

GOBEL



CASE STUDY: GRATEFUL PATIENT PROGRAM

Abington-Jefferson Health Raised Over \$ 5 million
and Received Over 1,200 New Referrals

The Client

Abington-Jefferson Health, founded in 1914, is a two-hospital, 800-bed community hospital in Philadelphia, Penn., with a number of outpatient and urgent care facilities in Bucks, Montgomery, and Philadelphia counties. Since 2015, the organization has been a part of Jefferson Health, which now includes 14 hospitals and more than 40 outpatient and Urgent Care Center locations.

The Opportunity

In the spring of 2013, Gobel partnered with Abington Health to actively engage their clinicians to build a stronger grateful patient program. Gobel worked with the client over the course of three years to build a culture of gratitude within the organization and change the beliefs and behaviors toward philanthropy.

The Solution

Initial Findings:

Gobel's 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, Gobel set up 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.

First Year:

In September of 2013, Gobel initiated 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 mobile app. Gobel also conducted a preliminary nurse educational presentation shortly thereafter with the same follow-up strategy.

“The Gobel team quickly became and continues to be a part of the Abington family. They are incredibly responsive and always can be counted on to produce high-quality work. I could not have asked for a more professional, high-integrity, creative, or hard-working group.”

Jill Kyle

Senior Vice President of Regional Advancement,
Jefferson Health

Second Year:

In 2014, targeted work with physicians and clinicians began, focusing on physicians in strategic service lines aligned with hospital priorities. This quickly grew the number of engaged clinicians to 50. In June of 2014, Abington hosted a celebration in order 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.

Third Year:

In 2015, to continue to build a culture of gratitude across the institution, Gobel implemented visibility elements, including referral cards, posters, and video testimonials. Gobel produced nine 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, Gobel continued physician and nurse education from a peer-to-peer perspective. Gobel also developed successful call scripts and tested the use of calling assistance. Due to the increased volume of qualification visits needed, a volunteer was staffed and trained to make qualification calls, giving the gift officers more time to make visits, asks, and close gifts.

Operational Dashboards by Fiscal Year

The following tables show the growth of Abington-Jefferson's philanthropic program with the implementation of the grateful patient program with clinician engagement and support from Gobel.

Fiscal Year	Clinician Champions	Referrals	Visits	Gifts Closed	Dollars Raised
FY 2014	50	356	84	19	\$1,024,575
FY 2015	61	588	161	52	\$2,803,240
FY 2016	65	303	73	24	\$1,177,840

The Results

65

Clinician
Champions

1,247

Clinician
Referrals

\$5M

Dollars
Raised

By the beginning of 2016, over 300 visits had been conducted from physician referrals and over 90 gifts had been received, leading to over \$5 million raised. This momentum provided a pipeline for Abington's next campaign which developed out of leads they secured Gobel's program.

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