



Uncovering stories of gratitude



Launching a Smarter Grateful Patient Program



Today's speakers



Simi Khurana

Director, Annual Giving / Grateful Patient

University of Utah Health



Jay Finney

Vice President

StoryCause



Today's agenda

1. Traditional Grateful Patient Outreach
2. University of Utah Health
3. U of U Grateful Patient: Then & Now
4. Partnership: U of U Health and StoryCause
5. Results and assessment – FY '23
6. The Future



1. Traditional Grateful Patient Outreach



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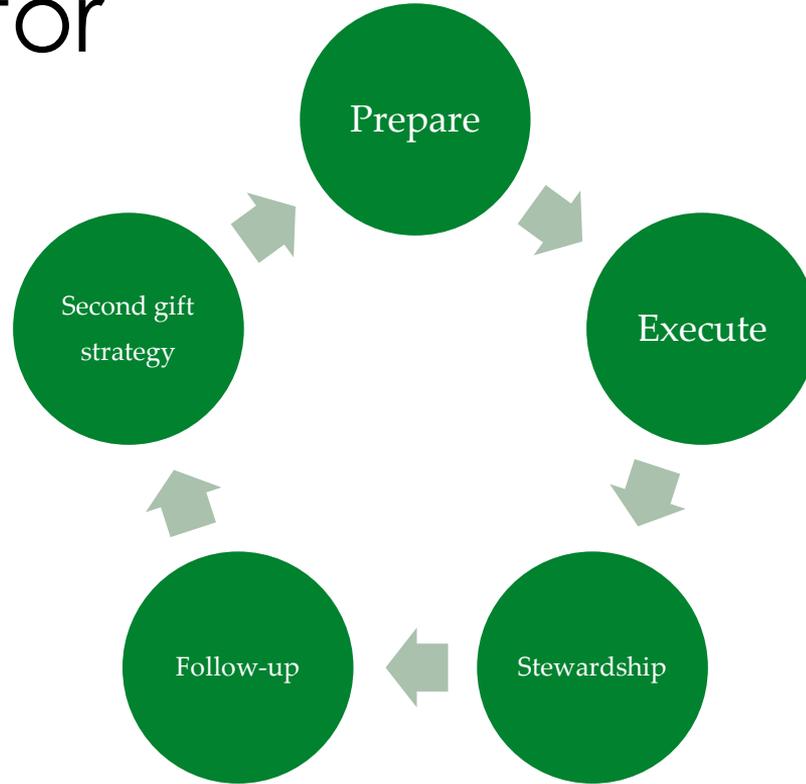
Traditional Grateful Patient Outreach

Traditional grateful patient outreach yields minimal results:

- .4 – .6% pledge rates
- \$45 average gift

And you don't know why someone gave - how did the hospital help them? What kind of experiences did they have? Is there a doctor, nurse, caregiver that was particularly meaningful to them?

