

Presentation Pearls Learned from the Pandemic

Conor Hanrahan, PharmD, MS, BCPS
Intermountain Healthcare

Shantel Mullin, PharmD, BCPS
University of Utah Health



Disclosure

Neither presenter has any conflicts of interest to disclose

Off-label uses of medications will not be discussed



Learning Objectives

At the conclusion of this activity, participants should be able to:

1. Discuss general best practices when developing and delivering a presentation.
2. Explain strategies to effectively develop and deliver specific types of presentations, including journal clubs, recorded formats, etc.
3. Given a case scenario, formulate an active learning strategy for a virtual and in-person presentation.



Audience Response Question

Which of the following best describes your current role?

- A. Student (not in APPEs)
- B. Student (currently on APPEs)
- C. Resident
- D. Practicing pharmacist
- E. Practicing technician
- F. Other



Audience Response Question

What are some of the worst presentation blunders you've seen during the pandemic?



General Best Practices



Know Your Audience

- Do your homework beforehand
 - Demographics, experience, knowledge
- Understand why your audience is attending
 - What are their needs & objectives?
- Ask probing questions during the presentation
- Consider how to best connect with them
 - Communication styles and preferences

Why is this Important?

- Helps them receive information
- Helps you be more effective in meeting objectives



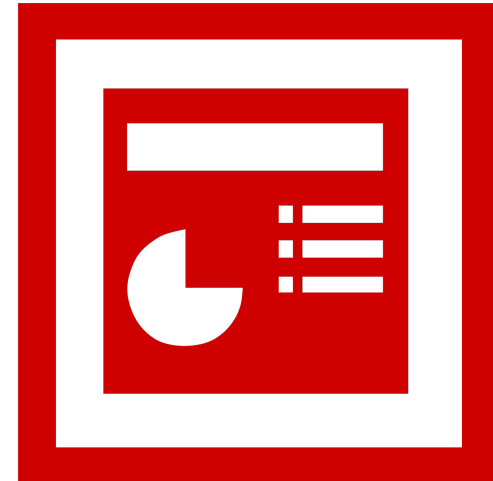
Presentation Basics: Get Ready

- Get Organized!
 - Know expectations – then set objectives & timelines
- Prepare
 - Become the expert!
 - Create audience-friendly materials
 - Work ahead of deadlines
 - Anticipate questions & potential problems
- Practice
 - With another person, with the technology in the space/application



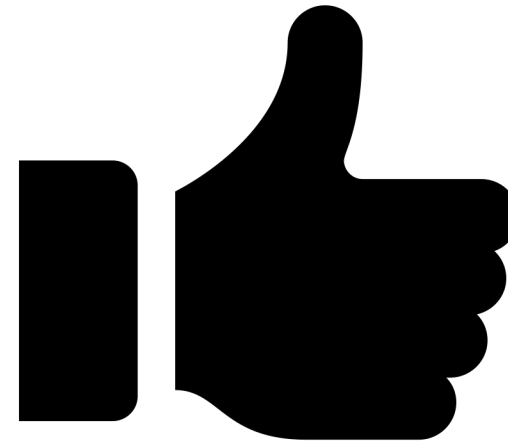
Pearls for Making Presentation Materials

- Think of your presentation as a story...
 - Outline - then create visuals
 - Attention getter, clear points, summarize
- Materials should support, not distract
 - Limit slides, words, animations, fonts & colors
 - Maximize font & graphic size
 - Use a professional template
 - Proofread
 - Ask a friend to review your slides...



Rules of Thumb for Slides

- 6X6 Rule
- Font \geq 18 point
- Black text on white/light
- No sentences
- Slide count \leq minutes in talk
- AVOID ALL CAPS!!!!



Other Drug Therapies

How could this slide be improved?

Brand Name	Product Type	Viral Inactivation or Exclusion Method	Other Contents
Activated Prothrombin Complex Concentrate			
Autoplex T	Plasma	Dry heat	Heparin, IIa, VIIa, trace VIIIa, IXa, Xa
Feiba VH Immuno	Plasma	Vapor heat	IIa, VIIa, VIIIa, IXa, Xa
Prothrombin Complex Concentrate			
Bebulin VH	Plasma	Vapor heat	Heparin, II, IX, X
Profilnine SD	Plasma	Solvent detergent	II, VII, IX, X
Proplex T	Plasma	Dry heat	Heparin, II, VII, IX, X
Other			
NovoSeven	Recombinant VIIa	None	
Hyate:C	Porcine VIII	Freeze-dried	Citrate

