



Brightway
Data

Consumer Impact and Perceptions of Charitable Donations to Healthcare Foundations

2020 Brightway Data Consumer Survey Results

WHITE PAPER

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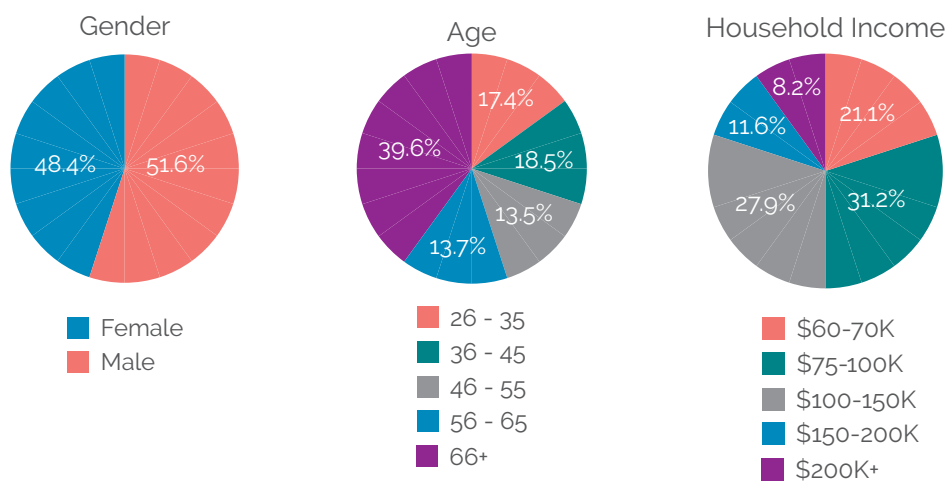
Brightway Data conducted a survey to gather various data points on how consumers recently admitted to a hospital perceive the hospital or health system foundation. This survey explores consumer perceptions of the hospital foundation as it relates to the care experience, overall brand awareness, appropriate donation amounts and communication channels.

Methodology:

In early 2020, Brightway Data surveyed 1,000 consumers who have been admitted to a hospital at least once within the past 12 months to discover:

1. Frequency and appropriate amounts of charitable donations
2. Level of consumer education about the foundation
3. Generational differences of donation efforts
4. Income-related contribution behaviors

This survey was not focused on major gifting but solely on affinity to give. None of the respondents were pre-qualified on assets or net worth. To qualify for the survey, the respondents had to be U.S. citizens, over the age of 26 years old and have a minimum annual household income of \$60,000.



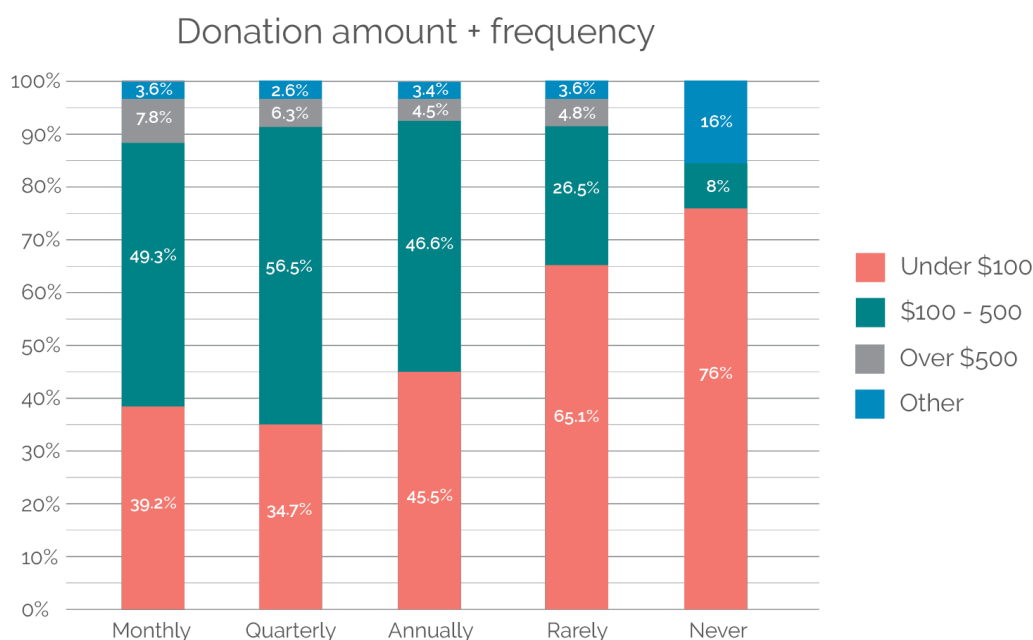
2020 Research Highlights:

1. **Consumers are willing to donate \$500 or less more frequently:** 88.5% of monthly donors and 91.2% of quarterly donors would donate \$500 or less.
2. **The community needs more education about their health system foundation:** 59% are somewhat informed but not involved or not informed at all.
3. **Younger generations are more likely to donate for a positive care experience:** 81.6% of 26- to 35-year-old consumers and 71.4% of 36- to 45-year-old consumers would donate for quality healthcare.
4. **Wealth does not always translate into more donations:** 76% of consumers with a household income more than \$150,000 are not likely to donate to a hospital.

