Tips for Medical Scientific Experts

Part 2:

Verbal and Visual Aspects of Great Presentations

Effective-Presentations_Verbal-and-Visual-Aspects

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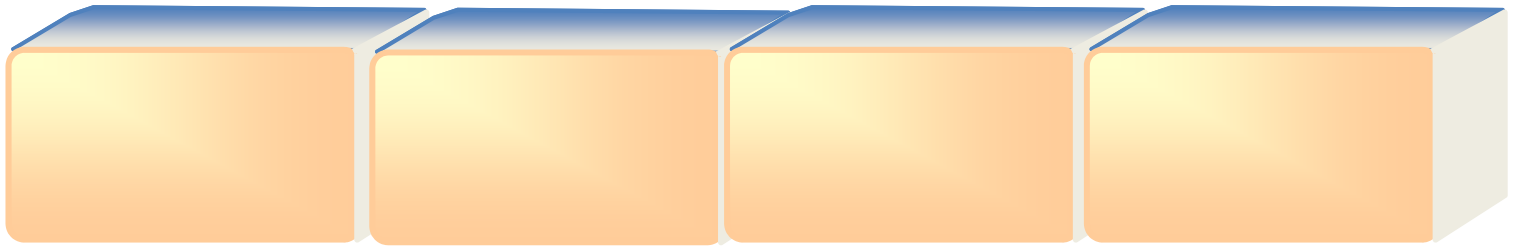
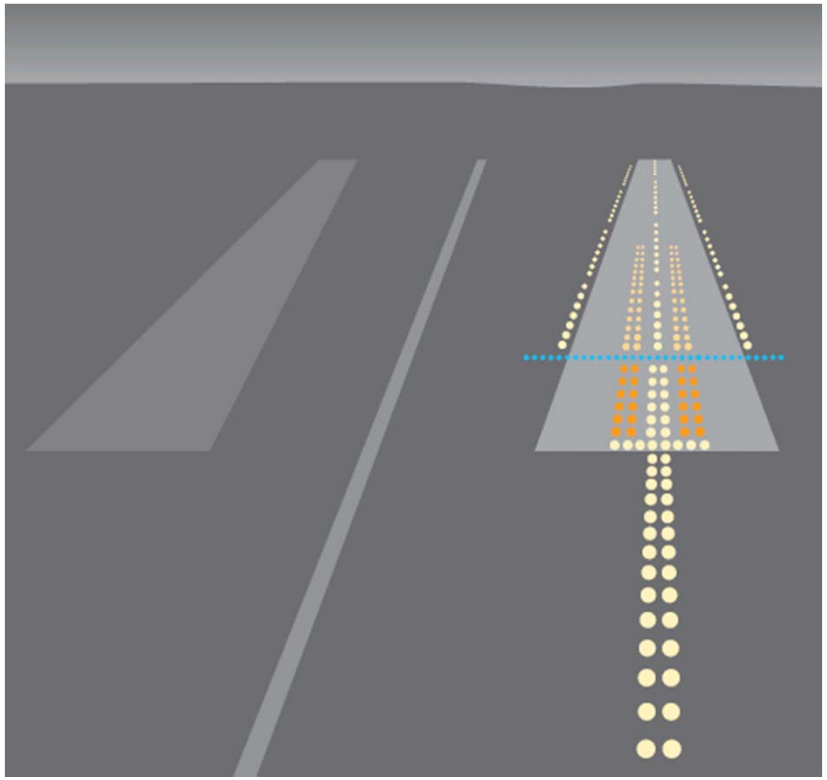
The Verbal Part of Your Presentation



Your Audience



Words

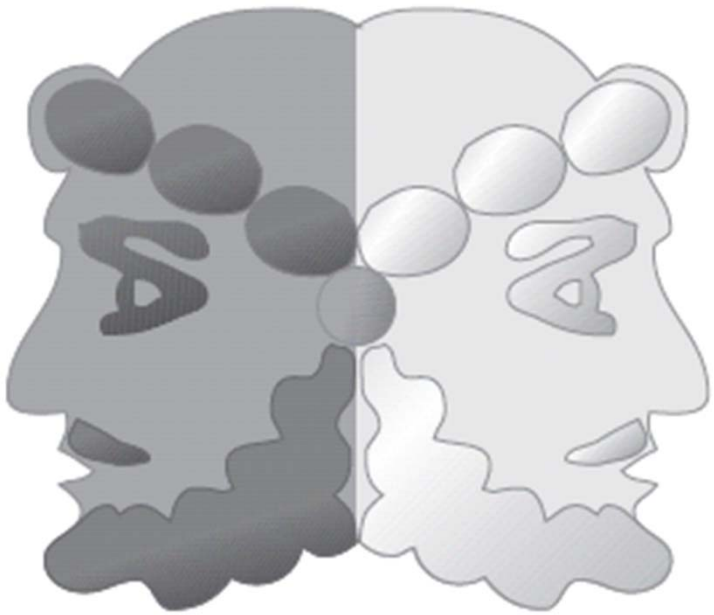
Choose carefully

Nephrologists:
Kidneys, renal function,
Glomerular filtration rate …

Cardiologists:
Heart, vessels, cardiovascular function, ejection fraction …

Speak the truth,
but speak it pleasantly

Zarathustra, 1000 B.C.

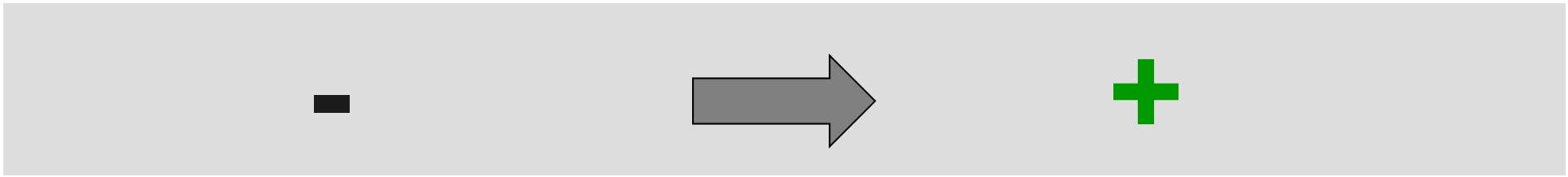


Make the message positive:

Use affirmative statements

~~There is no other way …~~

There is only one way …

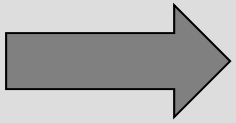


No negative effect on the metabolism

Metabolically neutral

?

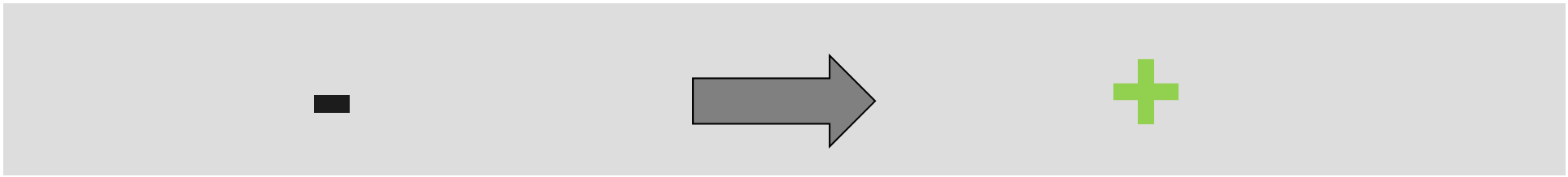
-



10% of patients
die within 5 years

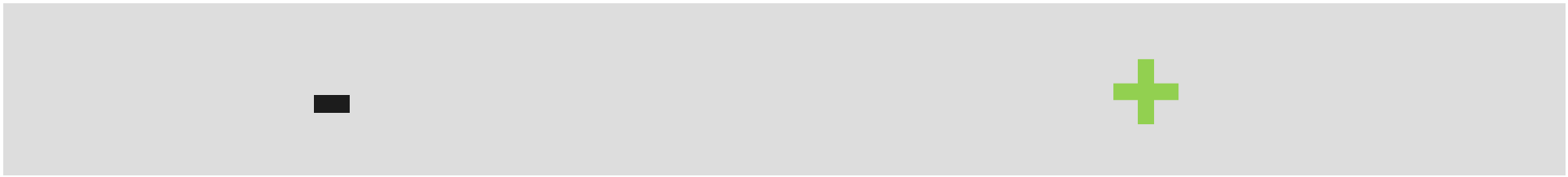
90% of patients
are alive after
5 years

[Dr. med. Günter Umbach – Bonn]



Examplex reduces mortality

Examplex prolongs survival



Fewer side effects

Better tolerability

Attractive Headlines

- Analysis

- Results
- Summary
- Conclusions
- Lessons learned

One option is 20% superior

?	?	Clear
20% difference	20% increase	20% improve-ment

Alternatives to 'Prove'

Validate

Document

Confirm

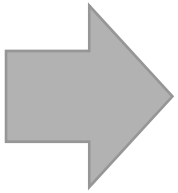
Highlight

Support

Emphasize

Underline

You misunderstood me



Let me explain

Impact

People should be able

to read your charts

Charts

Most frequent mistake

Poor legibility

Most frequent reason:

Font size **too small …**

Font size **too small**

Type of Typography

Common Fonts

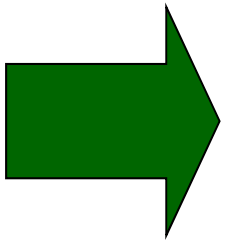
Arial

Calibri

Tahoma

Microsoft Sans Serif

Negative Typography



Positive Typography

~~**CAPITALS**~~

THIS TRIAL CONFIRMS THAT SUBSTANTIN CAN IMPROVE …

Use upper and lower case letters

This trial confirms that substantin can improve …

This trial confirms that substantin can improve ..

