

# BUILDING TRUST WITH AND AMONG YOUR PHYSICIAN PARTNERS

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*Presented by:*

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*June 13, 2016*

# Today's Presentation

1. Physician Engagement: Why Is It Important?
2. Physician Engagement Program Best Practices
3. Case Study Perspectives



# The Importance of Physician Engagement

**No leading medical center or system can realize its fundraising potential without support from its physicians.**

*Most important are those who are revered by their peers and patients, those who are most clinically skilled and who serve a “carriage trade,” and those who are organizational statespeople.*

*Source: The Advisory Board Company*



# Our Most Trusted Caregivers and Health Advocates

**Studies show that physicians are the leading  
connectors among donors**



“Who, within a hospital, most influences your giving decisions?”

Type of Hospital	Medical/ Nursing Staff	CEO/ President	Board/ Volunteer	Chief Development Officer	Other Fundraising Staff
Community Hospitals	<b>19%</b>	<b>13%</b>	<b>14%</b>	<b>4%</b>	<b>3%</b>
Academic Medical Centers/ Research Centers	<b>21%</b>	<b>11%</b>	<b>14%</b>	<b>1%</b>	<b>0%</b>
Children's Hospitals	<b>17%</b>	<b>8%</b>	<b>10%</b>	<b>2%</b>	<b>8%</b>

Source: Bentz Whaley Flessner 2015 Healthcare Survey

# Physician Engagement Realities

- Emphasis on seeing more patients while receiving less patient revenue.
- Challenging, sometimes acrimonious contract negotiations.
- “Revered physicians” who once ran hospitals now function as “line workers” while “the suits” reap big paydays.
- Perceptions of HIPAA, even if dated, hinder cooperation.
- Physicians, like most people, don’t want to compromise their relationships—and development work scares them.

# Physician Engagement Program Group Assessment

HOW DO YOU ENGAGE  
“PHYSICIAN CHAMPIONS?”



# Physician Engagement Program Group Assessment

WHO “ROUNDS” AT YOUR HOSPITAL?





# Successful Physician Engagement Programs

1. Establish a baseline of trust
2. Craft a physician-driven agenda
3. Make fundraising easy
4. Ensure positive experiences
5. Partner with a senior physician

*Source: The Advisory Board Company*



# CASE STUDY PERSPECTIVES

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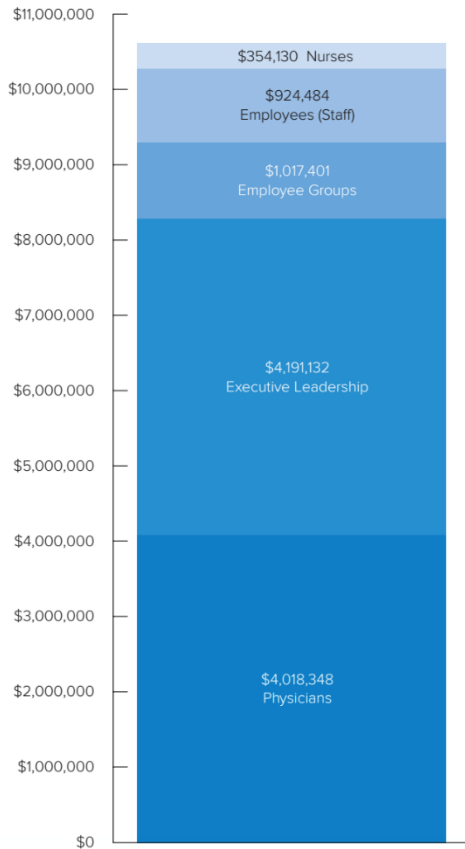
# Nancy Lawton-Kluck

## Geisinger Health System Foundation



**Dr. Joseph Mowad**  
An Advocate for Advancement

# Nancy Lawton-Kluck Geisinger Health System Foundation



## The Employee Campaign A Case Study

\$10 million goal

Total raised:

**\$10,505,496**

# Jim Wright Greenwich Hospital Foundation

## Physician Engagement in the Community Hospital: A Case Study





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# Coupling Physicians, Donors and Institutions

## A Collaboration Consisting of...

- A Passionate, Energetic and Appealing Physician
- An Activist, Knowledgeable, Generous Donor
- A Highly Regarded Research Institution
- RESULT: A 5-year Initiative to Help Treat Prostate Cancer

# THANK YOU

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