“I’ve Already Paid for This Wing of the Hospital” Session Notes:

1. Consider response as well as preventative education
2. Always factor in timing of solicitation and work with central solicitations to speak to differently than alums
3. Be careful when prospecting - research client cases fully, especially on large bills - care credit may be used which could show financial hardship
4. First contact be strictly to thank for business - no solicitation
    1. Their business is providing the student education
5. Think about coding clients on your own unique scale
    1. Individual review
    2. Multiple factors outside of net worth and giving history
6. Remove clients who have been an issue with accounting
7. Create a behind the scenes book
    1. Pamphlet from LSU
    2. Pint the Dog from UC Davis - dog’s eye view
    3. UPenn evaluating trailer to trailer experience for equine - Infographic of case
    4. Difference in MRI and CT Scan, dollars and imaging differences - showcase at client event
8. Stress the role of clients in teaching the students
9. Keep clients updated on process of evaluating what they believe to be a poor experience/problem
10. Take and spread case statements
11. Concierge service idea for special clients/donors - fund for year, immediate access to care with no appointment
12. Be part of the hospital director search