
AWAKENING

VIRTUES IN

HEALTH CARE







Introducing ethos

The transformational, evidence-based power of gratitude has garnered significant attention from health care leaders over the last decade. Longitudinal research from neuroscience and psychology strongly affirms gratitude has a profound, uplifting effect on clinicians—including physicians, nurses and other caregivers—that

**increases joy in work,
reduces emotional exhaustion
and mitigates burnout.**

Brought to you by





Gratitude

Incorporating gratitude within a values-based, purpose-driven culture extends its impact throughout the broader health organization.

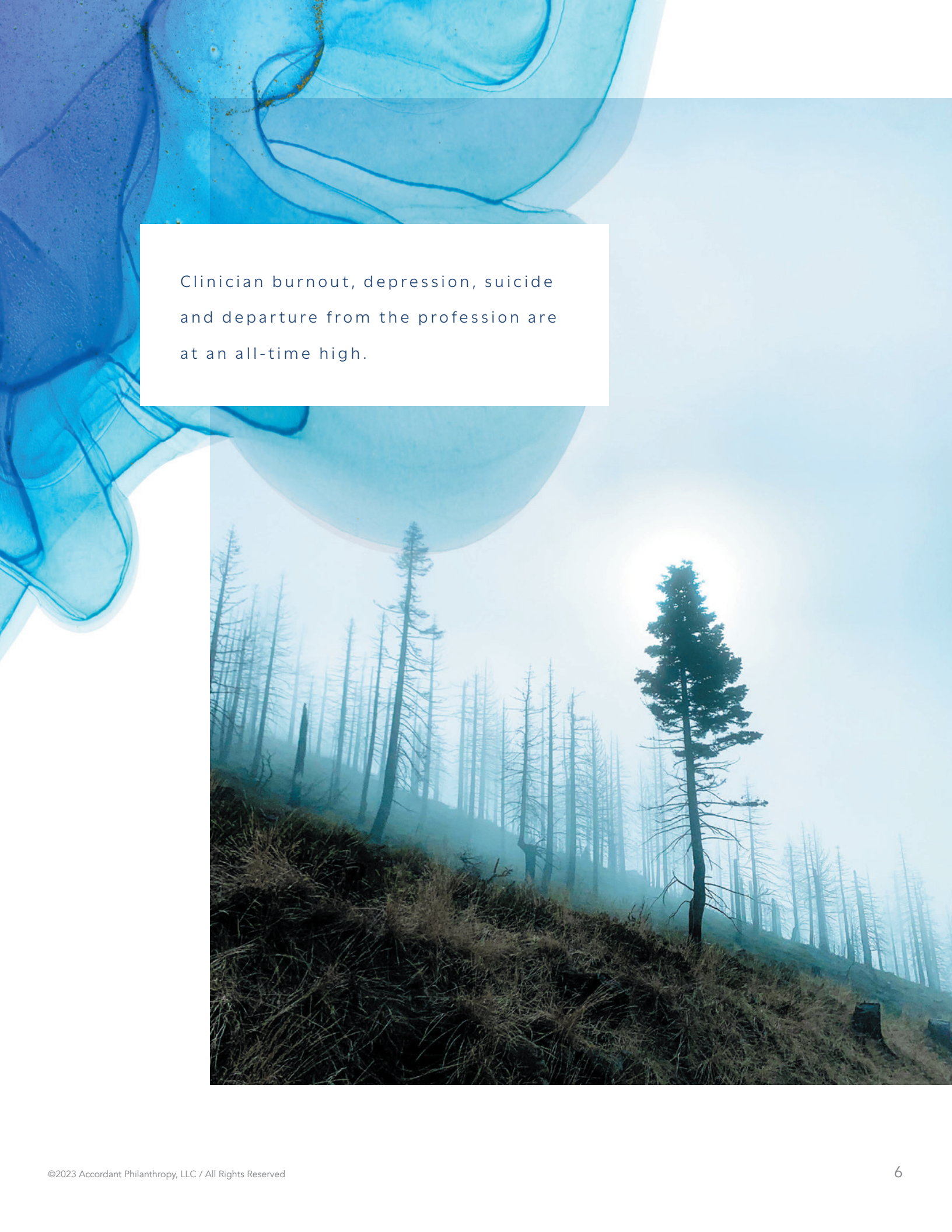
By fostering connectedness, collaboration and communication, gratitude contributes to a more cohesive and supportive environment. Gratitude also positively impacts patients; when patients experience genuine relational rapport and trust with their clinicians, it sparks gratitude that inspires continuity of care relationships and support of the health organization through philanthropy, advocacy and volunteerism. This virtuous circle uplifts various aspects of the organizational culture, bolsters clinician well-being, improves patient experience and fosters philanthropic support. Indeed, gratitude stands as a powerful force to catalyze positive change.

