



EMBRACING A BROADER VIEW OF GRATEFUL ENGAGEMENT

There is an opportunity for philanthropy leaders to reposition ourselves from being “philanthropy executives” to being “health care executives” who embrace system thinking and who proactively collaborate with other health care leadership colleagues to address top-level organizational priorities. It is time for health care philanthropy executives to adopt a broader perspective of the work that we do; to embrace a more expansive view of value creation; to seek more meaningful alignment with the health care organizations we serve and to build richer and more resonant relationships with patients, families and donors.

It is essential that every effort to advance philanthropy be tightly aligned with the overall health care organization. Too often, CEOs express that the foundation approaches issues from the singular perspective of “what is good for the philanthropy organization” rather than taking a systemic understanding of the priorities of the health care

organization as a whole. Unfortunately, this misalignment manifests itself most often and most painfully around grateful engagement programs—and no amount of well-intended infrastructure, process, analytics or collateral in a philanthropy organization will suffice if those efforts are not originally and properly aligned with the greater organization’s goals and priorities and then tailored based upon its mission, vision, values, behaviors, language, norms and habits. Simply, an organization needs to leverage strategy, tactics and culture to create something that is rich, resonant and sustainable. Therefore, philanthropy leaders must be encouraged to become system thinkers who collaborate agilely with other health care leadership colleagues not only to provide an alternative revenue source for health care, but also to take a material role in addressing other top-level priorities like patient experience, physician engagement and more. The moment has come for philanthropy executives to expand their vision of potential impact.

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Philanthropy leaders wake up every day feeling moved and motivated by purpose and passion and a deep belief in the importance of strengthening humanity in health care. Advocating for “grateful patient programs” to be rooted in integrity, permission-based and centered around mutually-fulfilling relationships is essential to our collective cause. However, it can’t be ignored that the original definition of modern medicine from Hippocrates was a joining of “philanthropia” or “love of mankind” with “philotechnica” or “clinical competence.” Humanity must always be at the heart of both advancing health care philanthropy in partnership with donors and in fulfilling the sacred trust we have to care for patients. It’s imperative to embrace virtues such as compassion, respect and gratitude and to align them with efforts to advance philanthropy, support caregivers and strengthen patient experience. Embracing humanity and honoring other-centeredness should always be at the heart of everything in health care.

With beliefs such as these in mind, we developed a framework to nurture gratitude while also lifting up and supporting the overall health care ecosystem: TranscendentPX™. “Transcendent” speaks to something exceptional and beyond ordinary human experience, while “PX” embraces common industry nomenclature around

“patient experience.” TranscendentPX™ embraces a virtuous circle that cannot be ignored, where engaged and resilient caregivers provide exceptional patient experiences that spark gratitude and foster a desire to connect. It just makes sense that patient experience and philanthropy be deeply intertwined. However, recognizing and honoring the overlapping correlations and causations also provides a larger frame with which to view our work...and one that is comprehensive and honors whole-person care for patients, families and caregivers. Yes, we realize this is immense and complex and has a multitude of moving parts that create greater challenges. We realize it takes culture management and change management. Regardless, the benefits are deeply meaningful, purpose-filled and humane...so it’s worth it.

To learn more about our mission-driven, purpose-centered, passion-fueled approach to elevating grateful engagement through TranscendentPX™, please connect with us today. Or visit <https://www.accordantphilanthropy.com/transcendent-px/>

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