

Tips for Medical Scientific Experts

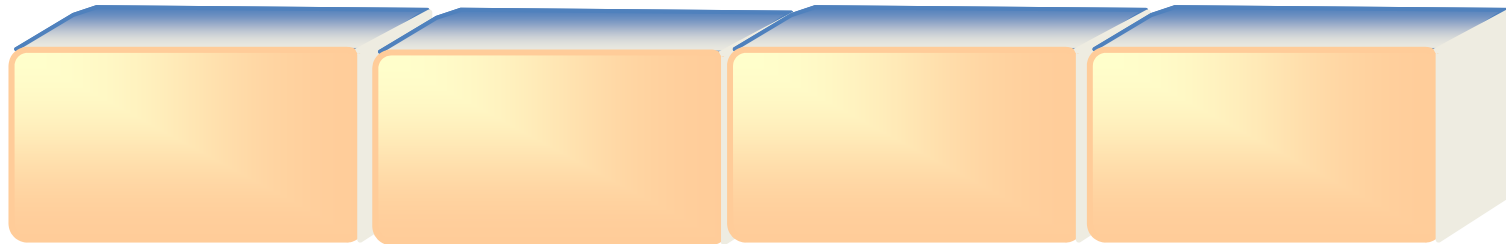
Part 2:

Verbal und Visual Aspects of Great Presentations

Effective-Presentations_Verbal-and-Visual-Aspects

© Dr. Günter Umbach www.umbachpartner.com

The Verbal Part of Your Presentation

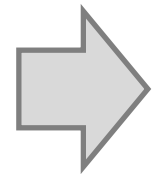


**Speak the truth,
but speak it pleasantly**

Zarathustra, 1000 B.C.

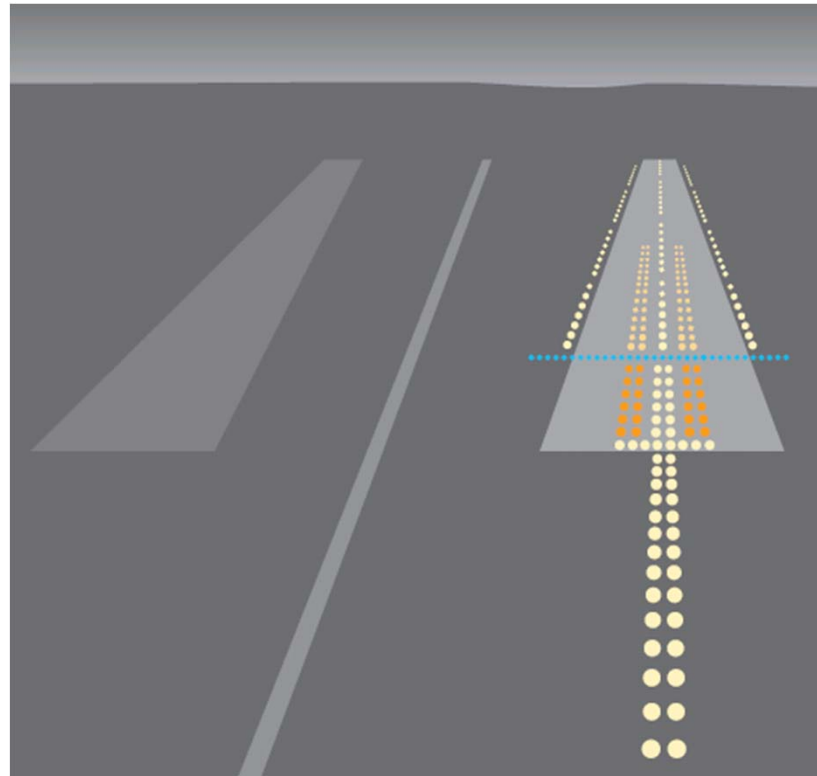
**Make the message positive:
Use affirmative statements**

~~There is no other way ...~~



There is only one way ...

Your Audience



Words



Choose carefully

Nephrologists:

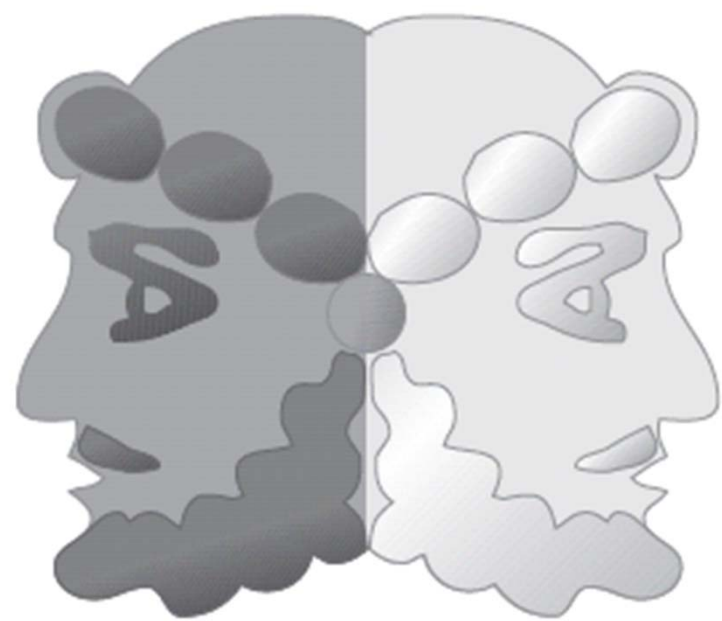
Kidneys, renal function,

Glomerular filtration rate ...

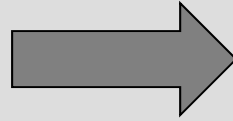
Cardiologists:

Heart, vessels, cardiovascular

function, ejection fraction ...



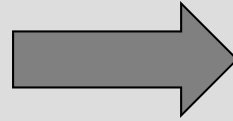
-



10% of patients
die within 5 years

90% of patients
are alive after
5 years

-



+

Exampel
reduces
mortality

Exampel
prolongs
survival

-

+

Fewer side
effects

Better
tolerability

Attractive Headlines

- Analysis

- Results

- Summary

- Conclusions

- Lessons learned

One option is 20% superior

?

20%
difference

?

20%
increase

Clear

20%
improve-
ment

Alternatives to 'Prove'

Validate

Document

Confirm

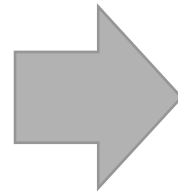
Highlight

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

~~**Rare
Fonts**~~

Common Fonts

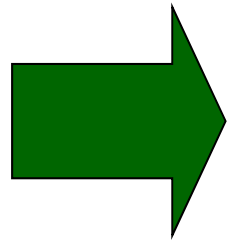
Arial

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 ...

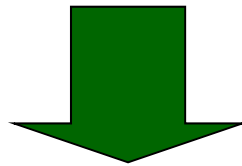
This trial confirms that substatin
can improve ...

Use line spacing > 1.1

This trial confirms that substatin
can improve ...

