



Hospitals and Foundations: *Can't we all get along?*

Exploring the *sometimes* strained relationship
between Hospitals and Foundations

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Propositions

1. Hospitals and Foundations have a symbiotic relationship that is based on a 'mixed motive' model.
2. To be collaborative, each party must understand and respect the motives of the other while working openly to find middle ground.
3. Breakdowns occur when one of the parties fails in its obligation to respect the other's pressures.

Ideally, we want to move from this....



...to this



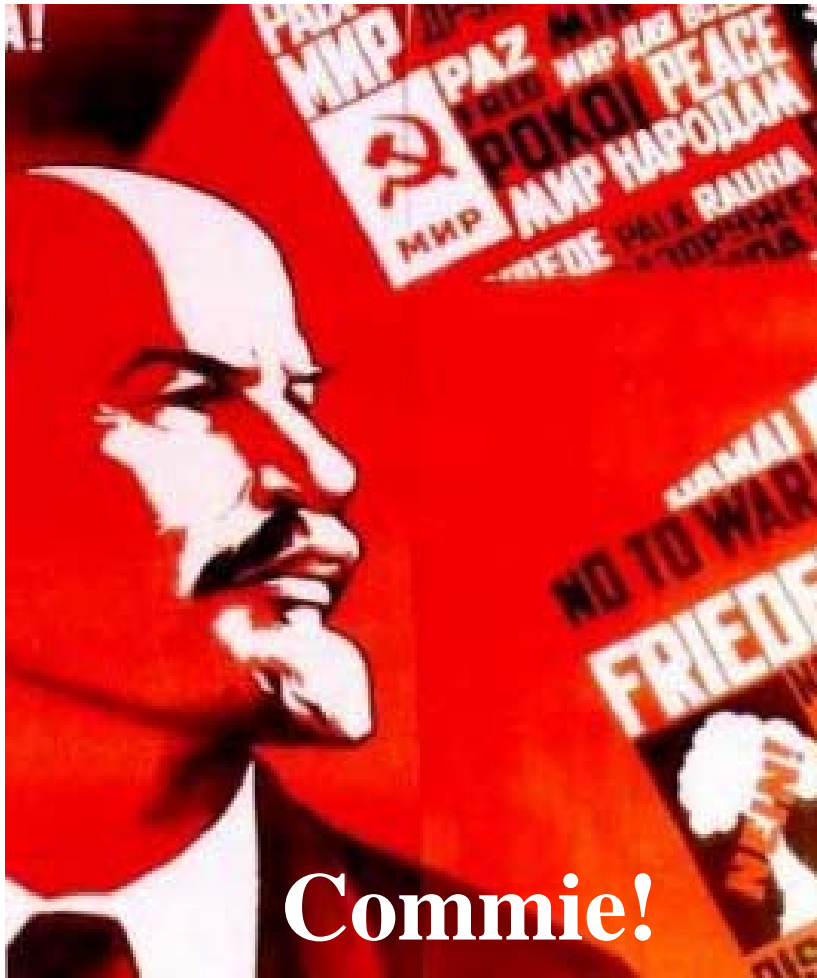
But how?