Health philanthropy organizations have proactively cultivated gratitude-based engagement programs following compelling research indicating patients and families are strongly inclined to give a significant, charitable, financial gift to a hospital.

Meaningful patient relationships start with a positive experience with a clinician, so clinicians have been asked to identify and to refer those who express affection for or demonstrate a keen interest in the health organization to the philanthropy team. Philanthropy advisors then explore patient or family member interest and intention to support the mission through charitable giving.

While these efforts are now the core of most health philanthropy programs, they don't go far enough.





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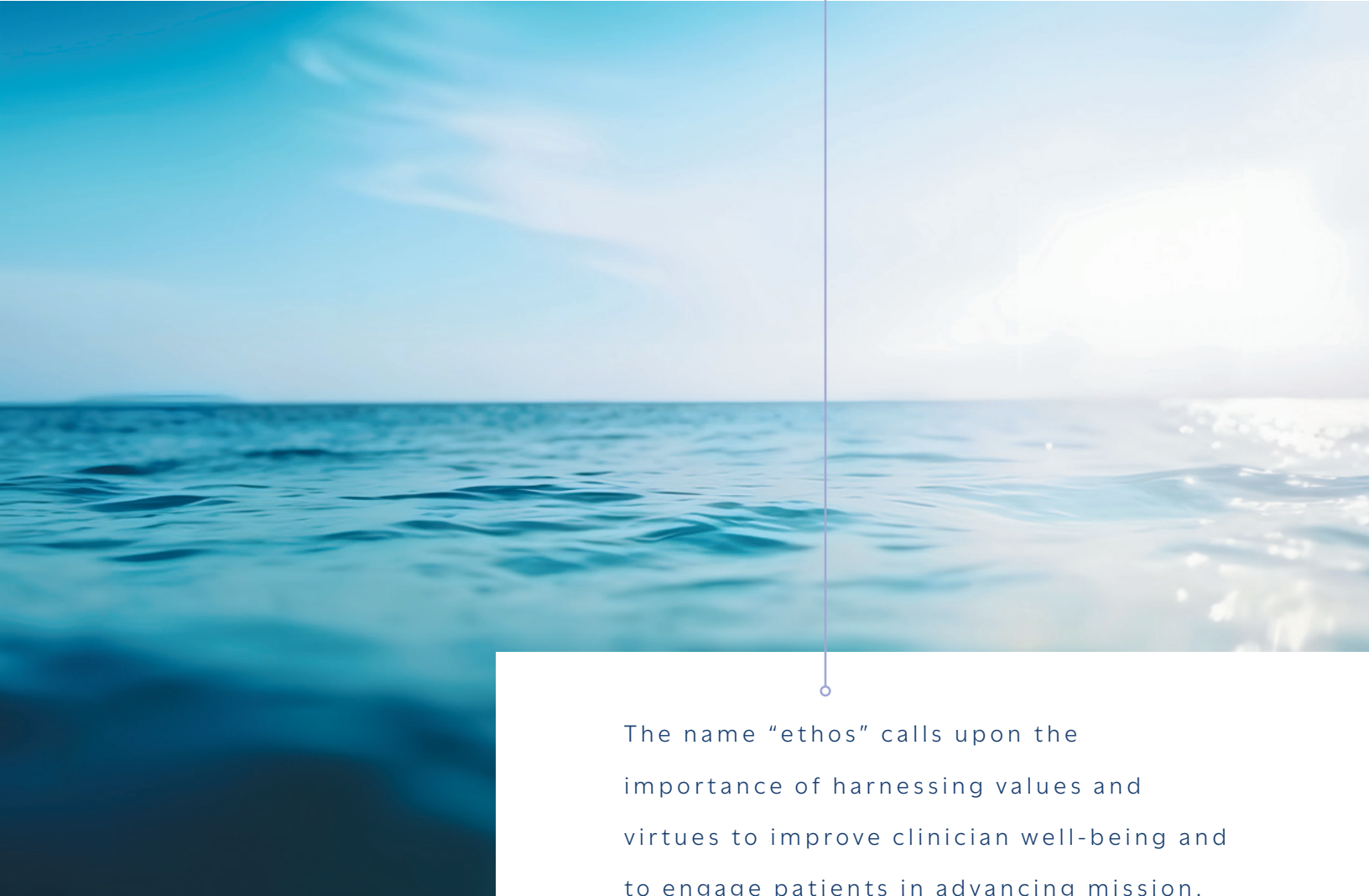
Many approaches to grateful patient and family engagement suffer from two significant limitations concerning clinician well-being and origins of gratitude:

1 It's undeniable clinicians are in crisis. In fact, clinician burnout, depression, suicide and departure from the profession are at an all-time high. Many clinicians express the weight of their responsibilities, citing long hours and overwhelming administrative tasks. In this environment, there is no room to ask clinicians to add another role that might further drain resilience and resolve. Instead, engaging clinicians must prioritize safeguarding and strengthening their well-being by illuminating pathways to joyful, purpose-filled connectedness. This can be achieved through engagement in meaningful, repeatable and enriching practices that yield positive and sustainable emotional and social benefits for both themselves and their patients. Further, these practices respond to what clinicians say they need, such as reconnecting with the values, virtues and purpose that drew them to a healing profession while also addressing systematic structures and culture that contribute to their stress and dissatisfaction.

2 Gratitude is a virtue that is fostered, not forced. It requires the right environment to incubate and to flourish. Thus, understanding the intentions and interactions that lead to patient and family gratitude is paramount. Thirty years of extensive research published in medical and scientific journals reveals consistent elements that not only support an exceptional patient care experience but also contribute to the cultivation of gratitude. Integrating these elements into clinical practice not only provides clinicians with valuable tools to develop better relational rapport and to improve patient compliance with care instructions but also fosters gratitude that results in patient loyalty, advocacy and vibrant philanthropy.

Holistic Approach

If you're ready for a holistic approach to grateful engagement, it's time to get to know **ethos**.



The name “ethos” calls upon the importance of harnessing values and virtues to improve clinician well-being and to engage patients in advancing mission.



elements of ethos:

Ethos consists of integrated service offerings:

Virtuous Practice: Neuroscience and psychology informed consulting, training, coaching and tools for clinicians to elevate well-being and to foster relational antecedents of gratitude as well as health executive and leader training to support knowledge, engagement and ownership. Within the ethos approach to Virtuous Practice comes the cultivation of kindness, compassion and gratitude, and consciously and consistently incorporating these practices to deepen trust and relational rapport.

Grateful Engagement: Best practice driven consulting, training, coaching and tools for philanthropy teams to foster the engagement of grateful patients and families in partnership with clinicians. This comprehensive service offering addresses identification and engagement of clinician partners; activation of philanthropic gift officers; optimization of data, analytics and infrastructure; acquisition and development of donor partners; utilization of performance measurement to refine strategy and to demonstrate ROI and hardwiring of efforts to create sustainable results.

Creative + Communications: Compelling communications and collateral supports the engagement of clinicians and internal allies as well as patients, families and advocates. Communications brings a heartbeat to the mission of the organization, builds a virtues and values-based organizational culture and fosters engagement of patients and family members as philanthropic donors and advocates.



