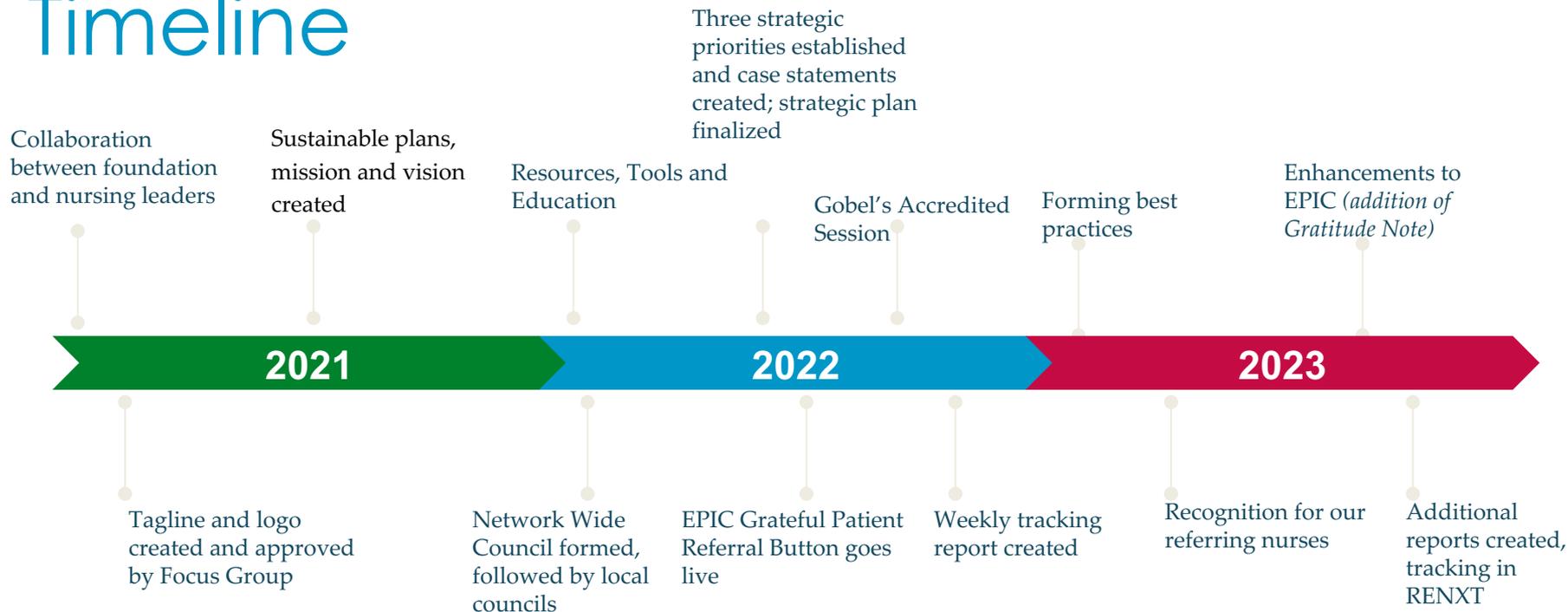


About **Gobel**

Gobel is the #1 consulting and technology firm working exclusively in healthcare. We are experts in helping clients build stronger partnerships with physicians and nurses.

We believe that Giving Back is much more than a financial transaction—it's a transformational experience. For patients and families, their gratitude is inspired by the care and compassion clinicians provide for themselves or their loved ones.

Timeline





Nurse Philanthropy - **How?**

Networkwide Nurse Philanthropy Council

- Includes CNOs, hospital nurse leaders, staff nurses, OPE, foundation colleagues.

Focus Group

- Made up of council members - determined tagline, logo, mechanisms to make grateful patient referrals.

Making an Impact at the Local Level

- With guidance, local nursing philanthropy councils were created in recognition of unique campus cultures; Chairs are network wide council members.

Embedded in Our Culture

- Funding priorities identified by Focus Group and nursing leadership.
- Philanthropy is integrated into our 2023-2025 nursing strategic plan, aligned with funding priorities and reflected in Chief Nursing Officer goals.



