
Editors' Notes

WITH HEALTH CARE PROVIDERS throughout the world facing what seem to be insurmountable challenges in providing access to quality health care, health care philanthropy is becoming ever more essential, crucial, and central to the health care enterprise.

This volume addresses some of the major issues surrounding health care philanthropy. Positioning the contribution of fundraising and relating it to the financial support for and stewardship of the health care provider will go a long way in establishing consistent policies in various parts of the world for health care delivery.

Clearly, where the philanthropic engine thrives, the crucial role of the chief executive officer, physicians, nurses, and other health care givers is more attractive and essential than ever. Here we examine the topic of measuring our performance in these areas and developing a sophisticated, professional approach in order to enhance health care philanthropy.

The chapter authors are some of the most accomplished experts working in health care philanthropy. As you will see from the essential topics that they address, it is imperative that health care development professionals understand the environment within which health care providers operate today. This understanding is essential in order to build effective philanthropy.

It is our pleasure as the editors to have brought this volume to life; at the same time, we acknowledge the dedication and commitment of the chapter authors. We welcome your attention to their perspectives based on their experience, training, and education, and

we hope that their efforts will also prompt a lively discussion of the elements essential to health care philanthropy.

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