

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

This highly interactive virtual 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. The virtual workshop is held over two separate sessions.

### **Syllabus**

#### **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.