

## ***The Language of Medicine Demystified***

### ***A Primer for Development Professionals***

An understanding of medical terms is critical to building trust and establishing credibility with patients, donors, and physicians—yet many fundraisers in the healthcare industry remain unfamiliar with the medical vocabulary that their colleagues use. Advancement Resources is pleased to invite you to spend a few important hours gaining confidence to work in this complex environment. Join [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, as they help development professionals enhance their language skills to build stronger partnerships with clinicians and their grateful patients in this dynamic session.

### **About the Facilitators**

After ten years as a clinician and associate clinical professor at UCSF, Dr. Harris 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. Mark McCampbell has spent 36+ years in development leadership across multiple organizations, with expertise in systemization, culture building, and developing strong partnerships between the medical and development worlds.

### **Learning Objectives**

During this 2.5-hour session, participants will discover how better to partner 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.