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Linking Business and Healthcare for the Greater Good

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Linking Business and Healthcare for the Greater Good

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ABSTRACT

Molloy University just celebrated its tenth year of its renowned Capstone program. In doing so, students who have successfully completed the program (alum) as well as current students were acknowledged for their accomplishments pertaining to their final Capstone projects. This year the consulting teams worked with a fairly large nonprofit, The Hospice Care Network of Northwell Health. This enabled our students to delve into an interdisciplinary study between the Business and Healthcare fields to assist children who have been adversely impacted by the loss of a loved one and who are participants in their bereavement program.

The consulting teams not only recommended new and innovative fundraising programs, community outreach programs, and integrative marketing toolkits to increase brand awareness and deliver a consistent marketing message that supports its mission and vision, but the team executed some of these recommendations and it truly transformed all that were involved including the client, faculty, and students collectively.

One particular team, the team represented at this conference, was able to monetize their fundraising efforts and partner with Molloy University's Student Government and Performing Arts Club executive board to build recurring support with "The Night at the Theatre" program that takes place every spring at the University.

The Capstone experience continues to contribute toward our students' personal and academic success. We successfully engage in hands-on transformational learning year over year which shapes the lives of our students and have them graduate with the proper disposition to be tomorrow's sought-out leaders in their chosen industries. The faculty who instruct the Capstone program truly take pride in this type of real-world endeavor with their student body.

This project has made its mark on the hearts and minds of our students as we still continue to collaborate with The Hospice Care Network today. The School is proud of their accomplishments and we have already experienced the impact that our collaboration has had on society through the diligent work and commitment our students have put forth to assist children in need.

Keywords

Nonprofit, Intrapreneurship, Social Media Collaboration, Marketing, Fundraising, Community Outreach.

1 THE CONSULTING PROJECT

The Fall 2022 Capstone consulting team, IGC Consulting was initially charged with assisting their client to create new and innovative fundraising techniques that would enable it to expand its reach within our local community. Their assigned client, the *Hospice Care Network* who is affiliated with Northwell Health, looked to this consulting team to create these new initiatives in order to build on its already reputable bereavement program. The collaborative goal between the client and IGC Consulting became a series of new, fun, and sustainable ways for the *Hospice Care Network* to fundraise, but also involved the families of its program to develop a further sense of community over the long term.

2 THE CONSULTING PROBLEM

The *Hospice Care Network's* bereavement counseling program has grown significantly over the years and is currently facing various challenges due to its limited resources. Through Molloy's School of Business Capstone program, it would be able to not only assist more children in need of bereavement counseling across Long Island, but find new and innovative ways to sustain its program over time.

Therefore, there were three consulting teams that were formed to add significant support to the client's limited staff to research and strategize ways to increase its reach within the community. The students broke up into teams, researched their charged areas

and came up with invaluable turnkey recommendations at the end of the semester for the client who is still grateful for our support.

The *Hospice Care Network's* senior leadership team was instrumental in this process. They helped guide the students through challenging pathways toward sustainable results. Due to our efforts, the *Hospice Care Network* is able to continue the critical support to children who have lost loved ones to properly go through the grieving process to not adversely impact their emotional health and wellness as they continue to grow throughout their lives. Everyone involved in this process from the client, the students, and the professor were grateful to have experienced this transformational course together toward the greater good.

3 THE RECOMMENDATIONS

Partnering with Nearby Colleges and Universities

College campuses have the capacity to generate needed funding for nonprofit organizations as students engage in fun activities such as bake sales, sport games, etc. that benefit these organizations. For the *Hospice Care Network*, proceeds from these types of events would be forwarded directly to the organization including expanding its reach toward a new demographic.

Partnering with Local Businesses

The idea behind partnering with local businesses such as White Post Farms and other family-oriented establishments is to continue to spread awareness of the need for bereavement counseling for children. The organization may look to host an educational table to increase donations among the families that frequent the farm. Partnering with local restaurants and hosting charity dinners and/or having a sponsored night where proceeds are donated to the *Hospice Care Network* would also benefit the children of their reputable program.

Partnering with Local Theatres

Everyone loves some sort of entertainment and partnering with local theatres in the community would resonate with many who would like to participate in a night out at the theatre while donating to a good cause. IGC Consulting collaborated with the Madison Theatre located in Rockville Centre to create such an event that would turn into a recurring event each year held by the Molloy Performing Arts Club. The Club built into its charter to support the *Hospice Care Network* on an annual basis moving forward as a result.

4 HINDRANCES OF THE PLAN

The idea behind the Capstone program is to have students realize that when working with local nonprofits and the personnel within these organizations, that there are inherent risks when recommending sustainable ideas. Individuals are vested in the organization and even though new ideas seem to be good ideas, they might not be well received or supported by those within the organization.

In order for ideas to remain sustainable, there needs to be buy-in from those that work with the children and those that run the program. In addition, there are inherent risks when reaching out to local partners and their not being able to be exclusive to one nonprofit and/or those at IGC consulting who might receive the anticipated support as a whole for their honorable efforts.

Having the students go into the field and acquire hands-on experience with adversity in this process became invaluable and is what we pride ourselves on when running this program. The students agree that there is no better way to learn about civic engagement than having successfully completed this course at Molloy University.

5 SUMMARY OF COVETED OUTCOMES

The idea of creating innovative fundraising ideas for the *Hospice Care Network* was at the core of the consulting team's mission. The team not only successfully completed this exercise, but went above and beyond to acquire both monetary and in-kind donations to support the children on a recurring basis.

Every member of the consulting team improved their communication skills while working within a group setting, coupled with the improvement of their business writing skills, when pitching their efforts in the field with potential partners.

In addition, the students were able to better understand the role of civic engagement and what corporate social responsibility means while trying to sustain an organization's mission and vision toward social good.

6 IMPACT ON THE COMMUNITY

IGC Consulting is confident that its efforts will have far greater reach than what was developed through this Capstone course. The students themselves have become ambassadors of the *Hospice Care Network's* bereavement counseling program and will assist with expanding its reach even after graduating from Molloy's undergraduate business program.

7 ACKNOWLEDGEMENT

The authors wish to thank the leadership of the *Hospice Care Network* for their expressed interest in participating in the Capstone program and their continued support throughout the process. It was a truly transformational process which has helped the students to remain humble as they enter into society as future business leaders.

8 REFERENCES

Will be supplied upon request.