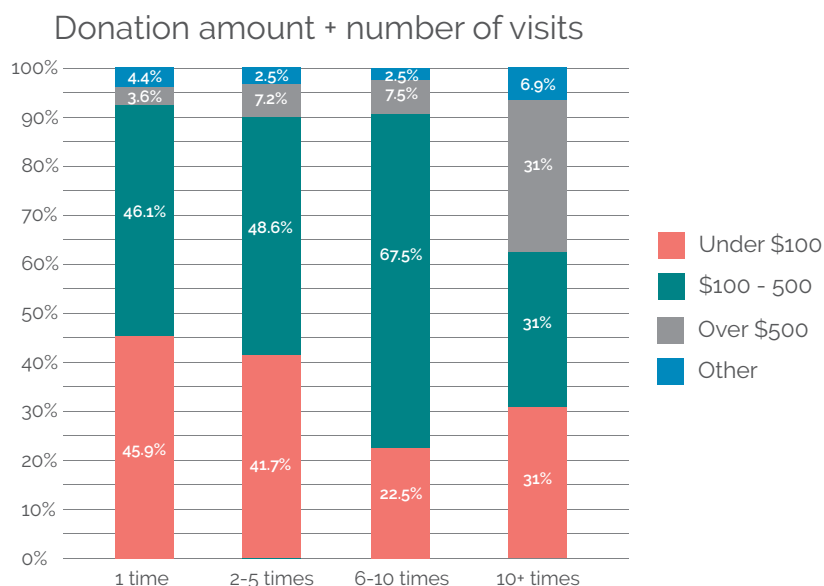
1. Consumers would rather donate in lesser amounts more frequently

The data from this survey shows that consumers would rather donate in smaller amounts more frequently versus contributing a large financial donation at the end of the year. Having more frequent donors further proves affinity to the organization and provides the benefit of a long-term, ongoing donation relationship. Based on the data from this survey, the sweet spot appears to be for donations between \$100 and \$500.

Consumers who donate monthly (49.3%) and quarterly (56.5%) are more likely to contribute between \$100 and 500. Annual donors are almost split between donating under \$100 (45.5%), between \$100 and 500 (46.6%).

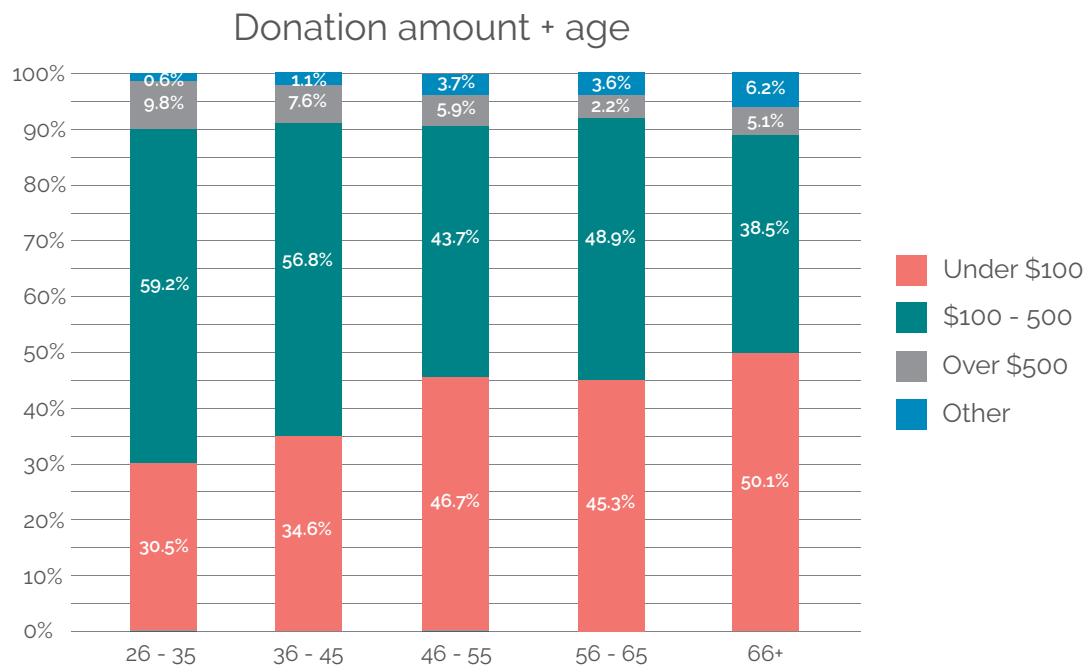


The data from this survey found that the frequency of hospital visits affects the donation amount. Consumers admitted to the hospital 10 or less times had the likelihood to donate under \$500. However, consumers admitted between 6 to 10 times (67.5%) were more likely to donate between \$100 and \$500. Those admitted more than 10 times were evenly split across most donation bands (31%).