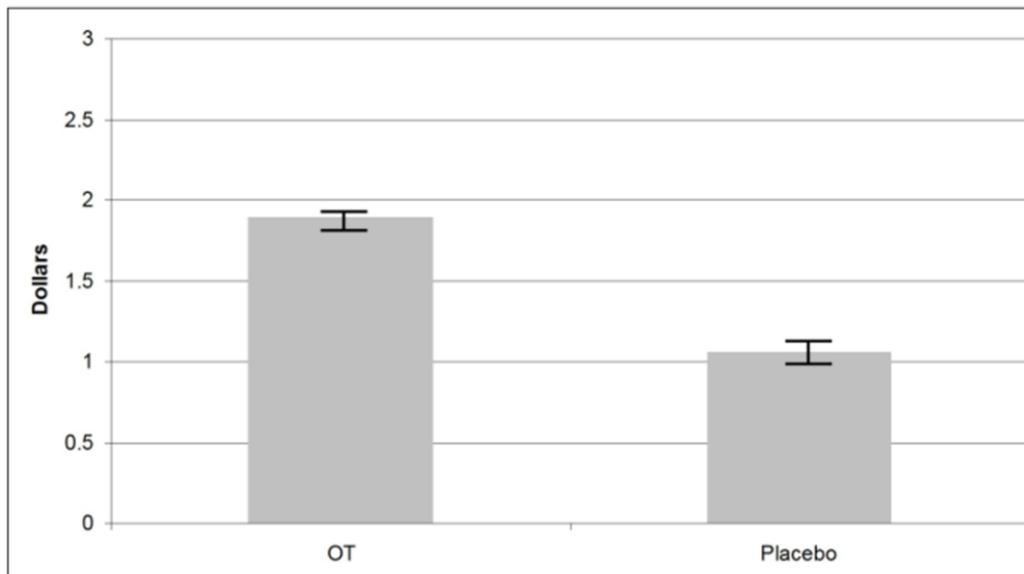
Formula for Success



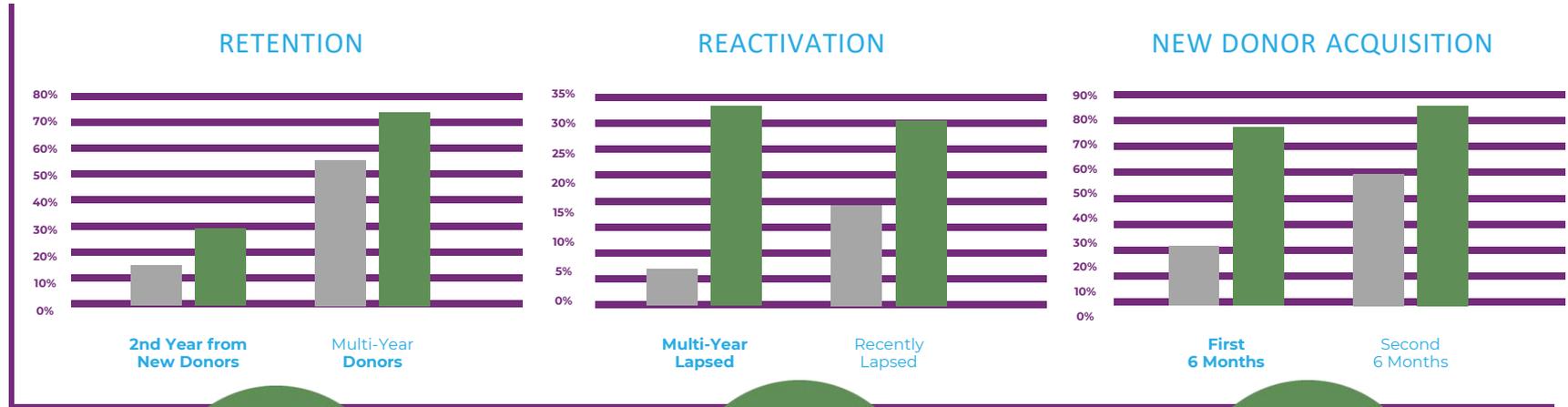
- Permission.
- Sustainer ask.
- Retention plan.

Oxytocin

Oxytocin is typically linked to **warm, fuzzy feelings** and shown in some research to lower stress and anxiety. Oxytocin has the power to regulate our emotional responses and pro-social behaviors, including trust, empathy, gazing, positive memories, processing of bonding cues, and positive communication



LET'S TALK STORY IMPACT





2. University of Utah Health



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HEALTH
UNIVERSITY OF UTAH

U of U Health – Today

Excellence in patient care, education, and research – all in service to the community – is vital to our overall mission.



ACCESS

55

Telehealth Sites

3,200

Providers

10%+

Of Continental US

2,600

Nurses (full-time)



CARE

5

Hospitals

12

Community
Health Centers

22

Affiliate Hospitals

\$282K

Member Health Plan



DISCOVERY

\$458M **949**

In Grants

Research Faculty

4,548

Publications (2022)

12

Members of National
Academies of Sciences,
Engineering and Medicine

All figures are FY22 unless
otherwise indicated.



EDUCATION

1,462

Health Sciences
Professionals Trained
in 2022

- ✓ College of Health
- ✓ College of Nursing
- ✓ College of Pharmacy
- ✓ Eccles Health Sciences Library
- ✓ School of Dentistry
- ✓ School of Medicine

