



INNOVATING TOGETHER

## CREATE AWARENESS OF GENEROSITY DURING CARE

Patients receive extraordinary care, so it's not surprising they leave impressed with our excellence and our compassion. But they are often unaware that generosity played any role in their treatment. They assume health insurance or programs like Medicare pay for everything. Few realize others gave to make possible what they receive.

Without this awareness, there's less attraction for them to give. Healthcare becomes a purchase, transaction, or exchange. It's a benefit due, not a gift.





## GENEROSITY HEALS

What if the patient in a cancer center knew the person cleaning floors gave forty hours of her paid vacation to make care a little better? What if parents knew a ten year old donated the proceeds of his lemonade stand to help fund a place for families to stay? Or a mother realized the nurse taking care of her has such a great heart she adopted a special needs child?

We can design ways for patients to learn about generosity—both our generosity and the generosity of those who give to us. This is a *generosity impression*, a time when generosity rises into greater awareness and makes a stronger impact. We want many of these in different forms throughout the patient experience.

A patient may see artwork about a generous caregiver as they walk the halls or wait for a procedure. Or while in their room, they may read a booklet on the tray table describing specific innovations philanthropy enabled on their unit. They may discover the gifts behind a technology from a story card given prior to treatment, or in conversation with a caregiver.

This is not because donors need recognition—it's because patients and their families need to know that hundreds, possibly thousands, of people care about them. They are not alone. The road they travel is paved with gifts of love.

If we create intrigue during the care experience, then patients and families will be curious about how they can make things better for the next patient. Those who receive naturally want to reciprocate. Where there is gratitude and connection, there will be generosity.