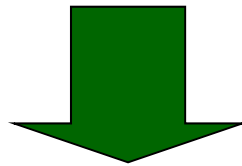
Colours

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

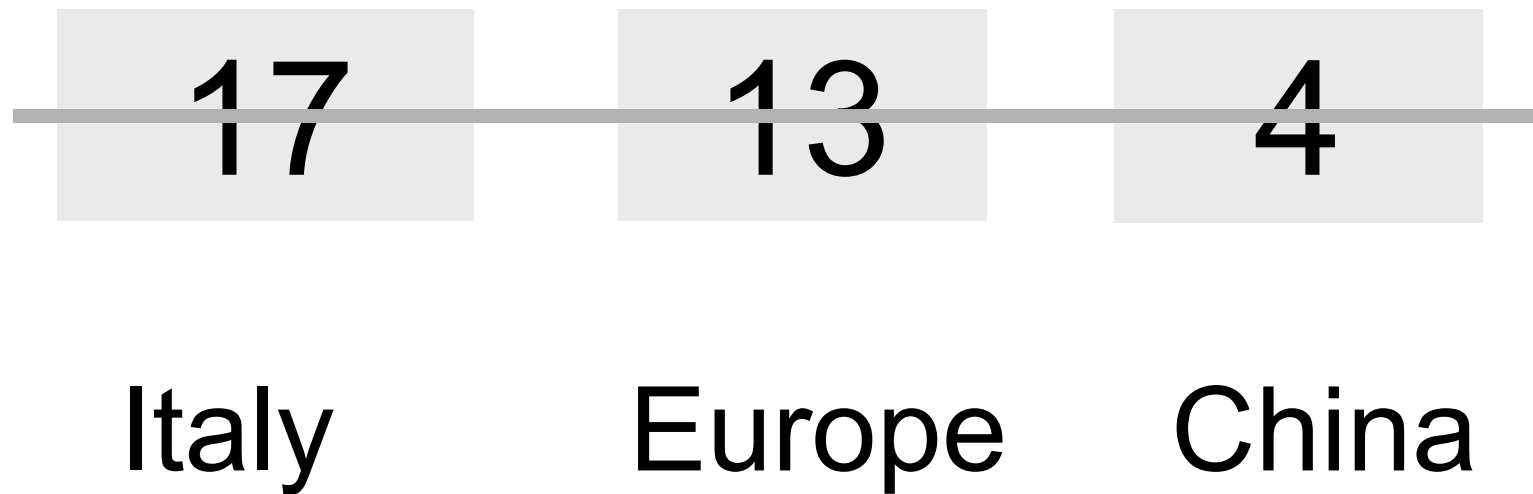
-
-
-

"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

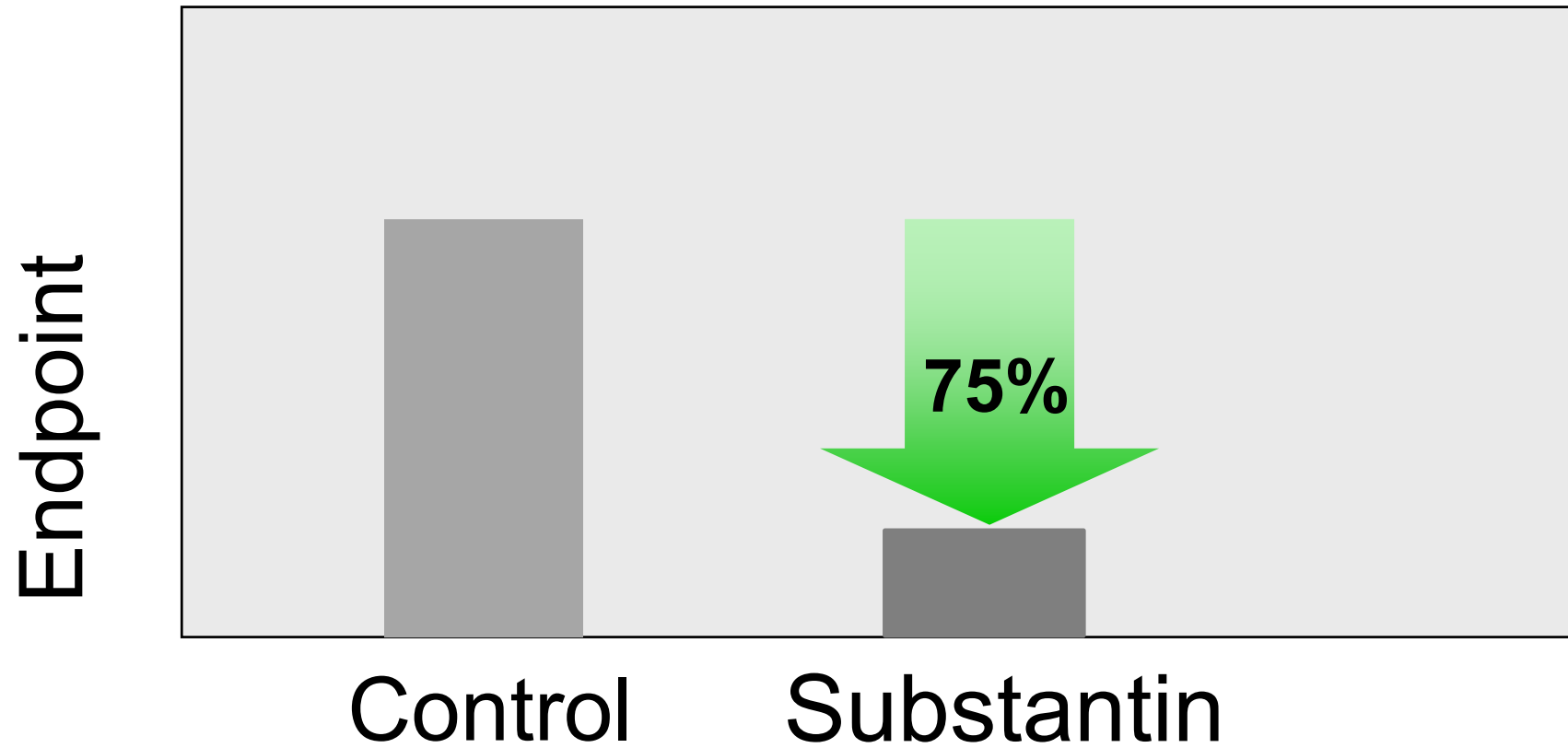
Substantin reduces endpoint
by 75% (from 100 to 25),
compared to the control group.

