

Grateful Patient Program

An introduction

ICON
CANCER FOUNDATION

HOW CAN I SAY

Thank you

Share your thanks. Help future patients.

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Grateful Patient Program

What to expect

This presentation covers:

- Understanding gratitude in healthcare
 - Recognising when patients want to go beyond words
 - Responding with empathy and professionalism
 - Resources to support these conversations
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What is Icon's Grateful Patient Program?

“How can I say thank you?”

Sometimes it can be challenging to know what to say when patients or their families ask how they can give back.

- A framework to recognise and respond to patient gratitude.
- A guide and suggested language when responding to patients and their families who wish to show appreciation.
- Offers patients the option to thank their care team - including, if they wish, by donating to ICF.
- Designed to support both staff and patients.
- Provides clear, ethical pathways for patients and families to give back.



Grateful Patient Program

What are the benefits?

- Supports emotional healing and wellbeing for patients.
 - Enables staff to respond appropriately and confidently.
 - Raises vital funds for research.
 - Hearing patients' gratitude boosts team morale.
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Understanding gratitude

- Gratitude is expressed in many different ways.
 - It can be verbal appreciation, gestures or actions.
 - Some patients show thanks by bringing food or gifts.
 - Others may ask about fundraising or donating.
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Recognising when gratitude goes further



"I wish I could do something to thank you."

"You've changed my life. I want to help."

"I want to give back to Icon."

"Some people support research through Icon Cancer Foundation. I can give you something to take away if you're interested."

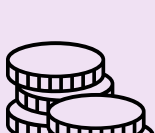
Thank you, that's very kind. I can share with you some information or connect you with the ICF team."



These moments show a desire to contribute beyond words. We've developed guidelines and language to help you respond.

Why recognising ‘beyond gratitude’ matters

- For many patients and families, giving back is part of the healing process.
- Not everyone feels this need, but for those who do, it holds deep meaning.
- Giving can help restore a sense of control in a time when patients often feel powerless.
- Recognising these moments helps strengthen the connection between patients and their care team.
- For those who want to take the next step, a supported pathway is available, including the Grateful Patient Portal.

Prompt (how interest is expressed)	Touchpoints (where interest is generated)	Actions (what to do next)
 Asks how to donate  Wants to “give back”  Wants to recognise staff  Talks about research  Asks about fundraising	Doctor Care provider / nurse Front desk staff Site Manager ICF brochure / newsletter	1. Provide ICF brochures. 2. Refer to ICF website: iconcancerfoundation.org.au or scan QR code on poster/brochure 3. Ask if they’d like to be contacted by ICF – if yes, pass on their details to the ICF team 4. Ask Site Manager if unsure or contact ICF via email at foundation@iconcf.org.au

The intent behind the program

The Grateful Patient Program is not a transaction – it's about honouring a person's motivation to recognise exceptional care.

When we don't provide a pathway for gratitude, patients may feel dismissed or unheard.

Avoid responses like "It's part of my job" – this can unintentionally block that healing moment.

Instead, acknowledge their gratitude and offer a simple, supported way for them to give back if they choose.

HOW CAN I SAY

Thank you

Share your thanks. Help future patients.

Supporting doctors and staff

You're not being asked to ask for donations – just to recognise when gratitude goes beyond words.

Tools, training and resources are available to help you respond confidently and appropriately when a patient wants to go beyond words of thanks.

For those patients who wish to take the next step, the Grateful Patient website portal provides a safe, supported way to share a message, tell their story or donate.

HOW CAN I SAY

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Grateful Patient Program

Ethical guidelines

Key points from the Grateful Patient Program policy:

- Donations must always be voluntary.
- Staff must not ask or solicit donations.
- Simply guide interested patients to the brochure, poster or portal.

This protects both patients and staff.