Non-Drug Therapies

- Adjunctive Treatment: RICE
 - Rest, Ice, Compression, Elevation
- Physical Therapy
 - Increases joint/muscle recovery after bleed
- Pain Management
 - Acetaminophen
 - Celecoxib
 - Narcotic analgesics
 - Aspirin contraining products contraindicated



Presentation Basics: Presentation Day

- Dress for success
- Be early & visualize success!
- Manage your pace
- Make eye contact & show enthusiasm for your topic
- Expect the unexpected
- Leave time for questions
- Close with a summary & gratitude



Audience Engagement

- In-person vs. virtual
- Ensure YOU are engaged & enthusiastic
- Prepare them to be involved
 - Give a heads up
 - Give clear instructions for activities
 - Give people time to read & process
 - Sprinkle in active learning
 - Explain the technology



Active Learning

- Less lecturing, more interacting
 - Interactive cases
 - Think-pair-share
 - Role play
 - Small group discussion
 - Games & activities
- Leverage tools and new technology
 - The Chat (e–notes, questions, emojis)
 - Breakout rooms for small group activities
 - Quizzes & polling Word clouds
 - Shared document notes

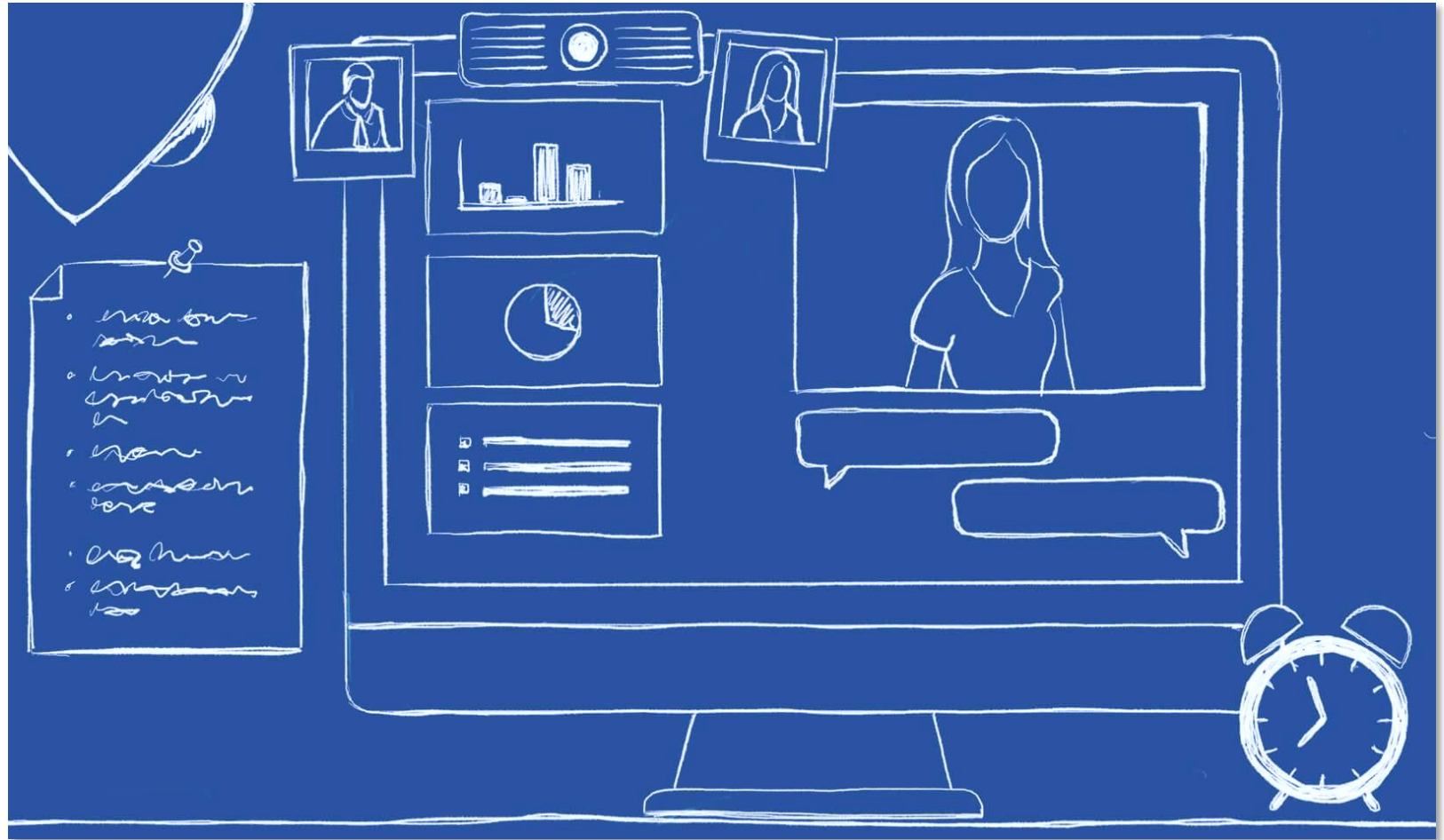


Presentation Basics: After the Presentation

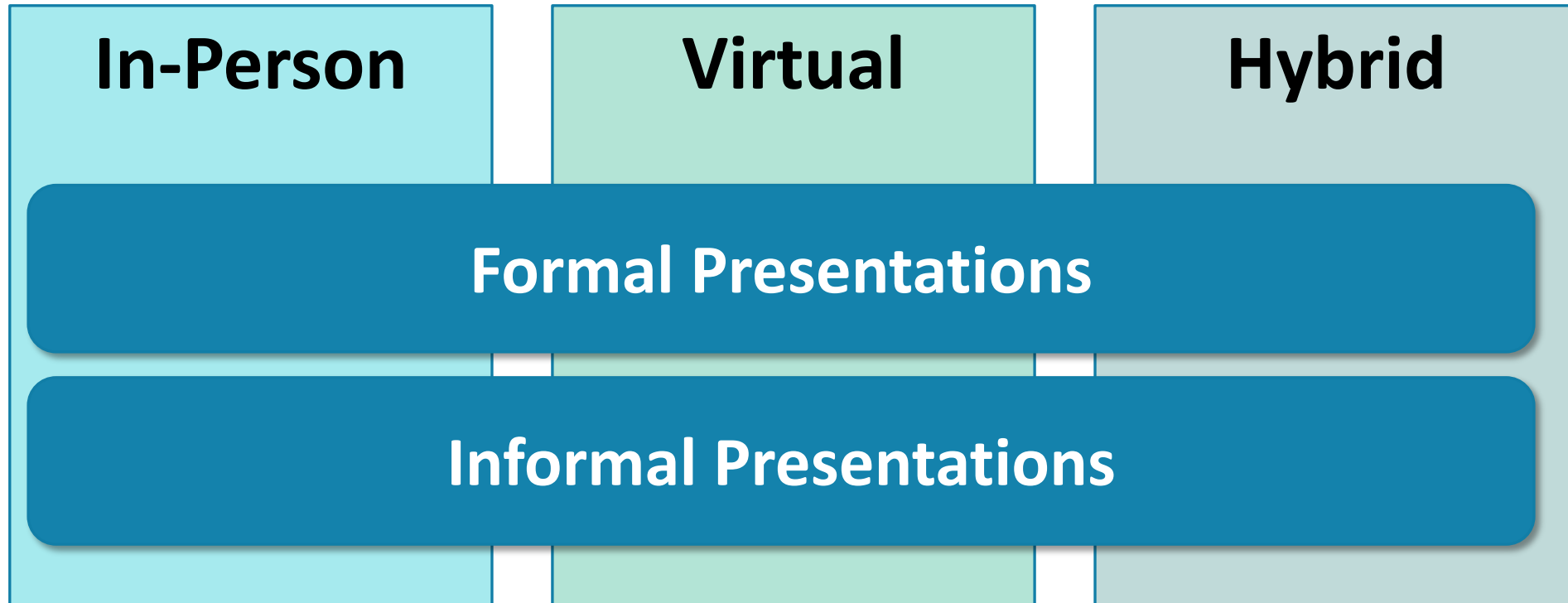
- Celebrate!
- Follow-up on questions you couldn't answer
- Learn from the experience
 - Self-reflect, journal, etc.
 - Ask for feedback
 - Review evaluations
- Make adjustments for encore presentation
- Invited presentation? Thank the organizers!
- Update your curriculum vitae



Special Topics



Presentation Types and Formats



Formal Presentations

- Opportunity to grow your career
- Invited versus submitted
- Common types:
 - Lectures
 - Continuing education (CE)
 - Seminars
 - Research platforms
 - Case presentations
 - Formal journal clubs
 - Workshops
 - Job interviews



Formal Presentation Considerations

- What is your goal?
 - Inform/instruct
 - Decide/problem solve
 - Inspire
 - Persuade
- How do you engage your audience?
- Example: Job Interview
 - Goal: Inform and persuade them to give you the job
 - Engage through content and presentation style
 - Virtual challenge!