System Summary | 20



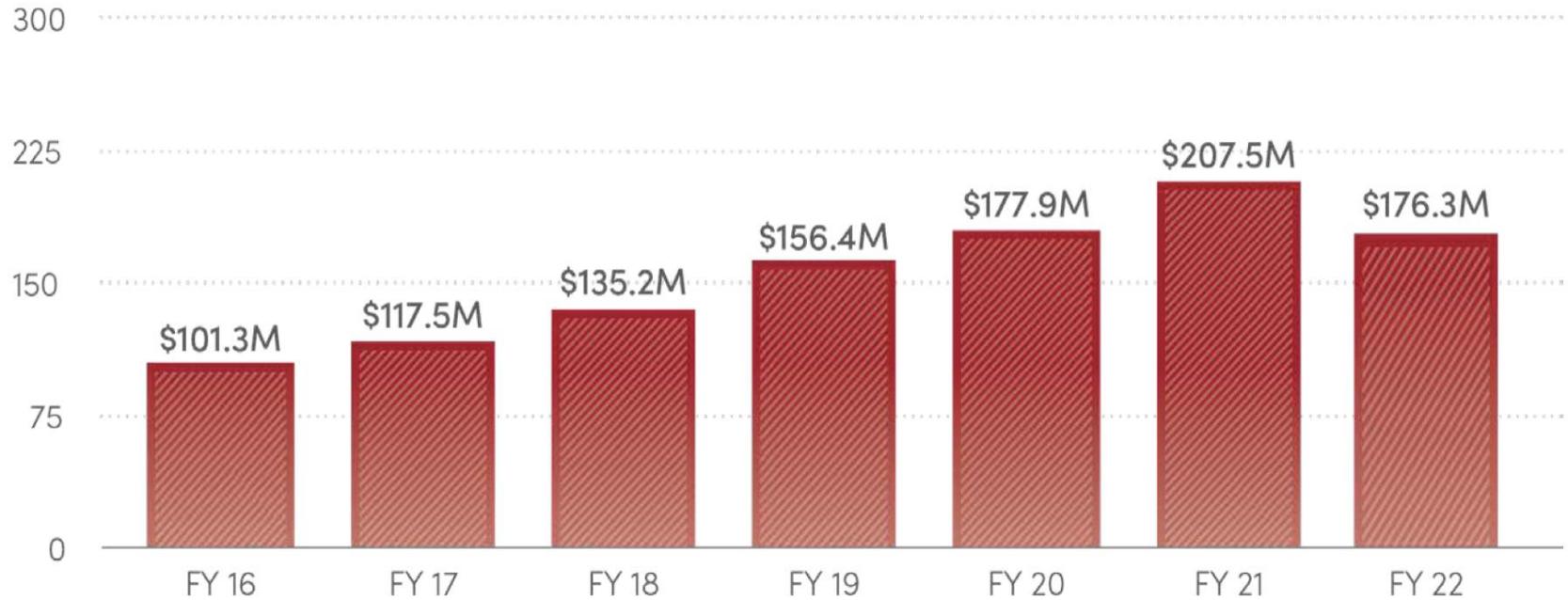
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“With clinical revenue, tuition, research funding, and state funding, we are a *good* organization.

Philanthropic dollars make us *great!*”