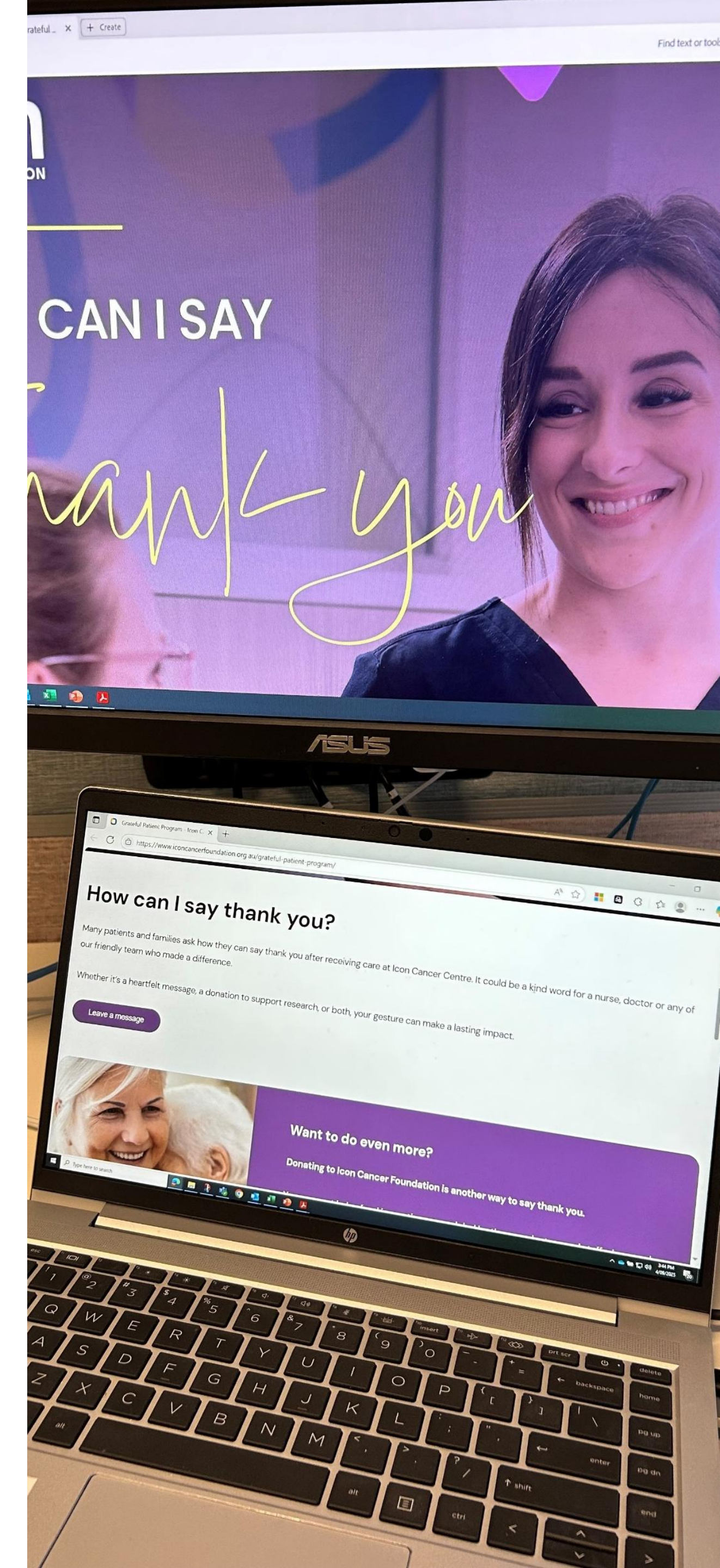


Grateful Patient Program

Resources available

Resources are available to help staff guide patients and families:

- Grateful patient portal: an optional, secure space where patients can leave a message of thanks or donate if they choose.
- Brochures: available at all sites to explain the program and portal.
- Conversation guide and training video: practical guidance for responding with confidence.
- Policy and ethical guidelines: ensure staff and patients are supported.