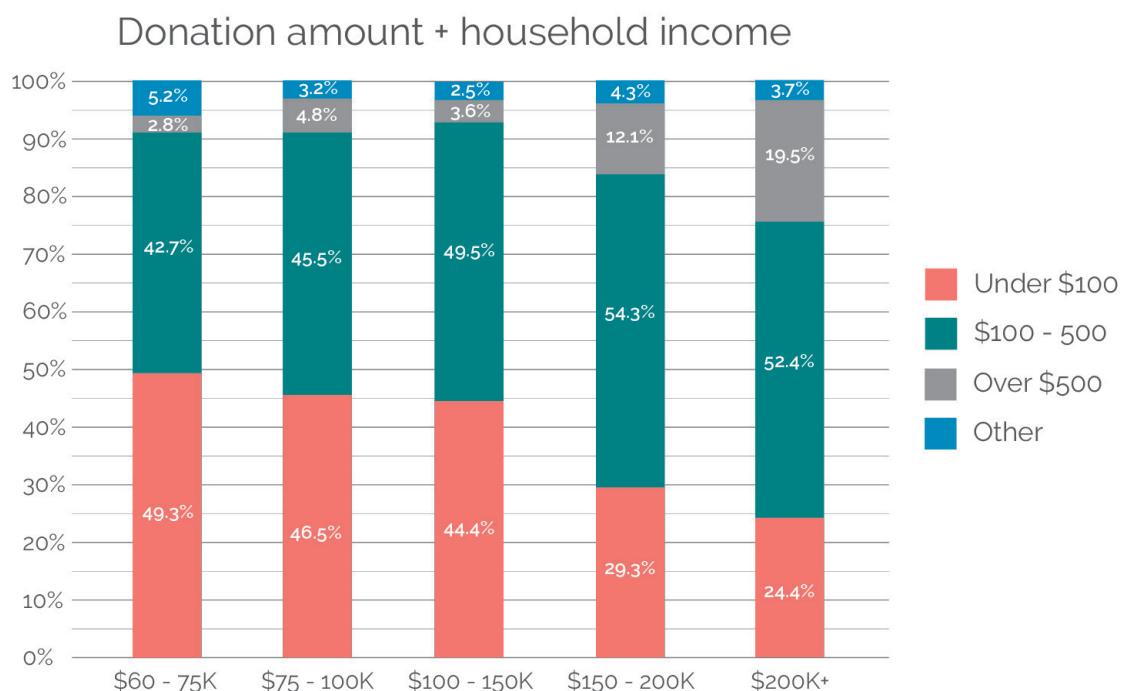


1. Consumers would rather donate in lesser amounts more frequently

There are some generational differences tied to donation amounts. Younger generations want to be more involved with their community health and would donate between \$100 and 500. Older generations are more likely to donate under \$100.



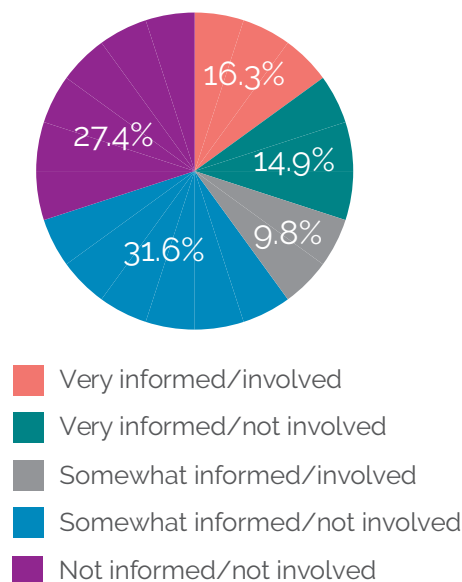
When looking at the annual household income tied to donation amounts, it is not surprising that as the income levels rose, so did the contribution amount.



2. Most consumers are not informed about their hospital's foundation which impacts donations

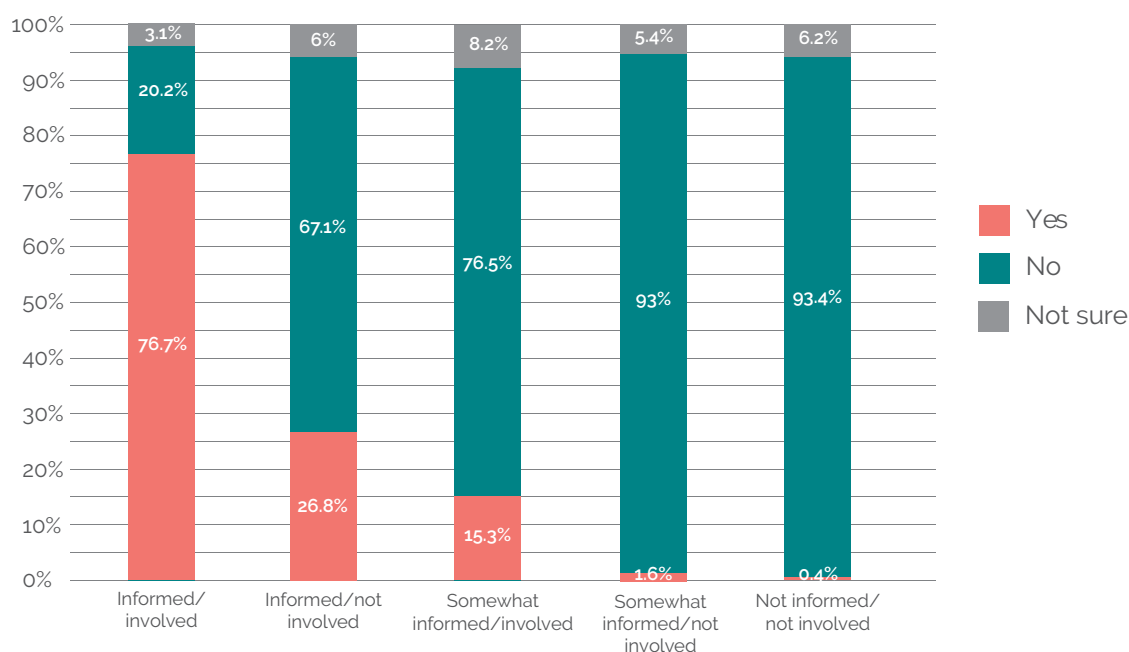
This survey uncovered that most consumers are not very informed nor are they involved with their local health system foundation. These foundations should focus on improving brand awareness within their community. Many admitted patients were not informed about the services their health system's foundation provides. More than half of respondents (59%) are somewhat informed, but not involved, or not informed at all.