Stay away from *italic* style

This trial confirms that substantin can improve …

This trial confirms that substantin can improve …

Avoid underlining

This trial confirms that substantin can improve …

This trial confirms that substantin can improve …

Use line spacing > 1.1

This trial confirms that substantin

can improve …

Colours

Light-coloured letters on a light-coloured background are difficult to read

Ensure sufficient contrast

~~Some people love backgrounds (wallpaper style)~~

Use a white or light background

Best Number of Bullet Points

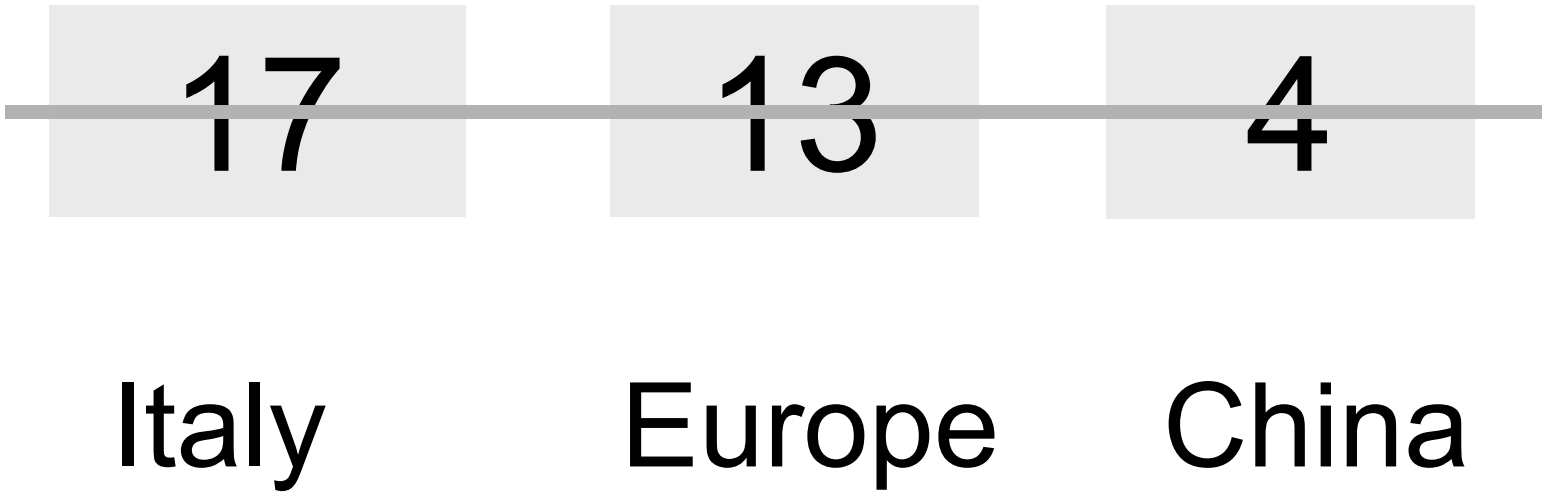
-
-
-

"Triplet" …

Second Best Number of Bullet Points

-
-
-
-
-

Avoid "Unlucky" Numbers



Diagrams

Do **not** read your slides …

They are called visual **aids** for a reason …

Ways to express your content in your charts

Ask: Essential Charts

Which 20% of my charts produce 80% of the impact that I wish to generate?

Speed of processing information

Text	Slow
Table	Medium
Diagram	Rapid
Image	Very rapid

Example One, Version 1

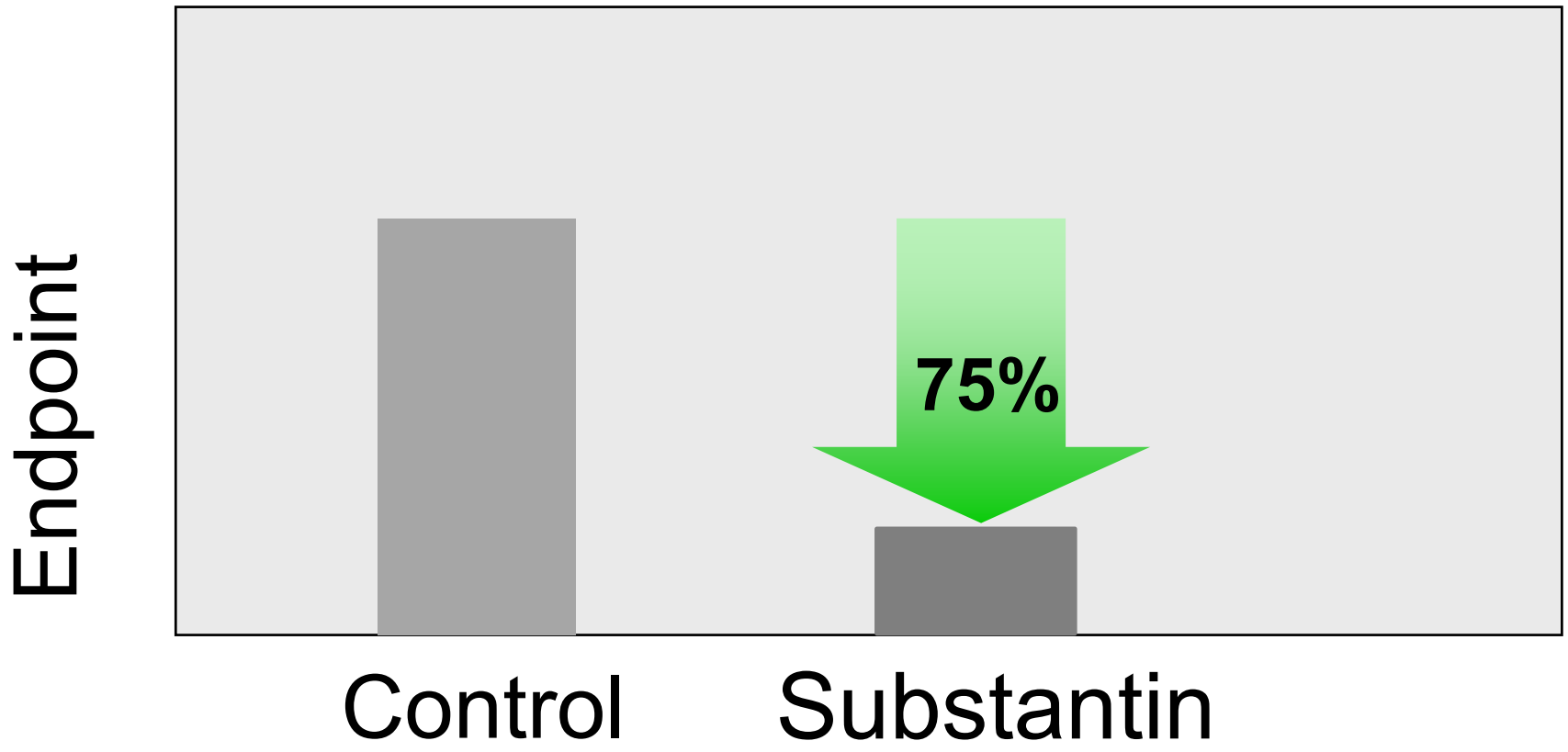
Substantin reduces endpoint by 75% (from 100 to 25), compared to the control group.

