

## ***Dynamics of Clinician Engagement***

This highly interactive, one-day workshop prepares medical development professionals to optimize engagement of physicians and other health professionals as development partners. Emphasis is on concepts, processes, and skills for building strong working relationships with health professionals that lead to increased philanthropic contributions. Participants also explore high-level, strategic concepts for building a robust grateful patient program.

### **Syllabus**

#### **A Different Perspective**

Participants discover how clinicians think; life experiences that drive behavior; the psyche of clinicians as it relates to philanthropy; and the fears, concerns, and predictable questions clinicians have about engaging in fundraising.

#### **Working Together**

Participants explore the dynamics of clinician-development professional relationships, identify approaches to connecting effectively with clinicians, and create strategies for building highly productive, trust-based working relationships.

#### **Avoiding Self-Sabotage**

Participants examine things development professionals do regularly that may damage their working relationships with clinicians.

#### **The Etiquette of Referrals**

Participants discover the "rules" of medical referrals of patients to other physicians, and how those unstated rules apply to philanthropic referrals of patients to development.

#### **Managing Referrals**

Participants analyze approaches to the philanthropic referral handling process and build a process strategy to maximize philanthropy and simultaneously build better working relationships with clinicians.

#### **Motivation to Meaningful Philanthropy**

Participants gain an understanding of the healthcare experience from the patient/family member's perspective in order to create opportunities for engagement.

#### **Donor Development: Process & Roles**

Participants learn how to explain development from a scientific, process-based approach that connects with clinicians.

### **Optimizing a Donor Meeting**

Participants explore concepts and tactics for potential donor conversations and working with clinicians to prepare for and execute highly impactful donor meetings that result in faster donor movement toward more significant philanthropy.

### **Creating Meaningful Return on Philanthropic Investment**

Participants examine concepts for working with clinicians to create gratifying experiences for donors that inspire more and larger contributions.