Creating Synergy between Exceptional Care and Gratitude

Nursing formed a partnership with the
HMH Foundation to create a
Network Wide Nursing Philanthropy
Council to drive philanthropic investments
to support key nursing priorities.

Nursing Strategic Goal for 2023 - Grateful Patient Referrals

Hospital	Baseline/Threshold	Target	Maximum	YTD
HUMC	60/80	100	120	55
JSUMC	60/80	100	120	187
JFK	40/60	80	100	285
RMC	80/100	120	140	300
OUMC	40/60	80	100	20
PMC	20/40	60	80	68
BMC	20/40	60	80	72
SOMC	20/40	60	80	82
RB/OBMC	20/40	60	80	1042 (OB) 195 (RB)



Creation of a Local Nursing Philanthropy Council

Mission

The local Nursing Philanthropy Council will be established in partnership with the network wide Nursing Philanthropy Council, led by Linda Walsh. The Executive Director of Healthcare Development will meet with the nurse council members to create a culture of gratitude and be a resource for patients expressing gratitude. Specific nursing funding priorities will be determined, and approved according to hospital foundation procedure.

Growing Our Excellence

As we look to the future and with a talented group of supporters, innovators and friends, we are developing network wide Nursing Philanthropy Councils to help drive philanthropic initiatives to support nursing priorities. These Councils will provide opportunities for its members to lend their time, talent and resources to help establish and grow strategic needs so we can continue to evolve and provide exceptional care for our communities.

Vision

HMH nurses inspire, innovate, and influence to achieve excellence in human caring.

Goals for a Stronger Impact with Better Outcomes

Our vision and philanthropic commitments will guide HMH nurses and HMH nurse leaders toward achievement of our strategic goals.

Meaningful Partnership

Members will be nurses who have a passion for the mission of HMH, including a deep desire and ability to help it thrive, and a commitment to advocate for HMH. The Council will be led by volunteer nurse leaders in partnership with the Executive Directors of Healthcare Development. The Council will meet monthly throughout the year, and other meetings as needed.

Members will:

- Lend their time, talent and resources to help establish HMH nursing as a preeminent program in the country.
- Serve as informed advocates, strategic advisors and resources for connections and philanthropic support.
- Spread awareness around listening for expressions of gratitude, accepting gratitude, and partnering with the foundation to cultivate grateful patient relationships.
- Draw upon their professional and personal experience to provide seasoned guidance and expertise that will affect the future of HMH nursing.



Starbuck
Meridian Health



Starbuck
Meridian Health
Foundation

Educating our nurses utilizing the
Accredited Session
**“Nursing’s Impact on Patient Gratitude
Healing and Philanthropy”**

*17 presentations since June 6, 2022, 405
nurses attending*

*Presented by: Helen Poole, VP of Nursing
Programs at Gobel*





Quotes from Inspired Nurse Attendees

“Really opened my eyes regarding the role nurses play in philanthropy.”

HMH Nurse

-

“I learned that my work can turn into a gift as an expression of gratitude.”

- HMH Nurse

“How to correctly respond to gratitude from patients and family.”

- HMH Nurse

“Reinforced my understanding of the power of gratitude.”

- HMH Nurse

3. Investing in Nursing



Key Nursing Priority/Strategic Goal - Technology to Address Workforce Needs



- **\$7 million** for technology to advance a **Virtual Nurse Program** - a new and futuristic practice model for the delivery of care. *Pilot at Ocean University Medical Center to commence by year end.*
- Enables a shared care delivery model by incorporating virtual Registered Nurses and virtual Safety Companions into the care team.

The diagram consists of two overlapping ovals. The left oval is red and labeled 'Virtual Nurse'. The right oval is blue and labeled 'Bedside Nurse'. The intersection of the two ovals is labeled 'Collaboration' in green. The background of the slide features a photograph of palm trees under a blue sky, with a decorative wavy border in shades of purple, pink, and teal at the top.