Example One, Version 2

Endpoint

Control	Substantin
100	25

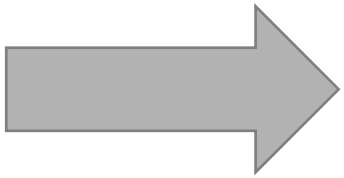
Example One, Version 3



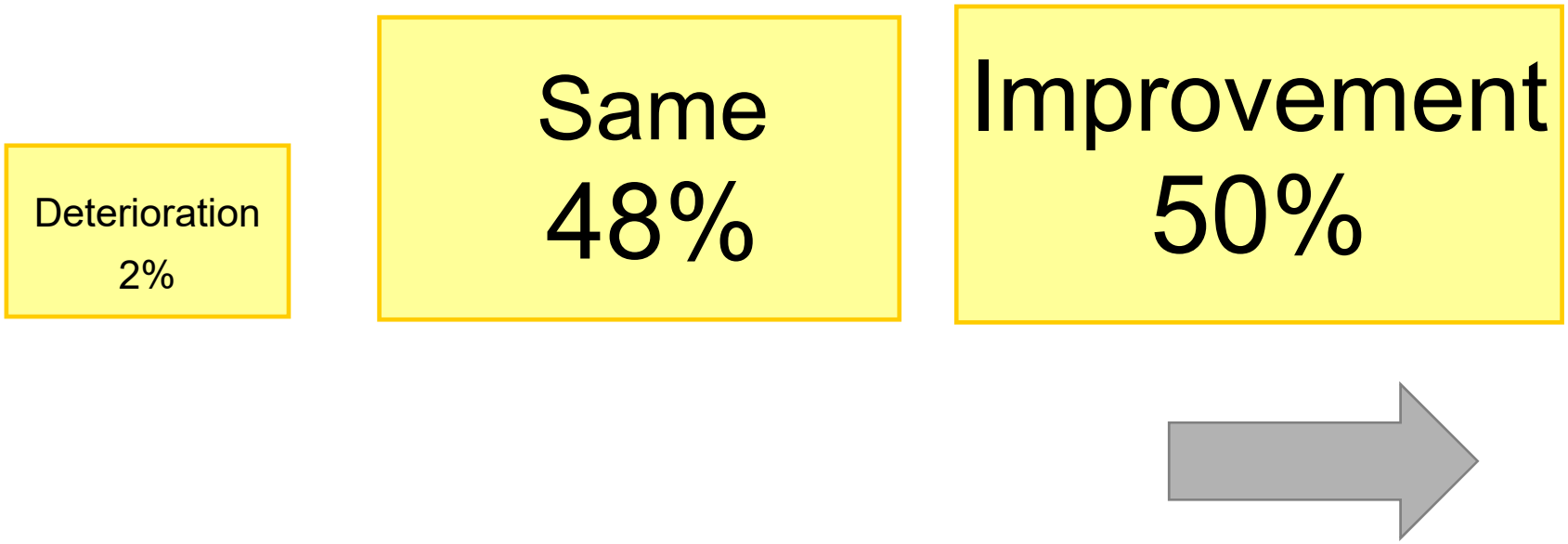
Example Two, Version 1

Results: Recall

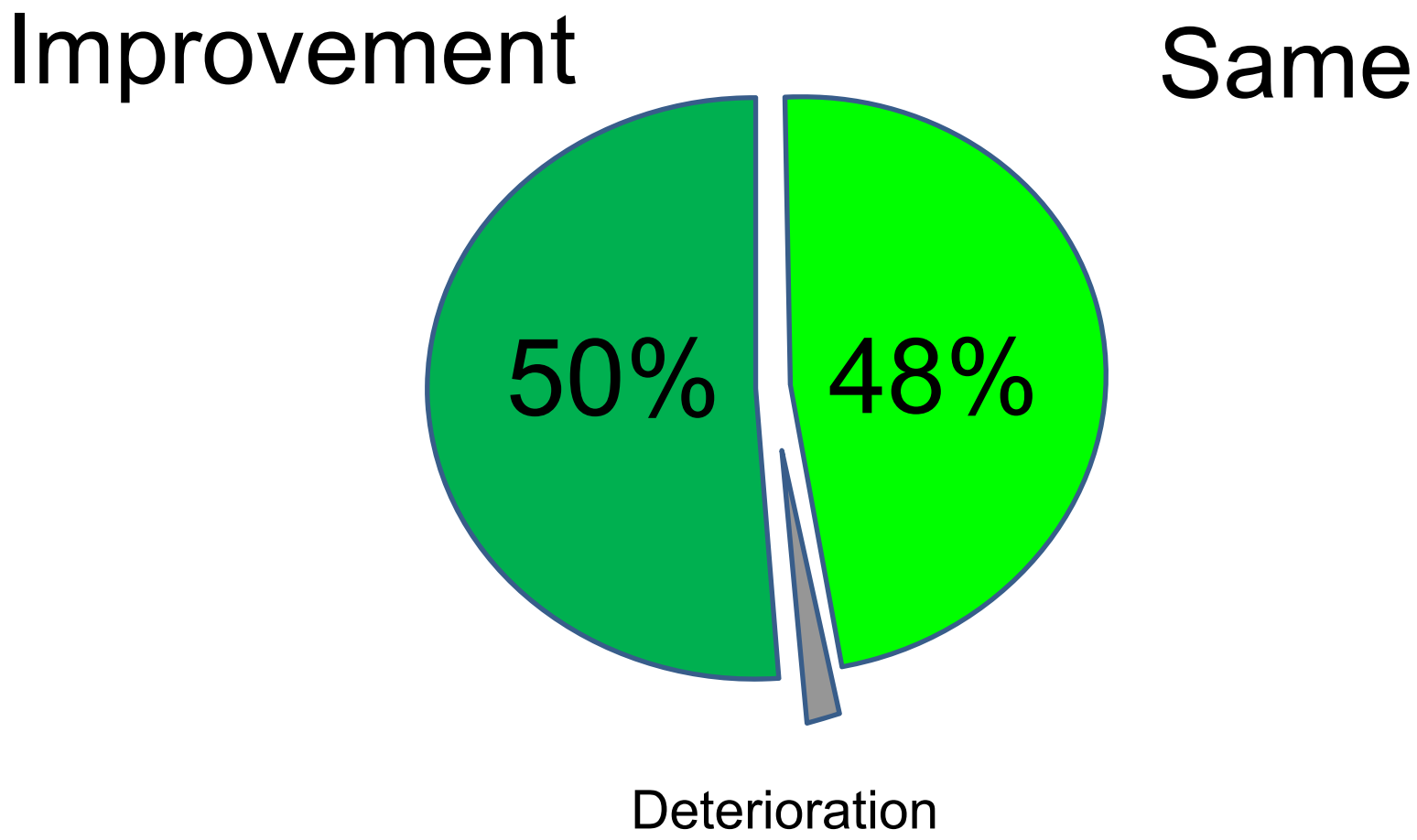
Improvement	Same	Deterioration
50%	48%	2%