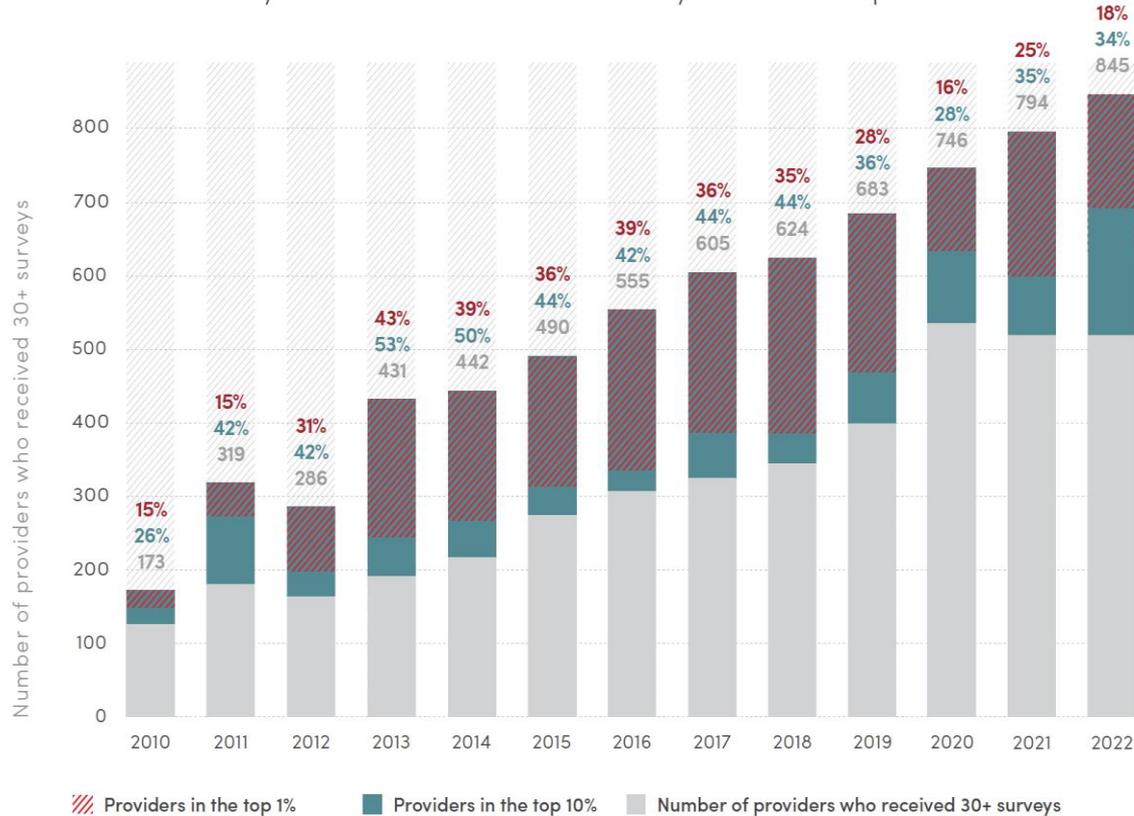
Dr. Michael Good, CEO

Philanthropic Donations Received



PATIENT SATISFACTION SCORES

All facility national benchmarks for University of Utah Health providers



Source: Patient Experience Team, University of Utah Health, January 2023

Academic Medicine Philanthropy



80% of gifts come from individuals who are not alumni or staff.

They come from patients and their families.

Why do patients give?

- For joy and giving thanks

- As part of recovery/healing.

- *It's not about the*

- As an outlet for grief
- To make *money.*

Consider this...

The more life-changing the experience, the greater the motivation to give back, and the greater satisfaction a donor receives from expressing that gratitude.

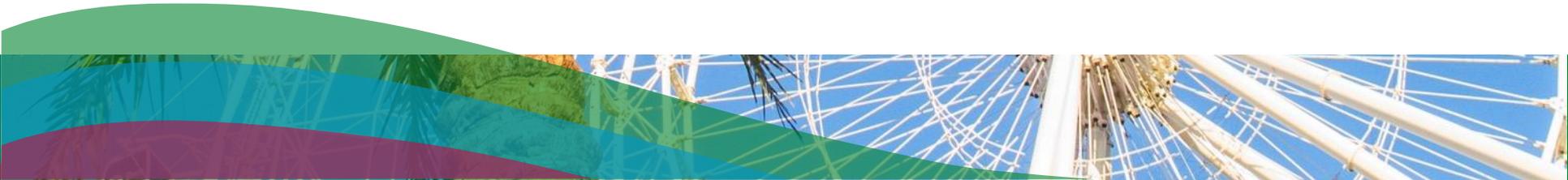




3. U of U Grateful Patient: Then & Now



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Then: Prior to 2022

- Physician Referrals to clinical major gift officers.
- Lacking broad-based program.
- Quarterly Doctors Day – print appeals
 - *Low response rate.*
 - *Poor ROI on one-time acquisitions.*
 - *No digital footprint.*
- Shift came with our COVID appeals.



Now: Institutional Goals & Priorities

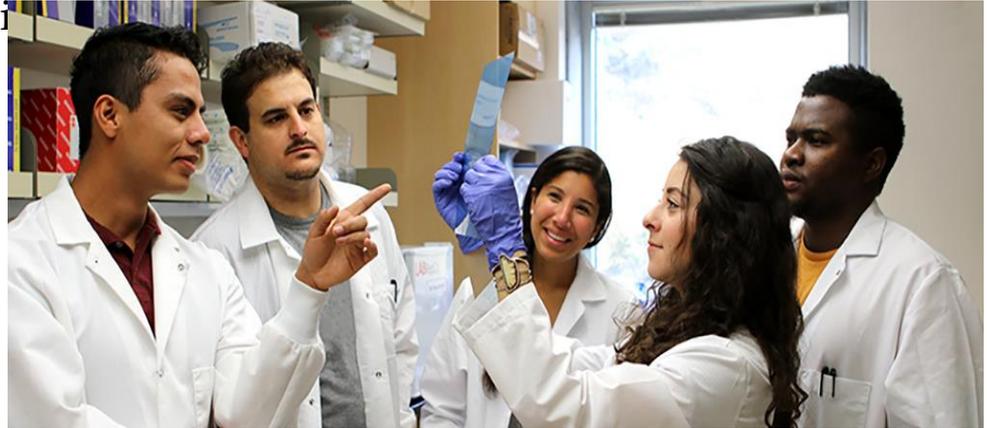
Goal: Develop increased philanthropy & donor pipeline from grateful patients for U of U Hospitals & Clinics and their priorities

Capital & Equipment

- remodeled & expanded clinics
- state of the art equipment & spaces

Caregiver & workforce support

- COVID response & impact on workforce
- Open positions mirrors national trends
- Continuing education, scholarships, and emergency employee needs.