Example One, Version 2

Endpoint

Control	Substantin
100	25

Example One, Version 3



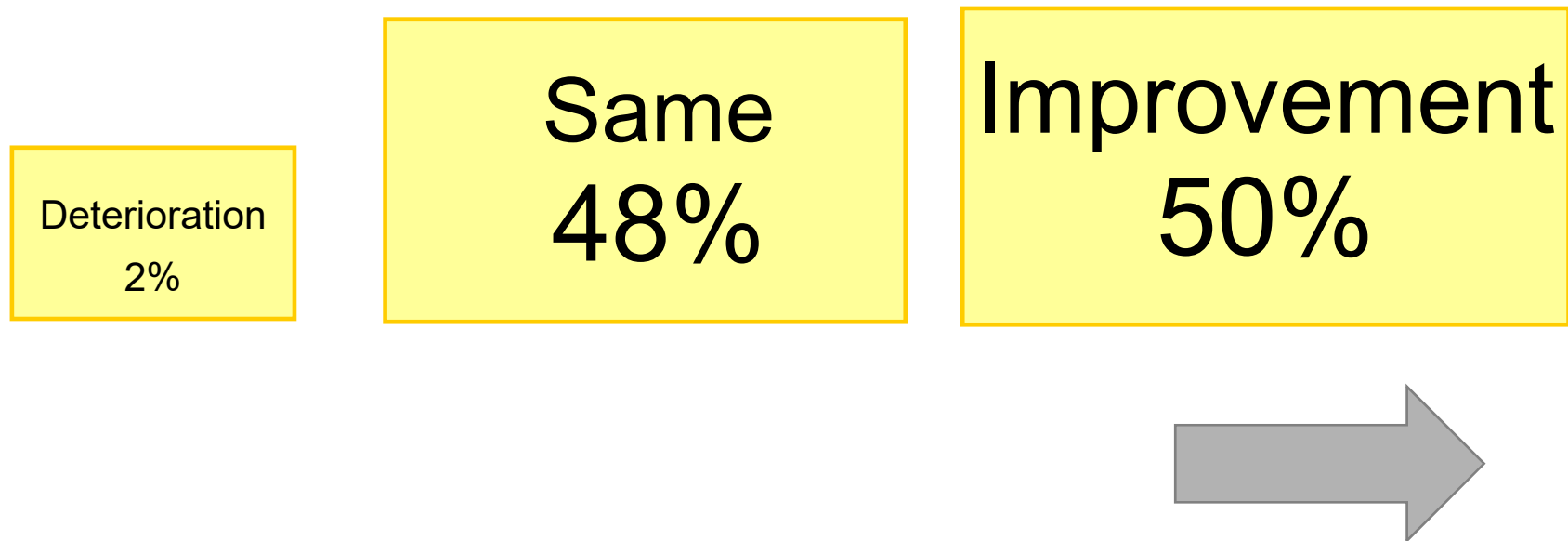
Example Two, Version 1

Results: Recall

Improvement	Same	Deterioration
50%	48%	2%



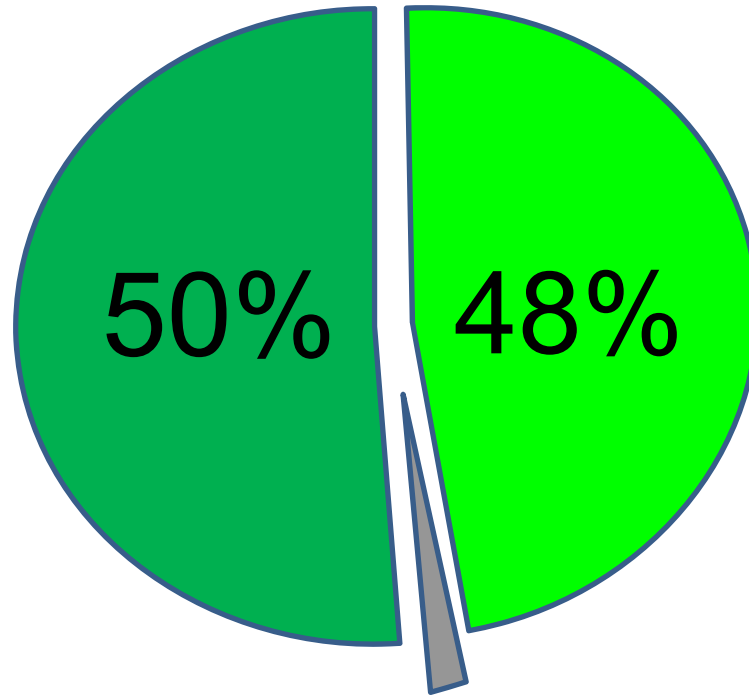
Example Two, Version 2



Example Two, Version 3

Improvement

Same



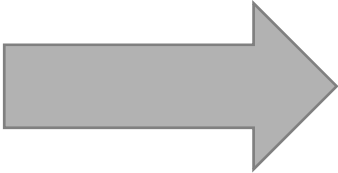
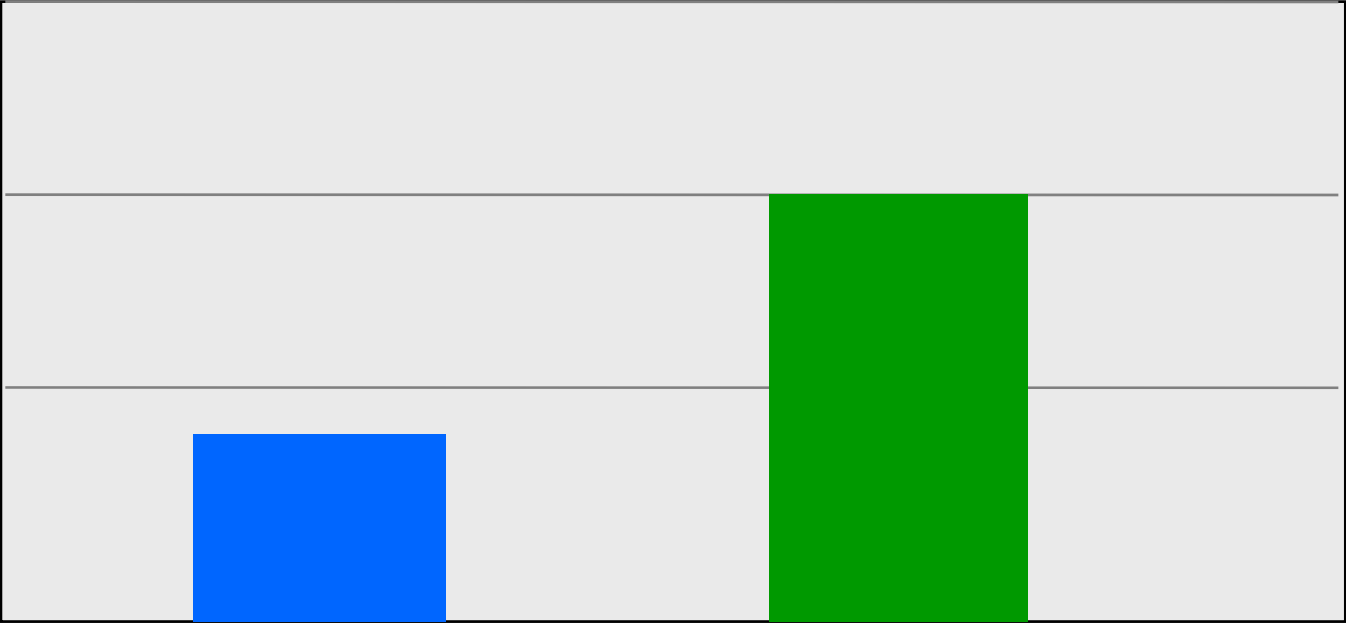
Deterioration



