

# Assessing the Readiness of ACP Administrators to support Philanthropy for Financial Sustainability in Academic Medicine



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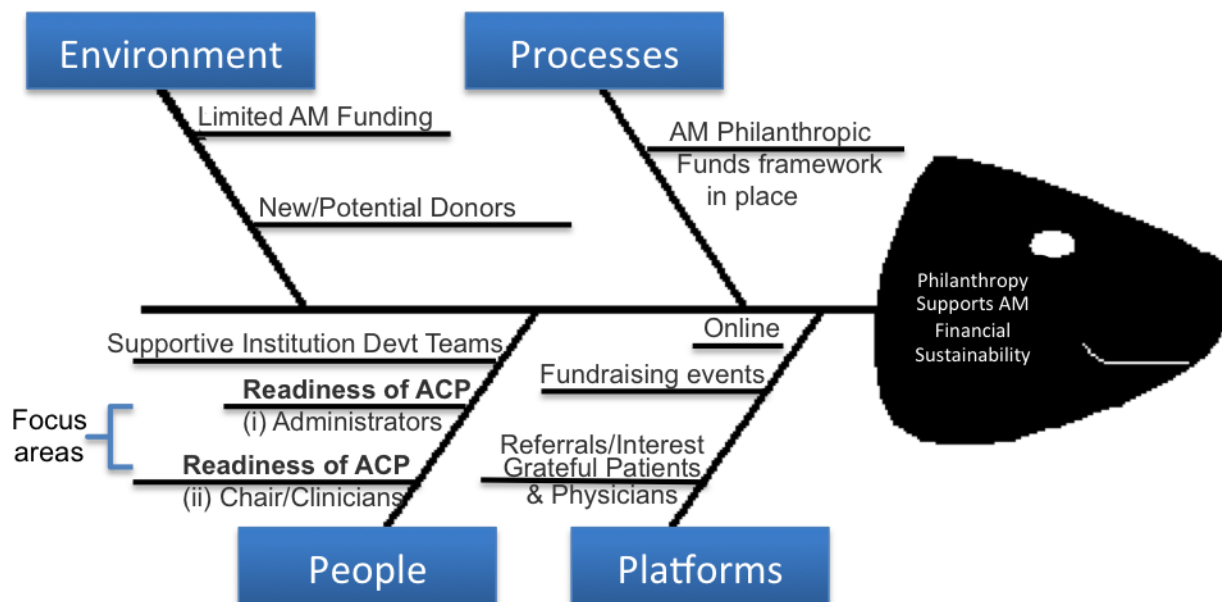
Partners in Academic Medicine



## Introduction

The SingHealth and Duke-NUS Academic Medicine (AM) partnership reflects the relentless pursuit of care improvements through Research, Education and Innovation. To achieve this, joint Academic Clinical Programs (ACPs) have been formed; bridging various institutions to develop new initiatives to advance AM. In public healthcare, funding for education and research has always been challenging. **To ensure financial sustainability in the long run, Philanthropy is a promising new avenue to help support the development of Academic Medicine.**

However, it is also a new area that requires concerted efforts to raise awareness and provide adequate training to prepare the key drivers within the ACPs – namely the ACP Chair and Clinicians, and the **ACP Administrators whom the clinicians turn to for key strategic and administration support**. As part of an ongoing ACP Administrator Equipping program, the SingHealth Duke-NUS Joint Office of Academic Medicine (JOAM) held an inaugural AM Philanthropy Workshop for ACP Administrators to raise awareness and garner support.



***Give a man a fish and you feed him for a day.  
Teach a man to fish and you feed him for a lifetime!***

## Aim

To raise awareness of AM Philanthropy, and assess the ACP administrators' attitudes and confidence towards the ACPs taking responsibility to develop Philanthropy and raise funds for financial sustainability in Academic Medicine.

## Methodology

JOAM engaged an external expert in Philanthropy, Ms Usha Menon, to conduct a half-day AM Philanthropy Workshop on Principles & Culture, Relevance of Philanthropy in Healthcare and Observations/Recommendations for SingHealth Duke-NUS. There was a good turnout of 34 participants (including staff representatives from Institution Development offices).