Philanthropy: UUHC Priorities

Emerging community healthcare needs

- Intensive Outpatient Clinic –
Population health model
- West Valley Project

Patient care

- Expanding & creating
new care programs
- Support for patient needs



Here For You Fund: Hospitals and Clinics



University of Utah Health

Here For You Fund

Choose Amount

Choose Frequency

One Time Monthly

Prefix

Select...
Select Option

First Name *

Last Name *

Email Address *

Proceed to Payment

- Support the top priorities and rapidly changing needs of the Hospital.
- Build the future of medicine.
- “We are here for you!”

Giving Framework

Love, U

Express appreciation to donors who invest in U of U Health



4. Partnership: U of U Health and StoryCause



Partnership

U of U Health

- Work across advancement services
- Prospect lists from Epic
- Here For You Fund page and gift processing.
- Digital Asset
- Reporting dashboard
- Stewardship & qualifications

StoryCause

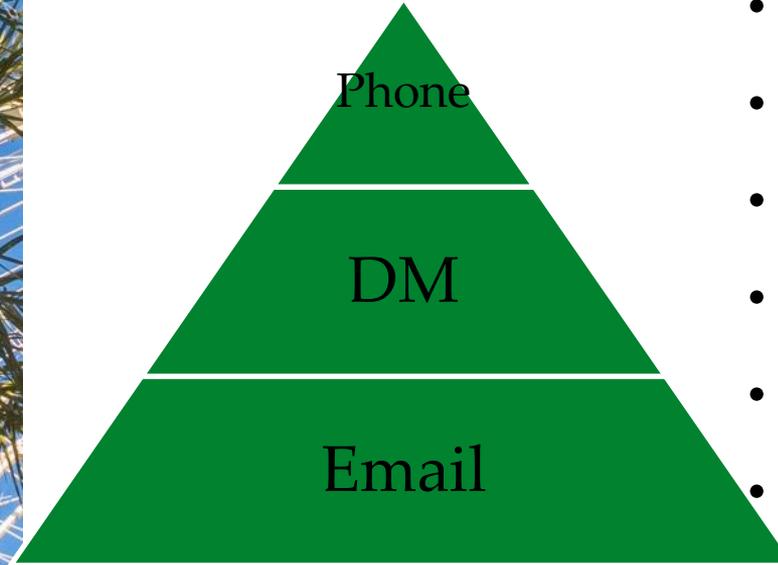
- Creative – monthly delivery of print and digital appeals
- Phone calls to modeled patient prospects each month
- Pledge reminders – expired cc's & renewal pledges

Grateful Patient: Calling Campaign

To call or not ...



Modeling



- Area of service
- Age
- Distance traveled
- Last encounter date
- Net promoter Score
- # of encounters
- Wealth screening

Donor Stewardship



First-time donors

Thank-you cards

Key message:
Thank you for joining us, your participation is valued

All donors

Thank you video

Key message:
Thank you for being here for us, you are making such a difference to our teams.

Leadership level & high cap donors

Thank you calls

Key message:
Thank you, what about your experience with U of U health inspired this gift?



Here For You Fund

Thank you for your generous gift!

