

The Language of Medicine Demystified

A Primer for Development Professionals

Advancement Resources invites you to spend a few important hours with [Dr. Cliff Harris](#), Faculty Liaison for Development at Stanford Medicine and Strategic Partner and Facilitator at Advancement Resources, and [Mark McCampbell](#), Senior Vice President at Advancement Resources. After 10 years of clinical practice and as an associate clinical professor at UCSF, Cliff transitioned his career to development, working with fundraisers to build stronger connections between clinicians and the development office, as well as managing his own major gift donor portfolio. Combined with Mark's 36+ years in development leadership across multiple organizations, Cliff and Mark bring the medical and development worlds together in this dynamic session to help development professionals enhance their language skills to build stronger partnerships with clinicians and their grateful patients.

During this 2.5-hour session, participants will discover how to partner better with clinicians 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 clinicians 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 clinicians 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 clinicians 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 clinicians typically become clinicians, 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.