Perception of foundation



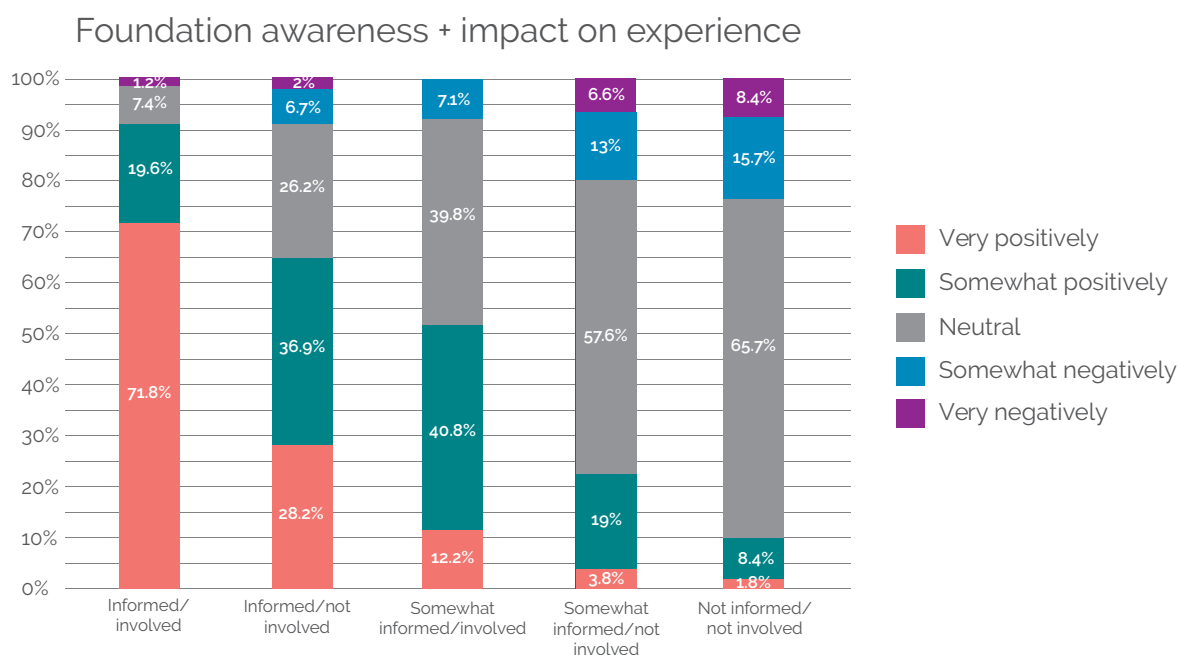
Education and awareness of the health system foundation is not being routinely shared with patients so many lack the understand of the foundation's objectives. This shows an opportunity for awareness to the lesser informed.

Foundation awareness during visit



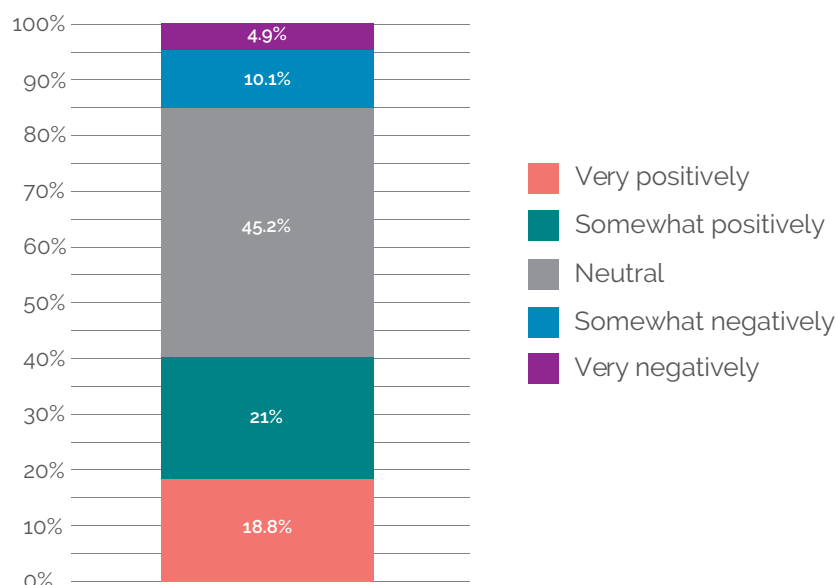
2. Most consumers are not informed about their hospital's foundation which impacts donations

Additionally, the data shows that if a physician or a nurse spoke to the patient about the hospital's foundation during the hospital visit, those very informed and involved viewed it mostly as positive (91.4%). However, those somewhat informed but not involved and those not informed nor involved viewed were mostly indifferent.



When looking at the respondents overall, roughly 18% viewed being spoken to about the hospital's foundation as a positive experience.