Virtual Nurse

- Admission history
- Real-time quality monitoring
- High-risk patient need identification
- Discharge education
- Junior staff mentoring

Collaboration

- Call bell response
- Patient rounding
- Patient education
- Clinical documentation
- Patient/family questions
- Care team collaboration

Bedside Nurse

- Admission and daily physical assessments
- Direct patient care
- Medication administration
- Nursing interventions



Key Nursing Priority/Strategic Goal - Recruitment and Retention

- **\$10 million** to support the **New Career Initiative**, which will provide financial relief for students seeking a rewarding career in nursing.
- Through the **Accelerated Bachelor of Science in Nursing (ABSN) Loan Forgiveness Program**, students can receive up to \$35,000 in scholarships to help pay tuition or loans and alleviate the burden of debt as they advance their nursing education.
- In return, recipients must pledge to work at Hackensack Meridian in acute-care or home-care nursing roles for a minimum 3 years upon graduation from an accredited ABSN program.



Key Nursing Priority/Strategic Goal - Education for the Future

- **\$5 million** to further develop the **Sheila Cancro Institute for Nursing Leadership and Practice Excellence**, which builds on our strong foundation of nursing excellence and innovation.

Sheila Cancro
Institute for Nursing Leadership and Practice Excellence

Center for Quality and Safety	Center for Academics, Research and Scholarship	Center for Nursing Leadership	Center for Advanced Nursing Practice	Center for Enhancement of Shared Decision Making
<ul style="list-style-type: none"> ★ Quality Improvement Education Workshops and Series ★ Nursing Sensitive Outcome Tracking: NDNQI ★ Infection Prevention Nurse Fellowship ★ Clinical Nurse Outcome Champions 	<ul style="list-style-type: none"> ★ The Ann May Center for Nursing ★ Annual Network Nursing Research and EBP Conference ★ Research/EBP Education ★ Research Journal Clubs ★ Research/EBP Fellowships ★ New Knowledge and Innovation Council ★ Nursing Research/EBP Newsletter ★ Doctoral Coalition ★ Externships ★ Academic Practice Partnerships ★ Clinical Affiliations 	<ul style="list-style-type: none"> ★ Annual Leadership Summit Off Site ★ Executive Leadership Development for VPs and Directors ★ CNO Fellowship ★ Nurse Manager Leadership Academy - Educational Series ★ Nurse Leader Quarterly Journal Club ★ Supervisor/ANM Development Series ★ Emerging Leader Academy ★ Mentorship and Succession Planning ★ Network Wide Nursing Philanthropy Council 	<ul style="list-style-type: none"> ★ APN Practice Council ★ Top of License Practice Support ★ Privileging ★ Advanced Practice Nurse Residencies ★ Interprofessional Collaboration ★ Legislative Initiatives 	<ul style="list-style-type: none"> ★ Creating/Sustaining a Magnet/Pathway Environment ★ Shared Governance Structure ★ Peer Review ★ Reward and Recognition ★ Work Life Balance ★ Diversity, Equity and Inclusion Initiatives ★ Nurse Residencies and Specialty Academies



4. Materials and Growth





Toolkit

For Nurses:

- Guide for nurses providing education and information to support, comfort and ease in making grateful patient referrals
- Template script for huddles and communications to help build a culture of gratitude
- Internal website to support awareness and tools
- Mission and purpose shared in specific nursing Newsletter

For Patients, Families and Visitors:

- Brochures, postcards, tent cards placed in admission/discharge packets and throughout rooms, units, and hospitals (English and Spanish).
- Dedicated webpage



Building a Culture of Gratitude

Template script for huddles and communications

The outlined script below provides insight on the purpose and importance of partnering in philanthropy. This template can be used while providing an update to your nurses during meetings, huddles, via email and other communications, so we can build a strong and aligned culture of gratitude across Hackensack Meridian Health.