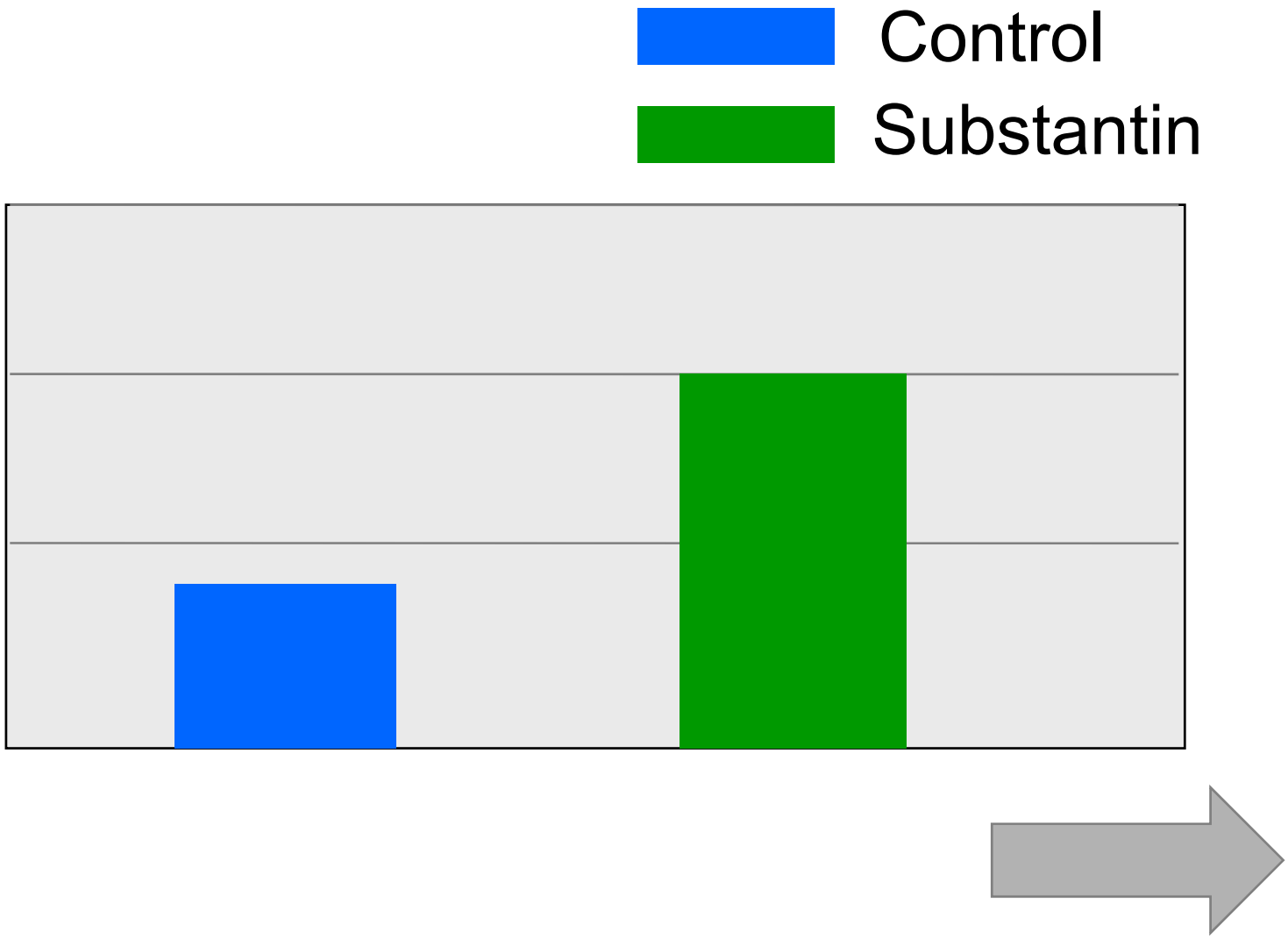


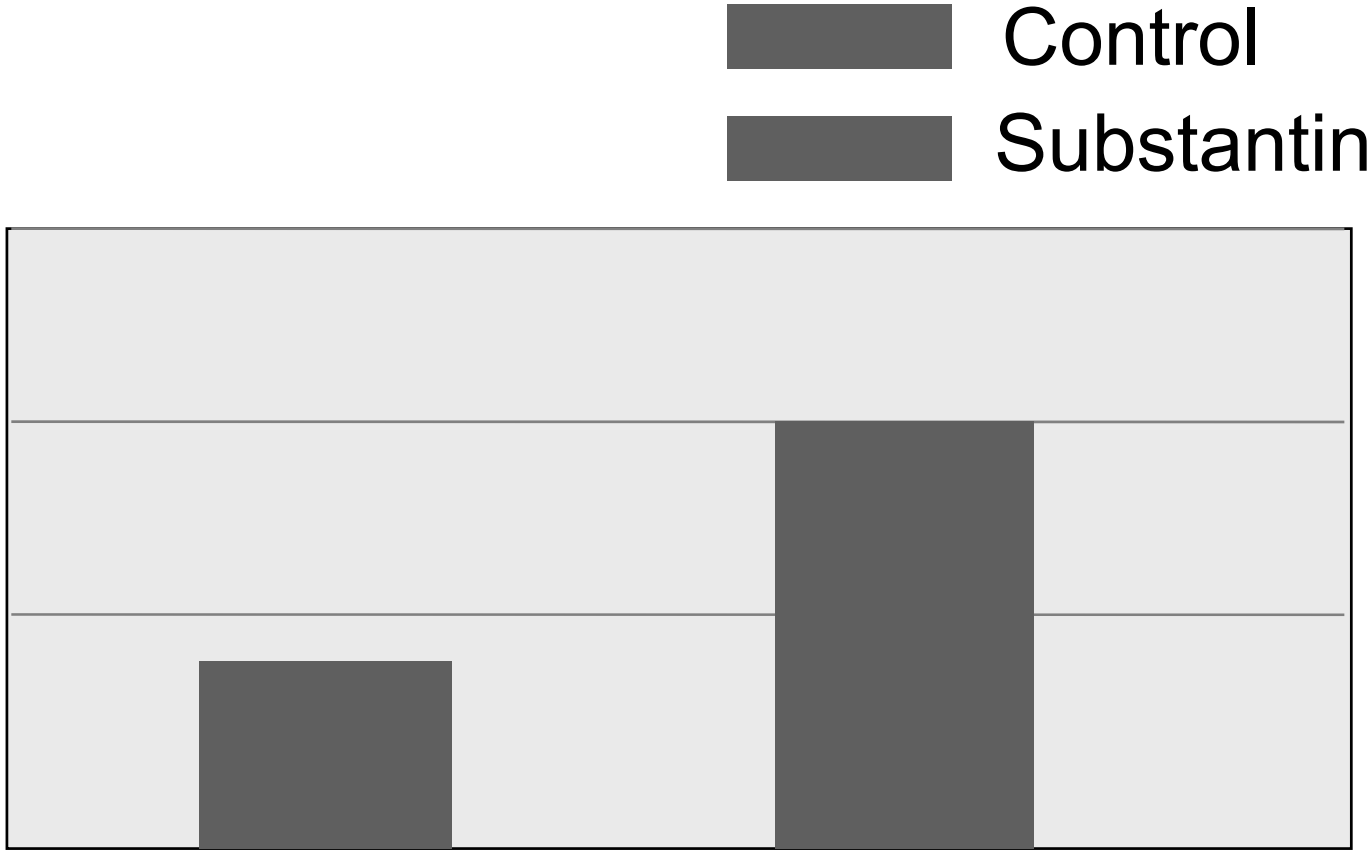
Example Two, Version 2



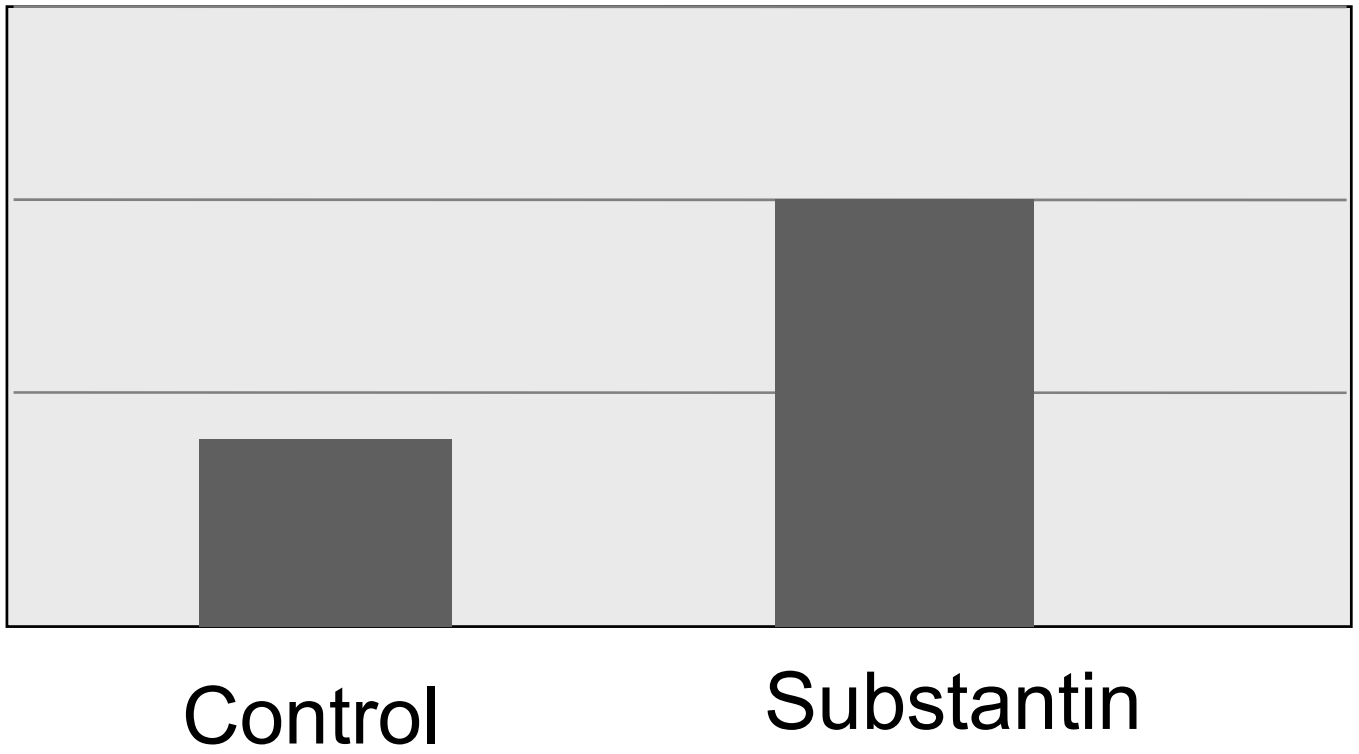
Example Two, Version 3




Control
Substantin

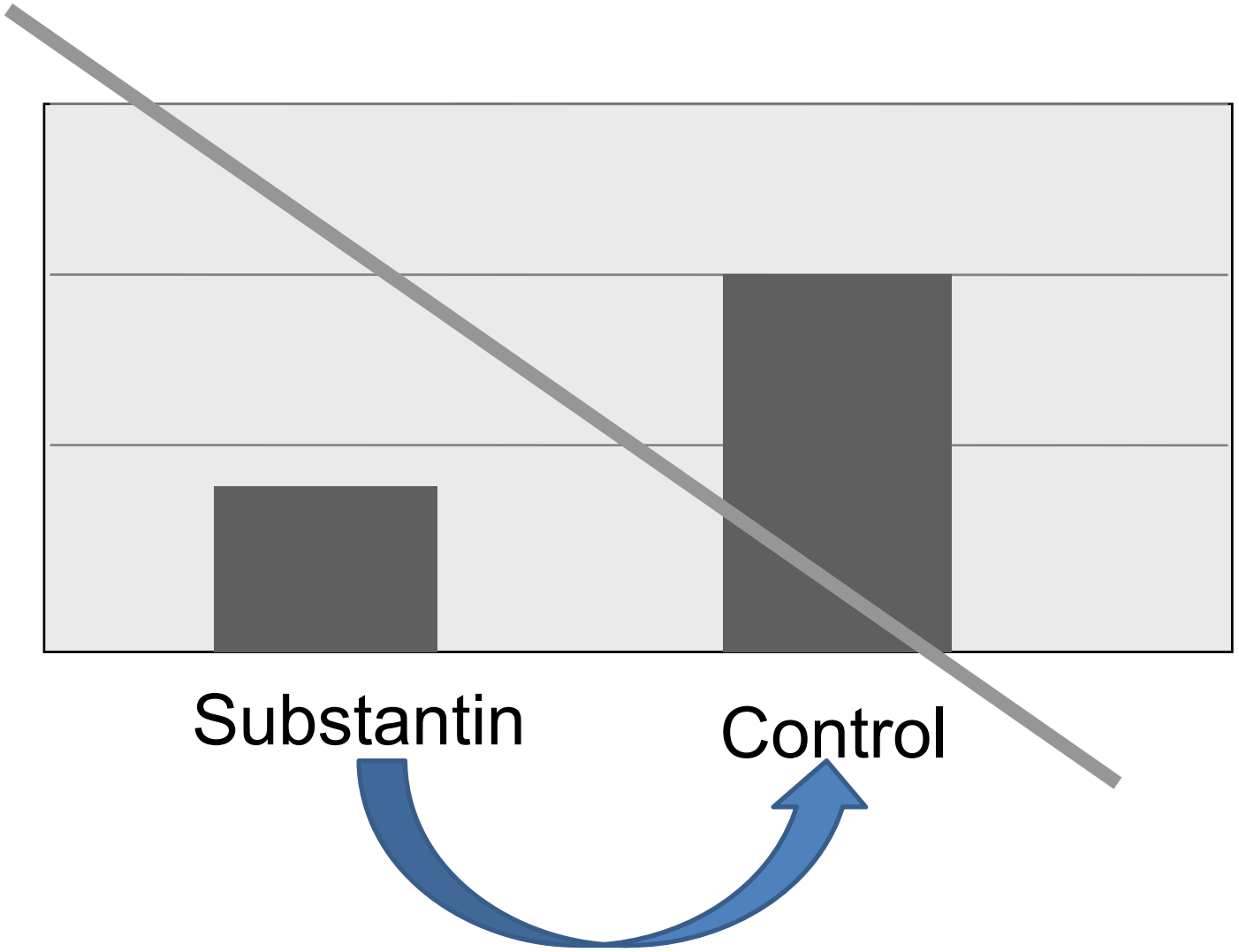

Control
Substantin

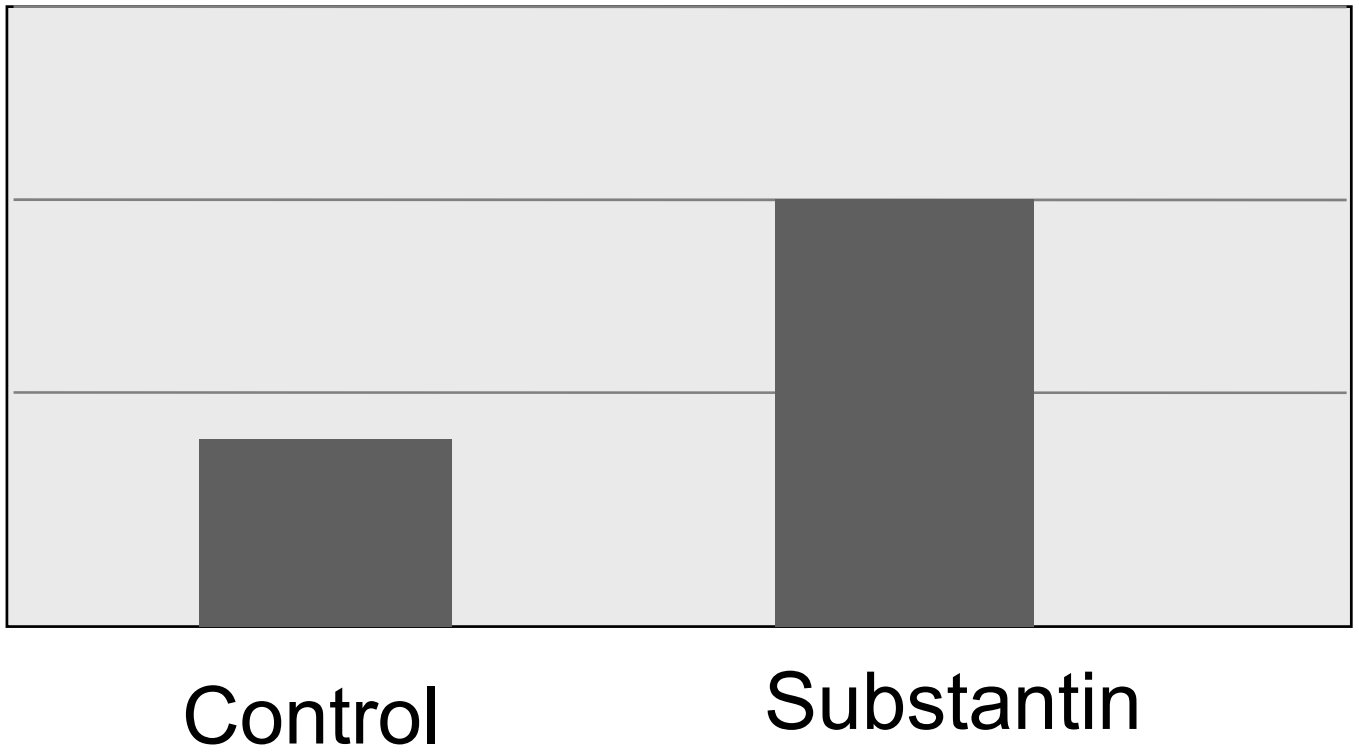
?


