

Health Care Philanthropy Guide

How to Respond to Patient Gratitude

When a patient or family member expresses feelings of gratitude and a desire to give back in some way, please refer to the sample language below to accept and respond appropriately to their thankfulness.

- 1. Listen** – Listen for their desire to make a gift, become engaged, or show appreciation. Possible expressions of gratitude from patients and family could sound like:
 - *“Thank you so much for what you’ve done for me (my family)…*
 - *What can I do to say thank you?”*
 - *How can I support your work?”*
 - *Is there a way I can become more involved in what you’re doing here?”*
 - *How do we include UIHC in our will?”*
- 2. Affirm** – Affirm their desire to say thank you and/or help. Sample responses you could use include:
 - *“That’s really generous and there are several ways you can help. Did you have something specific in mind?”*
 - *“Thank you! That’s great that you’d like to make a contribution in some way.”*
- 3. Refer** – Provide them with contact information for your development colleague and ask if your colleague at the UICA can reach out to them.
 - *“I’m not the expert in helping with these requests. However, I have a colleague at the UI Center for Advancement that does help me with these requests. Would it be okay if I had them reach out to you?”*

How to Make the Professional Referral

When making a referral to your development colleague, please call or email them with the following information:

- Patient/family first and last name
- Address
- Contact information (phone and email)
- Your name and department/area
- Context of your conversation regarding their interest. Please do NOT include MRN, diagnosis, or any treatment plan information unless patient has given explicit consent.

Please note that providing all the above information is permitted under HIPAA.

Philanthropy Contact

University of Iowa Center for Advancement

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319-335-3305/800-648-6973

