



Summer Leadership Education

Join Accordant Philanthropy for our two-day Summer Leadership Education series in Atlanta, Georgia, to explore transformational issues in both health care and philanthropy. Each day, choose between two, highly interactive, workshop experiences designed and presented by industry thought leaders.

Why You Should Attend:

- Executive-level content addresses the needs of health care executives, board members and foundation executives
- Intimate class size facilitates thoughtful, engaging conversation
- Experienced faculty bring decades of frontline, industry experience in health care
- Content provides strategies and solutions to implement immediately

AUGUST 20TH:

Advancing Population Health Through Philanthropy & Community Partnership

Population Health is a critical strategy to elevate community health status and to achieve the IHI Triple Aim. Yet, only 1 in 5 health care executives strongly agree they have the financial resources to design and build population health initiatives. This workshop explores how organizations can secure and leverage voluntary, charitable giving and public-private partnerships to design, build and sustain community health initiatives. This session will also:

- Explore the latest trends and insights from the health care field on this evolving priority
- Forge partnerships with foundations, private donors and other partners
- Craft and share the vision for community impact and the rationale for philanthropic support
- Secure community input and ownership in an overarching vision for elevating health

Driving Systemization & Regionalization in Health Care Philanthropy

The number of health care organization mergers and affiliations has surged as organizations seek to mitigate financial risk and to pursue competitive advantage. Now, as organizations consider how to optimize philanthropy as an alternative revenue source, systems are integrating fund development operations to increase total charitable dollars raised, to leverage the advantages of scale and to achieve increased efficiency. However, building an expansive platform ushers in organizational design, change management, culture and control issues— all of which must be addressed intentionally. This class dissects and discusses systemization and regionalization in health care philanthropy and will:

- Explore the business rationale for regionalization or systemization in health care philanthropy
- Illuminate approaches, processes and infrastructure used in successful U.S. systems
- Provide an overall framework to guide efforts and to coordinate interrelated activities
- Examine pitfalls, failure points and cultural challenges to avoid

AUGUST 21ST:

Embracing Gratitude in Health Care as Paths to Engagement, Philanthropy and Whole-Person Care

Gratitude can be a powerful force in elevating health care. Research shows the vast majority of the largest philanthropic gifts to health care organizations come from grateful patients and family members. Gratitude amongst patients leads to deeper patient satisfaction and loyalty. Gratitude also fosters resilience, decreases burnout and increases engagement amongst physicians, nurses and other caregivers. This provocative session explores the virtuous circles and interrelated elements of gratitude in health care and provides actionable examples to build a culture of gratitude within your organization. You will also:

- View gratitude through the lens of scientific research from both psychology and neuroscience
- Find out how gratitude positively impacts financial health and patient experience
- Discover how gratitude can elevate and accelerate voluntary, charitable giving
- See opportunities for alignment between the foundation, service excellence and clinical care

Mission Selling: Optimize Your Effectiveness in Engaging Others in the Mission

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PRICE: \$395 per day (includes breakfast and lunch)

LOCATION: InterContinental Buckhead Atlanta

3315 Peachtree Rd, NE, Atlanta, Georgia 30326

For more information visit www.AccordantPhilanthropy.com/training/regional-events.