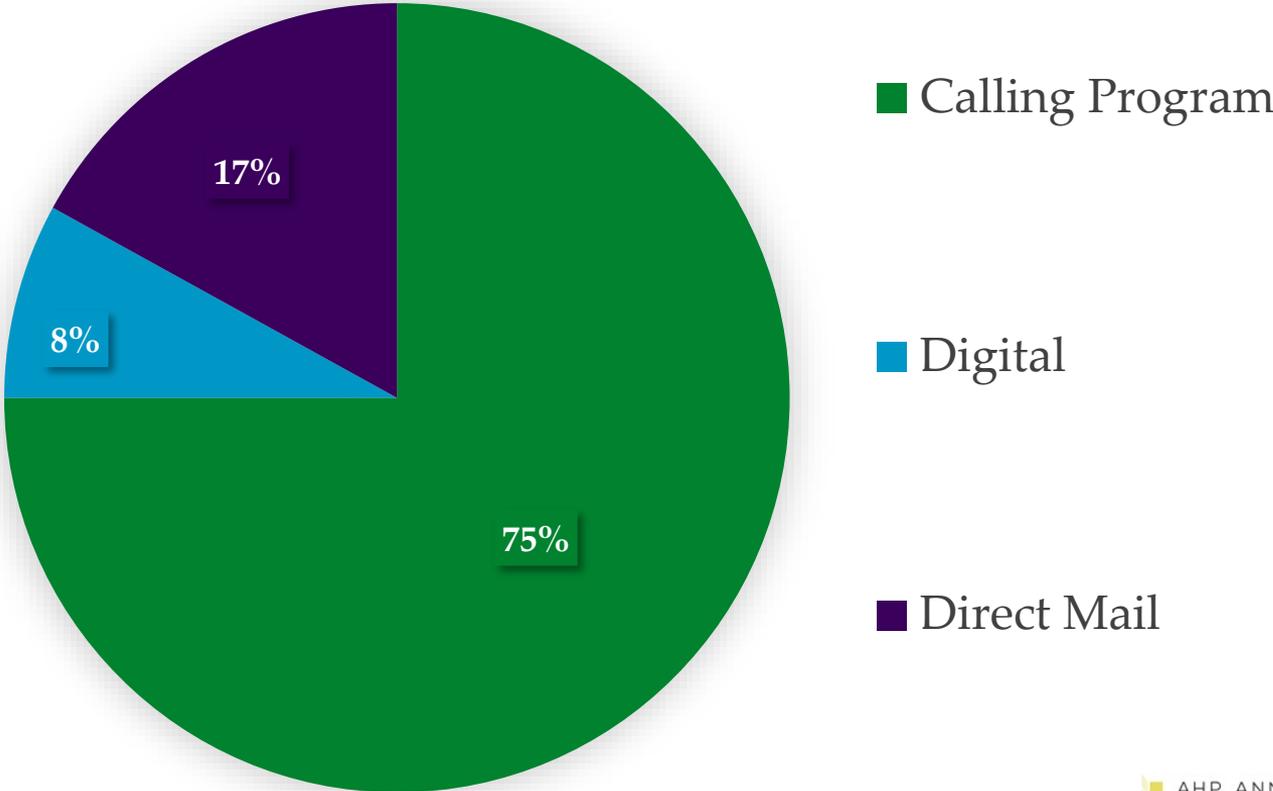
5. Results

Results

(Nov 2022 - Aug 22, 2023)

- Totals
 - *Gifts Raised and Pledged* \$ 125K
 - *Donors to HFY Fund* 741
- Average Gift/Pledge \$ 104.⁰⁰
 - *One-time gifts* 88.39 %
 - *Pledges* 11.61 %
- New Donor Pipeline
 - *New to U of U Health* 50.05%
 - *New to U of U* 50.08%