- HMH nurse leaders developed a Network Wide Nurse Philanthropy Council in Jan. 2022 in partnership with the HMH Foundation. This Council was formed to help drive philanthropic initiatives to support nursing priorities and be a resource for patients grateful for the nursing care they receive. VP of nursing administration, Linda Walsh, spearheaded the development of this Council, which was approved by Nursing Congress in March 2022. There are 24 Council members representing every hospital in the HMH network. Your representative is [redacted]
- The Network Council, with guidance from nurse leaders, identified three significant network nursing priorities to be supported through philanthropy:
 - Institute for Nursing Leadership and Practice Excellence - fully integrated entity created to align nursing practice, providing infrastructure, support and advocacy for nurses as they advance their careers, education and research.
 - New Career Initiative - providing financial support, training and first-destination career opportunities to talented nursing students in accelerated degree programs.
 - Virtual Nurse Program - designed to complement the bedside nursing team with telehealth check-ins from nurses working remotely using smart technology.
- The Network Council also brainstormed ways to make it easy for nurses to make referrals and for patients who are grateful to give back:
 - This includes a QR Giving code. Clicking on this code will take you to a unique Nursing webpage that describes the key nursing priorities and a way to make a gift.
 - Each hospital will have posters with the QR code that we can post, along with cards that we will be putting in discharge folders and using in other ways when opportunities arise.
 - The Network Council also developed four ways for our nurses to provide referrals: QR Code, email, phone #, and an Epic Referral button. These referral avenues go directly to the Foundation.
- Now each local hospital will be developing their own Nursing Philanthropy Council. **CHAM** [redacted] and **CHAMR** [redacted] other members of your Council include [redacted]
- Soon we'll be offering education to nurses on how to refer patients who have expressed gratitude to the Foundation.
- If you have questions please contact: [redacted]
- Thank you for your partnership as we build a culture of gratitude across HMH!

Huddle Script for Nurse Leaders



Building a Culture of Gratitude

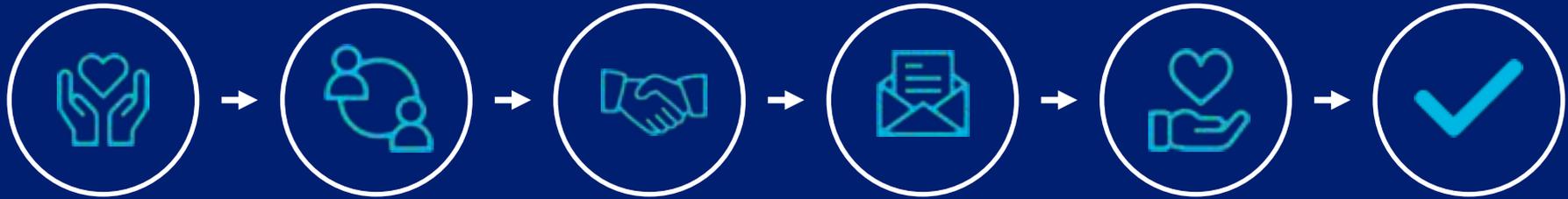
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Nursing Referral Program in Partnership with the Foundation

Example of Process



Patient expresses gratitude -
“I am so thankful for the exceptional care you provided - I want to help make a difference.”

Nurse enters referral in EPIC System

Personal outreach to patient (and/or family) by Nicole Picaro or Gabriella Prieto (*HMHF Annual Giving team*); nurse is notified first

Formal letter mailed asking for a donation and their support

Patient sends in a donation
**Any amount is a meaningful contribution to our work!*

Success!
Grateful patient becomes a generous donor to your hospital to support nursing and clinical needs

Examples of Gratitude: Verbal, Written communication (letter, email, card), Daisy Award Nominations.

1. From within the patient's workspace, select the drop down to view the **More Tools** menu.
2. Select **Staff Message**.
3. Select **HMH Grateful Patient Referral**.
4. **Review the information** automatically pulled into the staff message, make any changes as appropriate.
5. Add a **NOTE** about the gratitude shared by patient/family.
6. **Click Send**. This will send the staff message to the HMH Foundation team for patient referral and follow up.

Vital! Extra layer of detail

Staff Message

High Low

To: HMH FOUNDATION TEAM

Pool for Responses: Add a pool

HMH Grateful Patient Referral

Patient Current Patient

Insert SmartText 100%

This is a referral for a grateful patient. A member of the HMH Foundation team will follow up with the patient.

