

# Association for Healthcare Philanthropy Madison Institute

## HC 101 Mini Track

2023

**Core Faculty:**  
Sharon Harrington  
Jennifer Ratliff  
Scott Senatore  
Preston Walton

Sunday, July 17	Topic/Activity	Faculty
1:00 – 5:00 PM	Registration	
5:00 – 5:45 PM	Welcome & Instructions	Harrington Senatore Ratliff Walton
5:45 – 6:30 PM	Healthcare Fundraising the Unique Beast: An Overview of HC 101 and Resources Available through AHP	Harrington Senatore Ratliff Walton
6:30 – 7:45 PM	Networking Social	

### Class Guest Speakers

*Donna Budak, Division Vice President of Philanthropy, St. Luke's Foundation*  
*Shannon Duval, Principal and Owner, Good Today Better Tomorrow Advisers, LLC*

## Madison Institute 2023—HC 101 for Experienced Fundraisers

Monday, July 18	Topic/Activity	Faculty
7:00 – 8:00 AM	Breakfast – Great Hall, Memorial Union	ALL
8:00 – 9:00 AM	General Session/Opening Keynote – Great Hall, Memorial Union	ALL
9:15– 10:45 AM	Understanding the Healthcare Sector: Healthcare Delivery and Economics	Harrington
10:45– 11:15 AM	Idea Lab #1	ALL
11:15 AM – 12:00 PM	Managing Up & Across: Working with the Leadership at Hospitals and Health Systems	Walton
12:00– 1:00 PM	LUNCH	ALL
1:00– 2:15 PM	Understanding HIPAA	Budak
2:15– 3:30 PM	Understanding the Healthcare Sector: Acronyms and Terms	Harrington Senatore Ratliff Walton
3:30– 4:30 PM	Idea Lab #2	ALL
4:30 – 5:00 PM	Day One De-Brief	ALL
5:00 – 6:00 PM	Networking Social	ALL
Evening	Dinner on your own	ALL

*\*All sessions and breaks are in Pyle Center unless otherwise noted.*

## Madison Institute 2023—HC 101 for Experienced Fundraisers

Tuesday, July 19	Topic	Faculty
7:30 – 9:00 AM	Breakfast & General Session – Great Hall, Memorial Union	ALL
9:15 – 10:30 AM	Understanding the Healthcare Sector: Population Health and Health Equity	Walton
10:30 – 11:30 AM	Understanding the Healthcare Sector: Employee Giving	Senatore
12:00 – 1:00 PM	LUNCH	ALL
1:00 – 2:00 PM	Idea Lab #3	ALL
2:00 – 3:15 PM	Understanding the Healthcare Sector: Grateful Patients	Ratliff
3:15 – 4:30 PM	Case Study	ALL
4:30 – 5:00 PM	Session Wrap Up	ALL
5:00 – 6:00 PM	Networking Social	ALL
Evening	Dinner on your own	ALL