

A close-up photograph of a gorilla's face and hands. The gorilla is holding a small, white, folded piece of paper in its right hand. The paper has the word "Admissions" printed on it in a simple, sans-serif font. The gorilla's fur is dark and textured, and its eyes are looking down at the paper. The background is a warm, golden-brown color with a subtle, repeating geometric pattern. The entire image is framed by a thin black border.

WHY IT MATTERS

GENEROSITY IMPROVES IMAGE

Many healthcare organizations are not viewed as generous. Nor are they perceived as having been created by generosity. They're seen as self-serving, profit-driven institutions out of touch with community needs. Never has not-for-profit status and tax exemption been so at risk. Or esteem so tarnished. We've been damaged by high-profile excess and greed. And we've missed opportunities to talk about generosity and make it a core part of our branding.



GENEROSITY HEALS



When we make generosity central to our identity, people experience us differently. They understand how the person providing their care lives generously. Maybe the physician cares for the homeless. Or the housekeeper or nurse just adopted a special needs child. An executive may be the reason why someone has housing or clean water.

Beyond how we live generously as individuals, there are ways the organization embodies generosity. Perhaps the organization invests a percent of its profit into unmet needs or funds services that are unprofitable. And beyond the organization are hundreds or thousands of people who have given to help make a particular treatment or service possible. Each thing we do in healthcare is an opportunity to tell these stories and build awareness of generosity.

If people see us as committed to doing the right thing and not simply maximizing our own gain, they will trust us with their lives and the lives of those they love. If they suspect we might cut corners or place our interests above theirs, they will hold us at a distance with suspicion.

Generosity is valuable because how people perceive us matters. We want to be seen as purpose-driven as well as clinically excellent. Generosity is part of our brand equity and the basis upon which we build our most important relationships.