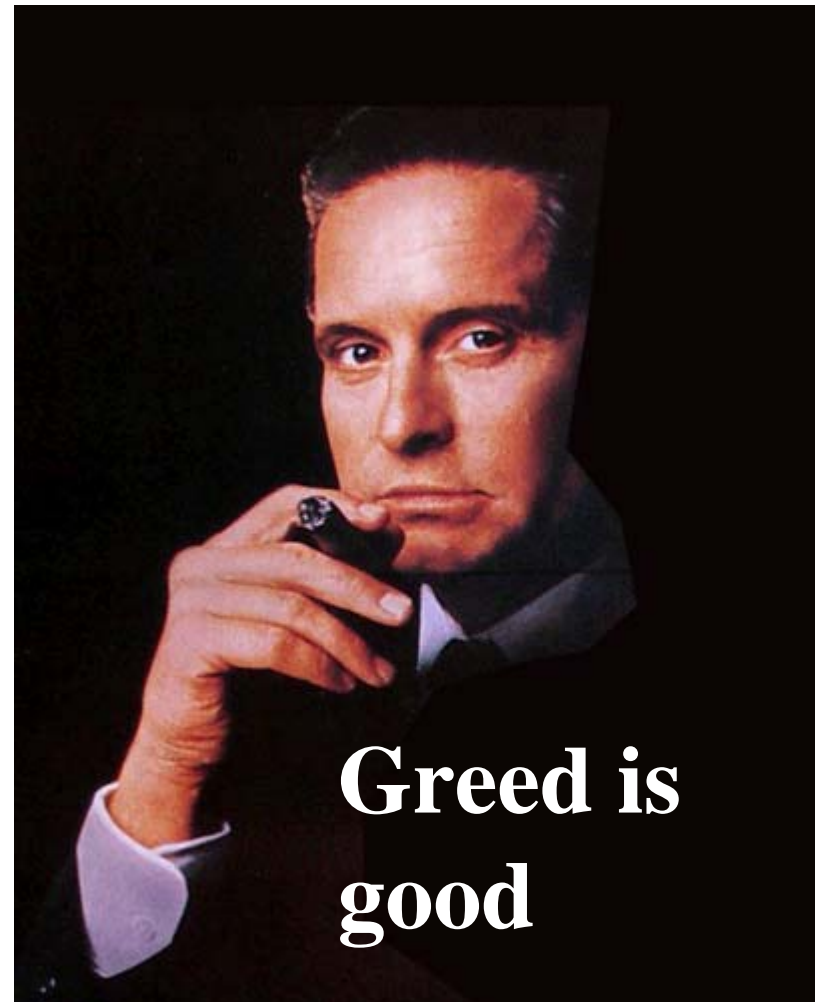
Empathy Bear feels your pain...



Perceptions of Hospital and Foundation



Commie!



Greed is good



Perceptions of our Teams





Develop a shared perception



Funder?





