The Language of Medicine Demystified
A Primer for Development Professionals

Advancement Resources is pleased to invite you to spend a few important hours with Dr. Cliff Harris, Faculty Liaison for Development at Stanford Medicine, and Principal Consultant at Clifford Harris Consulting Services. With 10 years in clinical practice as a primary care physician and teacher at UCSF medical school, and 20 years as a medical fundraiser, Cliff brings both worlds together in this dynamic session to help development professionals enhance their language skills to build stronger partnerships with physicians and their grateful patients.

Ideal for medical and healthcare fundraisers and other development professionals who interact with physicians to accomplish their development goals. During this 2.5-hour session, participants will discover how to partner better with physicians as they:

- Learn the building blocks of medical words to demystify complex terminology.
- Discover the important role that language plays in building and eroding trust with physicians and their patients.
- Expand their medical vocabulary and understanding.
- Gain confidence in working in a medical environment.
- Create strategies for applying learning to enhance their own work with physicians and grateful patients.

Topics will include:

Why Understanding Medical Language Matters
A brief introduction to the critical role language plays in building trust-based partnerships with both physicians and their grateful patients.

Down to the Roots
An interactive exploration of word roots that serve as the foundation for medical terminology. This topic is sprinkled throughout the session and accompanied by a practical worksheet for reference during and after the workshop.

Career Paths in Medicine
A look at how physicians typically become physicians, including the educational process and titles used for each step of the career paths they take.

Medical Specialties Explained

A high-level overview and clarification of some of the lesser known scientific terms used to describe medical specialties.

COVID Words

An examination of language and key concepts for conversing about new realities of COVID-19 from pathology to patient care.