



# The Physician Engagement Ambition

## CERTIFICATE SESSION

### Instructor:

Erin Stitzel, FAHP, CFRE

[ABOUT ERIN](#)

March 25, 2021

12:00 p.m. – 2:00 p.m. ET

Cost: \$300/person



CEUs: 1.5 CFRE education points

Physician engagement in philanthropy is one of the most valuable and effective ways to identify grateful patient and family prospects; yet, many organizations still struggle with defining both the strategic and operational pathways to success. This course explores the mindset and environment of today's physicians, how to choose physician partners, how to approach engaging physician partners, the roles of physician partners and the path to meaningfully and productively engaging physician partners in advancing health philanthropy.

### CFRE Certified Courses:

#### Understanding Today's Physician & How to Approach Engagement in Philanthropy

Explore what it is like to be a physician in today's complex and fast-changing world and smart and responsive approaches philanthropy advisors can utilize to engage today's physicians in philanthropic work. Elements around the science behind gratitude will be shared as key components for philanthropy officers to understand.

how to effectively and appropriately educate physician partners about the various roles that clinicians can play to help advance philanthropy for our missions. Find out how to anticipate and respond to partner questions.

#### Engaging Physician Partners

Move from assessment, strategy and preparation to meaningful action when you consider ways engage physician partners in philanthropy. Unpack best practice examples and feedback from real physician partners.

#### How to Choose Physician Partners & the Role of the Physician Partner

Consider quantitative and qualitative considerations to optimize selection of prospective physician partners. Learn

✓ [Register today](#)

? [For questions or more information, contact us at \[institute@accordanthealth.com\]\(mailto:institute@accordanthealth.com\)](#)