

Development Dialogues

Helping your development team improve their knowledge and skills

No Fear Fundraising: How HIPAA Can Increase Donations

Online Webinar with

Matthew G. Wright, JD, CFRE

Director of Corporate and Foundation Relations, Scott & White Healthcare

Susan Fergus, RN

Program Director, Legacy Guest, Scott & White Healthcare

Date: April 8, 2010

Time: 1:00 pm ET/ 12:00 pm CT

Length: Approximately 1.25 hours

Where: Online

Webinar Description:

HIPAA does not need to hinder your fundraising efforts. Learn how to help your institutions raise money and comply with HIPAA guidelines, while enhancing donor relationships. You will learn the basics of HIPAA in relation to fundraising programs. In addition, you will be provided valuable tools and steps to help you work with your legal department and leadership. You will become familiar with Scott & White Healthcare's Legacy Guest program which has proved to be a highly effective vehicle to raise funds in a hospital environment.

About the Speakers:

Matthew G. Wright, J.D., CFRE, is director of corporate and foundation relations at Scott and White Memorial Hospital. He is the former CEO of the Mid-Tex American Red Cross. Wright received his law degree from Texas Wesleyan University School of Law and is a frequent speaker on nonprofit compliance and governance. Matthew is the 2007 AHP Journal Professional Paper Competition Winner.

Susan Fergus, RN, is the director of the legacy guest program for Scott and White Memorial Hospital. Susan has served in various capacities in the hospital system and in the delivery of patient care. Ms. Fergus was responsible for the development and launch of the Legacy Guest program.

What You Will Learn:

- The Basics of HIPAA and Fundraising.
- How-to create a donor stewardship program that enhances patient satisfaction and increases donations.
- To work with your organization's compliance officer and legal counsel to make sure your organization is within guidelines and ensure you are being provided the access to patient information that you can and should receive.
- Learn about the Scott and White Healthcare Legacy Guest program that effectively raises funds from patients within the parameters of HIPAA guidelines.

Who Should Attend:

- Development professionals including major gift officers, directors of development, annual giving officers
- Chief Development Officers seeking to improve fundraising results
- Leadership
- Compliance officers
- Development Committee Members

What You Will Need to Participate:

The event is live and interactive with opportunities to ask the presenter(s) your questions. The audio is delivered directly to you over the telephone to provide clear, reliable sound quality. The visual presentation is delivered over the Internet. Invite as many people as you wish to attend at your location. For large groups, use a speaker phone to deliver the audio and a projection system to deliver the web component.

To Register:

Attendees may press the link to [register](#) online. Credit cards are the preferred form of payment: Visa, MasterCard, American Express, and Discover. Invoicing can be arranged, but payment must be received before the date of the webinar. Registration fee is \$199 per connection.

Refunds:

Refunds will not be issued. If you think you may have difficulty attending the time of the session, order a recording.

Can't Attend? [Order a recording.](#)