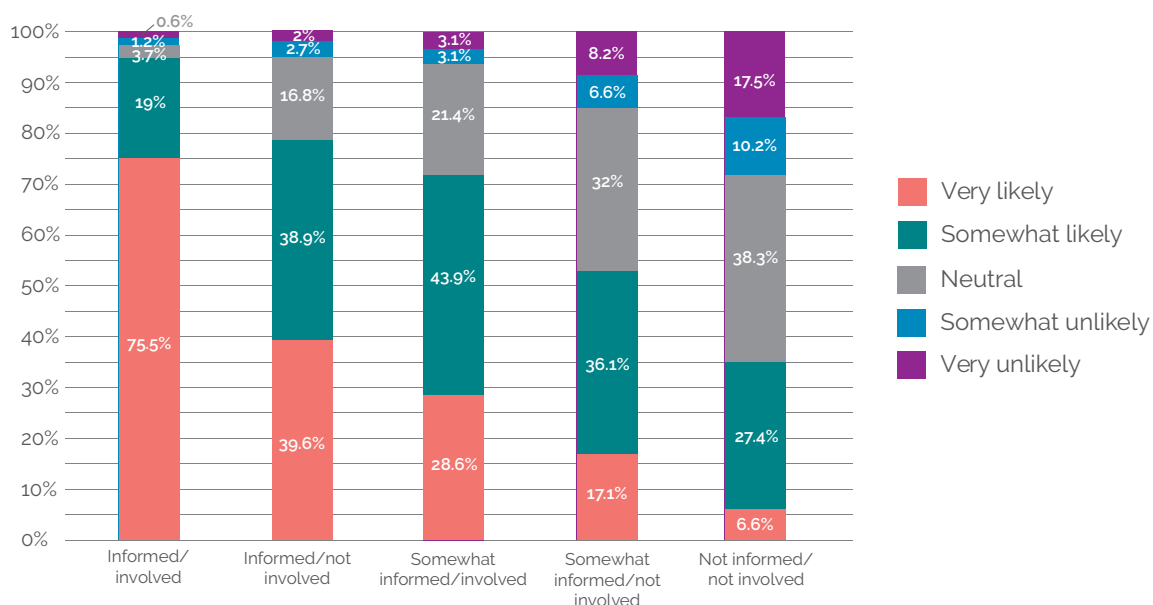
Overall impact on experience



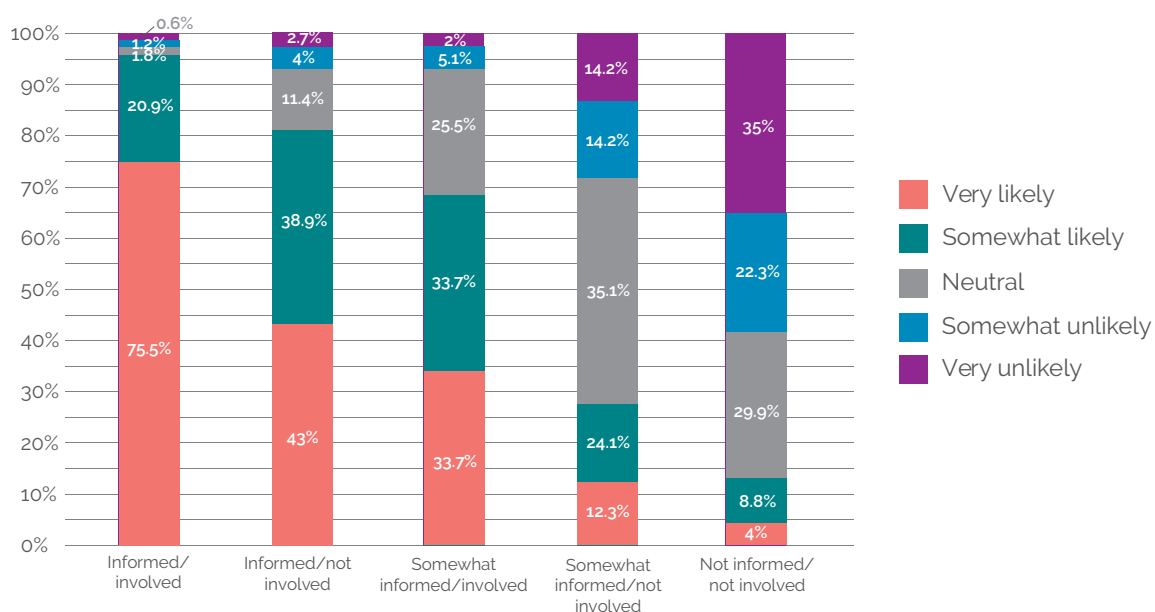
2. Most consumers are not informed about their hospital's foundation which impacts donations

Conversely, consumers are more likely to donate for a positive care experience. In comparing the likelihood to donate over the next 3 years and the likelihood to donate for a positive care experience, the numbers are higher across all levels of knowledge for those with a positive care experience. Therefore, it is important to educate patients about the foundation because positive experiences improve the likelihood of donation.

Positive care experience + likelihood to donate



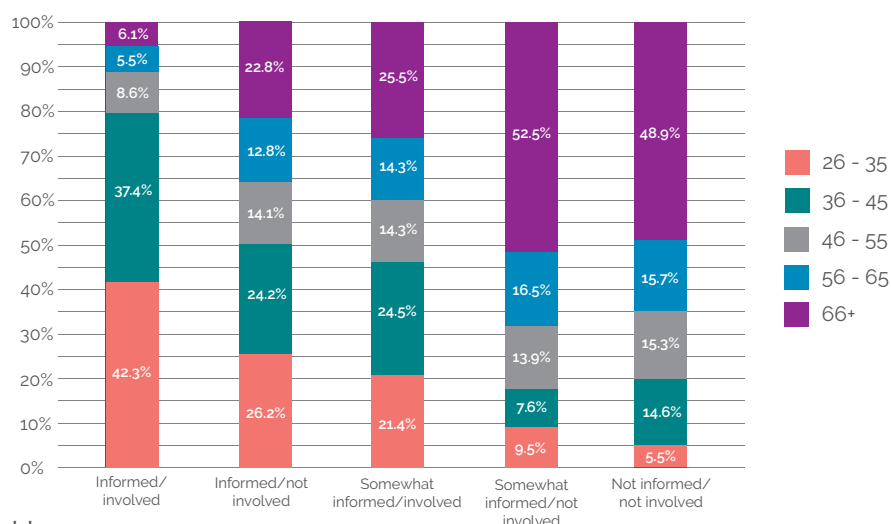
Awareness + likelihood to donate over next 3 years