Control
Substantin

Do ***not*** "copy and paste" files or scanned documents into your key charts

…

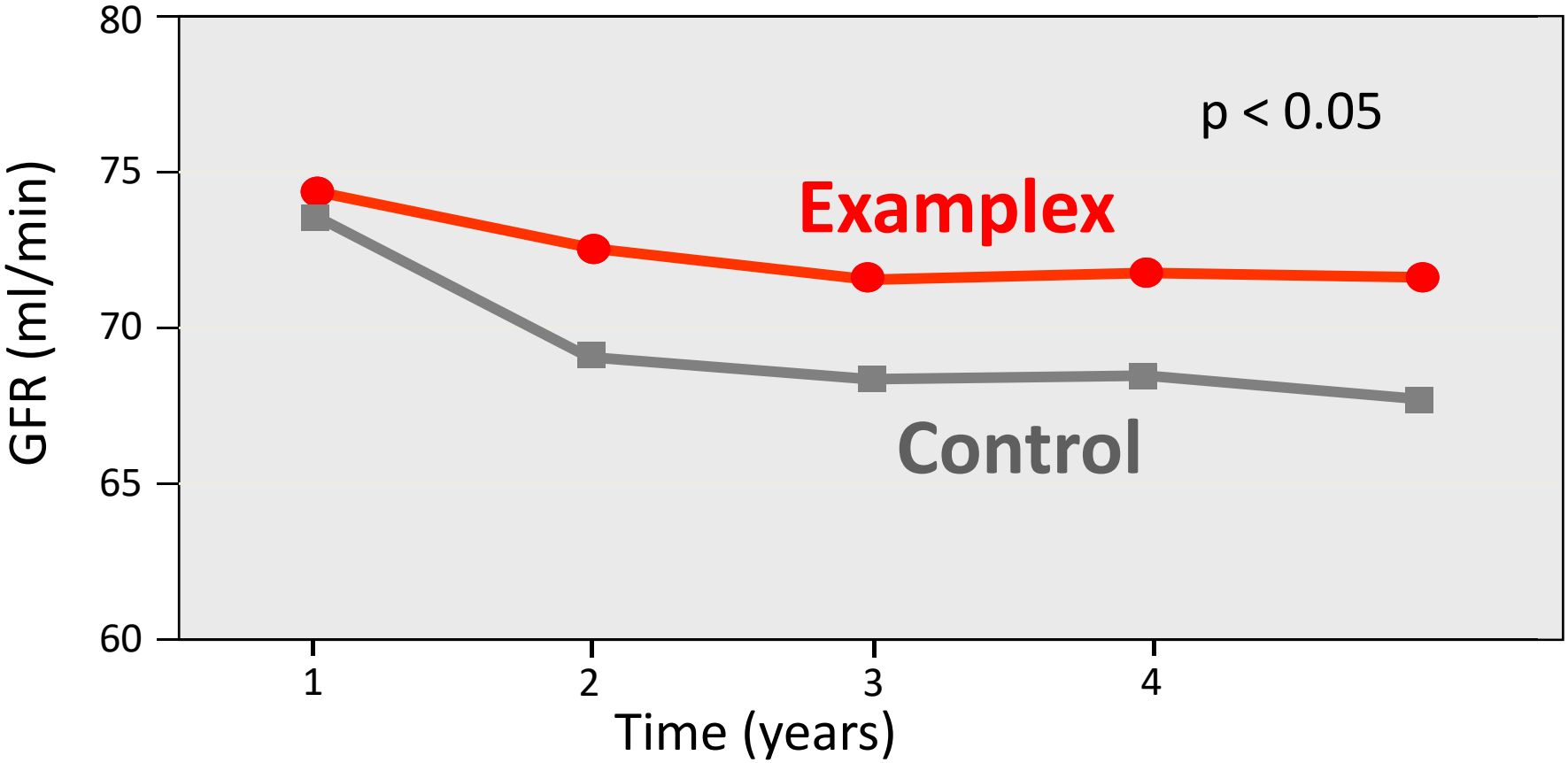

Substantin
Control


Control
Substantin

Placebo or Control: Color

Grey

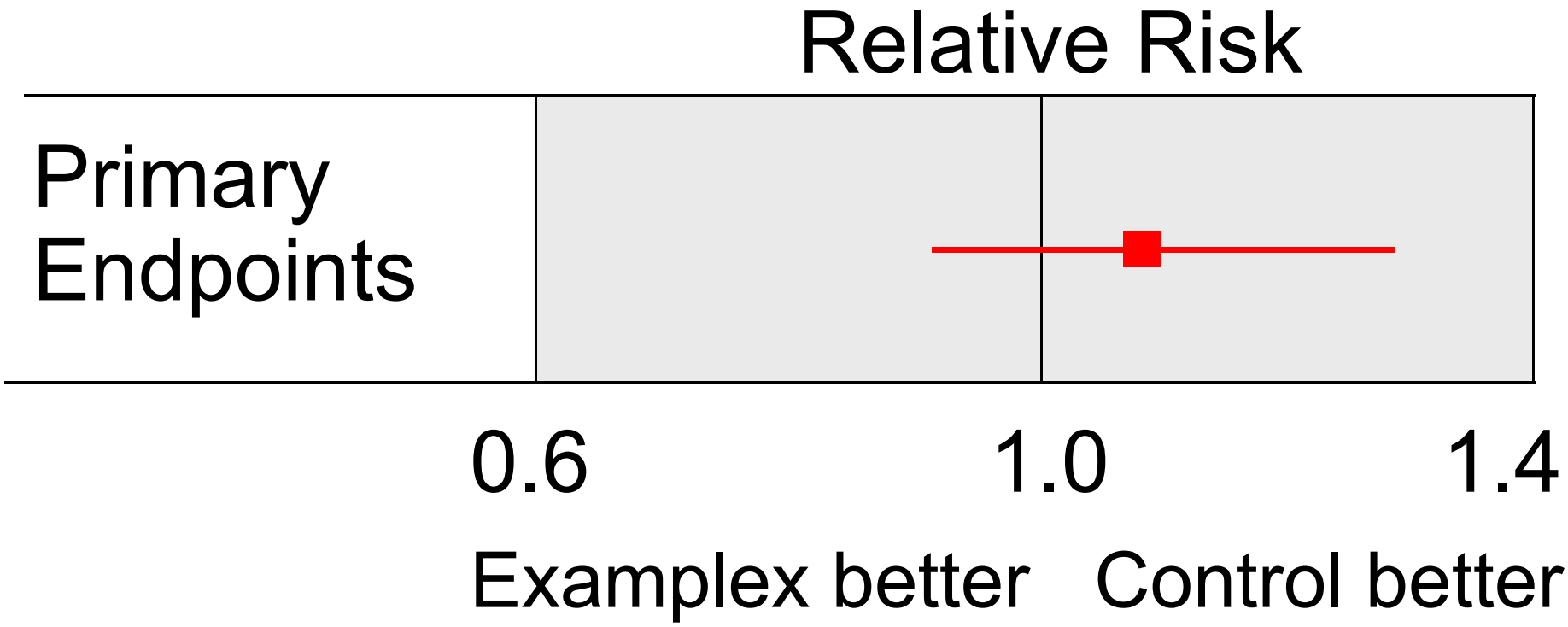
Statement Below Diagram



Examplex helps to maintain renal function

