Developing a Philanthropy Strategy for GIM

From “Hell No” to “Hmm?”

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GIM Division Head – University of Colorado

Disclosures/Conflicts

• Total unrestricted gifts to the division in the last 3 years = $20,000
• Any gift to GIM benefits me and my faculty
What we have in place

- Clinical programs
  - Executive Health
  - Pavilion Health ("VIP Clinic")
- Initiatives
  - Invitations to conversation
  - Preparing our faculty

Executive Health

- One time consultation with preventive services
  - History and physical
  - Labs
  - Treadmill/VO2 max
  - Other screening and prevention as determined by H&P (dexas, mammos, etc.)
  - Body composition
  - Nutrition and exercise physiology
  - Colonoscopy
- Volume FY18=431
Pavilion Health

- Clinic staffed by GIM (3 docs totaling about 2.2 cFTE)
- “Invitation only”
- No fee
- Underwritten by the hospital, Dean, and Chancellor’s office.
- Current enrolled patients: 900 ish
### Internal Equity

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<th>Pavilion Health</th>
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<td><strong>Home and nursing home visits</strong></td>
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<td><strong>Join for second opinion and consults</strong></td>
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<td><strong>Large volume of phone follow up</strong></td>
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<td><strong>Template: 40 and 20 min</strong></td>
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Staff

- 1 Medical Director/full-time internist
- 1.5 internists
- 1 registered nurse
- 1 medical assistant
- .5 part-time RD / exercise physiologist
- 1 executive director
- 1 financial operations manager
- 2 patient liaisons
- 1 patient navigator
- 1 supervisor clinic operations
- 1.5 patient access representative (PAR)

Philanthropy outcomes

- 326 pledged gifts FY18 = $9,991,726.79
  (Plus $24 million + $120 million from Anschutz family)

- 16 Departments benefited - 48%
- SOM/Centers/Hospital – 52%

- $20,000 earmarked for GIM
Initiatives

Invitations to conversation

Wealth screening
Letters to select patients
"I’m so appreciative of the care you have provided me over the years. Is there anything I can do for you?"

Faculty
- Identify priorities
- Prepare vision documents & talking points
- Work with the Development Office

Division
If only...
Isn’t it amazing...?

Can you imagine...?

making the case for GIM