

# 4 well-used fundraising tools that shine for population health priorities

Population health initiatives—with an emphasis on quality of care over volume, and prevention as much as acuity—are a significant shift from traditional capital or programmatic fundraising priorities in health care. Even so, many philanthropy teams are successfully raising money for population health. Read on to learn how some “old world” tools can be used in “new world” ways.

## NEW WORLD | CLINICAL ALLIES

Look beyond major service lines to fill traditional physician champion roles with population health allies who live and breathe your mission on a daily basis. Potential allies include:

- Behavioral health providers
- Social workers
- Care navigators
- Chief population health officers, chief transformation officers

### Case example

Western Connecticut Health Network's philanthropy team partnered with the head of psychiatry to raise \$1.98 million for a care navigator program that reduced ED use among “frequent flyers” by 43%.

### OLD WORLD: CLINICAL ALLIES

Philanthropy teams partnered with acute-care physicians to identify inpatient funding priorities, provide intelligence, and interact with prospects and volunteers.

## NEW WORLD | IMPACT-BASED CASE-MAKING

Focus on the impact of population health needs when speaking with donors. Emphasize the long-term impact of these initiatives, even though results may take time. Focus on:

- Measurable impact on patients and community members
- Real-life stories and testimonials
- The role of philanthropy in sustaining un-reimbursed initiatives



### Case example

Bridgeport Hospital Foundation provides an online giving portal for its Transportation Access Fund. The portal details specific, measurable impact of gifts ranging from \$10 to \$1,000 in reducing the no-show rates for primary care and rehabilitation appointments.

### OLD WORLD: IMPACT-BASED CASE-MAKING

Conveying impact in a case for support was relatively straightforward for projects like a new building or clinical initiative.

## NEW WORLD | CAMPAIGNS

Package population health priorities together under the banner of a campaign. Use campaign infrastructure and messaging to present donors with:

- Well-scoped funding priorities for new-in-kind needs
- The hospital or health system's essential role in improving overall community health



### Case example

Lehigh Valley Health Network incorporated specific population health needs as a co-equal pillar of its \$100 million campaign, alongside traditional priority areas like cancer and children's health.

### OLD WORLD: CAMPAIGNS

Campaigns focused exclusively on capital projects and high-volume, acute-care programs like cardiology and oncology.

## NEW WORLD | MAJOR GIFT OFFICER “BEAT”

Scope an MGO's role to specialize in population health. Unlike other service line “beats,” a population health MGO may need to:

- Coordinate with clinicians and administrators across multiple departments and sites
- Help build community partnerships for population health programs
- Target a lower revenue goal in the first few years in the role and ramp up over time



### Case example

University of Vermont Medical Center created a Director of Development for Population Health Initiatives, with the dual goals of raising \$500,000 in the first two years and managing essential community partnerships.

### OLD WORLD: MAJOR GIFT OFFICER “BEAT”

Major gift officers were assigned to specific service lines within the acute-care facility, working closely with physicians in those departments.