Rooted in Evidence

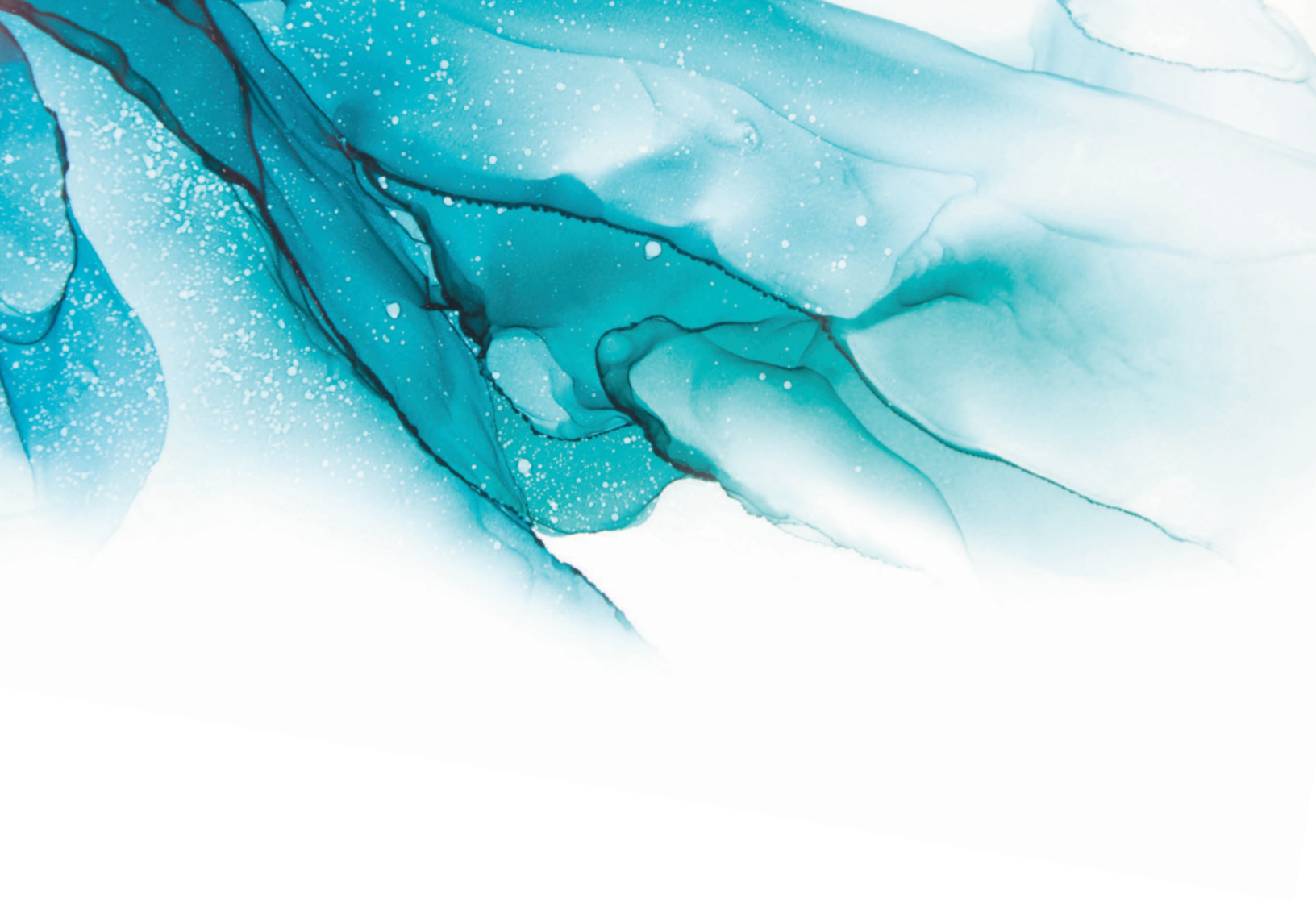
Ethos is rooted in 30 years of neuroscience and psychology affirming the power of values and virtues in advancing health care. This evidence-based program earns the trust of executives, clinicians, philanthropy leaders and allies by demonstrating fidelity to the science documented in medical and professional journals. Ethos then calls upon twenty years of best practice work to create a robust approach to values-driven, permission-based, relationship-focused fund development to create meaningful and sustainable partnerships with patient and family donors.

Ethos is delivered by a dedicated consulting and coaching team comprised of leaders with deep health care experience and passion for elevating health and well-being for all people. Outcomes are delivered by consultants with an average of 27 years' experience in health care. This level of expertise ensures consulting partners are not only knowledgeable guides but also adept navigators capable of agilely adapting to health care's constantly evolving landscape.

If you are ready to advance
clinician well-being, patient
engagement and gratitude-based
philanthropy in a vibrant new way,
it's time to get to know ethos:

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