Visit the Grateful Patient portal

Say thank you to your care team.
Support innovative research.



iconcancerfoundation.org.au/grateful-patient-program/

HOW CAN I SAY

Thank you

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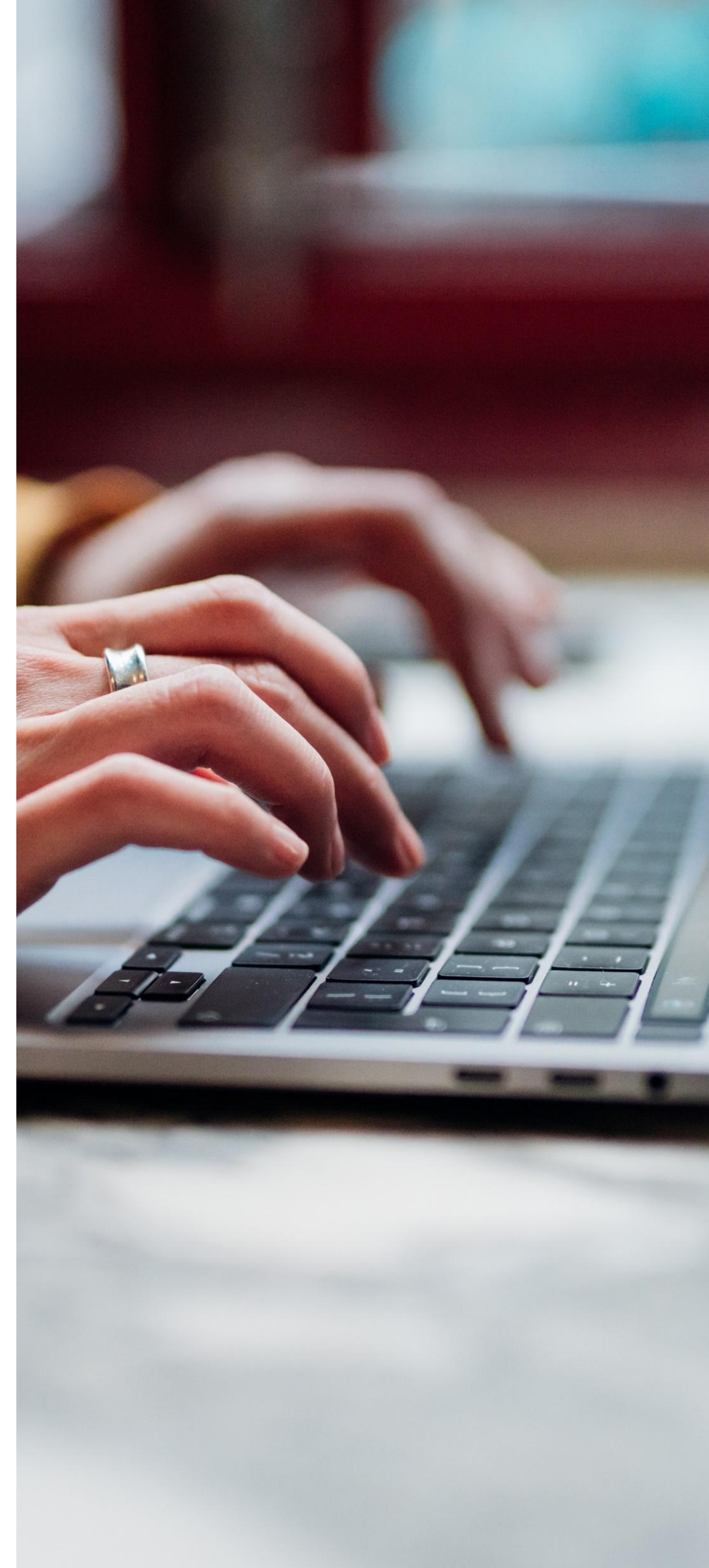
Scan to visit the Grateful Patient Portal – an optional way for patients and families to leave a message of gratitude or donate.

Grateful Patient Program

Find out more

On the Icon intranet (search *Grateful Patient Program*):

- Grateful Patient Program policy
- Short training video
- Conversation guidelines and information.
- Access to brochures and the portal.



A close-up photograph of two hands gently cupping a small, glossy red heart. The hands are light-skinned, and the heart is a vibrant red with a slight reflection on its surface. The background is a soft, out-of-focus grey.

Grateful Patient Program

Final thoughts

The GPP isn't about asking for donations - it's about acknowledging gratitude.

It helps patients and families express thanks in a meaningful way while supporting research.

Your role is to recognise when someone wants to go beyond gratitude and guide them to the right pathway.



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