Short note of the patient's gratitude expressed:

Patient MRN: No patient ID available

Patient HAR:

HMH Hospital/Nursing Unit:

Patient Room and Bed Number: No info available

Patient Full Name: No patient name on file.

Patient Address: No address on file.

Patient Phone Number: There are no phone numbers on file.

Patient Gender: not on file

Patient Language:

Attending Physician Name: No info available

Attending Specialty:

Attending NPI:

Call info

Phone Number Call Me

Flags

- Call patient
- Call with results
- Patient reminder
- Personal reminder
- RX Refill
- Schedule follow-up appointment
- Write letter

Dates



Short note of the patient's gratitude expressed: " I have been here several times and I really have to say you all are amazing, I come here for everything. I was admitted for 7 days and it was great, I brought my son here and I cannot say how great you are"

- Nurse's note from Epic re: patient's gratitude
- 
- 

Patient Facing Collateral



**HACKENSACK MERIDIAN
HEALTH NURSES
ARE EMPOWERED
BY GRATITUDE**

Gratitude is an essential part of patient and family healing, and helps to advance exceptional patient care. In partnership with the Hackensack Meridian Health Nursing Philanthropy Council established in 2023 to support nurses in their clinical placement and education, the program includes:

- **New Career Initiative**
Providing financial support, training and free education career opportunities to advanced learning students to accelerated degree programs in exchange for a three-year commitment to work within the Hackensack Meridian Health network.
- **Institute for Nursing Leadership and Practice Excellence**
Fully integrated entity created to drive nursing practice, providing infrastructure, support and advocacy for nurses as they advance their careers, education and research.
- **Virtual Nurse Program**
Designed to complement the bedside nursing team with additional flexible care from nurses working remotely using smart technology.

Supporting Hackensack Meridian Health nursing practices will improve patients' outcomes and help our nurses deliver the highest quality, humanistic care.

To give a gift, scan the QR code.
You may also contact the Foundation
at nursing@gratitude@hmerhs.org.

Thank you for your support of nursing excellence at Hackensack Meridian Health.

To learn more visit
HackensackMeridianHealth.org/mer/about-us/nursing



Nursing Philanthropy

Hackensack Meridian *Health* nurses are empowered by gratitude.

Gratitude is an essential part of patient and family healing, and also helps to advance exceptional patient care. In partnership with the Hackensack Meridian *Health* Foundation, the Hackensack Meridian *Health* Nursing Philanthropy Council was launched in 2022 to support nurses in their clinical advancement and education.

[Give Now](#)

Website Homepage



About Our Nurses



The work of our more than 8,600 nurses extends way beyond the essential role they play providing care to our patients at the bedside.

- Displaying the compassion the nursing profession is renowned for, Hackensack Meridian nurses live

Nursing Philanthropy

[Institute for Nursing Leadership and Practice Excellence](#)

[Magnet & Clinical Partner Award](#)

[Nursing Leadership](#)

[Professional Nursing at Hackensack Meridian Health](#)

[Center for Simulation and Learning](#)

[Continuing Education and Professional Development](#)

[Nursing](#)



Supporting Hackensack Meridian Health nursing priorities will improve patient outcomes and help our nurses deliver the highest quality, humanistic care.



To give a gift, scan the QR code. You may also contact the Foundation at nursinggratitude@hmn.org.

Thank you for your support of nursing excellence at Hackensack Meridian Health.

Donation Page



Supporting Nurses

Nursing at Hackensack Meridian Health is the cornerstone of patient care. Our nurses care for patients and their families at every stage of life, 24 hours a day. Gifts in support of nursing help us to transform the profession by providing professional development opportunities, funding scholarships and creating a work environment that attracts the best nurses.



Select Gift Amount:

- \$25
- \$100
- \$250
- \$1,000
- Other

Yes, automatically repeat this gift every month.

Gift Designation:

Use my gift where it is needed most.

