

New Research from NRC Health and Accordant Philanthropy: Gratitude and Charitable Giving to Health Care

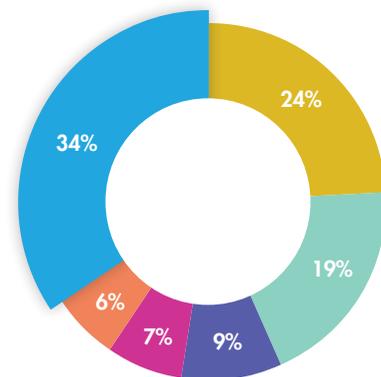
Understanding why people would give to a health care organization is increasingly important to health care organizations of all sizes as they seek to identify and expand alternative revenue sources that will enable organizational sustainability and progress. Charitable giving to hospitals and health care systems in the United States achieved \$10.437 billion in total giving in FY17, according to the “2018 Report on Giving” by the Association for Healthcare Philanthropy. Philanthropy also has an exceptionally strong return on investment of four dollars for each dollar invested in fund development activities, according to AHP. Therefore, optimizing efforts to secure philanthropic investment can have an outside impact on advancing a nonprofit health care organization’s mission.

Over the last decade, hospitals have increasingly focused on the importance of gratitude experienced by patients and family members as a primary impetus for making a charitable gift. However, quantitative data to support such efforts has been thin. That’s why National Research Corporation/NRC Health and Accordant Philanthropy collaborated on a survey of 24,753 households across the United States regarding past health experiences as well as motivations and considerations behind making a charitable gift to a hospital. This is the largest U.S. survey of gratitude in health care ever conducted. Some of the insights from the study include:

Motivations to Give

34% of participants who say they would make a charitable gift to a health care organization, indicate “gratitude” would be their primary motivation for a gift. Other significant responses for motivation to give include “quality of health care services” (24%) and “successful treatment outcomes” (19%).

Despite the popular belief many charitable gifts are motivated by the familiarity or notability of a health care organization or system, only **9%** of participants who would give indicate “brand or reputation of the hospital” would be their reason for giving.



What would most likely MOTIVATE you to make a CHARITABLE GIFT to a hospital?

- Desire to express gratitude for care
- Quality of health care services
- Successful treatment outcomes
- Brand or reputation of the hospital
- Being asked to give
- Other

National Research Corporation is a leading provider of analytics and insights that facilitate measurement and improvement of the patient and employee experience while also increasing patient engagement and customer loyalty for healthcare providers, payers and other healthcare organizations in the United States and Canada. The Company's solutions enable its clients to understand the voice of the customer with greater clarity, immediacy and depth.

Accordant Philanthropy is a health care consulting firm with a focus on advancing philanthropy in the United States and Europe. The company crafts strategy to position voluntary, charitable giving as a sustainable, alternative revenue source, increase total dollars raised and elevate financial performance. It also empowers health care leaders with knowledge, processes and tools to drive better performance.

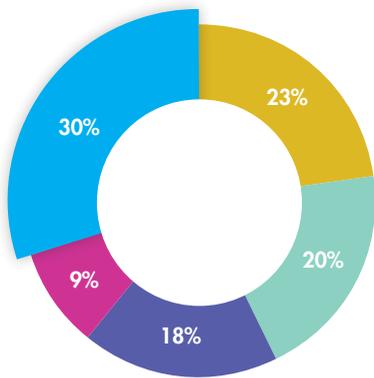


Influences on Gratitude

When asked what influenced their feelings of gratitude during a health care experience, **30%** of participants say gratitude was spurred by the "compassion, empathy or kindness of caregivers." Others attribute feelings of gratitude to "outcomes of the procedure / treatment" (23%), "accurate diagnosis" (20%) or "attentiveness to personal / social /emotional needs" (18%).

Similarly, when participants were asked what would most likely make them feel grateful to caregivers, **41%** indicate "feeling genuinely cared about as a person" would be the primary motivator of their gratitude. This was followed by "receiving demonstrations of compassion and kindness (14%).

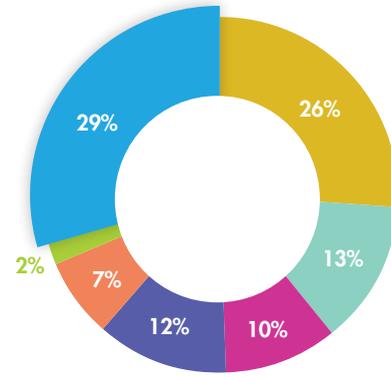
37% of participants who were grateful during their past health care experience say they were most grateful to their physician. However, gratitude was also directed at nurses (31%), other clinical staff (11%) and others.



During the health care experience, what INFLUENCED your feelings of gratitude? (multi-select)

- Compassion/empathy/kindness of caregivers
- Outcomes of procedure/treatment
- Accurate diagnosis
- Attentiveness to my personal/social/emotional needs
- Other

Data is from a national survey conducted in May 2018 by National Research Corporation / NRC Health in collaboration with Accordant Philanthropy. The sample was comprised of 18,413 respondents. The standard error range is 0.6% at the 95% confidence level.



What REASONS do you have for EXPRESSING GRATITUDE to caregivers? (multi-select)

- It makes me feel good to say thanks
- It makes other people feel good
- It will encourage caregivers to be kinder to me
- It will encourage caregivers to give me better care
- It fulfills an obligation
- Other

Reasons to Express Gratitude

Research demonstrates people largely express gratitude for other-centered reasons. **29%** of participants indicate expressing gratitude because "it makes me feel good to say thanks," while **26%** of participants indicate expressing gratitude because "it makes other people feel good." It's important to note respondents were able to select multiple answers for this survey question.

As the health care philanthropy field deepens its interest in the grateful engagement of patients and family members, there is a tremendous opportunity to leverage not only a vast amount of scientific data on gratitude coming from the fields of both psychology and neuroscience but also to advance more thoughtful inquiry into gratitude in the health care space. Accordant Philanthropy is honored to partner with NRC Health and other partners to continue to provide thought leadership in this important space.