Informal Presentations

- Still maintain professionalism
- Still be prepared and take it seriously!
- Common examples:
 - Case presentations
 - Journal clubs
 - Inservices



Virtual Presentations

- Consider how you want to tailor the virtual experience
- Consider strategies for retaining audience engagement
- Ensure a quiet space, stable internet, etc.
- Test the technology beforehand
- Ensure meeting settings are correct
- Practice active-learning activities with a colleague
- Have a plan for monitoring the chat and addressing questions

**Don't fall
into traps!**



Hybrid Presentations

- In-person and virtual audience
- **Key point:** Do not forget the online audience!
- Consider nuances
- Use active learning and activities that apply to both audiences
- Ensure appropriate camera & audio set-up
- Plan for monitoring the chat & responding to questions



Recorded Presentations

- Numerous recording options available, ranging from simple to complex
 - Audio recordings
 - Video recordings
 - Single presenter vs. coordinating with multiple presenters
- Try not to sound too rehearsed or read from a script
- Be mindful of camera angle and where you're looking
- Must be creative with active learning

Leverage the advantages!



Virtual Conversations – Things to Know

- Be cognizant of virtual meeting fatigue
 - Staring more intently at one another & longer than in-person
 - May precipitate physiological states (high-alert, fight-or-flight)
 - Information overload
 - Multiple distractions
 - Self-consciousness
 - Always being “on”
- Virtual is not the same as in-person
 - Different social dynamics
 - Harder to view communicative signaling
 - More difficult to discern engagement



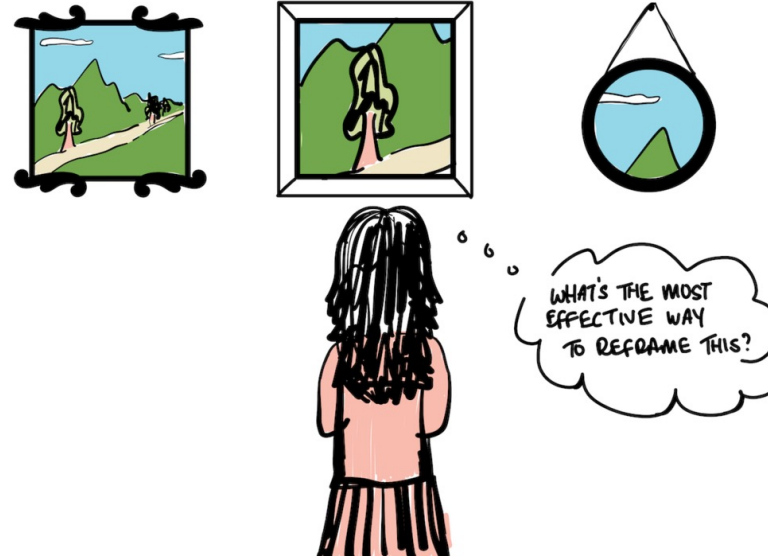
Virtual Conversations – Tips

- Have an agenda/plan
- Set ground rules and expectations
- Encourage audience participation
 - Establish psychological safety
 - Be comfortable with pauses and silence
 - Practice ways to politely call on people
 - Consider games, rewards, etc.
- Send out pre-reads or materials beforehand
- Leverage communication tactics