Control



Substantin

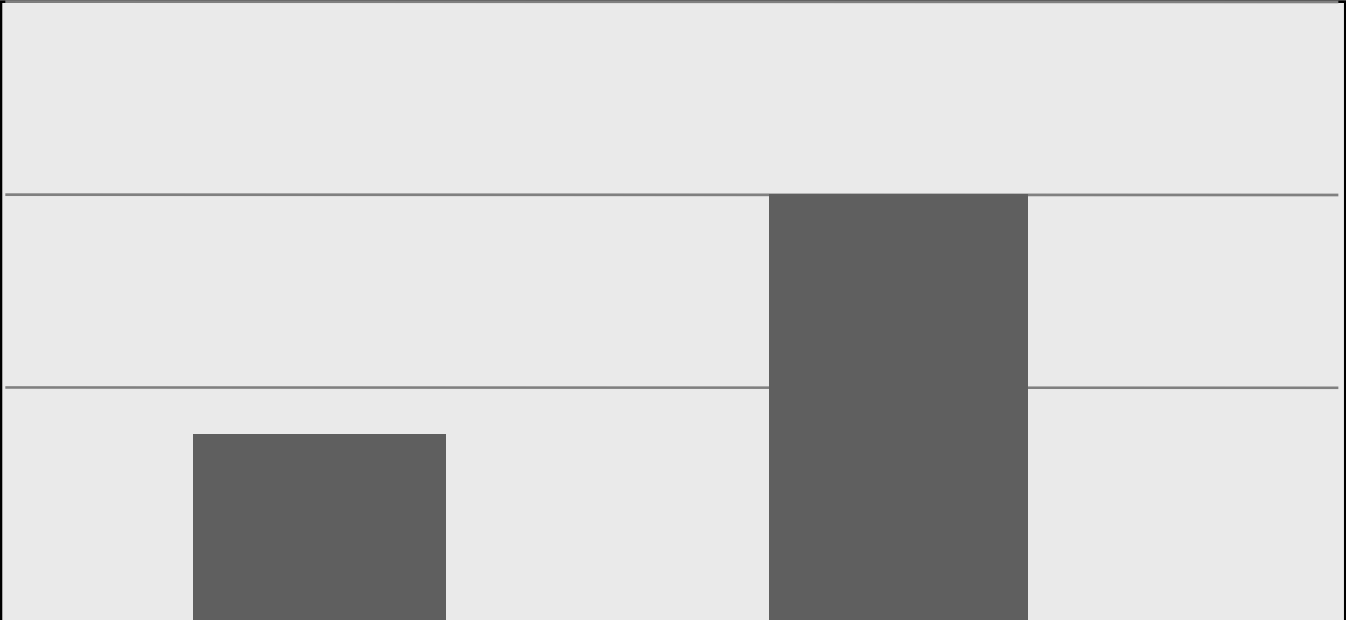




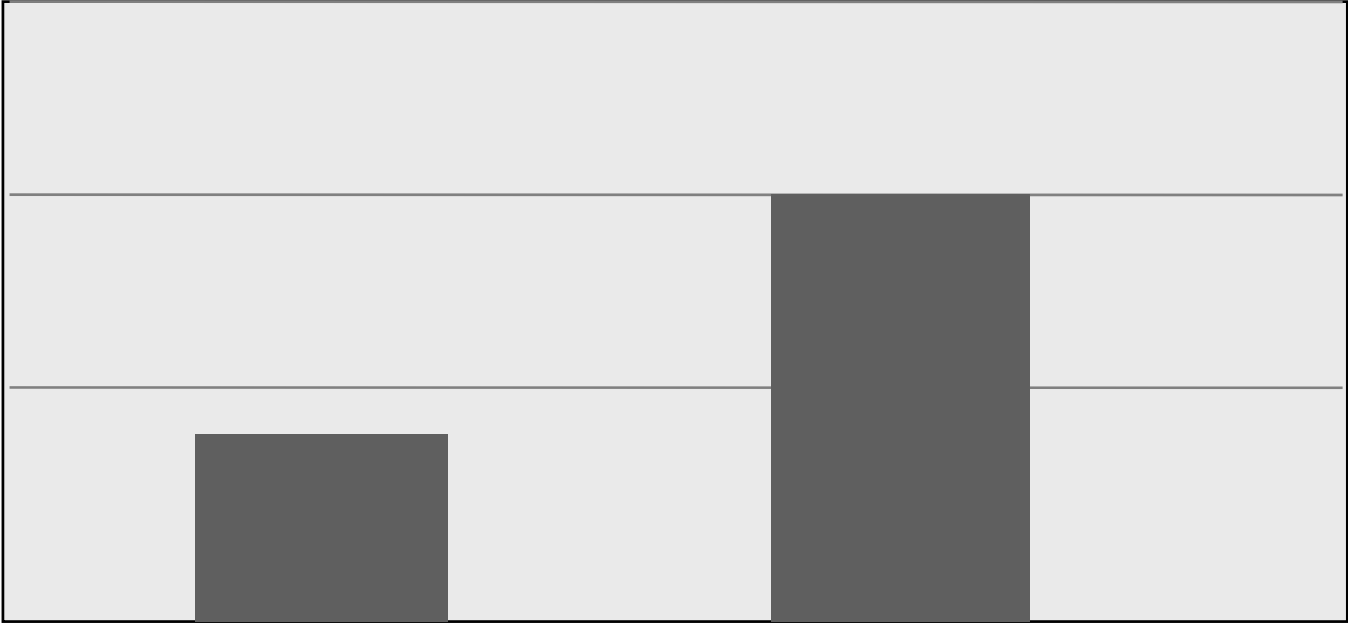
Control



Substantin



?

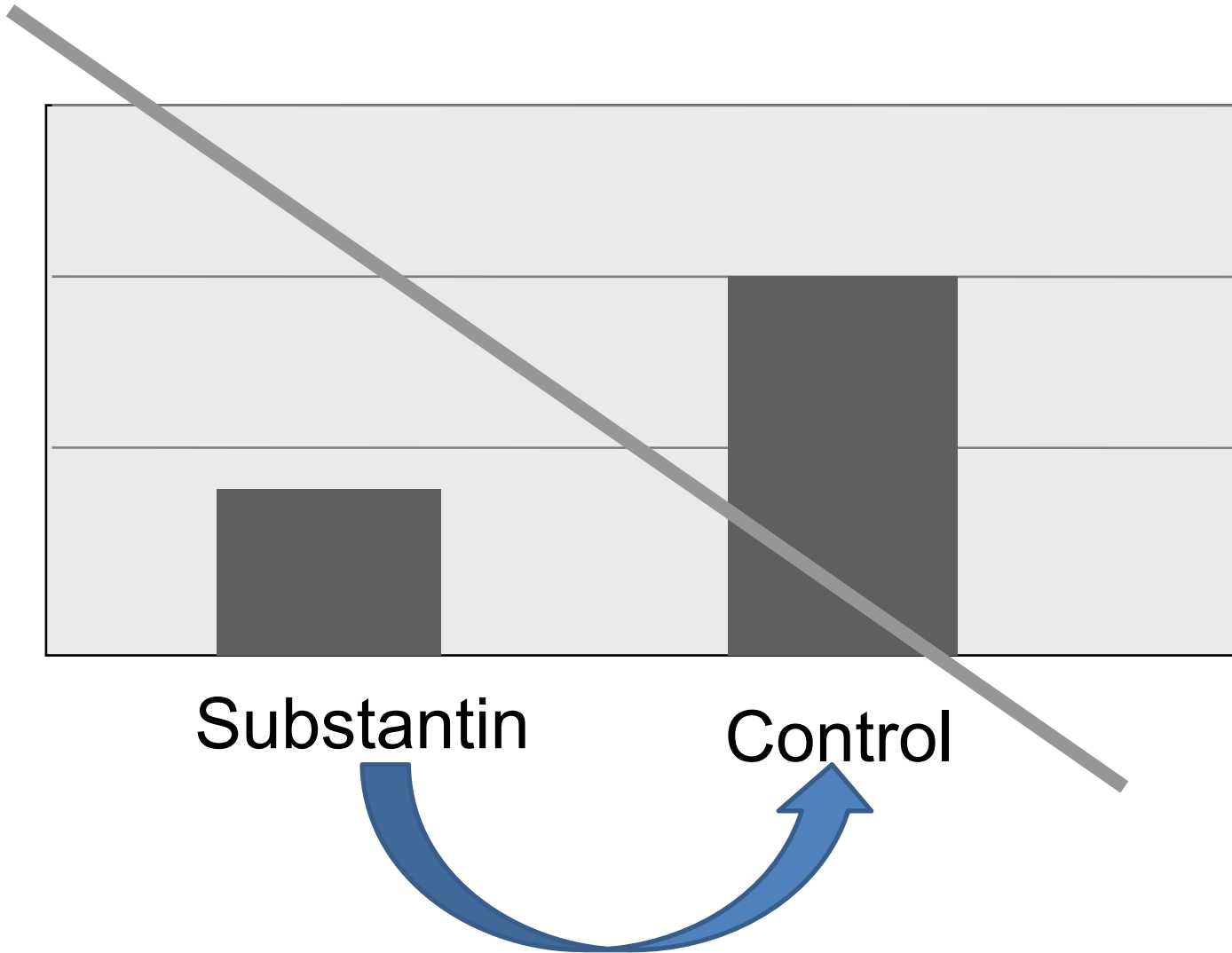


Control

Substantin

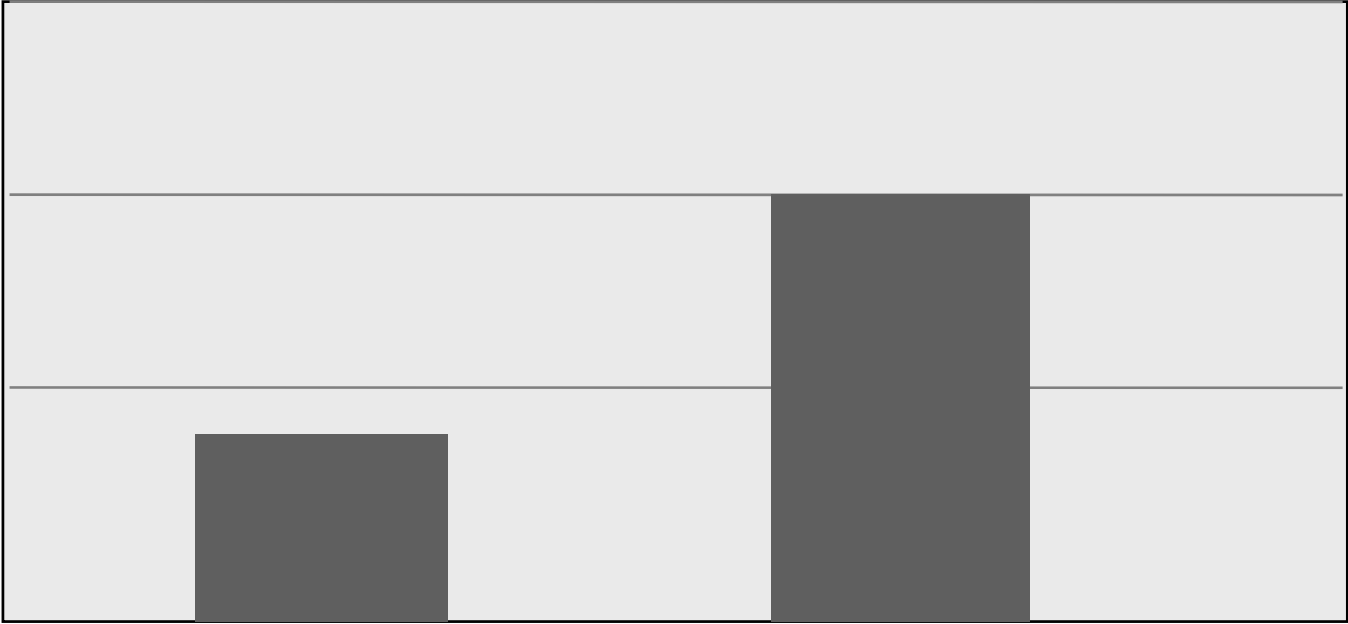
Do ***not*** "copy and paste"
files or scanned documents
into your key charts

...



