

## **Dynamics of Clinician Engagement**

### ***A Virtual and Distance Learning Experience***

This six-hour workshop prepares medical development professionals to optimize engagement of clinicians and other health professionals as development partners. Participants will join an interactive web platform where they can explore high-level, strategic concepts for building a robust grateful patient program in a real-time, facilitator-led, virtual classroom. Discover concepts, processes, and skills for building strong working relationships with health professionals through group discussions, pre-work application assignments, video case studies, and industry-leading research.

### **A Different Perspective**

Participants review the opportunity in healthcare to maximize returns through a referral-based philanthropy system. They then explore insights into the perspectives of clinicians that can often present roadblocks to optimal engagement.

### **Building Clinician Engagement**

Participants are introduced to the “clinician partnership” lifecycle, which is based on a donor engagement cycle and emphasizes the parallels in clinician and donor engagement. Then, they learn key concepts for identifying and qualifying partners. Finally, concepts for building the trust-based partnership are explored.

### **Optimizing the Referral Opportunity**

Participants learn the processes through which clinicians manage referrals in the healthcare environment, applying these principles to their own organizations. They also explore strategies for sustaining the clinician relationship.

### **Maintaining Meaningful Partnerships**

Participants learn the three components to meaningful Return on Clinician Investment that ensure clinician partners derive the maximum benefit from their philanthropic involvement, setting the stage for lasting, robust engagement.

## **Structure**

### **Virtual Engagement**

Participants will attend a 6-hour session in a real-time virtual classroom. Participants will have several short breaks during the session, as well as networking opportunities, application exercises, and interactive facilitator support.

Participants should be prepared to attend the full session, as this is not a webinar and is unavailable as a recording after the workshop. Additionally, interactivity is essential to the success of the experience.

### **Technical Requirements**

Participants should use the Adobe Connect application, following download instructions as prompted from the web browser of their choice. Participants should be prepared to use speakers, a microphone, and a consistent Wi-Fi connection.

To learn specific technical requirements, participants will receive a technical guide as part of their pre-work package.