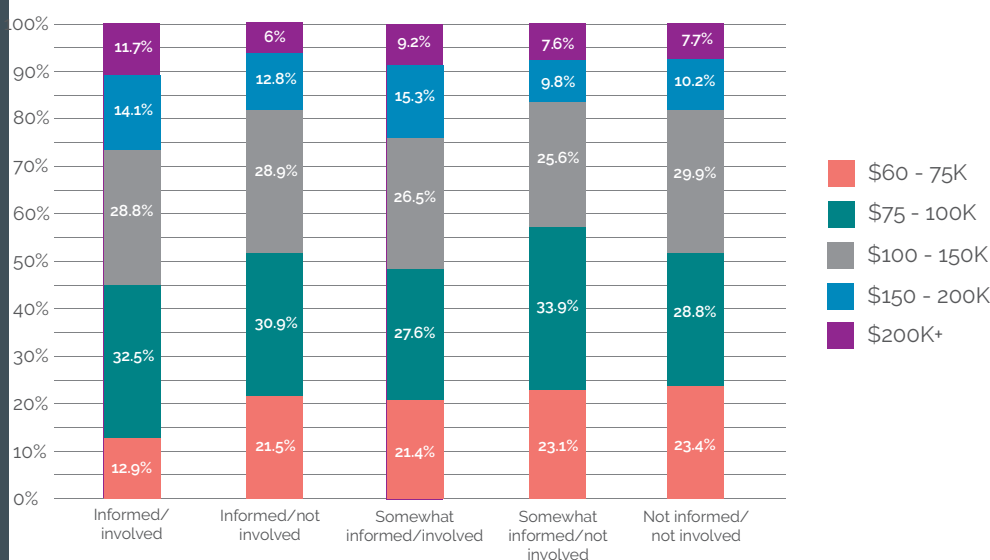
2. Most consumers are not informed about their hospital's foundation which impacts donations

Our survey data shows that there is benefit in creating awareness for and educating all generation levels, not just the younger generations. It appears that older generations are not aware of their health system's foundation which is surprising since older generations are more likely to donate. Overall, roughly 40% of respondents viewed being spoken to about the hospital's foundation as a positive experience.

Awareness + age



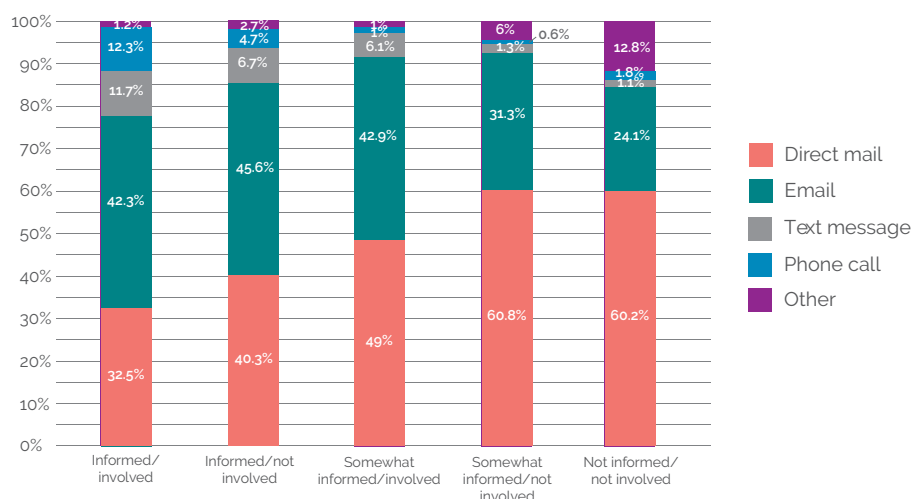
Awareness + household income



When looking at annual household income levels, consumers that are not knowledgeable nor involved in their health system's foundation tend to have lesser income. However, nearly two-thirds of all income levels are mostly not involved.

However, there are ways to create awareness about the foundation within the community. Our data shows that the more informed consumers prefer to get emails and direct mail while the lesser informed prefer direct mail. By maintaining ongoing engagement on the right communication channels, the foundation's brand and mission can be top of mind for the community.

Awareness + preferred communication channels

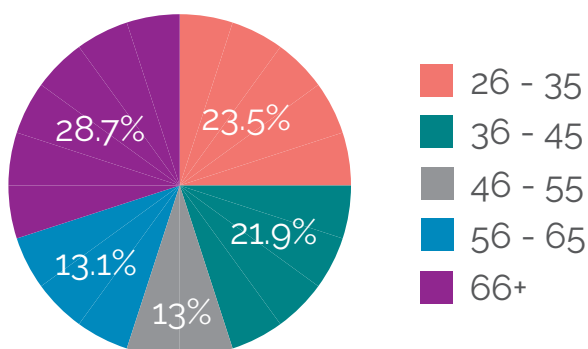


3. Younger consumers are eager to learn more about and donate to a health system foundation

The charitable landscape has changed as we have crossed through generations. Older generations have a lifetime of donating, therefore are the most targeted. However, younger generations are eager for education on foundations and will research where their money will go when donating to a cause. Our data shows that younger generations are not targeted as much as older generations are even though the data shows that younger generations should be a prime target for outreach.

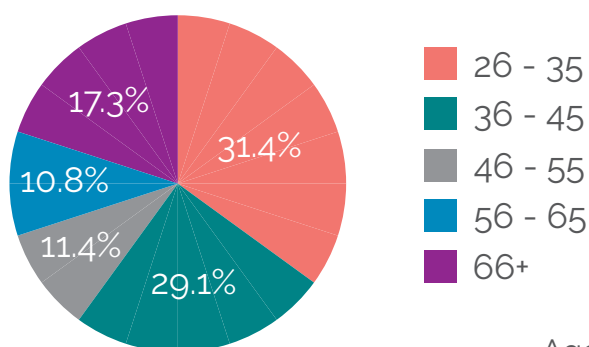
Age + likelihood to donate

Younger generations and the oldest generation are more likely to donate for a positive care experience.



