



MarkeTeam's Approach to

GRATEFUL PATIENTS

Based on our experience with hospital and healthcare non-profits, patients are one of the best sources of new, quality donors that are more likely to upgrade and become Mid-Level and Major donors. However, there are a limited number of patients that will become donors, so it makes it that much more important that we handle them with care.



Targeted communications are critical for growing the grateful patient program.

MarkeTeam understands HIPAA privacy concerns preclude targeted communications based on a diagnosis or physician. Nevertheless, a high-touch program can be developed highlighting a range of funding priorities by engaging patients in ongoing communications with engagement opportunities.

A grateful patient communication approach includes:

- Frequent communication
- Multichannel approach
- Personalized content
 - Messaging depending on the known relationship (self or family/friend)
 - Tailored communications that provides education, empathy, encouragement, and engagement



Grateful Patient programs promote patient stewardship, Mid-Level support, a Planned Giving pipeline, and brand awareness and commitment.

PATIENT ENGAGEMENT

Improving engagement opportunities to this crucial group of current and potential supporters is a critical piece to the overall development of a non-profit's feeder pipeline for the Mid-Level program.

MarkeTeam recommends providing frequent, relevant, and clear communications to patients with opportunities for the patient and family to personally interact with development. Successful grateful patient programs include:

- **Wealth screening** all patients shortly after their first contact with the organization.
- **Personal phone calls** from internal staff members within two to four weeks of them making contact.
- **Customized and high-touch direct response program** that speaks directly to patients about topics of interest.
- **Emails** from appropriate internal staff can provide a wide variety of approaches to engage and provide recipients with health and wellness information.



PATIENT MODELING FOR GREATER INSIGHT AND ACTION

MarkeTeam recommends building a patient model incorporating patient demographics, psychographics, charitable giving data, and internal data in combination with digital actions. Individual 'scores' will then be assigned to each prospect and continuously refreshed based on regular data feeds. These scores will predict the likelihood for each prospect to take certain actions (e.g. Peer-to-Peer Fundraiser, Pledge Sustainer, Mid-Level Donor, etc.). This will allow for greater personalized treatment and "real-time" engagement.

In addition to identifying prospective donors, MarkeTeam can develop a customized patient model to grow the number of advocates for your organization by identifying likely event participants and action takers who are active on social media. Patients who score well in the model but are less active online would be better candidates for personalized treatment in other channels.



U.S. HOUSEHOLD DATABASE AND DATA APPENDS

In some cases, additional data elements are needed to improve models and provide enhanced insights to meet our client's needs. MarkeTeam licenses a U.S. Household Database of 170+ million household units to fulfill this requirement. This resource contains over 1,000 data elements across demographic, psychographic, online, and lifestyle categories.



Contact us at inquiries@mkteam.com to decide if a customized Grateful Patient program could be right for your organization!