Substantin

Control



Control

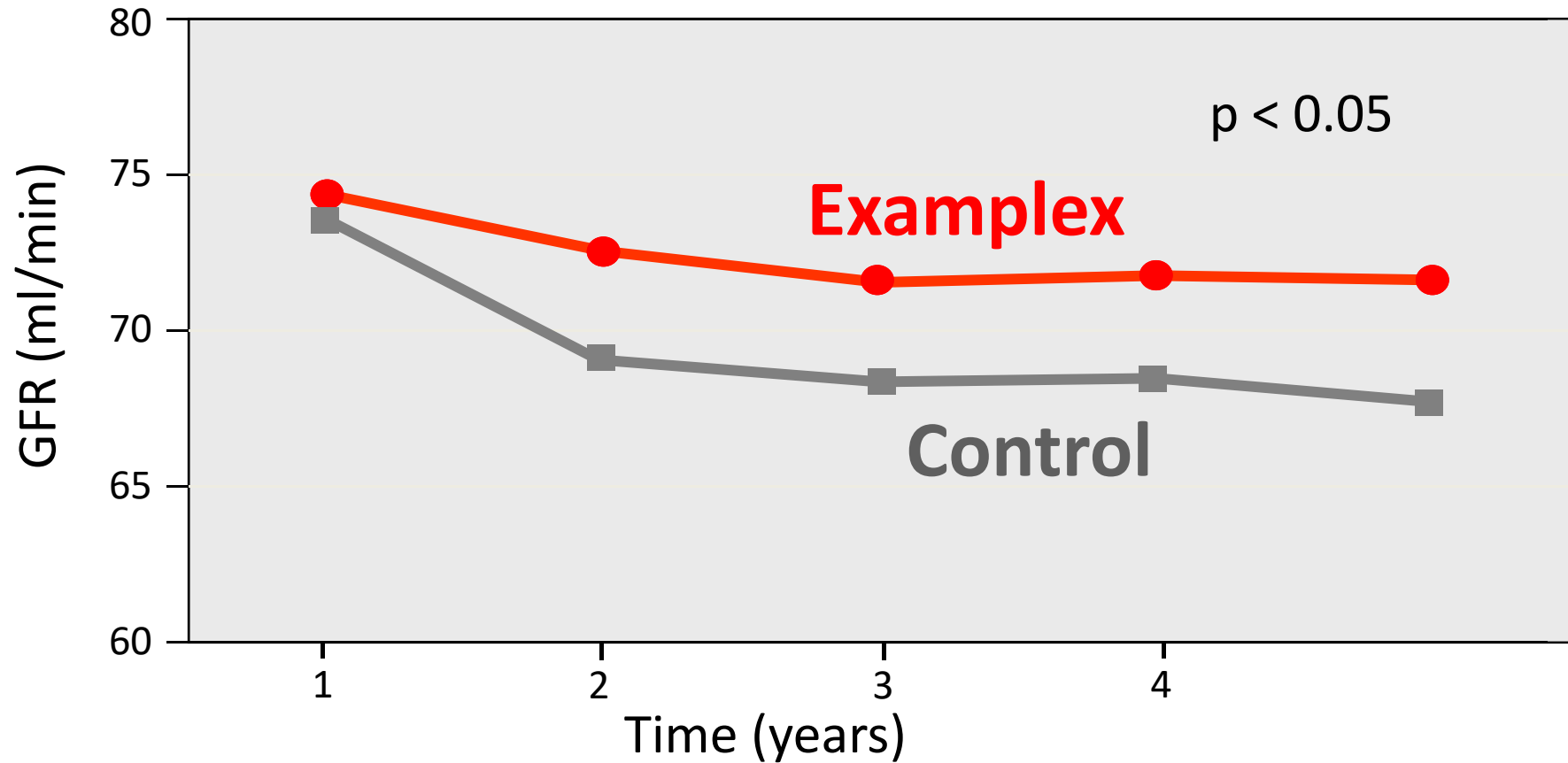
Substantin

Placebo or Control: Color



Grey

Statement Below Diagram

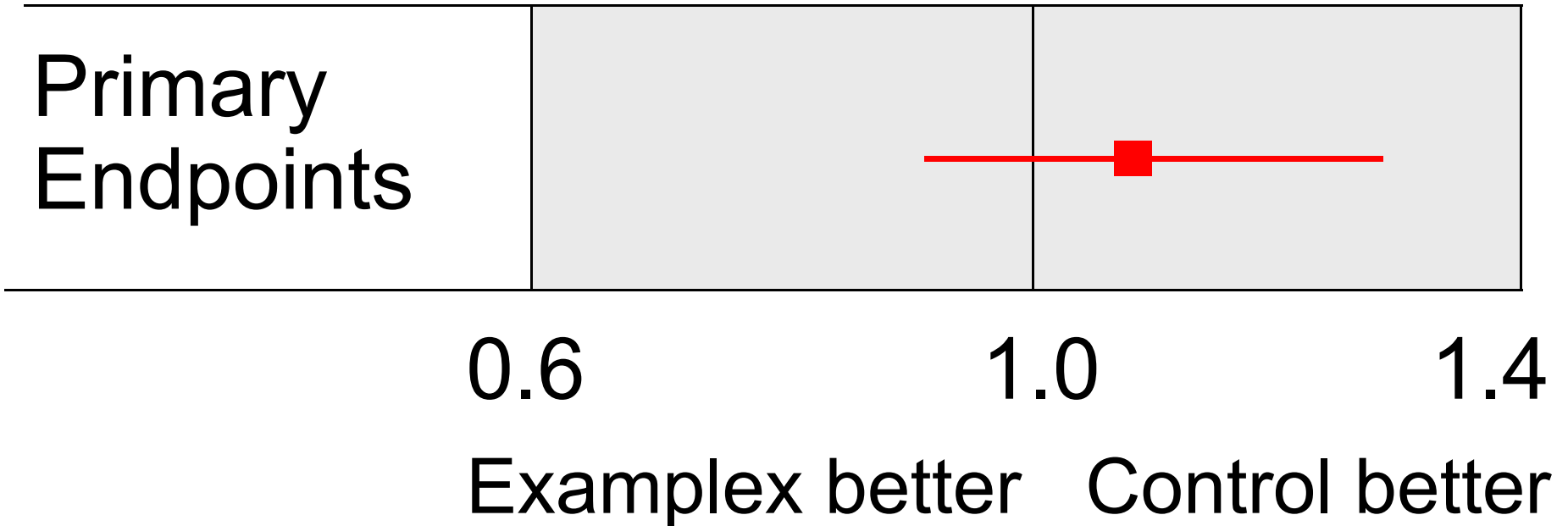


Examplex helps to maintain renal function

Outcome

Selected aspect

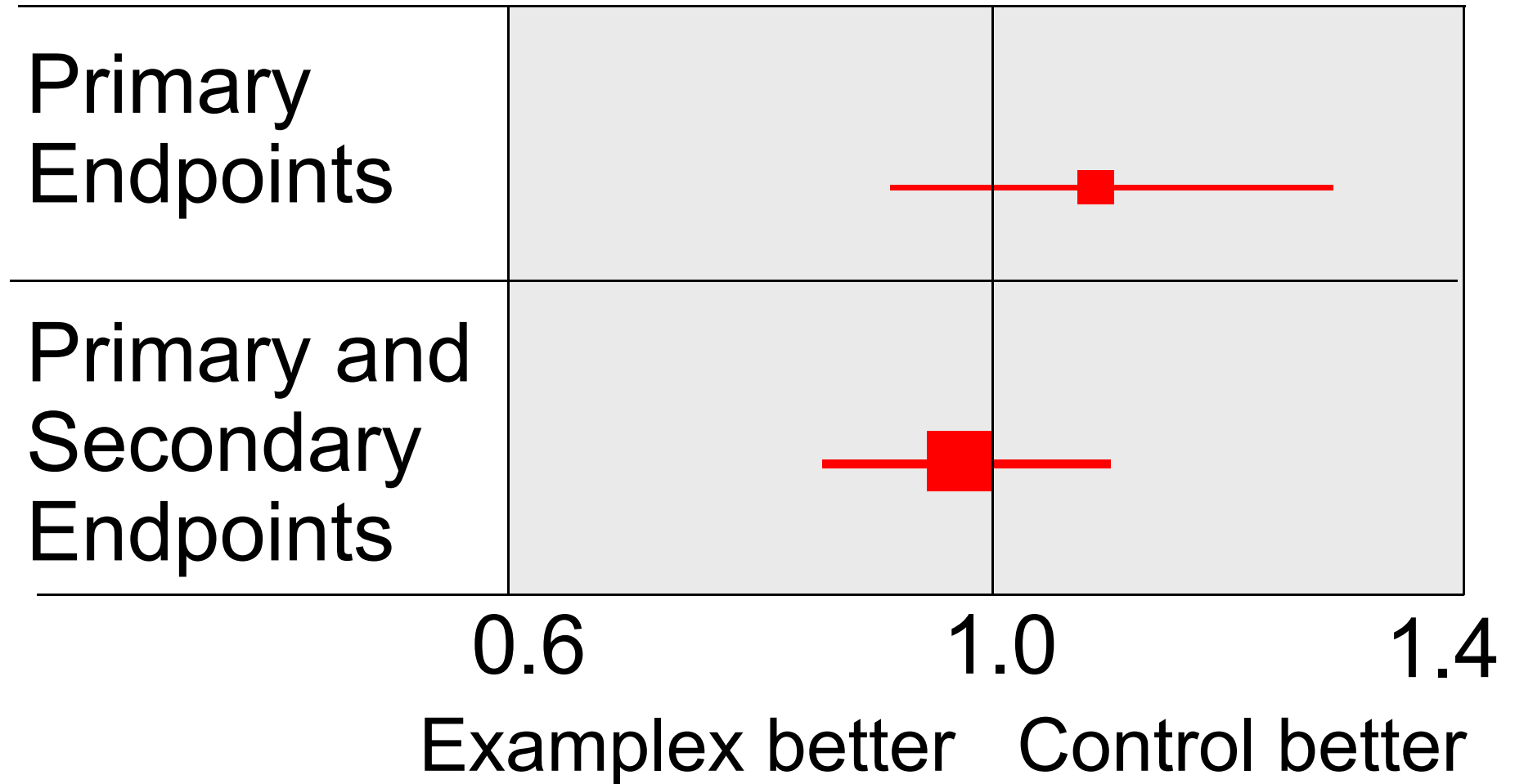