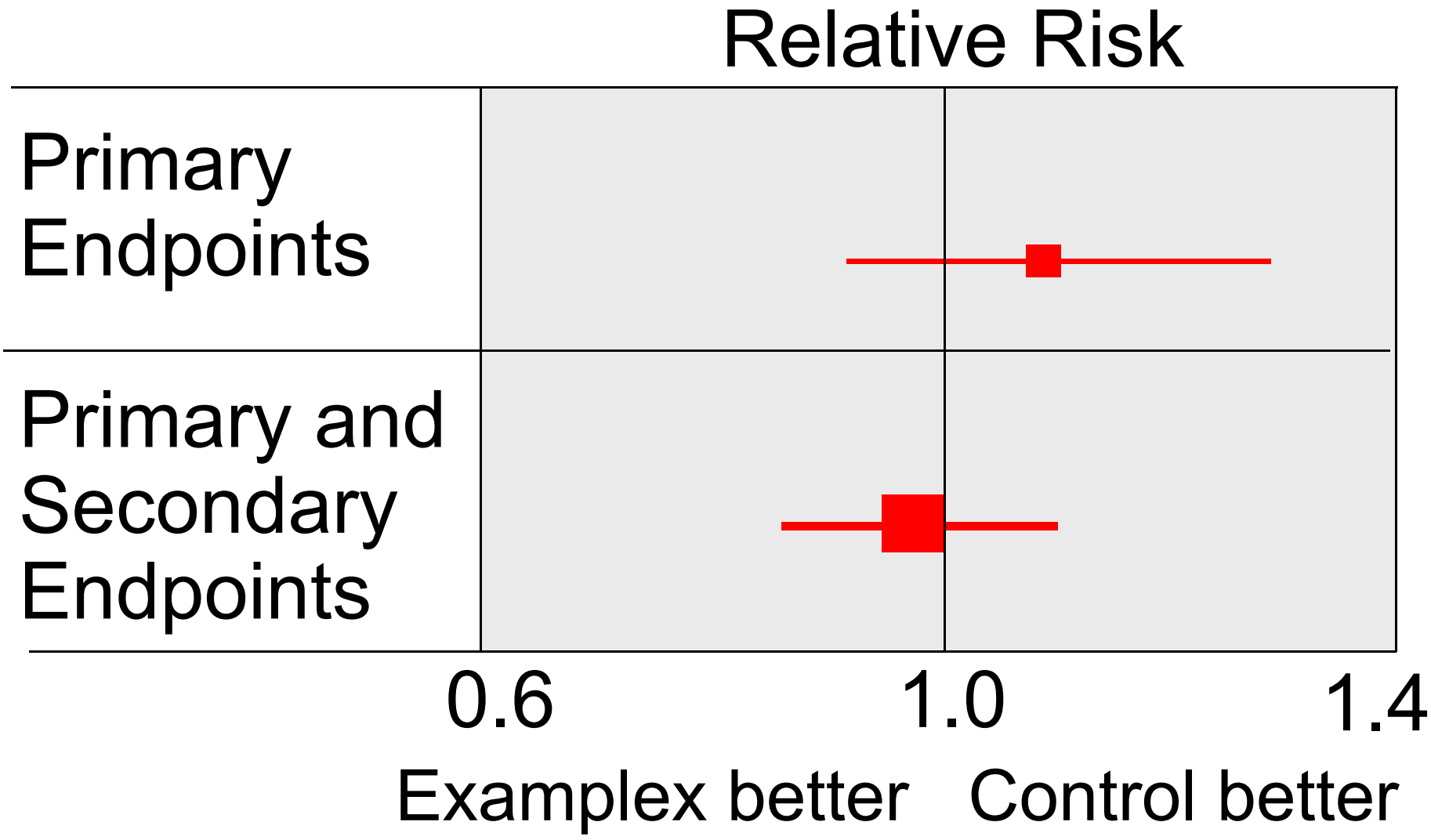
Outcome

Selected aspect

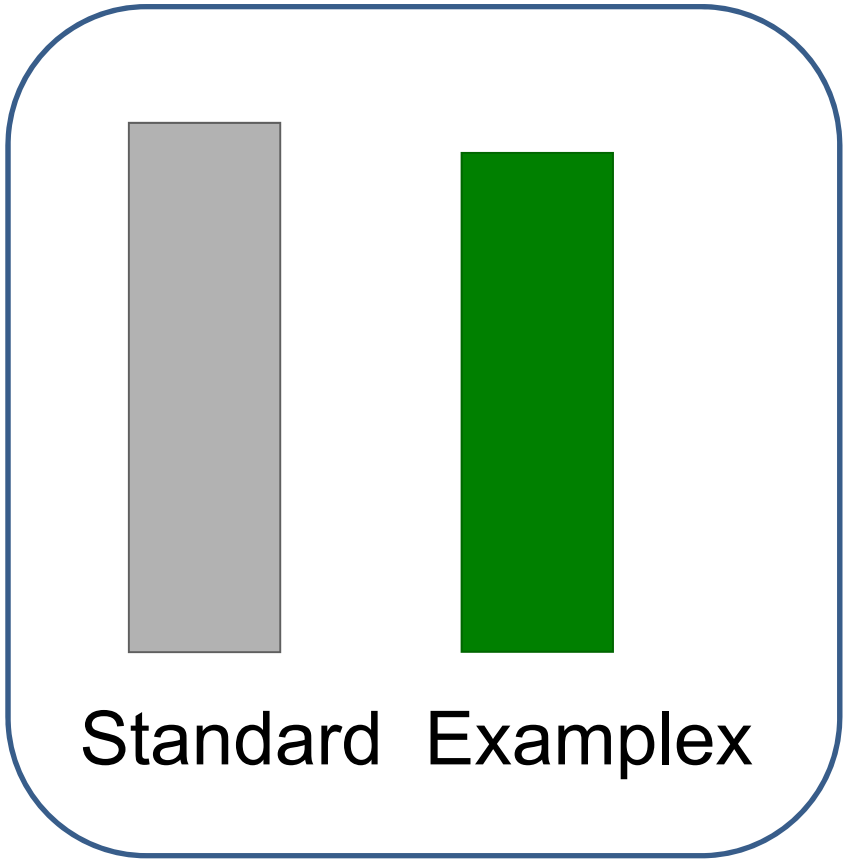


Outcome

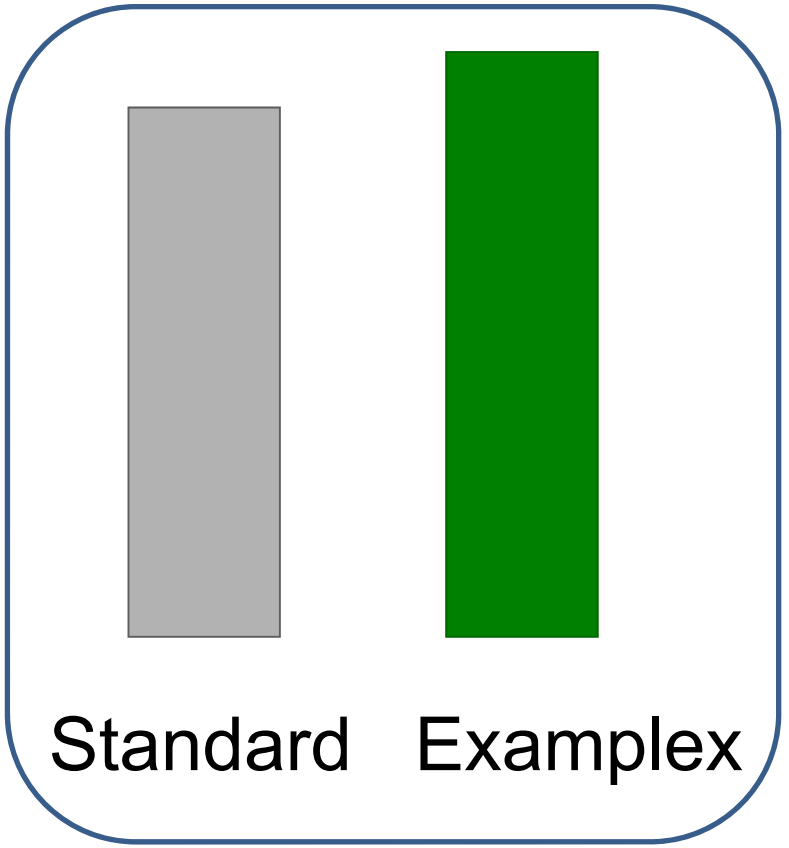
Comprehensive



Statistical Analysis



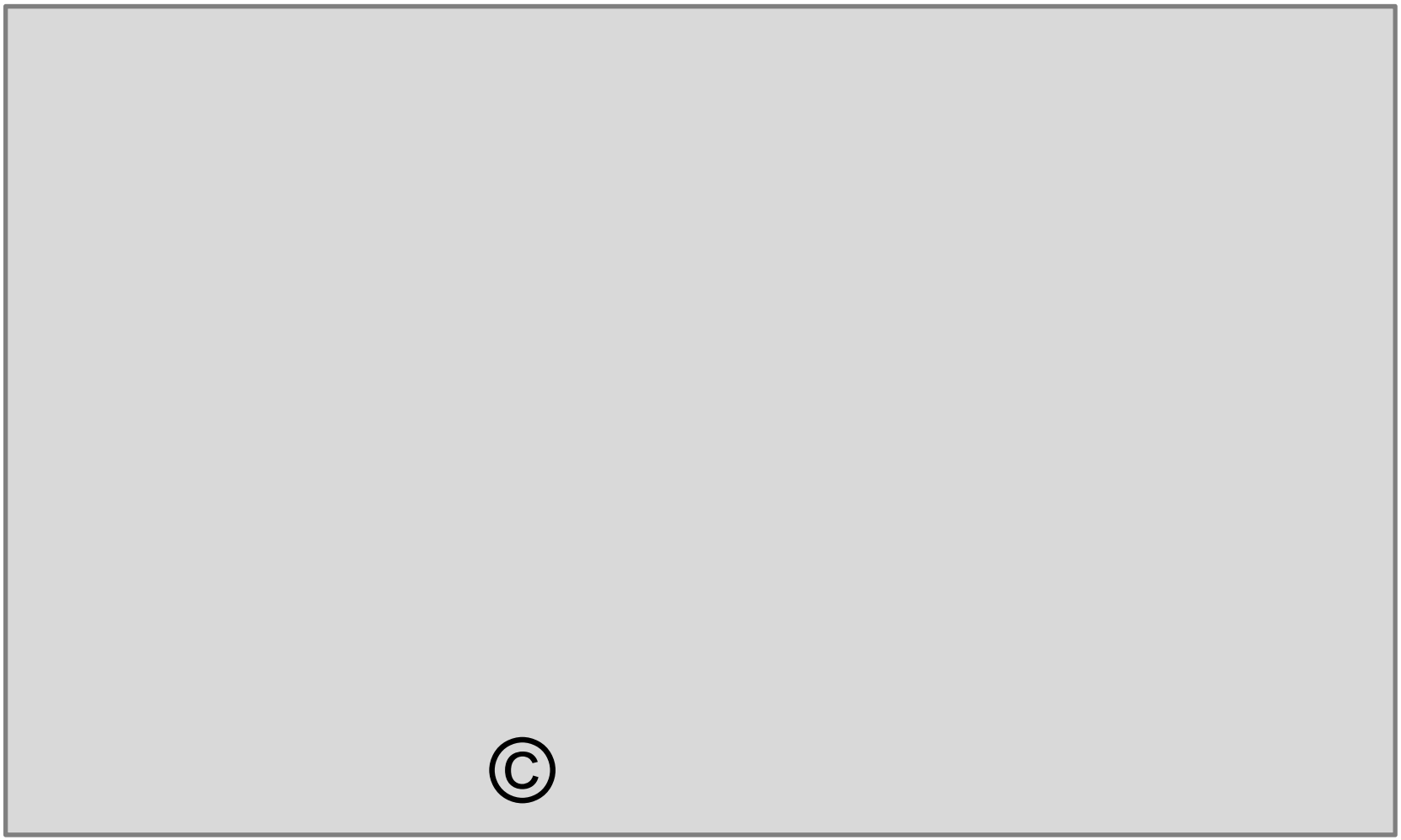
Intention-to-Treat



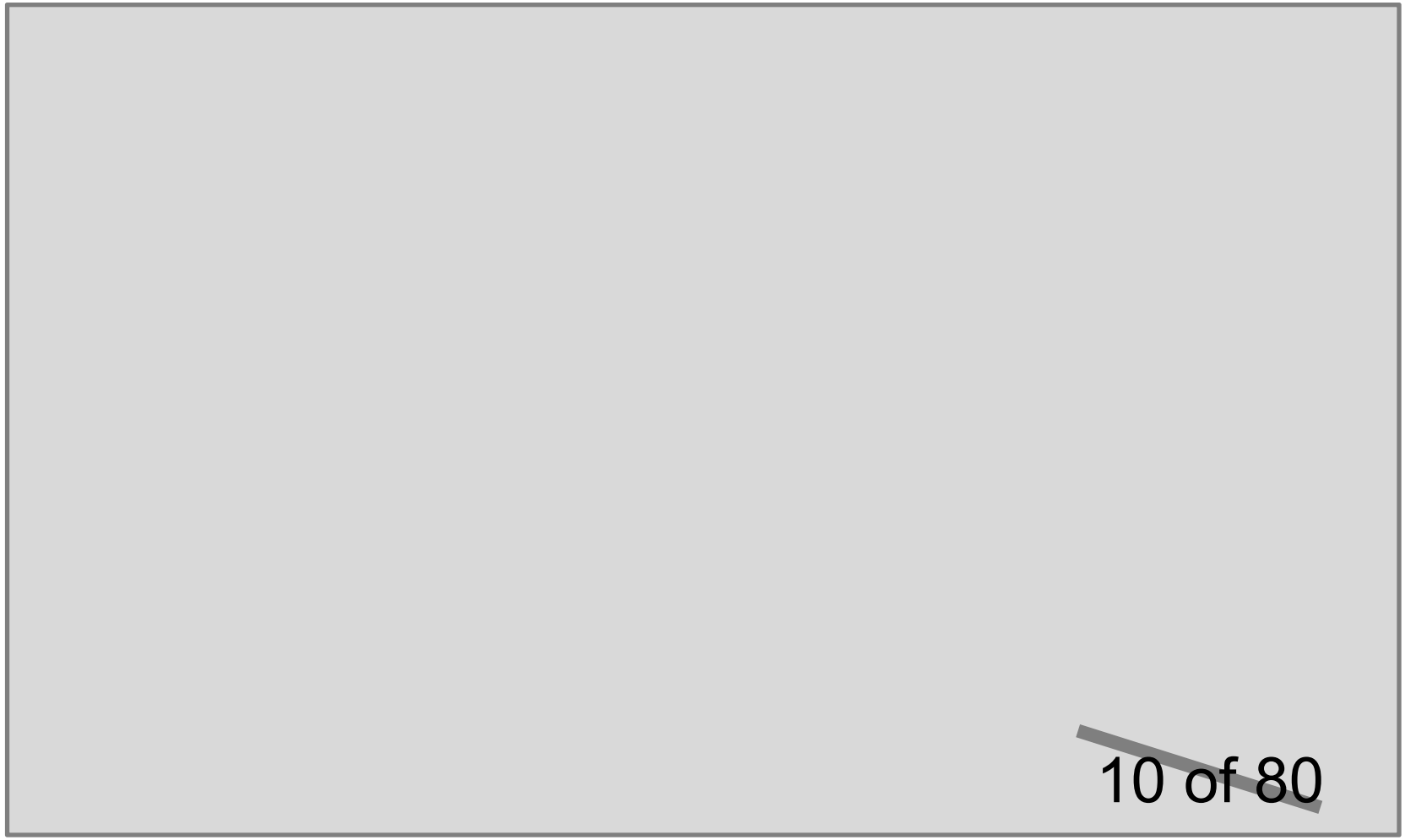
Per-Protocol

...