A Survey Form was given out to participants at the end of the session, utilizing:

**(A) 5-point Likert scale assessing the 'Usefulness' of the workshop**

**(B) Vote of usefulness and importance of topics covered in the workshop**

This was to help us ascertain the ACP Administrators' perception on the relevance of Philanthropy in an Academic Medicine and what information is most relevant to them. In addition, the Administrators were also asked to submit Questions/Issues/Areas of Concern and these were compiled by JOAM to be addressed in follow-up:

**(C) Qualitative Feedback Discussion with Administrators in OAM+ Meeting**

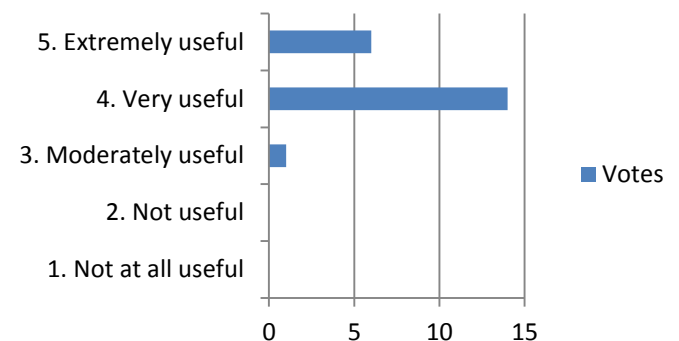
## Results

21 of the total participants responded to the survey.

## Results (A)

About **85%** of respondents found the AM Philanthropy Workshop **Very & Extremely Useful** - testifying to its success and the relevance of Philanthropy to AM Administrators.

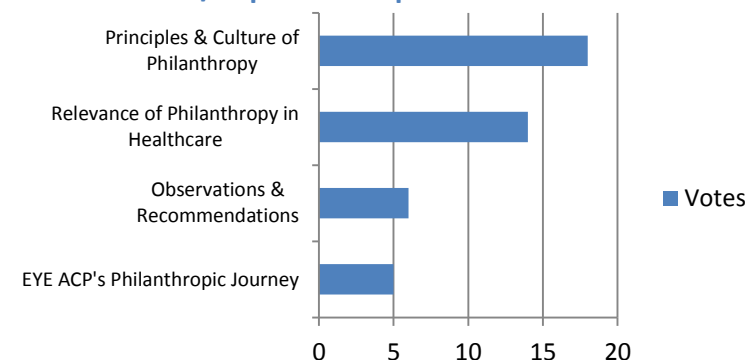
### AM Philanthropy Workshop: Usefulness Index



With a rating of "5" being the most useful, 6 of the participants scored the session "5", 14 participants scored the session "4" and 1 participant scored the session "3".

## Results (B)

### AM Philanthropy Workshop: Useful/Important Topics



**Most Useful/Important:** "Principles & Culture of Philanthropy" covered processes in donor segmentation and approaches to "fishing" the Give. "Relevance of philanthropy in healthcare" illustrates types of gifts in healthcare, including impact on care and needy patients from Research funded by Philanthropy.

## Results (C)

In the open-ended feedback, the top 3 issues raised were:

- Lack of bandwidth to start Philanthropy within ACPs
- Lack of depth of knowledge because fund-raising is not in the Job Scope of ACP Administrators; it must be driven by Institution Development teams with support from ACPs.
- Similar AM Philanthropy Workshops must be done for other ACP drivers especially the ACP Chair and clinicians.

## Conclusion

**ACP Administrators view Philanthropy as a positive and relevant area in AM advancement. However, it requires a team effort led by Institution Development. ACPs will support philanthropic efforts given the necessary equipping and training.** The next focus will be on equipping the ACP Chairs & Clinicians. Impact of Philanthropy to Care/Patients are most Useful/Important to illustrate the relevance of Philanthropy for financial sustainability of Academic Medicine.