



Beth Israel Hospital Boston

330 Brookline Avenue
Boston, MA 02215

A major teaching hospital
of Harvard Medical School

A constituent agency of
Combined Jewish
Philanthropies

Susan Galler
Vice President, Development

(617) 735-3600
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30 November 1994

Mr. Simon Garfinkel
52 1/2 Pleasant Street
Cambridge, MA 02139

Dear Mr. Garfinkel:

Dr. Rabkin forwarded your letter to us dated 27 October. Thank you for taking the time to tell us your thoughts. I would like to explain our approach to fund raising in hopes that you will understand the situation from our point of view.

I'm sure you will agree that it is important for institutions such as Beth Israel Hospital to go about the business of fund raising in a relatively orderly way. That includes sending out periodic requests to virtually all individuals who become identified as patients unless, of course, we are aware that they are deceased or otherwise aware of some reason not to solicit them.

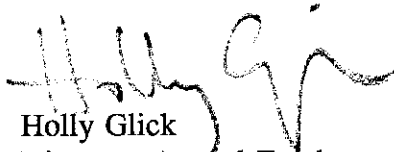
It turns out that such sweeping sets of request are not unproductive and, since the money is put to good use, it is a practice that will be continued. Inevitably, there are instances of awkwardness for one reason or another that arise out of such sweeping solicitations. It is important, of course, not to view requests of this sort as highly personalized but rather as part of an overall effort to develop funds to support service to those who can't pay and the scholarly activities of our institutions for which full payment is not made.

Beth Israel depends on donations from patients and friends to help ensure that families without adequate insurance, or no insurance, will not be turned away. These gifts also help BI researchers reach the next breakthrough in the treatment of heart disease, cancer, and other conditions threatening to patients and their families. Because Medicare and Medicaid, as well as private payers, are paying hospitals less than the actual cost of care, it is important for us to look to our patients and friends for support.

The important thing, of course, is that you are satisfied with the care you have received at BI.

With many thanks for writing and best wishes,

Sincerely,

A handwritten signature in black ink, appearing to read "Holly Glick". The signature is fluid and cursive, with a prominent loop at the end.

Holly Glick
Director, Annual Fund

cc: Mitchell T. Rabkin, MD, President



Simson L. Garfinkel • 52½ Pleasant Street • Cambridge, MA 02139
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617-876-6111

Holly Glick
Director, Annual Fund
Beth Israel Hospital
330 Brookline Ave
Boston, MA 02215

December 11, 1994

Dear Holly Glick,

Thank you for answering my letter of October 27, 1994. I was, however, saddened to read your justification of Beth Israel's practice of soliciting charitable gifts by sending out letters to your registration database.

In your letter, you said "It turns out that such sweeping sets of requests are not unproductive and, since the money is put to good use, it is a practice that will be continued." Isn't this just another way of saying that "the ends justify the means?" I was always taught that the idea which you outlined was not a morally acceptable premise.

I suggest that you modify your registration procedure, and ask your existing and new patients if they mind having their registration data used for target marketing. I, for one, would certainly opt out of your "sweeps."

When I shared your letter with my wife, she told me that she herself had an upsetting incident three years ago in which Beth Israel did not respect her privacy. My wife was registering for a routine physical. On the registration form, there was a question which asked her religion. My wife was offended by this question, and left it blank. The person at the registration desk *refused to register my wife until my wife provided the hospital with her religion*. When she asked why the hospital needed this information, she was told that the information was needed in the event of my wife's death.

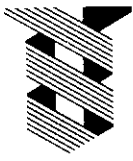
Eventually, my wife answered the question "other."

I am surprised that patient privacy matters so little to the administration of Beth Israel.

Sincerely,

Simson L. Garfinkel

cc: Mitchell T. Rabkin, MD, President; Robert Smith, *Privacy Journal*



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Mitchell T. Rabkin, MD
President

(617) 735-2000

19 January 1995

Mr. Simson L. Garfinkel
52 1/2 Pleasant Street
Cambridge, MA 02139

Dear Mr. Garfinkel:

I'm sorry that your wife was questioned about religion when she registered here at the hospital. We do ask the question since there are various practical reasons for us to have some reasonable idea of how our patient population may be evolving over time, and race, religion, sex and age are all reasonable indices for consideration, as is address, and the nature of the patient's particular problem. It is not our policy, however, to insist upon an answer with respect to religion before registering a patient, and we shall take steps to alert that office which did the registering that they were acting inappropriately at the time.

With respect to the solicitation of patients, we are always more than willing to remove the name of a patient from our solicitation list, and we shall be happy to do so in your instance. Of course, this will not compromise your care nor that of your wife in any way whatsoever, should you choose to use Beth Israel Hospital in the future, and we shall be happy to continue providing you with the very best in care that we can bring forth.

Sincerely,

Mitchell T. Rabkin, MD
President

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cc: Susan Galler, Vice President, Development

P.S. We would be happy to remove your wife's name as well, but in your registration you did not list the name of a wife. If you would care to inform me, I should be happy to see that that is removed from our mailing list. Thank you.