



## Redefining Healthcare Philanthropy

*Betsy C Taylor*

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# **Redefining Healthcare Philanthropy**

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## **Redefining Healthcare Philanthropy** Betsy C Taylor

Redefining Healthcare Philanthropy features compelling thought leaders in the field of healthcare philanthropy on critical topics including:

- Right-sizing investment in the fund development program
- Achieving strategic alignment with the healthcare organization
- Leveraging physician engagement in grateful patient fundraising
- Optimizing major gifts fund development through process
- Using benchmarking to drive better performance, and
- Fostering high impact board engagement in advancing philanthropy.

The book unpacks strategic issues in a way that is approachable and understandable and provides specific tools and tactics for implementation. Each chapter also includes questions to serve as a catalyst for further discussion. This essential volume is a must-have for the progressive fund development leader who is committed to achieving greater impact.

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