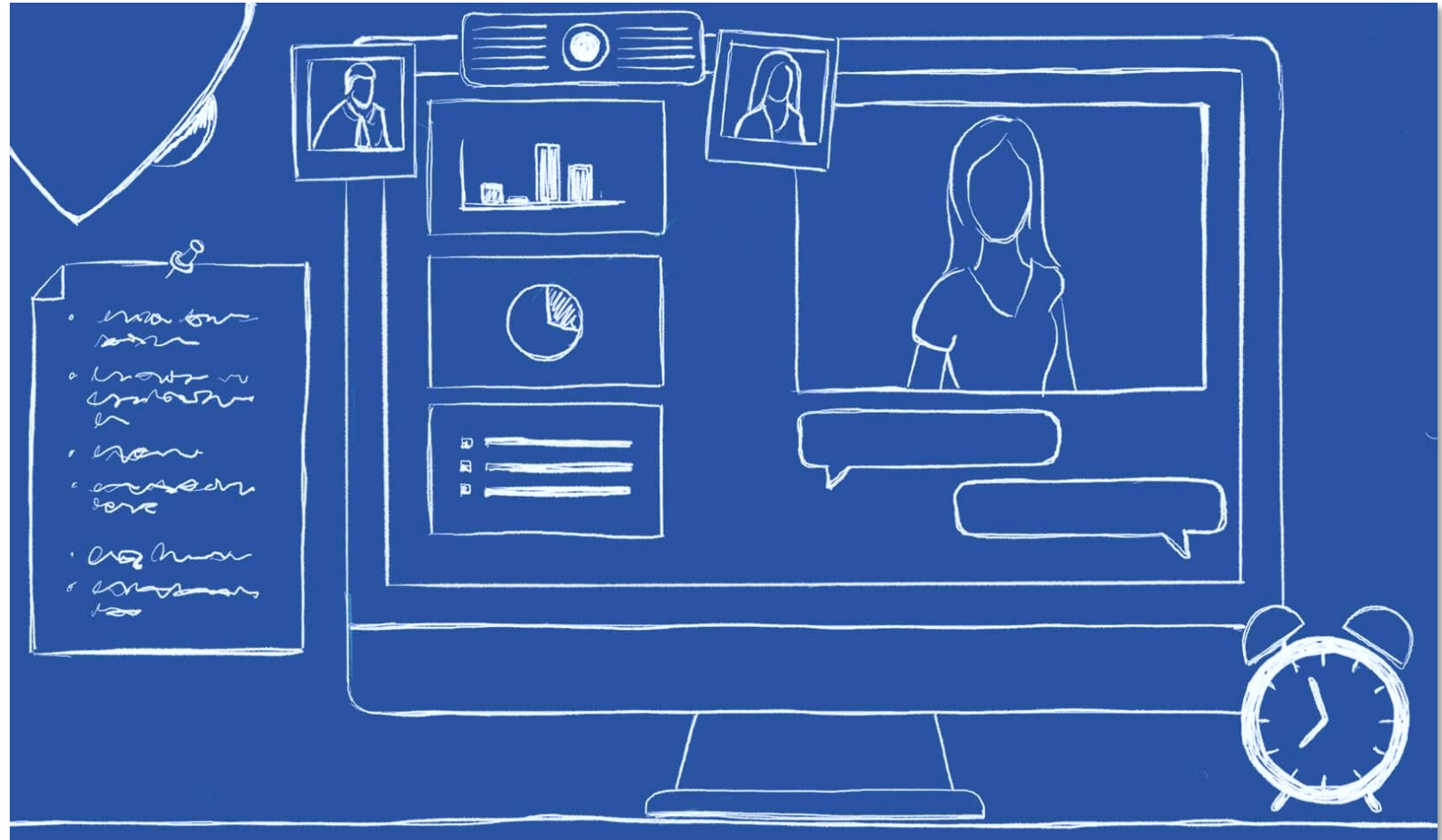


Communication Tactics

- Listening with intention
- Reframing
- Reflecting
- Summarizing



Case Study



Case – Break Out Groups

- You will be leading an informal topic discussion on pain management for rotation with 2 preceptors and a resident (in person) and 3 other students (on Zoom).
- Form a small group of 3-4 people or join a breakout room to create a plan:
 - Describe how best to prepare for the hybrid format.
 - Identify 2 active learning techniques you could use.



Case – Part 2

- You are asked to give a formal presentation for a virtual job interview on pain management.



- What questions would you ask this potential employer about the presentation?
- Form a small group of 3-4 people or join a breakout room to create a plan:
 - How will you prepare for this presentation compared with the inservice?
 - List your tactics during the presentation to ensure the presentation is success.

Final Thoughts

- Great presentations open doors
 - Networking
 - Career advancement
- Mastering live & virtual platforms essential



References & Resources

Andersen C. Lessons from TED. <https://hbr.org/2013/06/how-to-give-a-killer-presentation>

Bens I. Facilitation at a Glance, 3rd ed. Goal QPC/Memory Jogger. 2012.

Goyder C. Zoom Tips: 5 Ways to Make Online Presentations Pop. :
<https://enterpriseproject.com/article/2020/8/zoom-tips-online-presentations>

Karl KA, et al. Small Group Res. 2021 May 28 [e-Print ahead of publication]

Skills You Need. Top Tips for Effective Presentations.
<https://www.skillsyouneed.com/present/presentation-tips.html>

