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.

In addition to the workshop, participants will be enrolled in *myAR* **Plus**, an online reinforcement platform providing access to additional resources and review modules to encourage ongoing professional development and application. During the 12-month enrollment period, participants will receive monthly reminder emails encouraging them to explore the premium resources related to various workshop topics.

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.

Structure

Classroom Engagements
Participants will attend two 3.5-hour sessions in a real-time virtual classroom. This session features networking opportunities, application exercises, and interactive facilitator support. Participants should be prepared to attend both sessions, as this is not a webinar, and interactivity is essential to the success of the experience.

Pre- and Post-Work Assignments
Prior to the workshop, participants will be asked to complete a pre-work assignment. Additionally, participants have the opportunity to create and complete additional application exercises.

Technical Requirements
Participants should use the Zoom™ application, following download instructions as prompted from the web browser of their choice. Participants should be prepared to use headphones with a microphone and/or speakers, a keyboard, and a consistent Wi-Fi connection.