

Increasing Patient Giving Through Physician Partnerships

Keys to Successful Physician Partnerships

- Operate within your institution's interpretation of HIPAA
- Designate a physician leader for development
 - Approach physician relationships as you would a benefactor: *Identify* Physician Partners, *Educate* Physician Partners (and influencers) and create a culture of philanthropy, *Engage* Physician Partners, *Encourage* Physician Partners

Operating within HIPAA Guidelines

- Understand your institution's interpretation of HIPAA as it pertains to fundraising; seek clarification if necessary
- Educate fundraising staff on HIPAA and educate medical staff on HIPAA/fundraising interpretation

HIPAA Terms

- "Protected Health Information" (PHI): individually identifiable health information that is received, created, maintained, or transmitted in any form, including written, oral, or electronic. *Demographic patient information IS PHI*
- "Treatment, Payment, and Operations" (TPO): Those purposes for which the covered entity may use PHI. *Fundraising is considered part of operations*

Privacy Rules and Fundraising

- **The good news:**
 - HIPAA regs recognize the importance of philanthropy - fundraising is part of health care operations ("PHI for TPO")
 - The fundraising office may use limited PHI without express consent for the purposes of raising money for the health care institution
- **The ambiguous news:**
 - Fundraising mentioned in only ~8 paragraphs of the 1500+ pages of regs, as originally published
 - Individual healthcare organizations must interpret some aspects of HIPAA as related to fundraising
 - Compliance offices and legal departments have widely varying interpretations

The Demographic Data Set

- PHI that may be used for fundraising, without the patient's prior written authorization, includes "i. Demographic information relating to an individual and ii. Dates of healthcare provided to an individual."
 - Name, address, other contact information, age, gender, insurance status, dates of service

Fundraising Authorization Forms

- If the fundraising office wants to access PHI other than the "demographic data set" – such as appointment schedule, patient diagnosis, or department of care -- *the patient must first sign a written fundraising/ development authorization form allowing use of that information.*

Patient and Family Fundraising

- Patients want to give back in appreciation of excellent care and physicians are the key
- Trusted partnership between physicians and development staff

Physician Referrals to Development

- By HIPAA definition, medical staff physicians are considered part of a medical center's organized health care arrangement and may continue to introduce prospective donors to the fundraising office.
 - On April 2, 2003, AHP received a written confirmation from the Office of Civil Rights on this point
 - www.ahp.org/government-relations/hipaa/hhs-clarification.htm

Physician Referrals

- They are Allowed: 2003 Letter of Clarification (Office of Civil Rights)
- They are Appropriate: 2004 AMA Council on Ethical and Judicial Affairs *“Donations play an essential role in sustaining state of the art facilities and research, and can represent a unique opportunity for some individuals to express their appreciation for the health care system.”*
- They are Appreciated! : The BEST sources of major gift prospects

Identify Partner Physicians

- Identify key departments/physicians for benefactor patients, establish development advocates and identify problem areas
 - Draft physician “teams”: Development Officers build relationships with key medical staff; the relationships help foster philanthropic activity and often able to move physicians into engaged partners

Educate Physician Partners

- New physicians receive a briefing on philanthropy
 - Chief Development Officer should spend 30 minutes with every new physician/researcher
 - Explains institution’s philanthropic history, current process and importance of philanthropy
 - Provides information on how to refer patients
- Senior leadership briefed regularly on philanthropic activity
 - Administrative and physician leaders meet monthly with development CDO – “Development Leadership Meeting”
 - Enables leadership to promote philanthropy from their positions of influence
 - Department education
 - Regular (annual) presentations to administrative staff in each department: these staff influence physicians
 - A philanthropic message is built into the new employee orientation
 - Grateful patients may have more contact with the allied health staff than a physician
 - Every employee is a potential fundraiser
 - Potential physician influencers
 - Offer training to physicians and senior administrators
 - Provide working knowledge of the philanthropic process
 - Utilize an external firm to conduct the workshop

Engage Physician Partners

- Use physicians to advance philanthropic process: refer prospects, cultivate prospects, solicit gifts, steward gifts
- Cultivate prospects
 - Present at development events
 - Provide guided tours of facilities: give personal perspective on how a gift would transform a space or program
 - Host private luncheons and meals: expand the relationship on a personal level
- Solicit gifts
 - Have a physician present at the “ask (based on the physicians comfort level, he/she may make the ask)
 - Provide a cover letter with a written proposal
- Steward gifts with physician/researcher input
 - Provide benefactors custom reports of programs they support (produced by development staff)
 - Personalized thank you notes, short video messages, flip camera pieces

Encourage Physician Partners

- Give credit to whom it is due: Thank and recognize development’s many partners
- Partners in Philanthropy: Recognition breakfast or dinner thanking development’s physician and administrative partners
- Keep referring physician in the loop
 - Remain in contact with the referring physician throughout the process
 - Ensure the physician knows they are a key part of the process
 - Let the physician know the outcome of the referral
- Report out referral successes
 - Provide an annual report of the number of referrals to the physician staff and provide physician newsletter
 - Provide detail: aggregate number of referrals, number of assigned prospects, value and number of gifts, departments that went above and beyond

Contact Information

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