Prospect





Recognition Event



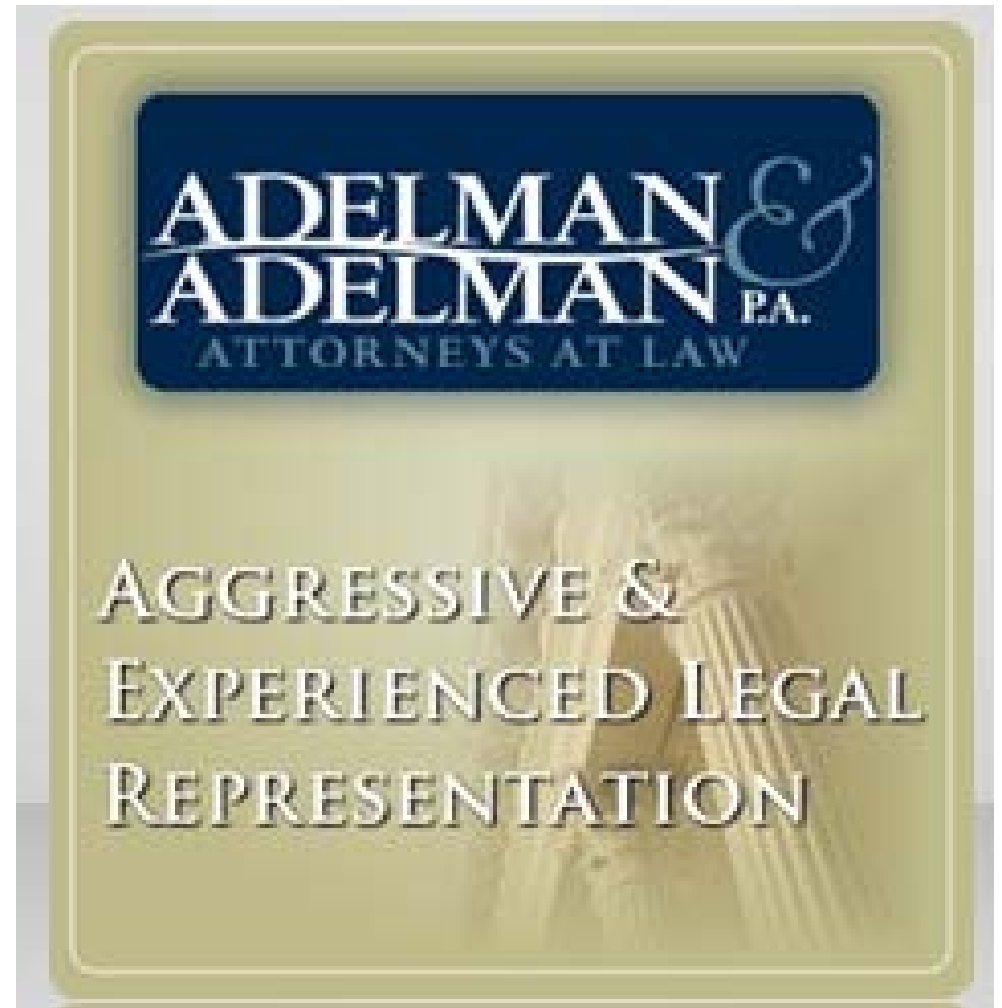


Competition





Signage





What should get Media Coverage?





How do you bridge this gap in perception?





COMMITMENT

The chicken is involved. The pig is committed.



Create a shared board committee





Need to have an Interpreter in both camps





Hospital owns the brand





The New Coke, Michael Jordan as a Baseball Player, Chevy Chase talk show, Bruce Willis singing rule....Stick to what you do best!



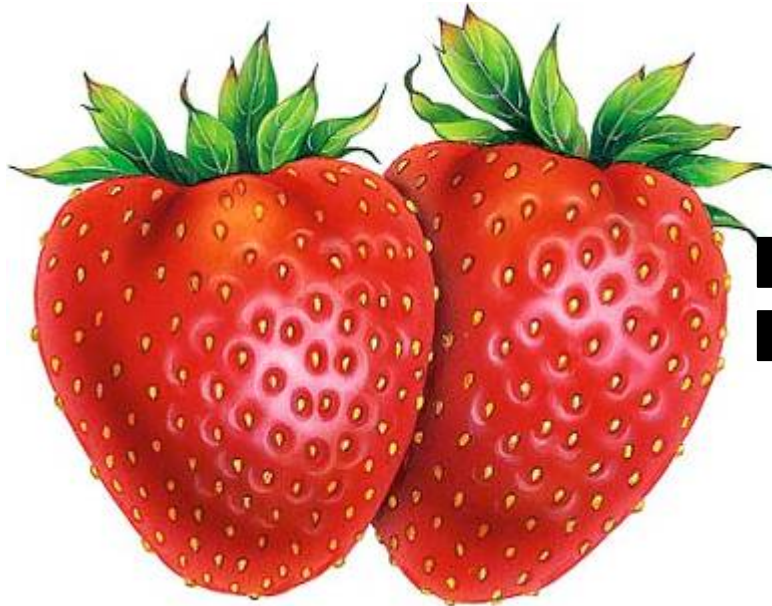
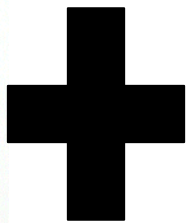


Win together





Look for Opportunities to Integrate





In Summary...

