Using Philanthropy as a Change Agent

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Illness & Injury → Wellness

Elevating Community Health Status

Reimbursement based on value
Earn it (operations)
Borrow it (debt)
Convert it (sale of assets)
ASK FOR IT (philanthropy)
Approximate Total Funds Raised
Median Value for All Institutions USA (Billions)

Source: FY 2014 AHP Report on Giving, USA
3.4% Margin

75% Margin

Source: Fierce Healthcare Quoting Moody’s April 28, 2016:
$29.4 Million

$1.33 Million
“We believe a strong fundraising program, as a complimentary strategy to a hospital’s patient care operations, is an important consideration in our credit assessment and can positively impact bond ratings...

Contributions...remain an untapped resource for most community hospitals. We do expect...hospitals will begin to turn to fundraising as an important source to fund operations and capital needs. Most hospitals have not developed fundraising capabilities as a core strategy and business strength. “

Source: Fundraising at Not-for-Profit Hospitals Largely Untapped but Increasing”, Moody’s Investors Service Special Comment, March 2006
### MEDIAN VALUES FOR KEY METRICS, HIGH PERFORMERS AND ALL INSTITUTIONS

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<thead>
<tr>
<th></th>
<th>NFR</th>
<th>ROI</th>
<th>CTRD</th>
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<tr>
<td>High Performers</td>
<td>$20,035,654</td>
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<td>All Institutions</td>
<td>$3,243,152</td>
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Source: AHP 2014 Report on Giving Survey, USA
LEARNED OPTIMISM
How to Change Your Mind and Your Life

Martin E.P. Seligman, Ph.D.

Shuttle Box used in Learned Helplessness Experiments
COMPETITIVE ADVANTAGE
88%
Performance linked to investment in the right people and the right program mix.

“Our courage must be addressed to the dreams we have abandoned and the dreams we have been afraid to dream, either because they are too breathtaking or because it has been too difficult to imagine how they could possibly be realized inside our existing confinement.”

Dan Pallotta from “Uncharitable”
Andrew J. Mitchell, FACHE is a graduate of the Yale University School of Epidemiology and Public Health. Over the past 30 years in healthcare leadership, he has embraced the principles of improving population health as the driver of organizational growth and institutional advancement. Combining philanthropic development, strategic planning, and enterprise culture change, Mr. Mitchell is known as a unique turnaround specialist and transformational executive.

Since taking on the leadership post as Peconic Bay Medical Center’s President and CEO in May of 2001, Mr. Mitchell has been a huge force in bringing advanced healthcare services to the East End of Long Island.
Betsy Chapin Taylor, FAHP

Betsy Chapin Taylor, FAHP, is principal of the healthcare philanthropy consulting firm Accordant Philanthropy, where she specializes in fostering the effective engagement of CEOs, board members and physicians. She is author of the book *Healthcare Philanthropy: Advance Charitable Giving to Your Organization’s Mission* published by Health Administration Press and a faculty member for ACHE teaching *Positioning Philanthropy as a Key Revenue Resource*. She holds an MBA from University of Georgia and a Masters of Journalism from Columbia University.

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