



**ENGAGING PHYSICIANS IN YOUR GRATEFUL PATIENTS
AND FAMILY GIVING PROGRAM**
Facilitating Conversations with the Hospital Physicians

This toolkit is designed to facilitate your conversations with physicians as you build your grateful patient and family giving program. An important goal is to create champions for the program. The questions below are meant to help you:

- Build relationships
- Gain trust and confidence
- Create partnerships
- Develop a common understanding
- And, ultimately elevate the hospital's philanthropic culture

Before the appointment:

- If this is your first appointment with the physician, ask the hospital CEO or CMO to send an introductory email.
- Find out how much time is available for the meeting.
- Make sure the physician understands the reason for the meeting.

The following questions are open and honest and help build connection and trust. They also promote a conversation that is driven by the physician's passion, hopes and dreams. The order depends on the natural flow of the conversation and the time allotted for the appointment.

1. Tell me about yourself; what brought you to our institution? How long have you been with us? (In turn, tell your guest a little about yourself. Why are you working in the philanthropy world? What do you love about it?)
2. What influenced you to go into medicine and into this specialty in particular?
3. What do you value or enjoy most about practicing medicine in general, and at this hospital specifically?
4. What could we do better at the hospital?
5. Have you interacted with the Philanthropy Department here or at other institutions? (This could even be with his/her college or medical school.) Can you tell me about your experiences here or elsewhere with the philanthropy program?
6. What are your dreams or aspirations for your department/program and for the institution?
7. Have you been involved with grateful patient philanthropy in the past? I'd love to know about your experiences.

8. As we grow our philanthropy program, we hope to build our partnerships with the clinical staff in many ways, largely in helping to tell our stories, elevating our visibility in the community, and sharing our vision. If I can make this easy, comfortable and even fulfilling for you, would you be willing to partner with the department and the CEO as we move forward? (Be ready to give some specific examples.)
9. Talk about specific, comfortable ways, as you get started working together, that she or he can partner with you. (Again be ready with a few simple specifics.)
10. Add your own questions!

For more information about building grateful patient and family giving and transformational gifts, you, your staff and hospital leadership can learn more through VPG's Bold Asking® customized training and coaching program. Please reach out to us at susan@visionphilanthropy.com