Solicitation Method: Source of Gifts and Pledges

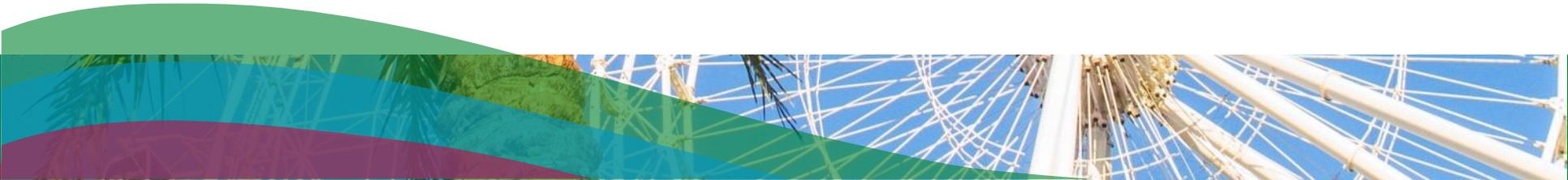




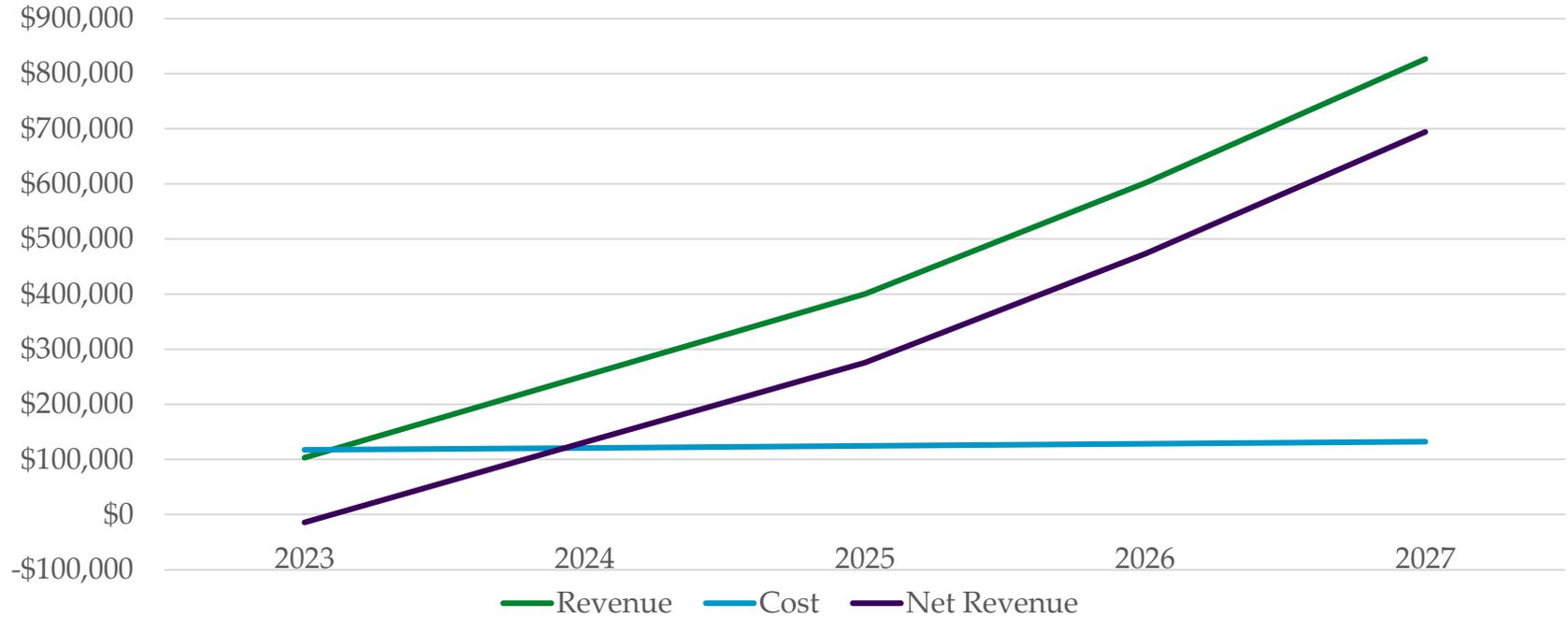
6. The Future



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Growth Plan Economics



	2023	2024	2025	2026	2027
Revenue	\$103,000	\$251,853	\$400,166	\$601,449	\$826,391
Cost	\$117,420	\$120,942	\$124,571	\$128,308	\$132,157
Net Revenue	(\$14,420)	\$130,892	\$275,595	\$473,141	\$694,234

Microsite



[Donate now](#)

A high-angle photograph of a hospital hallway. A healthcare worker in a grey shirt and black pants is assisting a patient in a wheelchair. The patient is wearing a blue shirt and black pants. The hallway has light-colored walls and a wooden floor. A colorful abstract artwork is visible on the wall to the right.

THE UNIVERSITY OF UTAH HOSPITALS
AND CLINICS ARE HERE FOR YOU



Email Series 1 of 3



We were here when you needed us.

Dear [NAME],

We work hard to make you feel special and treat you with dignity. We do it for everyone—no matter their background, income level, or health concerns.

That's what I love about working for University of Utah Hospitals and Clinics—how we take service and patient outcomes to heart. Though we have a national and international presence, we really focus on patient care in our region and community. We go above and beyond to reach underserved populations, ensuring every patient gets the proper care at the right time and right location. It's our promise to them.

Despite more than two decades in health care, I have been impressed by the incredible teams at University of Utah Health. Our professionals care deeply not only about patient care and your experience, but also about the connections to research and teaching. It's one of the many reasons for 13 straight years, we've ranked in the nation's top 10 for quality among leading academic medical centers.

But we want to keep pushing the boundaries—to do better for you, your loved ones, and our community. We're honored to have you with us on the journey.

Thank you for entrusting us with your family's care.