Direct my gift to:

Select a program

Select a program

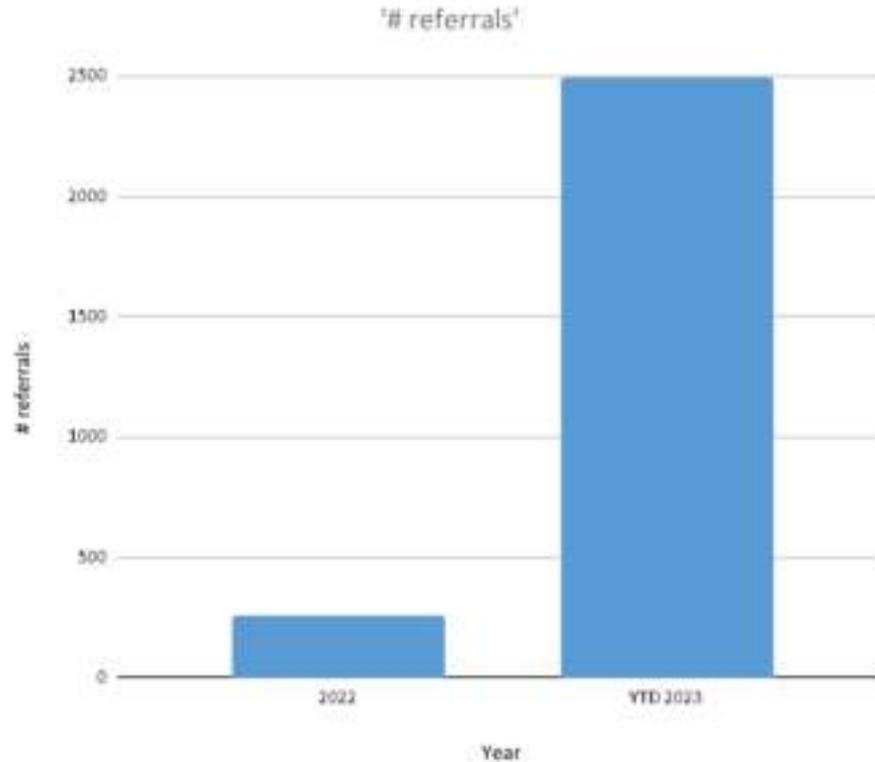
- The Institute for Nursing Leadership and Practice
- The New Career Initiative
- The Virtual Nurse Program

Scan the QR Code

Click Donate

Select Gift Amount and Program

of Nursing Referrals
in 2022 compared to
YTD 2023



5. Looking Ahead & Building Momentum





Today... Nurses' Point of View of Harnessing Gratitude

“There’s a misconception that donations need to be large.”

“It’s really about creating relationships with the the family. It makes them more comfortable expressing gratitude.”

“Pizza and flowers are great, but when a gift is made in my name, it hits differently.”

“It’s not transactional, it’s transformational.”

“It’s understanding that patient gratitude is part of the healing process.”

“Nurses like that they know exactly where the money is going...the impact of their efforts.”

“Education is key; nurses need to know we’re not asking them to solicit donations.”



Looking Ahead - Building Momentum - **Nursing**

- Establish Nurse Philanthropy as a council within Nursing Congress
- Exploring addition of Give Now button in MyChart
- Standardizing discharge packets to include Nurse Philanthropy
- New Nursing Philanthropy Award incorporated into annual HMH Nurses Week awards program
- Recognizing our top referring nurses
- Jackets for all council members with logo
- Incorporating into standard HMH orientation



Looking Ahead - Building Momentum - **Foundation**

- Ongoing planning and discussions at the C-Suite levels of the importance of patient gratitude, especially related to nursing
- Presentations from Senior Nursing Philanthropy Leaders at the C-Suite level and at the Board level
- Regular presentations by nursing on nursing research, nursing “specialty” care and future of nursing at Foundation Department meetings
- Storytelling: video series of grateful patients and their nurses
- Develop key reports that analyze the types of patients that give
- Develop more automated reports





Thank You!

Please don't hesitate to contact us:
nursinggratitude@hmhn.org
helen@gobelgroup.com