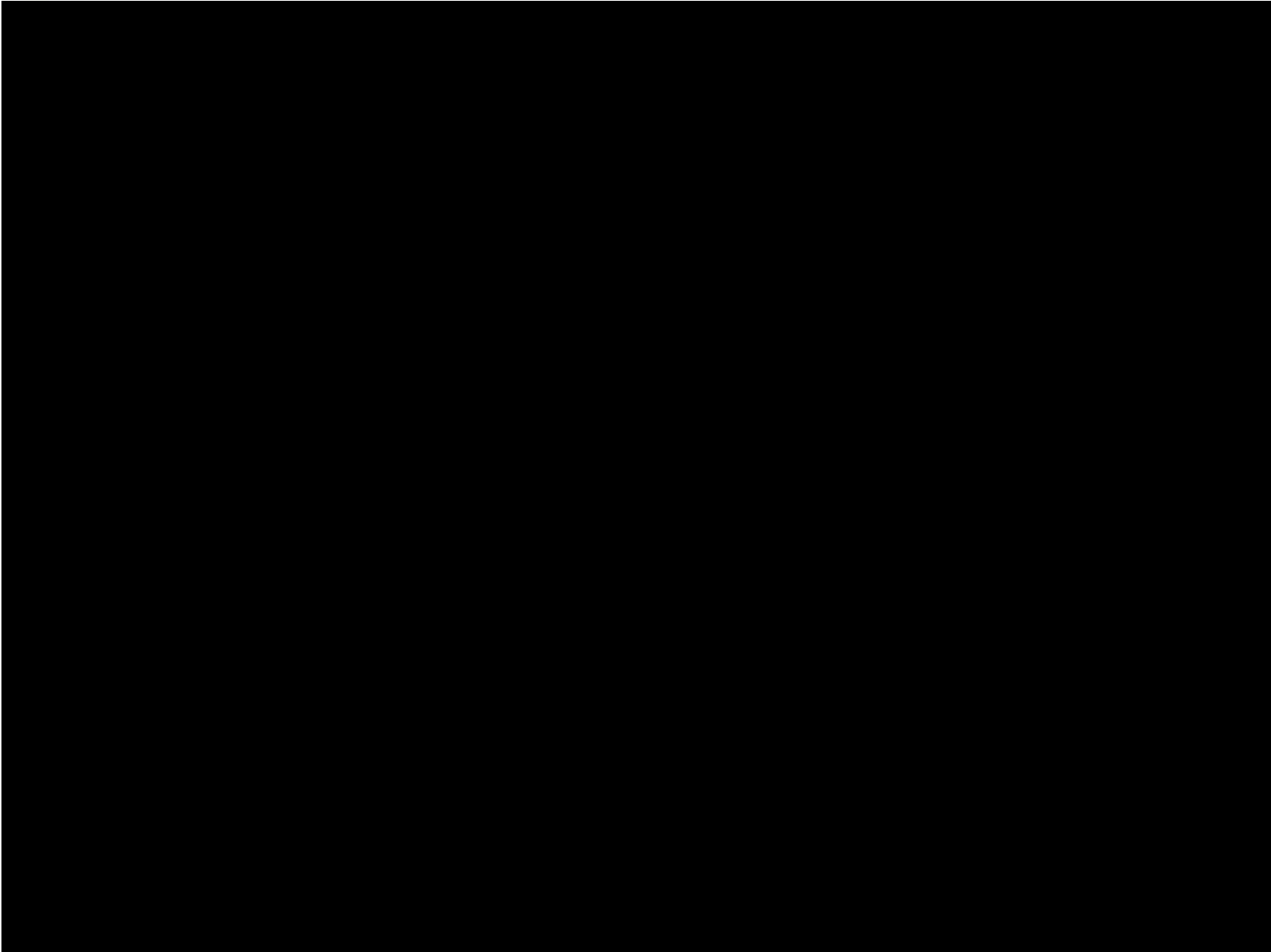
- Executive Commitment
- Shared Board Committee
- Need to have an interpreter in both camps
- Hospital owns the brand
- Play to your strengths
- Joint projects
- Look for opportunities to integrate operations (publications, web, events, etc.)



When you work together
amazing things can happen...



Brand Advertising





Campaign for Sunnybrook Launch





Campaign for Sunnybrook Launch





Campaign for Sunnybrook Launch





Campaign for Sunnybrook Launch





Campaign for Sunnybrook Launch





Campaign for Sunnybrook Launch





Campaign for Sunnybrook Launch





Thank you