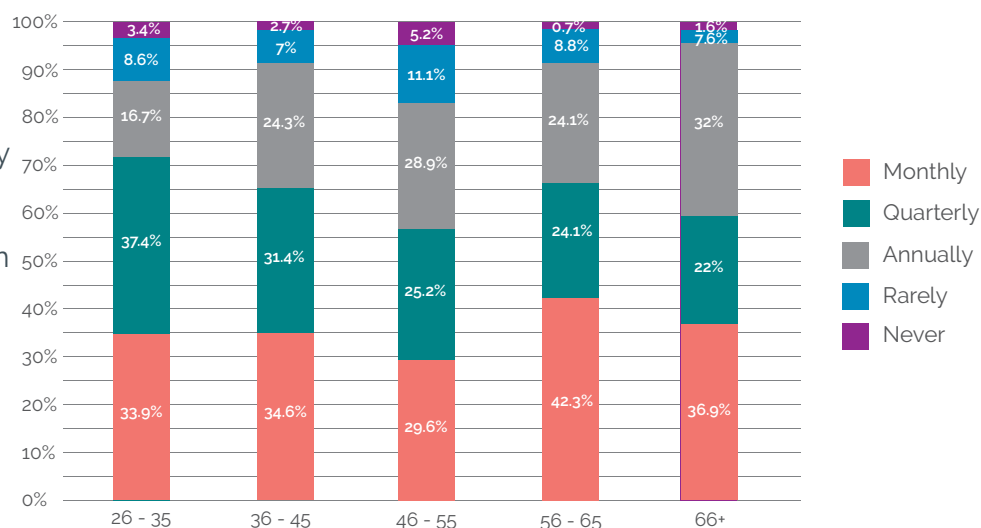
Age + education about foundation viewed as positive

Consumers under 55 (71.9%) appear to appreciate education about the foundation from a care provider. These would be good Grateful Patient targets whereas older generations do not appear to be as receptive to this experience.



Age + frequency of donation

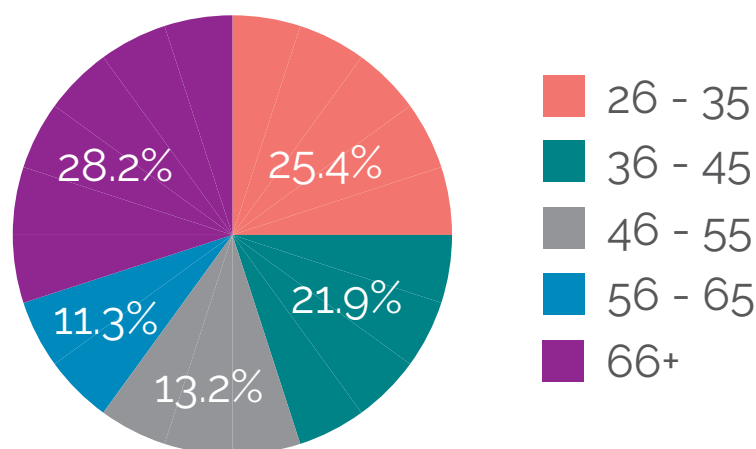
Additionally, younger generations are more likely to donate more frequently while older generations are more likely to donate in longer installments.



3. Younger consumers are eager to learn more about and donate to a health system foundation

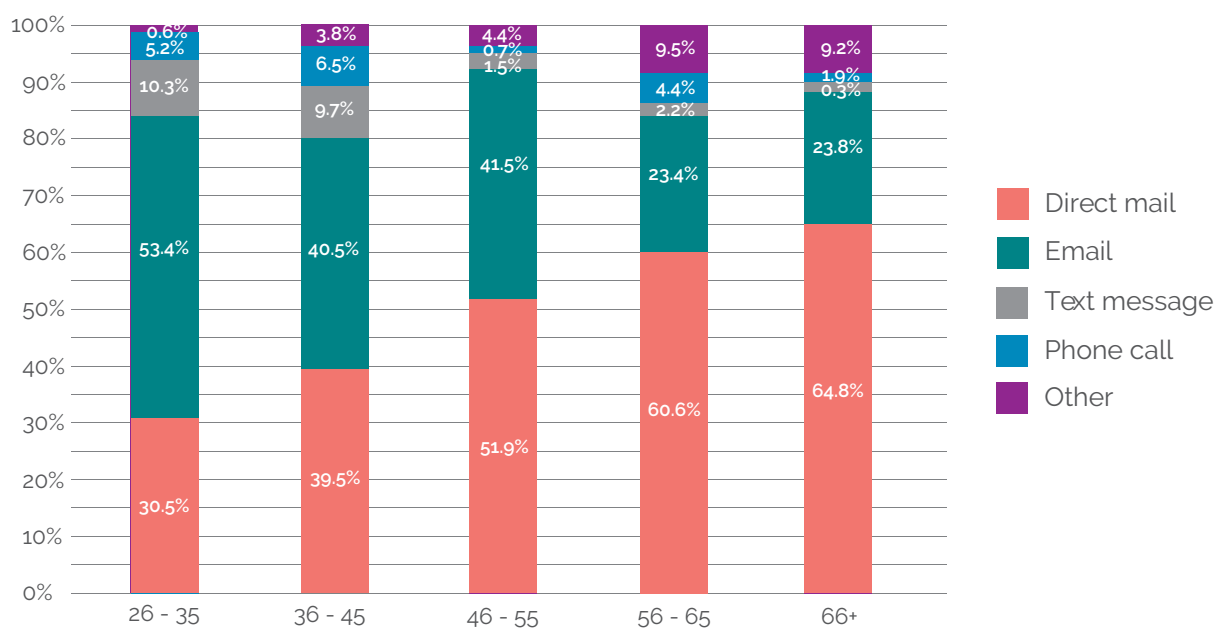
Improving the foundation's brand awareness and educating the community at all ages is important. According to our data, consumers under 55 comprise 60.5% of those who donated to a hospital. Even though consumers over the age of 66 make up 25%, it is important to establish brand equity with older generations to compete against other well-known, non-profit organizations.

Age + past donation to a hospital



Segmenting the generations by communication channels can prove fruitful in improving brand awareness and affinity. Younger generations strongly prefer email communications, whereas older generations strongly prefer direct mail. By segmenting campaigns by age and other behavioral factors, the foundation can build upon improving community engagement by the preferred communication channels. A multichannel communication approach drives brand awareness between age segments to improve an organization's speed to donation.

