

# Developing a Philanthropy Strategy for GIM

From “Hell No” to “Hmm?”

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## 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

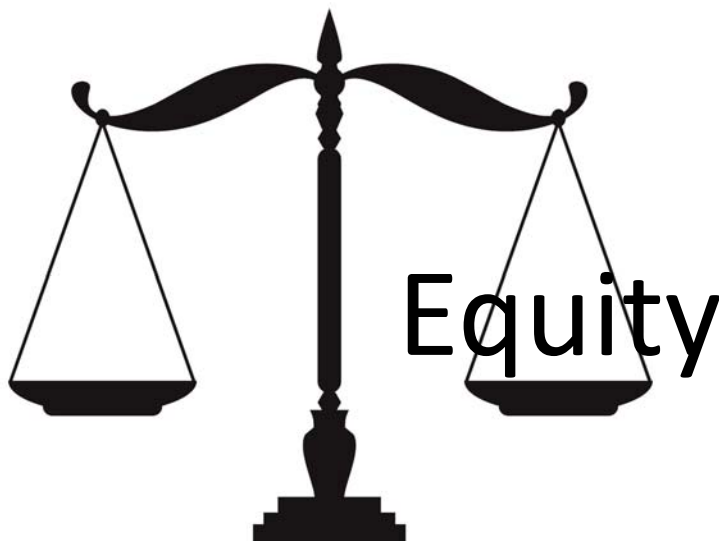
- Clinical programs
  - Executive Health
  - Pavilion Health (“VIP Clinic”)
- Initiatives
  - Invitations to conversation
  - Preparing our faculty

## Executive Health

- One time consultation with preventive services
  - History and physical
  - Labs
  - Treadmill/VO2 max
  - Other screening and prevention as determined by H&P (dexa, mammo, 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*



Community Impact

Faculty Impact

## Internal Equity

Standard	Pavilion Health
Salary, benefits, vacation...	Salary + 13.6%

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<b>Template: 40 and 20 min</b>	<b>Template: 60 and 30 min</b>

## 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?”**



Identify priorities


Prepare vision documents & talking points

Work with the Development Office



Talking Points

If only...



Talking Points

~~If only...~~



Isn't it amazing...?

Can you imagine...?

making the case for GIM