Relative Risk



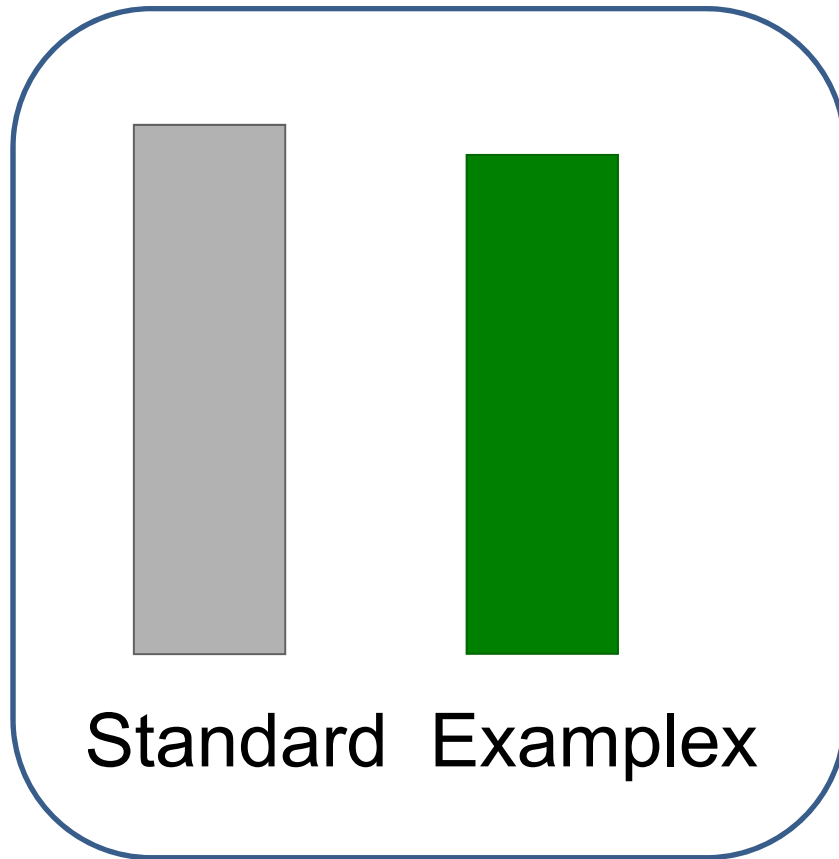
Outcome

Comprehensive

Relative Risk

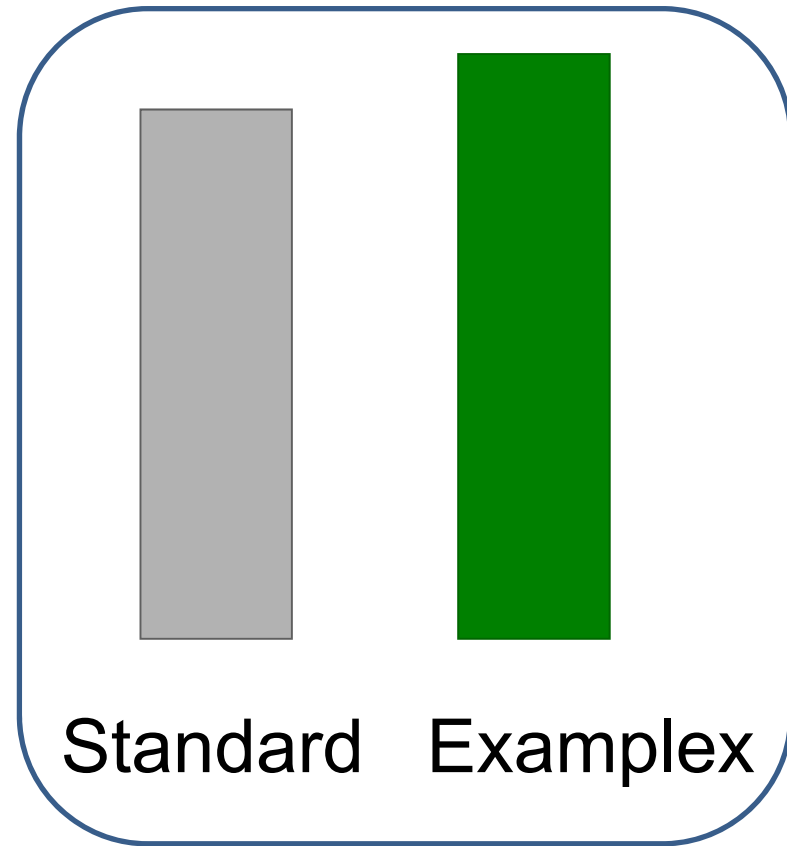


Statistical Analysis



Standard Exemplar

Intention-to-Treat



Standard Exemplar

Per-Protocol

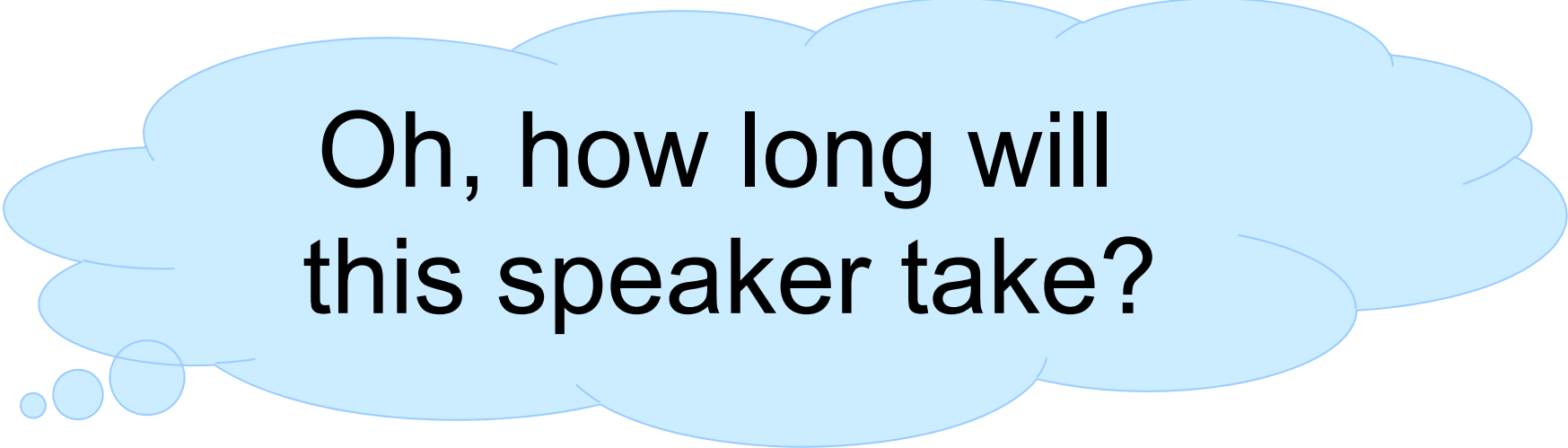
...

If you have the copyright