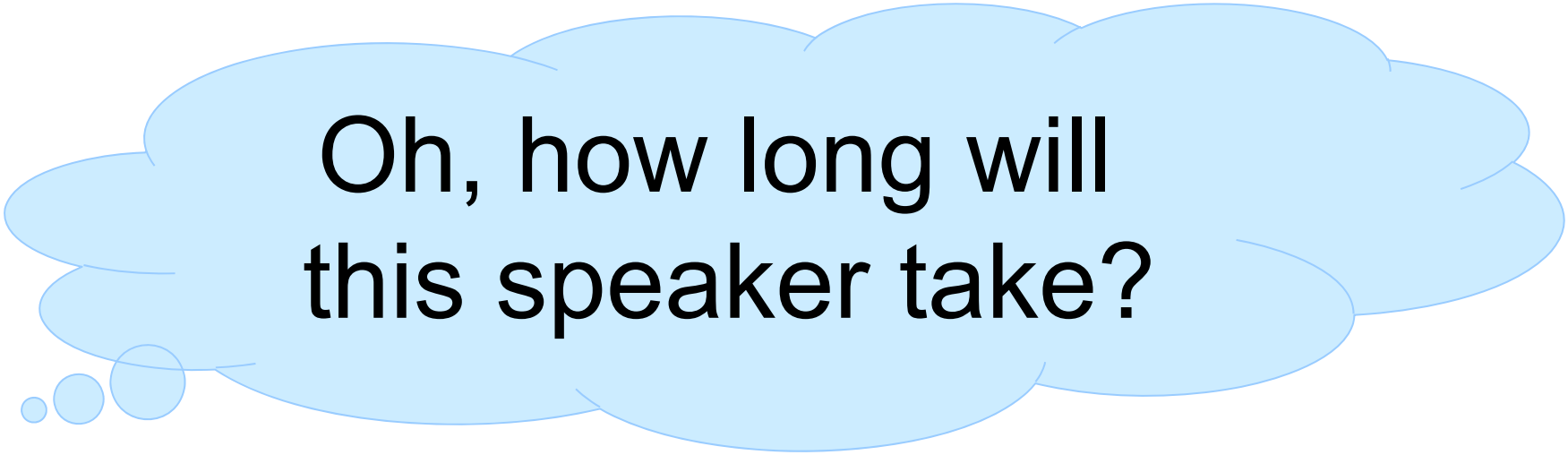
If you have the copyright



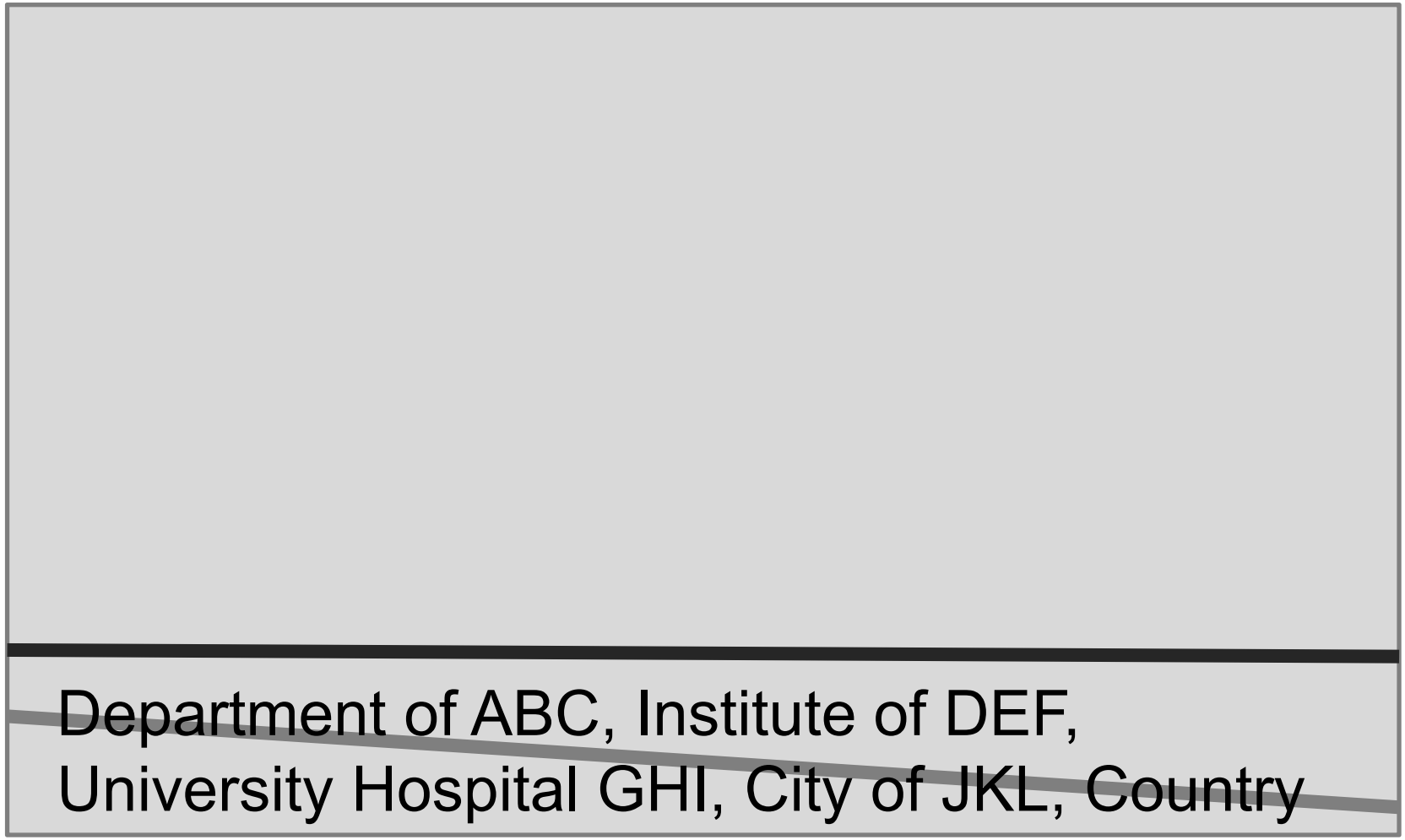
Avoid Numbering



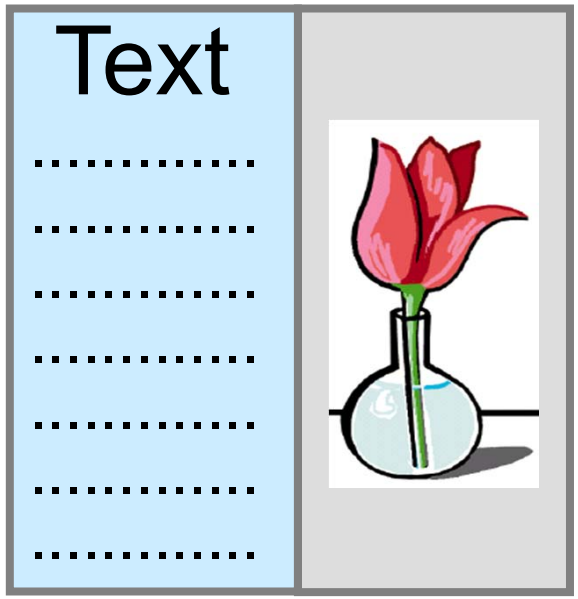
What will the Audience Think?



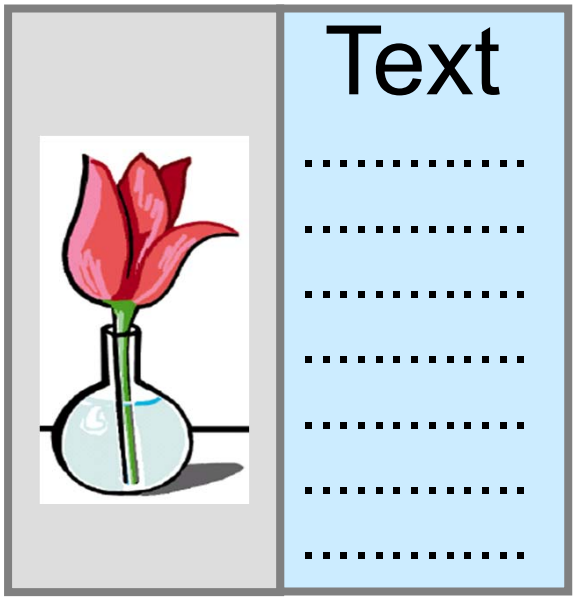
Avoid Long Footers

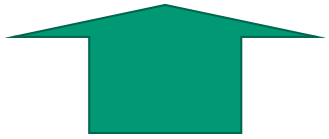


Layout (Vertical)



?





Layout (Horizontal)

Text

.....

.....

.....

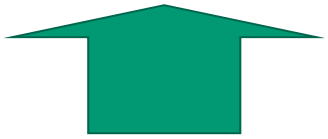
?

Text

.....

.....

.....



