

# Clinician Involvement in Philanthropy Programme

Starting the Academic Medicine  
Philanthropy Partnership Journey

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## INTRODUCTION

The **Clinician Involvement in Philanthropy Programme (CIPP)** is a continuation of the clinical experience and an extension of the patient's healing journey.

Launched by SingHealth Development Office in May 2014, the CIPP strives to complete the healing experience for patients and their families through an ongoing meaningful engagement with the clinician.

The CIPP is a patient-centric partnership initiative that fosters collaboration between clinicians and development colleagues to identify potential donors in support of the Academic Medicine mission. After a positive clinical experience, grateful patients and their families can be an important source of philanthropy for healthcare institutions.

A Memorable Clinical Experience

Patient Gives Because of Clinician

Transformational to Patient's Continuous Clinical Experience

*Patients give because they believe in the clinicians' work.*

## RESULTS

**\$3.7m** across  
SingHealth  
Institutions

**Total gifts secured:**

*9 months after CIPP*

**\$10,000** Donation from a grateful family  
Connector is a senior consultant

**\$3 M** Donation from a grateful patient  
Connector is a Medical Director

**\$594,000** Charity gala organised by a grateful patient.  
Connector is a Head Of Department

**\$75,000** Donation from a grateful patient  
Connector is a senior consultant

**\$25,000** Donation from a grateful patient  
Connector is a consultant

## OBJECTIVES

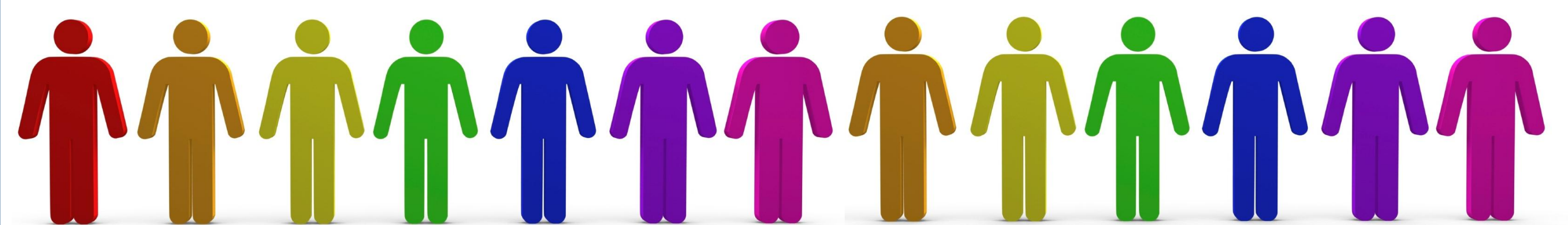
1

Maximise giving potential of grateful patients and families in support of research and education for the Academic Clinical Programmes (ACPs).

2

Build a culture of philanthropy across SingHealth by partnering clinicians as connectors for the programme.

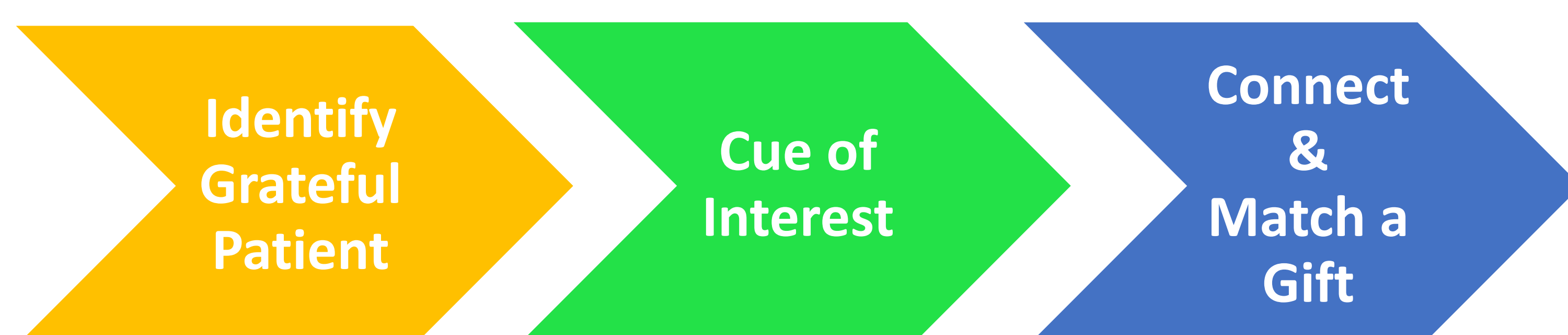
More than **200** clinicians were  
introduced to CIPP



## METHODOLOGY

CIPP supports the research and educational initiatives of ACPs in 3 steps:

- ☐ Identification of funding priorities with ACP Chair on key research and education programmes
- ☐ Encourage clinicians to recognise and welcome the gratitude when a patient expresses an interest in wanting to do more
- ☐ A potential gift will be actualised when donors' interests are aligned with the ACPs' funding priorities



**3 Simple Steps for Clinician to Identify a Grateful Patient**

## CONCLUSION

The partnership between Development Offices\* and clinicians is critical to the success of Academic Medicine philanthropy as clinicians are best able to leverage relationships with potential donors who are grateful patients.

### MOVING FORWARD

**Strengthening partnerships between clinicians and development offices so as to optimise fundraising efforts**

- ☐ Increase clinician participation rate in CIPP
- ☐ Provide a CIPP Clinician Handbook as a tool to equip clinicians for philanthropy
- ☐ Collaborate with stakeholders to identify grateful patients for prospecting and cultivation to build pipeline for major gifts

\*Refers to Institutional Development Offices and/or SingHealth Development Office.