

Dynamics of Clinician Engagement

A Virtual and Distance Learning Experience

Engaging your clinicians as partners is vital to increasing the level of philanthropic contributions at your healthcare organization. In *Dynamics of Clinician Engagement*, you will discover field-tested processes that will inspire your clinician partners to connect with the power of philanthropy. Leverage Advancement Resources' 20+ years of research to gain a greater understanding of the clinician mindset to build effective, trust-based relationships with them and grow a robust referral-based medical philanthropy system ("grateful patient" program) at your organization.

Experience this dynamic, highly interactive virtual training from the comfort of your own home or the privacy of your office. Walk away with a toolkit filled with essential process concepts in medical development that you can use to infuse greater meaning into fundraising for everyone at your organization. Both the knowledge shared by our accomplished facilitators and the invigorating conversations with your fellow participants will prime you for success in medical major gifts fundraising.

Who Should Attend?

- Medical major gifts professionals
- Medical development leaders
- Medical planned giving officers
- Other medical development professionals interested in expanding their major gifts mindset

What Will I Gain?

After this workshop, you will be able to:

- Describe a referral-based philanthropy system and the opportunities it presents for your organization.
- Recognize clinician perspectives that can lead to roadblocks in participating in philanthropy.
- Apply appropriate strategies to build and sustain trust-based partnerships with clinicians.
- Strengthen the culture of philanthropy at your organization by identifying and qualifying clinician partners using Advancement Resources' research-backed key concepts.
- Connect with clinicians by implementing a process for philanthropic referrals that closely aligns with the process for medical referrals.
- Conduct strategic meetings with clinicians.
- Maximize benefits that clinicians gain through participating in philanthropy by applying the three components of Meaningful Return on Clinician Investment.

What Can I Expect?

Designed to accommodate your schedule, this workshop is divided into **two 3.5-hour sessions**. Unlike other virtual training, this is not a pre-recorded webinar that you simply watch on-demand. Instead, our facilitators will actively engage you from start to finish through lively large- and small-group discussions, video case studies, activities based on scenarios commonly encountered by medical development professionals, and opportunities to plan strategy for achieving success as you engage with clinicians in your important work. Our streamlined pre-

and post-session assignments are designed to help you identify clinician partners with whom you'd like to strengthen relationships and optimize your time both in and out of our virtual classroom.

Our workshops are best experienced using the most recent Zoom™ app on a strong, consistent internet connection. Because of the interactive nature of the training, please plan to use a headset or earbuds with a microphone and/or speakers and a keyboard.

Are There Any Perks?

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

Can I Earn CFRE Points?

Completion of *Dynamics of Clinician Engagement* is applicable for 6 CFRE points. Additional points are available by requesting and completing a personalized program on the **myAR Plus** platform.