

# Association for Healthcare Philanthropy Madison Institute

## Healthcare 101 Mini Track

2024

### Core Faculty:

Preston Walton - Dean  
Sharon Harrington - Associate Dean  
Jennifer Ratliff  
Scott Senatore

### Guest Speaker:

Donna Budak, FAHP, CFRE

Sunday, July 21	Topic/Activity	Faculty
9:00 am – 1:00 pm	Registration	
1:00 pm	First class begins	
1:00 – 1:45 pm	Welcome & Instructions	Harrington Senatore Ratliff Walton
1:45 – 2:30 pm	Healthcare Fundraising the Unique Beast: An Overview of HC 101 and Resources Available through AHP	Harrington Senatore Ratliff Walton
2:30 – 3:30 pm	Starting with your Team as Philanthropic Partners: Employee Giving Campaigns	Senatore
3:30 – 4:45 pm	Idea Lab #1	ALL
4:45 – 6:00 pm	Understanding the Healthcare Sector: Grateful Patient Philanthropy	Ratliff
6:00 – 6:30 pm	Day One Roundup	ALL
6:30 – 7:45 pm	Networking Social	
Evening	Dinner on your own	

## Madison Institute 2024—[Healthcare 101 for Experienced Fundraisers]

Monday, July 22	Topic/Activity	Faculty
7:00 – 8:00 am	Breakfast – Great Hall, Memorial Union	
8:00 – 9:00 am	General Session/Keynote – Great Hall, Memorial Union	
9:10 – 10:30 am	Mastering the Healthcare Sector: Healthcare Delivery and Economics	Harrington
10:30 – 11:45 am	Elevating Research/Innovation through Endowed Chairs, Restricted and Unrestricted Funds	Ratliff/Walton
11:45 a.m – 1:00 pm	LUNCH	ALL
1:00 pm – 2:15 pm	Exploring HIPAA and Privacy Policies at your Healthcare Organization	Budak
2:15 – 3:30 pm	Idea Lab #2	ALL
3:30– 4:45 pm	Healthcare Access for All: Population Health and Health Equity	Walton/Harrington
5:00 – 6:00 PM	Networking Social	
Evening	Dinner on your own	

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

**Madison Institute 2024—[Healthcare 101 for Ex<sup>3</sup>perienced Fundraisers]**

<b>Tuesday, July 23</b>	<b>Topic</b>	<b>Faculty</b>
7:30 – 9:00 AM	Breakfast & Roundtables – Pyle Center	
9:10 – 10:30 am	Managing Up & Across: Working with the Leadership at Hospitals and Health Systems	Walton
10:30 am – 11:45 am	Idea Lab #2	ALL
11:45 am – 1:00 pm	LUNCH	ALL
1:00 – 2:15 pm	Storytelling in Philanthropy	Walton
2:15 – 3:00 pm	HC 101 Track Wrap Up	ALL