



CCNM Gratitude Initiative

Frequently Asked Questions



CCNM

CANADIAN
COLLEGE OF
NATUROPATHIC
MEDICINE

What is CCNM's Gratitude Initiative and what is a grateful patient?

The Gratitude Initiative at CCNM brings together the gratitude of patients who, through their engagement and generosity, are advancing naturopathic medical education, clinical services and research.

A grateful patient is someone who would like to recognize and thank their naturopathic doctor for the quality care they have provided. In the words of one grateful patient: *"I am supporting the College in the hopes that others can experience the same care I received."*

Why is the Gratitude Initiative important to the profession and to the College?

Charitable giving is critical to saving and improving more lives through excellence in care, research and teaching. CCNM advances the naturopathic profession through innovative research, education and collaboration with other health-care institutions.

Does this mean I have to ask my patients for a donation? Will it interfere with patient care?

No. You will never solicit your patients nor will this interfere with patient care.

Excellent patient care and patient safety will always be our highest priority. The deep human bond that patients have with their health care providers is profoundly

important. We will always ensure the intent of grateful patient donors is fulfilled at the highest level possible.

How do I recognize a grateful patient during a clinic visit?

The care that you and other members of the profession provide is life changing and often lifesaving for patients. Through this work, you develop a strong relationship with your patients. It is through this relationship that you can listen and watch for clues:

- * Is your patient showing an interest in your work, in the disease? Do they ask, 'is there more that I can do'?
- * Has the patient had an extraordinary experience or exceptional results?
- * Do they express a wish that others would be able to access the same level of care?
- * Has the patient shown appreciation in other ways – thank-you cards, token gifts and referrals to friends and family? Acknowledging the patient's intent to give back is crucial.

What do I say and do if a patient shows their gratitude?

Avoid the tendency to dismiss gratitude by saying "You don't have to thank me. I am just doing my job." Consider replying:

- * *"The naturopathic College is undertaking an important initiative to further the profession and would appreciate your support. This brochure will provide more information."*

* *"May I put you in touch with my colleagues from CCNM. They will identify the best way for you to support the profession."*

* *"Have you considered making CCNM the charity of choice for your fundraising or pledge-based event?"*

* *"Would you like to share your story or be more involved?"*

Only provide information about the Gratitude Initiative to patients who have expressed an interest.

Where will the donations go?

Patients have the option of directing their donations. Contributions can support clinical care delivered by our interns and supervisors at our on-site teaching clinics, satellite clinics, student scholarships or bursaries, curriculum development, the CCNM Integrative Cancer Clinic, the Patterson Institute for Integrative Oncology Research, and research in complementary and alternative medicine.

CCNM is a registered charitable organization and receives no direct government funding.

How can my patient share their story?

An important component of the Gratitude Initiative is to collect stories of gratitude and highlight the impact ND's have on their patient's health.

Your patient can share their story on our website at: ccnm.edu/gratitude

Patient stories will be published on our website.

Will my regulatory board consider the GI patient stories as testimonials?

No. Naturopathic doctors in most jurisdictions are not permitted by regulators to use patient testimonials in

their marketing material. In consideration of provincial practice guidelines, patient stories will not include the name of their naturopath. The stories will not be shared as a testimonial to your care.

The gratitude and stories shared by your patients on the CCNM website will be a testimonial to the impact of naturopathic medicine on their health. The intent of the Gratitude Initiative is to drive awareness about naturopathic medicine and enlist support for initiatives at the College, which will advance the profession.

I am interested in supporting the Gratitude Initiative in my practice.

What support materials are provided?

Hard and soft copy materials are available to support your conversations about gratitude with your patients:

- * Brochure (these brochures are personalised with your name and graduating class.)
- * Poster
- * PowerPoint slides for in-office screens
- * Email signature
- * Social media posts
- * Content for blogs and newsletters

Who do I contact at CCNM for more information?

Dr. Marika Berni, ND, Advancement consultant at mberni@ccnm.edu.

Learn more about CCNM's Gratitude Initiative by visiting our website: ccnm.edu/gratitude