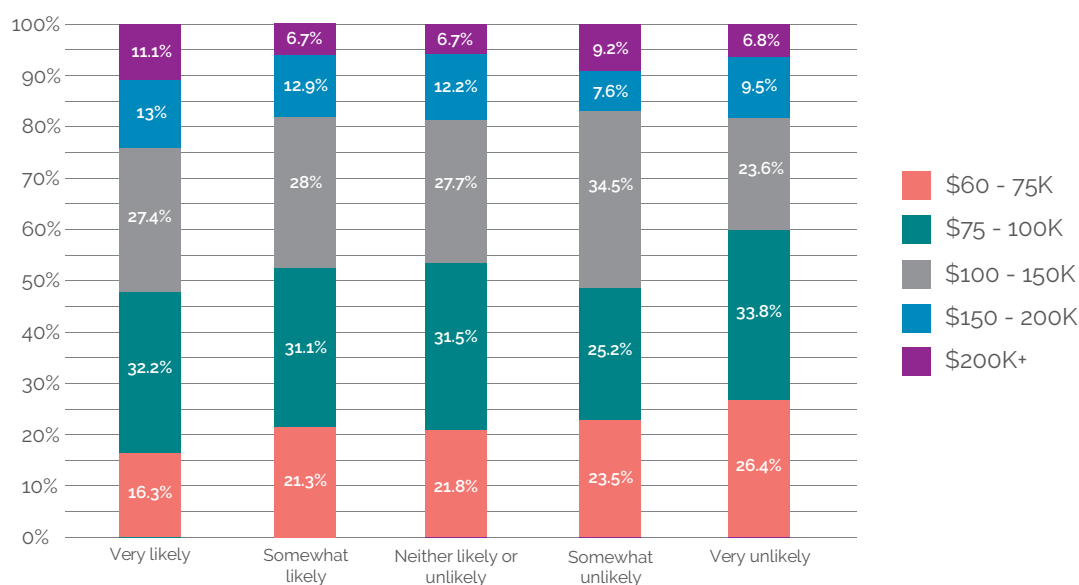
Age + preferred communication channels



4. Consumers with high income should not be the only targets

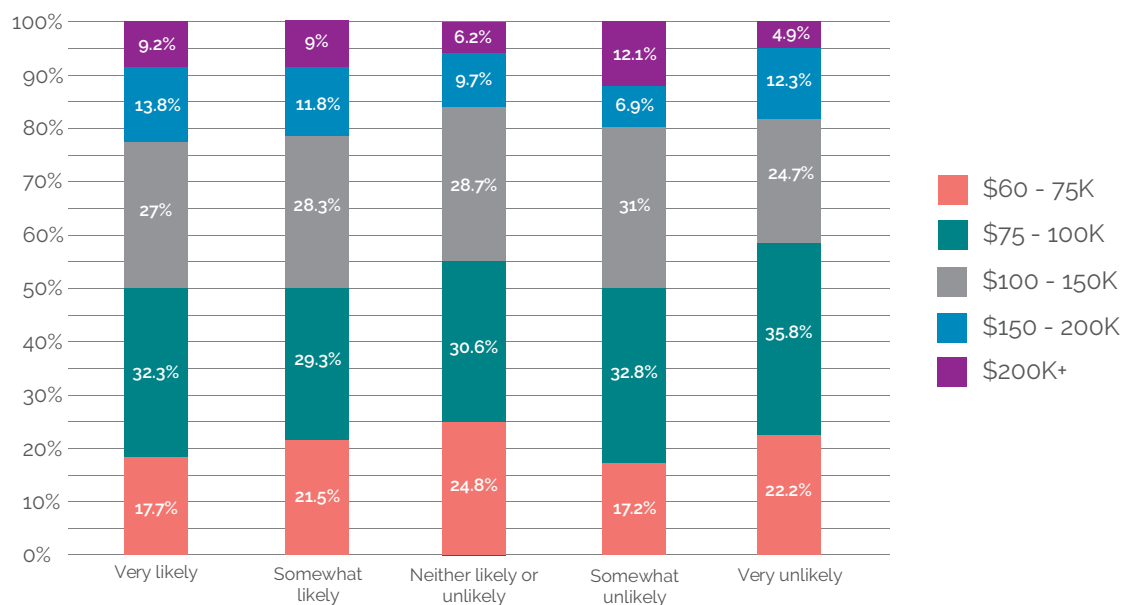
Consumers who had higher annual household incomes are least likely to make a charitable financial donation to a hospital within the next three years.

Household income + likelihood to donate over the next 3 years



Additionally, as household incomes rose, the likelihood to donate for a positive care experience decreased.

Household income + likelihood to donate for a positive care experience



Conclusion

The healthcare philanthropy landscape is evolving, and it is imperative that health system foundations continue to modify engagement strategies to improve donation efforts. The data shows consumer interest may be different than the traditional major gift fundraising and foundations should take care to engage all interested consumers.

Additionally, the data shows us that foundations should engage patients to share the foundation's mission and objectives in a consistent and routine manner emphasizing different outreach methods, such as email, for lesser amounts more frequently. By engaging these stakeholders within the community, a foundation can build ongoing and fruitful relationships that support and publicize the health system's mission and improve community health. It is important to intelligently segment the patient census on behavioral factors to show an economic way to approach all the different types of donors through preferred communication channels.

About Brightway Data

Brightway Data empowers non-profit organizations with intelligent predictive philanthropy screening that identifies overlooked populations of donors that have a high propensity to donate based on behavioral indicators. Formed from the innovative analytic work of PARO Decision Support which is the leading provider of charity care predictive models and revenue cycle solutions for healthcare, serving over 1,200 hospitals and health systems nationwide, Brightway Data provides predictive philanthropic solutions for health systems and other charitable foundations.

For more information, visit www.brightwaydata.com.