Animation

Use sparingly

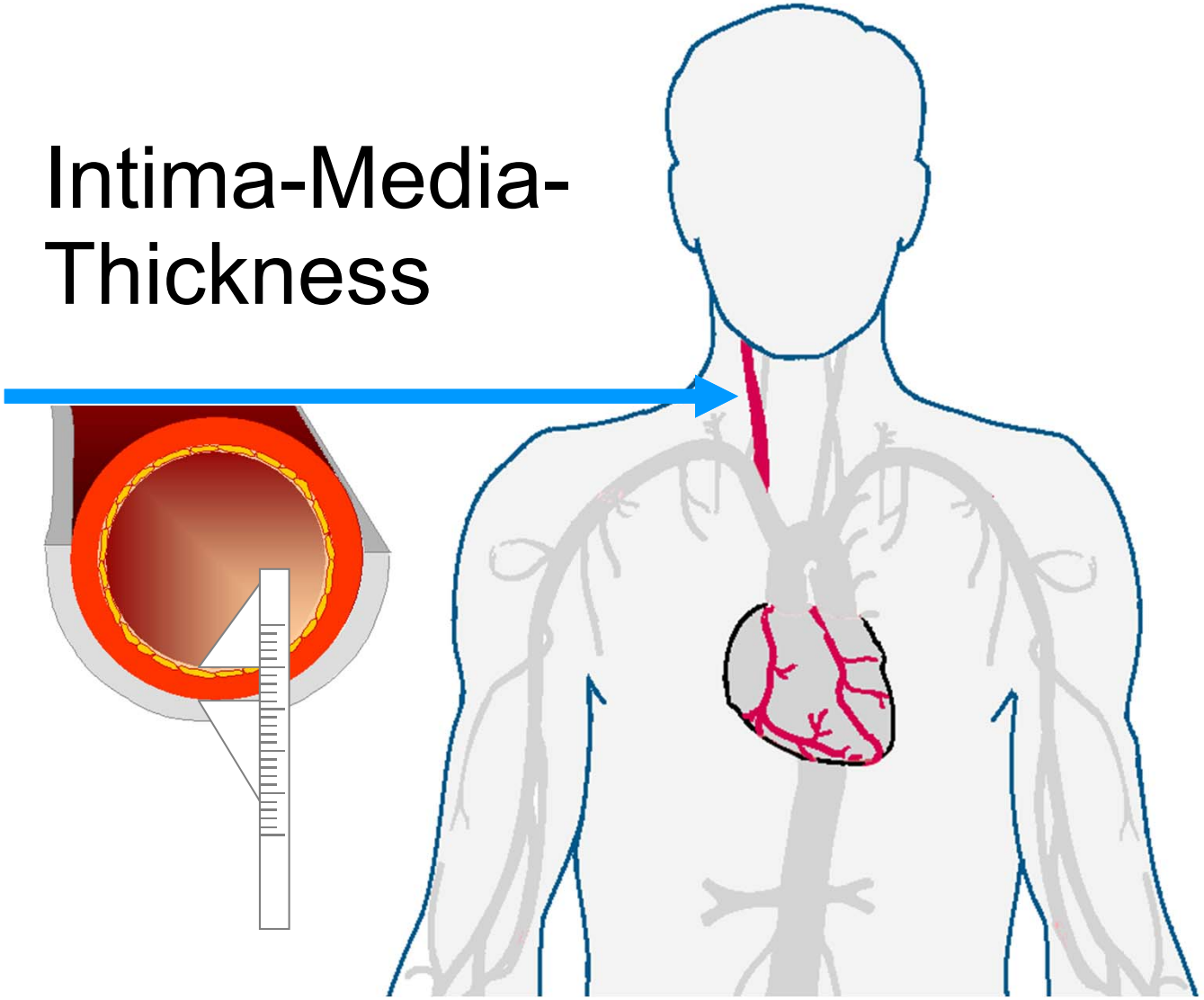
Best: Wipe

Use images

Intima-Media-Thickness

Intima-Media-
Thickness

Intima-Media-Thickness



Impact

1) Visual elements (pictures …)

2) Headlines, statements below pictures

3) Subheadlines, bullet points

4) Regular text ("copy", "Fließtext")

Design

Resist the Temptation

- Embellishments
- Decorations
- Ornaments
- "Make it beautiful"

Keep it clean

Communicator

FANCY

Colourful

Decorative

Clean

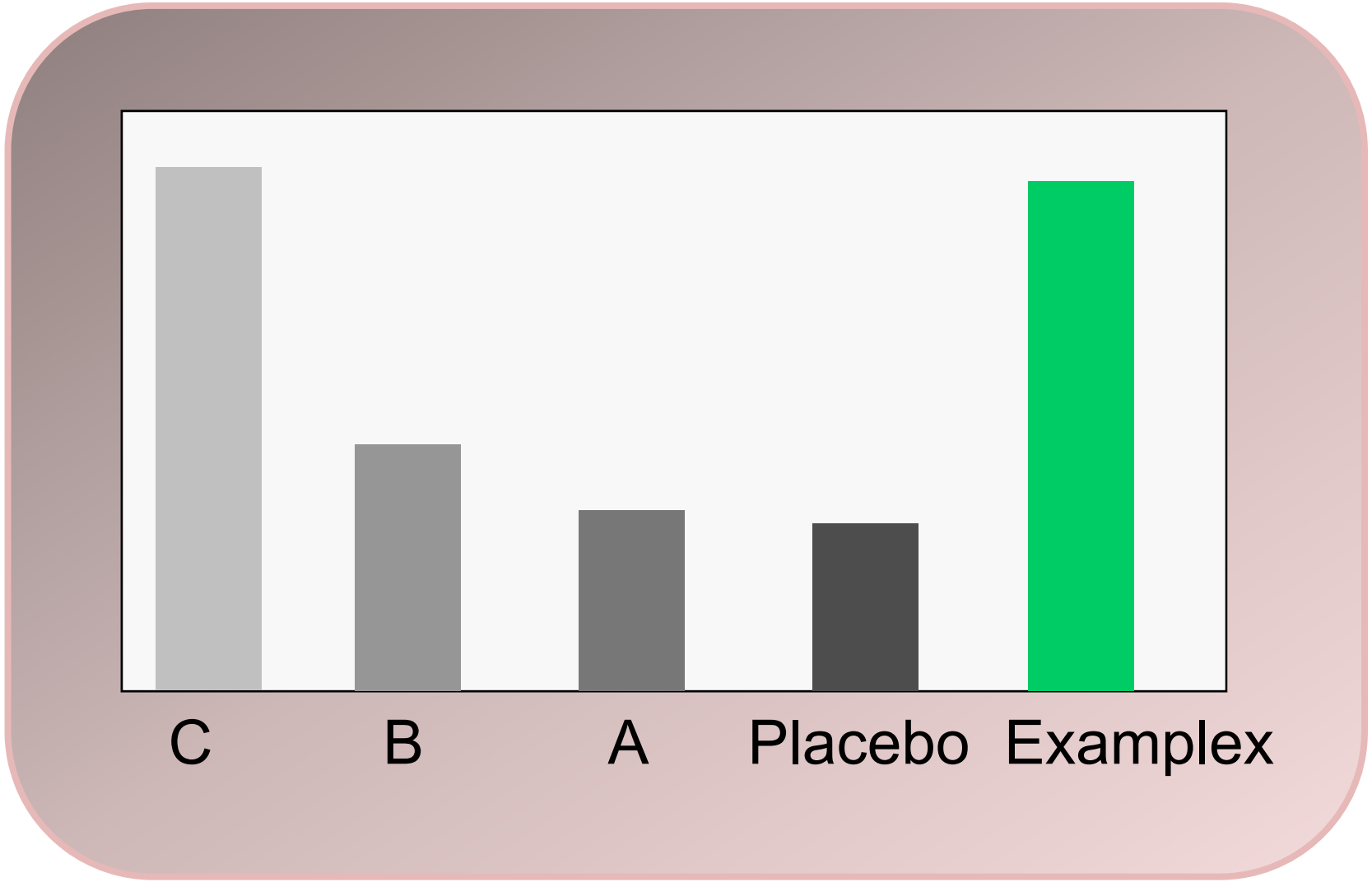
Compelling

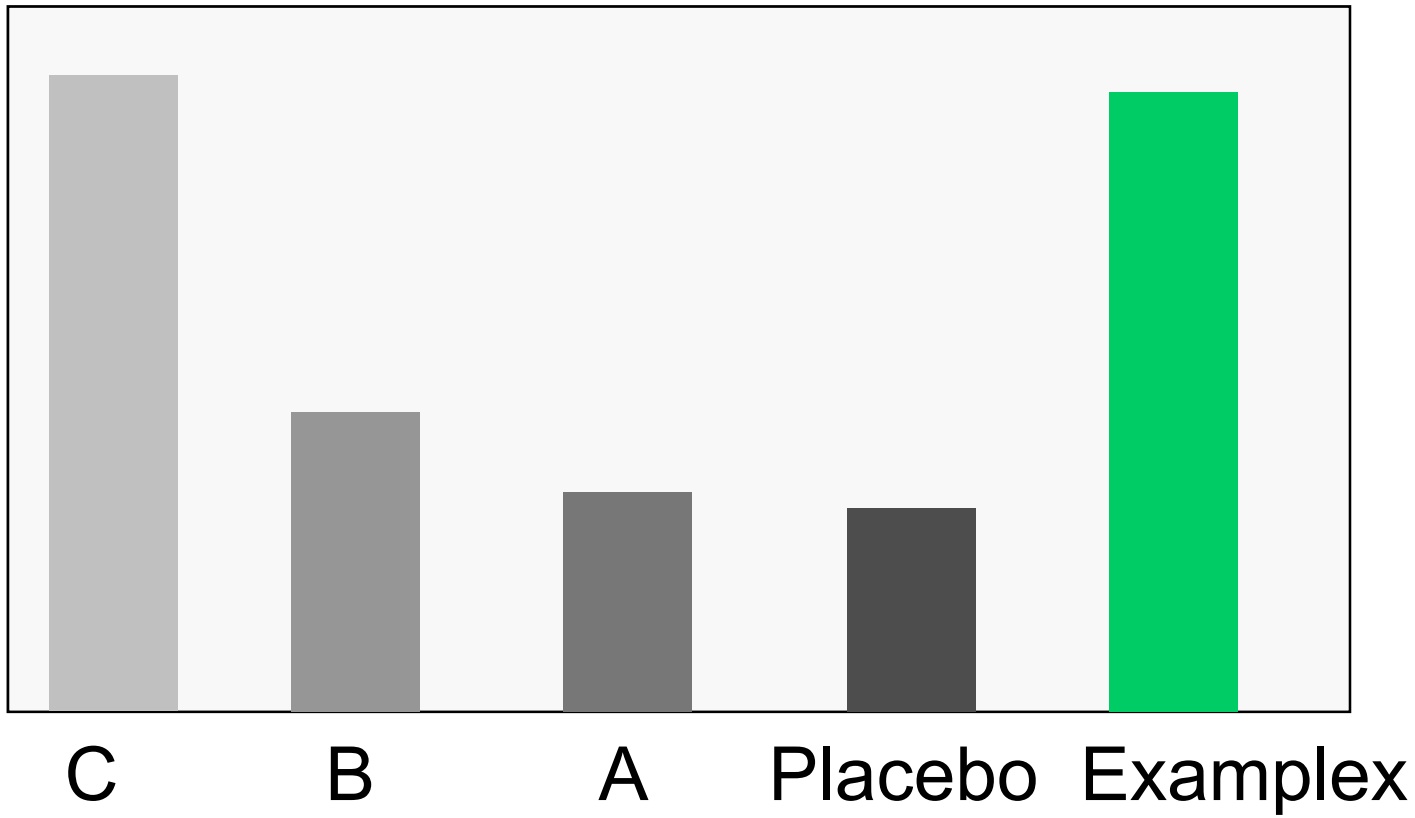
Straightforward

Circus Look

Impact

~~Frames~~

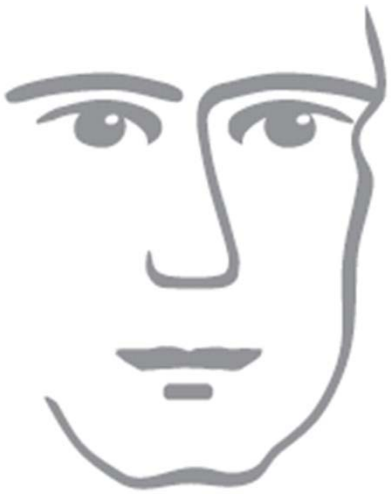



C
B
A
Placebo
Examplex

Emotional Impact

Tell a Human Interest Story

Case Study



- Patient
- Physician
- Investigator
- You

This concludes part 2 of the program

Tips for Medical Scientific Experts

How to Give Effective Presentations

More at:

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