



SUPPORT IN ACTION



# Patient support became a welcome gesture rooted in culture and care

## > The moment

Patients travel far to receive care from the nation's top-ranked academic medical center. When they do, they carry more than medical files — they carry their faith, their culture and their families. During the holy month of Ramadan, one Circles team member recognized a profound opportunity: to meet patients not just where they are, but who they are.

## > Circles support in action

When a patient's companion gifted the Circles team 75 boxes of premium dates, something beautiful happened: those dates became a bridge. The Circles team carefully packaged each box alongside an *Imsakiyah* — the Ramadan daily prayer timetable — and transformed a generous gesture into a meaningful one, distributing the curated gift bags to patients and companions visiting the office, and to new patients welcomed directly at the airport.

### In the spirit of that gesture, patients and their companions found:

- A warm, culturally thoughtful gift that carried an unspoken message: we see you and we honor your journey and traditions
- A familiar gesture waiting for them the moment they arrived, whether stepping off a flight or walking through the clinic's doors
- A reminder that even thousands of miles from home, this sacred month was celebrated alongside them

75

premium gift bags distributed

2

distribution points: on-site and airport welcome

## > The human impact

- Turns a medical journey into a human experience, honoring the whole person, not just the patient
- Honors the cultural identity and faith traditions of patients who are far from home
- Demonstrates inclusive service that is anticipatory, not reactive — meeting patients where they are from the very first moment
- Builds trust and belonging at every touchpoint, from airport arrival to on-site visit
- Transforms one act of generosity into a shared community moment, amplifying its meaning

Find out how Circles can bring this level of care to your workplace or patient community.

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