

Hospitals

Overview

Hospitals may seem like an unlikely ticket candidate. After all, they have you and me as clients and we pick a hospital based on proximity (if it's an emergency) or based on our health insurance network (if we need surgery or tests). What the general public doesn't know is there are a number of inner-workings that take place for a hospital that matter when it relates to ticket buying.

Hospitals work with patients, doctors and insurance companies to grow their business. With the recent healthcare changes, hospitals have also been growing their visibility in the community in order to be viewed as a good corporate citizen.

Why they buy tickets

Hospitals can use tickets in multiple ways.

The most obvious way is as a reward or employee incentive. This is common in hospitals since the employees are usually underpaid and overworked. The hospital can either buy a block of tickets for a particular game and bring a group or buy a large block of a smaller ticket package to distribute for reward and recognition on a monthly basis. We've seen hospitals buy upwards of 200 seven game plans to use as an employee reward and recognition program.

The Director of Marketing also has reason to use tickets. Hospitals have to schmooze local doctors to get those doctors to perform their surgeries at their hospitals. This is where the hospitals make their big money. The more surgeries at the hospital, the better. They begin by selling the doctor on the hospital's resources but have to make sure the doctors are comfortable with the surgical staff, the staff's capabilities and the hospital's ability to make the doctor's life easy. The doctors only want to focus on the surgeries and have the hospital handle all the rest of the details.

Hospitals can be strong participants in community-related ticket programs where tickets are purchased and then donated to local children or provided to some of the families with children that have long-term care problems.

The final way for a hospital to use tickets is through their Director of Business Development or Fundraising. That office focuses on donors from big businesses to get them to serve on their fundraising board. The Director needs to have a solid relationship with their potential board members so those members will be comfortable donating corporate funds and soliciting funds from other potential donors. This department is more likely to be a candidate for a nightly suite or Party Suite to entertain prospective donors in a group setting more than in one on one settings.

Decision Makers – Who to talk to...

Every hospital has a CEO. This could be a person with a business background or a former doctor who is no longer practicing and has moved to the administrative side. If you can meet with the CEO, they most likely will bring in other departments mentioned above to help

evaluate the options. If meeting the CEO proves impossible, go to each department head and start there. In larger hospitals, those department heads can make their own decisions, especially in HR, Community Relations and Development.