Gina Hawley

Gina Hawley
Chief Operating Officer
University of Utah Hospitals and Clinics

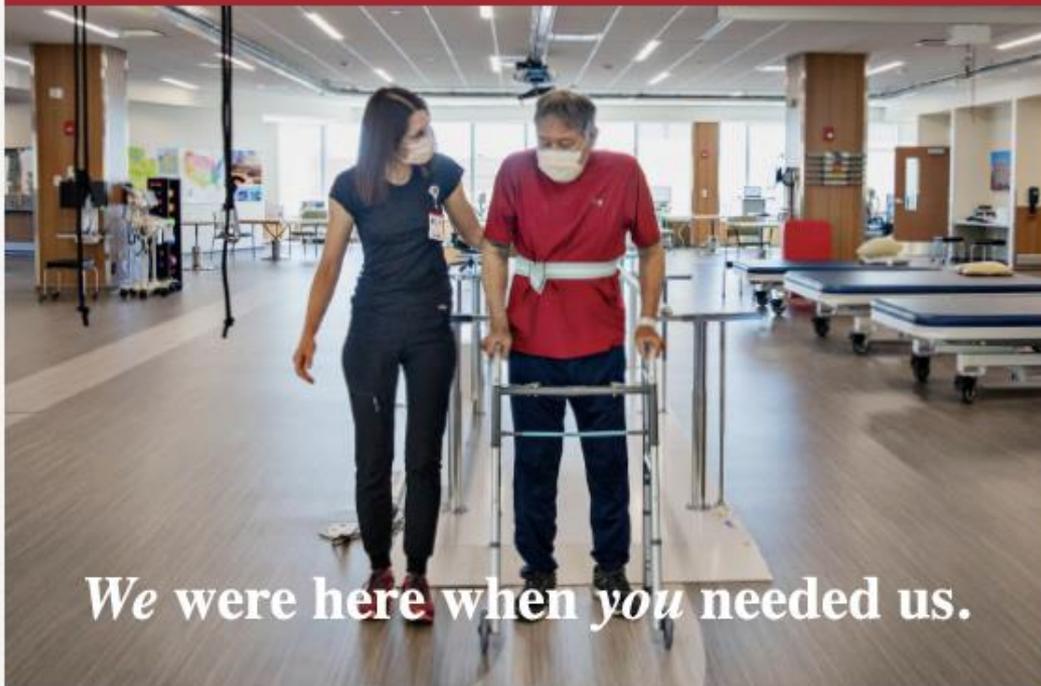
[Give Your Gift Here](#)



Business Email Goes Here

Business Address Goes Here

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We were here when you needed us.

Dear [NAME],

We work hard to make you feel special and treat you with dignity. We do it for everyone—no matter their background, income level, or



Medical fees provide *exceptional care*.
Philanthropy empowers us to *elevate it higher*.

Dear [NAME],

You just paid the bill (or are still paying it), and now you're being asked for more. While it seems not to make sense, it's important to understand the limitations of health care funding. Your care is already amongst the best in the nation at U of U Health. Philanthropy can make sure it is always there for you, for our neighbors, and when we need it the most.

Dr. Mike Good, our University of Utah Health CEO, likes to play on his name by saying,



"With clinical revenue, tuition, research funding, and state funding, we are a *good* organization. Philanthropic dollars make us *great*."

Your donations allow us to focus on improving patient outcomes, maintain facilities that match our quality of care, and support our healthcare providers through staff wellness initiatives. Your philanthropic support allows us to respond to urgent needs better and meet the community's needs. As a result, University of Utah Health has consistently ranked in the top 10 nationally for quality of care.

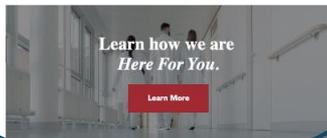
Most importantly, philanthropy gives us the ability to respond to areas of greatest need—such as our 2014 when donor dollars funded a new space for NICU families, including private sleep rooms, laundry, showers, and kitchen space.

University of Utah Health is unlike any other health system in the Intermountain West. I have seen the dedication of passionate healthcare professionals who are also training future specialists and researching complicated diseases. It takes everyone's contributions to build a healthier future for all of us in our growing region.

Grateful for your partnership,

Brian Davis

Brian Davis
Senior Director, Advancement
Hospitals and Clinics
University of Utah Hospital Foundation



Learn how we are
Here For You.

Learn More



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Dear [NAME],

You just paid the bill (or are still paying it), and now you're being

Next Steps

- Vendor renewal with StoryCause which includes two five-year gift flow projection analysis
- Assessment with internal Advancement Services and Marketing & Communications partners for improvements in quality and processes
- Continued buy-in and use cases for Here For You Fund with UUHC leadership: crucial for renewals and making the case for support
- Assessment of stewardship plan implementation and our success in developing a pipeline of donors for the Here For You Fund, and for handoffs to the clinical areas.



Let's hear another patient's story





Thanks for joining us!

Questions?

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