Avoid Numbering

What will the Audience Think?

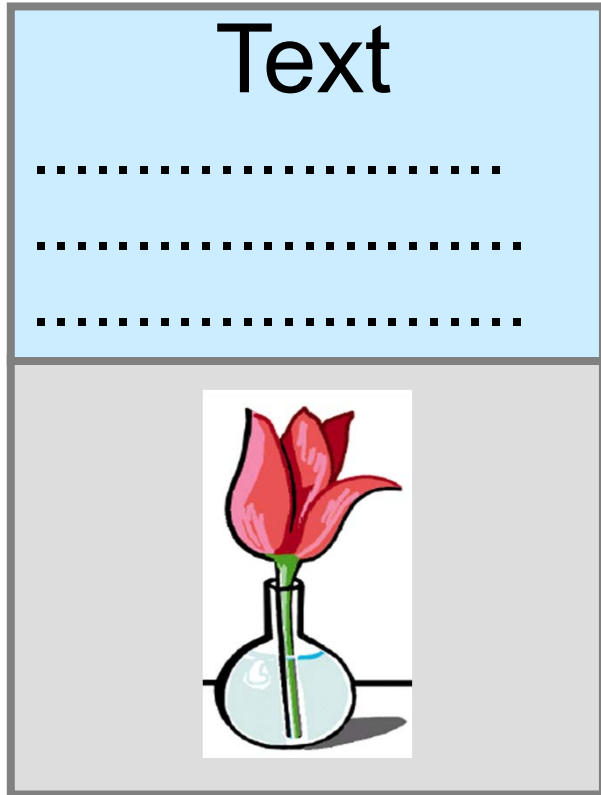


Oh, how long will
this speaker take?

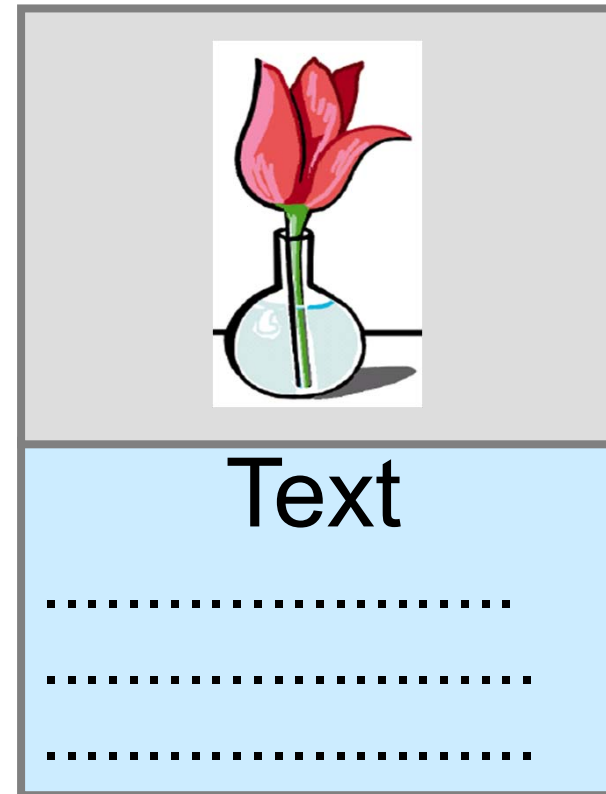
Avoid Long Footers

Department of ABC, Institute of DEF,
University Hospital GHI, City of JKL, Country

Layout (Horizontal)



?



