

Dynamics of Clinician Engagement

This highly interactive virtual workshop prepares medical development professionals to optimise 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.

Participation in *Dynamics of Clinician Engagement* includes a subscription to **myAR Plus**—our premium online platform that provides on-demand resources for practising and applying the concepts you will learn in the workshop. During the first year of your subscription, you will receive regular communications exploring **myAR Plus** topics and resources that are specifically designed for major gift professionals who fundraise for healthcare.

Syllabus

A Different Perspective

Participants review the opportunity in healthcare to maximise 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 emphasises 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.

Optimising the Referral Opportunity

Participants learn the processes through which clinicians manage referrals in the healthcare environment, applying these principles to their own organisations. 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 internet connection.