




Grateful Patient  
Project



The Grateful Patient Project is a non-profit organization on a mission to empower patients. We provide a platform for patients to share their stories of gratitude for the health care providers, medicines, procedures and institutions that supported them through illness and changed their lives.

In today's world, stories about health care are too often negative, focused on cost, manufacturers and insurers. But what about what is working in health care? This is a message that can be effectively delivered by patients sharing their stories of gratitude.

*The Grateful Patient Project wants to find the good and promote it!*

## Grateful Patient Project Founder



The Grateful Patient Project was founded in 2017 by former NFL kicker and Man of the Year Rolf Benirschke, who was inspired to create the organization as an expression of gratitude to those who supported him through years of medical challenges.

Rolf's third season with the San Diego Chargers was cut short in 1978 when he collapsed from battling ulcerative colitis. He required two emergency surgeries within six days. And he spent almost six weeks in the intensive care unit fighting for his life. He survived and, even more remarkably, returned to play seven more seasons with the San Diego Chargers, becoming the first NFL player ever to wear an ostomy appliance.

Rolf came through the ordeal "committed to spending my life advocating on behalf of patients." He has since dedicated his time to patient advocacy and to supporting the research and innovation that leads to new medical treatments.



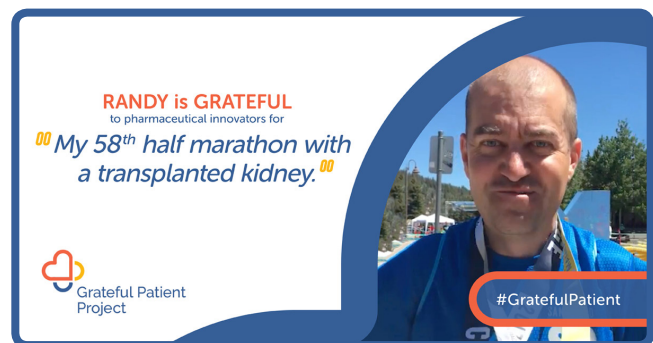
# Grateful Patient Day

## September 7

Grateful Patient Day, celebrated annually on September 7, is the signature event of the Grateful Patient Project. The day features patient stories of gratitude and uses the social media hashtag #GratefulPatient to unite expressions of thanks for doctors, nurses, researchers, medicines, treatments, and procedures that make a difference in the lives of patients.

### On Grateful Patient Day and throughout the year, patient stories are featured in:

- Local events
- The Grateful Patient Blog
- The Grateful Patient YouTube Channel
- The Grateful Patient Podcast
- Social Media
- Earned Media





# Grateful Patient Day Partners

The Grateful Patient Project includes a network of patient-focused organizations whose patient stories can be featured on the Grateful Patient Project platform.

## As a Grateful Patient Day Partner you can:

- Raise awareness about your patient community
- Feature your patient stories on the Grateful Patient Project website and social media
- Recognize a patient and health care provider at an earned media event
- Nominate a patient to be featured on the Grateful Patient Podcast
- Have your logo featured on the website as an official Grateful Patient Day Partner
- Promote grateful patient stories on social media with the Grateful Patient Day social media toolkit

## Become a Partner

There is no cost to be a Grateful Patient Day partner. To join, fill out the link below and upload your logo.

Then, start sharing your patient stories at [www.gratefulpatient.org](http://www.gratefulpatient.org). The Grateful Patient Project will feature patient stories throughout the year, culminating in a robust social, digital and earned media campaign on Grateful Patient Day. You share the stories, and we help promote them - it's that easy!

**BECOME A PARTNER**





There is no amount of thanks that I can express to my care team and surgeons... They dive into the lives of those fighting to live and help save them. Thank you with every inch of my heart."

- Nicole

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[www.gratefulpatient.org](http://www.gratefulpatient.org)



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