Animation

Use sparingly

Best: Wipe

Use images

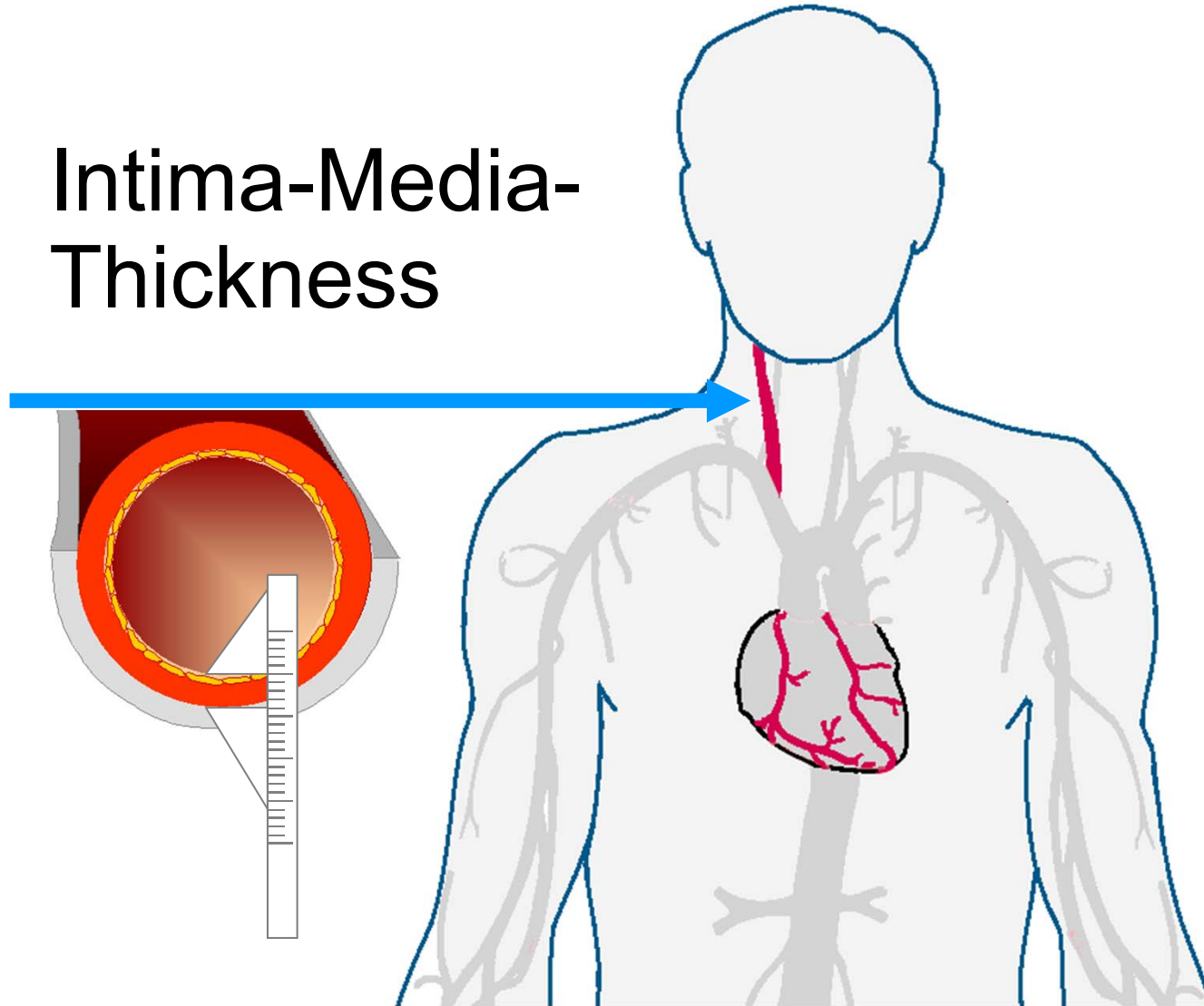


Intima-Media-Thickness

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

Circus Look

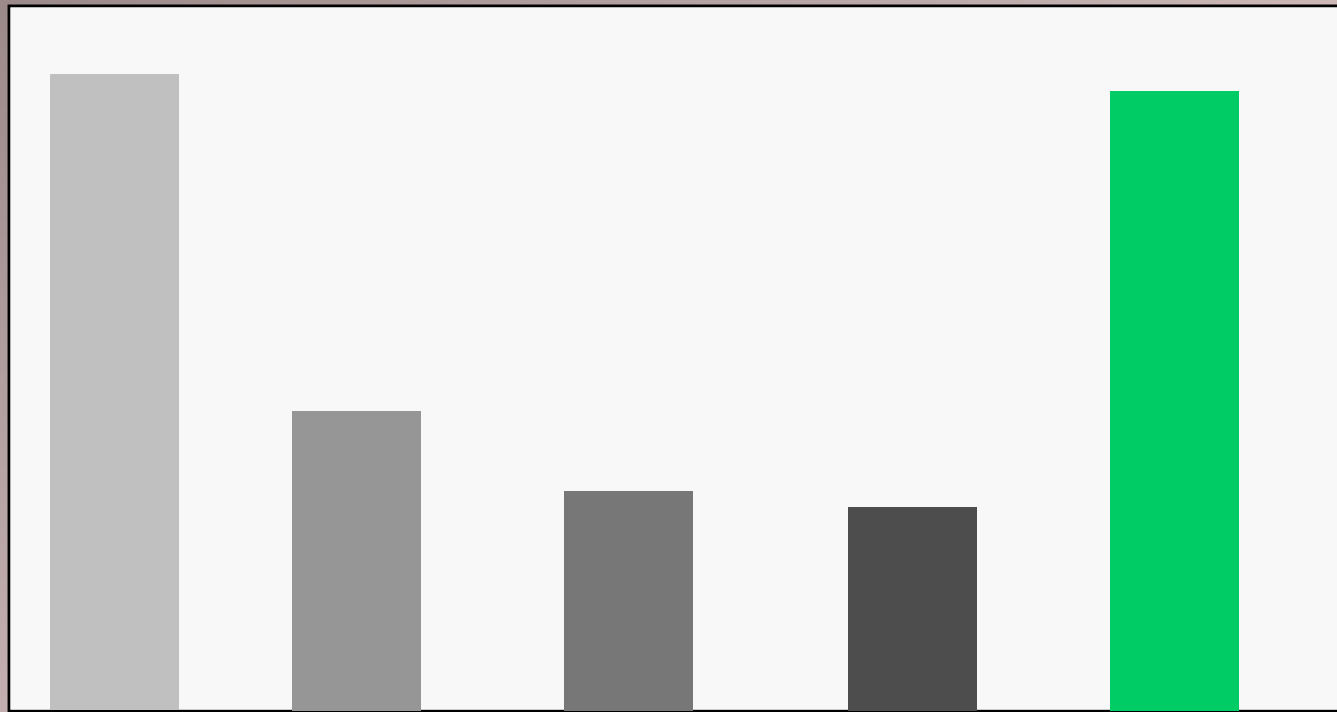
Clean

Compelling

Straightforward

Impact

~~Frames~~



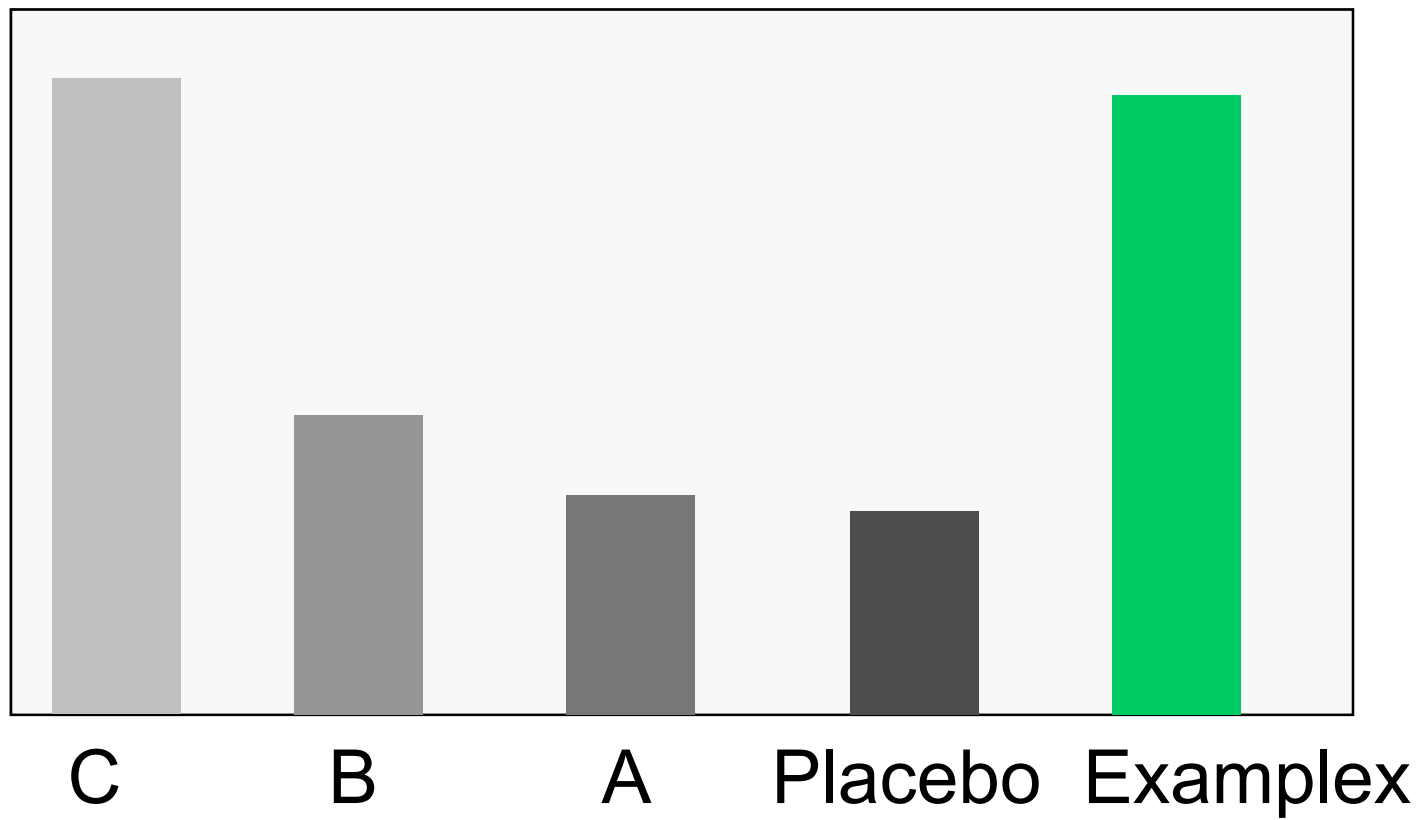
C

B

A

Placebo

Examplex

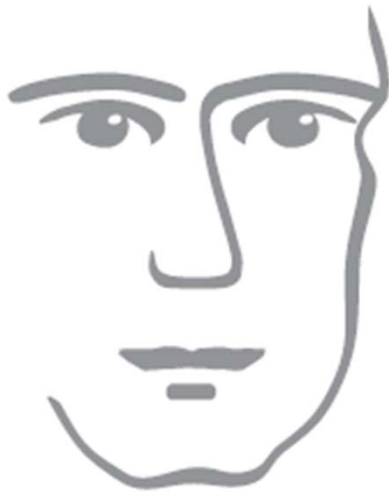


Emotional Impact



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:

www.umbachpartner.com