Dynamics of Clinician Engagement
A Virtual and Distance Learning Experience

Adapted to address the current environment, this two-part 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—even from a distance—through group discussions, pre-work application assignments, video case studies, and industry-leading research.

A Different Perspective
Acknowledging the impact of recent events, 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 feel valued and valuable, setting the stage for lasting, robust engagement.

Structure

Virtual Engagement

Participants will attend two, 3.5-hour sessions in a real-time virtual classroom. Participants will have several short breaks during the sessions, as well as networking opportunities, application exercises, and interactive facilitator support.

Participants should be prepared to attend both sessions, 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.