

# JFPS 2010 Annual Meeting and Exposition

## Chattanooga, TN

### October 18-21, 2010

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**Date:** Wednesday, October 20, 2010  
**Time:** 1400 - 1500  
**Location:** Chattanooga Convention Center, Banquet Room F

**Title:** **Tricks of the Trade for Successful Posters and PowerPoint Presentations**

ACPE # 202-000-10-228-L04-P • 0.1 CEUs

ACPE # 202-000-10-228-L04-T • 0.1 CEUs

**Activity Type:** Knowledge-Based  
**Speaker(s):** Mike Heath, RPh, MBA, Retired; Betsy Nolan, RPh, MBA, BSX Enterprises LLC

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#### **Learning Objectives:**

##### **Pharmacist Learning Objectives:**

Upon completion of this activity, participants will be able to: 1. State the continuing pharmacy education (CPE) requirements for presentations. 2. Explain the importance of sharing best practices and innovative solutions at the Joint Forces Pharmacy Seminar as well as other local, state, and national professional meetings. 3. Identify resources to aid in the development and delivery of quality poster presentations. 4. Identify resources to aid in the development and delivery of quality PowerPoint presentations.


##### **Technician Learning Objectives:**

Upon completion of this activity, participants will be able to: 1. State the continuing pharmacy education (CPE) requirements for presentations. 2. Explain the importance of sharing best practices and innovative solutions at the Joint Forces Pharmacy Seminar as well as other local, state, and national professional meetings. 3. Identify resources to aid in the development and delivery of quality poster presentations. 4. Identify resources to aid in the development and delivery of quality PowerPoint presentations.

#### **Disclosures:**

- Mike Heath owns stock in Pfizer, Inc. and Wyeth, and his spouse owns stock in Johnson & Johnson and Abbott Laboratories. He is a consultant with the American Pharmacists Association, US Pharmacopeia, American Society of Health System Pharmacists, Cephalon, InGenesis, Inc. and ScriptPro.
- Betsy Nolan owns stock in Abbott Laboratories, Pfizer, Inc., and Procter & Gamble.
- APhA's education staff declares no conflicts of interest or financial interests in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.


Don't forget to record your participation for this activity to receive continuing pharmacy education credit. See instructions on page 11 of the Program. CPE participation must be recorded by November 22, 2010 at 2359.


**JFPS 2010** >>> 

JOINT FORCES PHARMACY SEMINAR

**Tricks of the Trade  
for Successful  
Posters and PowerPoint Presentations**

**Mike Heath, RPh, MBA  
COL (Ret), USA  
Betsy Nolan, RPh, MBA  
CAPT (Ret), USN**


 **October 20, 2010**


 **CPE Information and Disclosures**

Mike Heath: Consultant, APhA, ASHP, InGenesis, ScriptPro and USP  
Stocks: Abbott, HGSI, Johnson and Johnson, Pfizer, Teva


Betsy Nolan: Consultant: InGenesis, Inc., Bon Secours Health System  
and Beacon Healthcare Communications  
Stocks: Abbott, Proctor and Gamble, Pfizer

To receive credit for this activity, participants will be required to actively participate in the entire session and complete an online evaluation and CPE recording form using the voucher code assigned to this session.


 The American Pharmacist Association is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.

 **Learning Objectives**


1. State the continuing pharmacy education (CPE) requirements for presentations.
2. Explain the importance of sharing best practices and innovative solutions at the Joint Forces Pharmacy Seminar and other local, state, and national professional meetings.
3. Identify resources to aid in the development and delivery of quality poster presentations.
4. Identify resources to aid in the development and delivery of quality PowerPoint presentations.

 **Self-Assessment Questions**


1. The most important step for a presentation is picking out the slide template. True or False
2. An effective presenter:
  - a. Knows the audience
  - b. Knows the topic
  - c. Reads the slides
  - d. a and b
3. Presenters should speak to no more than three (3) slides per minute. True or False

 **Self-Assessment Questions**

4. Posters are always preferred over platform presentations. True or False
5. An effective poster is:
  - a. Focused
  - b. Graphic
  - c. Ordered
  - d. All of the above
6. Poster presentations are neither a thesis nor a dissertation. True or False

 **Why Present?**

- Doing great things at commands
- Good practice for public speaking events
- Important to share success stories/best practices
- Resume building
- Networking





## Outline

- The Accreditation Council for Pharmacy Education (ACPE) Requirements
- Power Point Presentations
- Poster Presentations



## Why are we so Picky?

- **To ensure that your presentation is approved by the Accreditation Council for Pharmacy Education (ACPE) so your audience can receive CPE credit.**
- CPE applicable to pharmacy practice includes:
  - Delivering patient-centered care
  - Working as part of a multidisciplinary team
  - Practicing evidence-based medicine
  - Focusing on quality improvement
  - Using information technology

ACPE 2009, CPE Defined: <http://www.acpe-accredit.org/>



## ACPE Speaker Requirements Abstract Submission

- Title
- Session Description
- Learning Objectives
- Target Audience
- Activity Type
- Needs Statement
- Suggested Speakers



## ACPE Speaker Requirements Abstract Submission Format

- Learning Objectives
  - Three to five
  - Clear statements of the anticipated results to be achieved
  - Measureable
  - Action-oriented phrases....“Upon completion of this activity”
    - identify, list, describe, define, outline, analyze, evaluate, plan, conduct, demonstrate, AND.....



## ACPE Speaker Requirements Abstract Submission Format

- Do not begin objectives with the word “understand” or “learn”
- Target Your Audience
  - Indicate whether the activity content is appropriate for pharmacists, technicians, or both.



**Questions**



## How to Make a Good PowerPoint Presentation

<http://www.youtube.com/watch?v=8BP2H1NmRJ4>



## Planning

- Review your abstract
  - Session description
  - Learning objectives
  - Audience
- Gather the information
  - Remember the **KISS** principle when designing your presentation



## Planning

- Sketch out a draft of the slides on paper
  - Align with abstract
  - Emphasize the main points to be made in the presentation
  - Try to have only one main idea on each slide
  - List no more than four points per slide



## Planning

- Create the presentation
  - Be consistent with:
    - Slide template
    - Colors
    - Fonts
    - Transitions
    - Animations
  - Spell check!



## Planning

- Allow 1 minute to present each slide that contains 50% or more text
  - Display photos and simple figures to shorten time
- Make sure the smallest font size is 16 point
  - It is not necessary to go larger than 20 point for clarity.



## Prepare Your Slides

- Choose 5-9 main sections or headings for subtopics.
- Prepare notes for each slide
- Organize your slides so you can modify your talk as you go.



### Prepare Your Slides

- Text should generally not appear in sentence form
  - Make bulleted lists that contain the main points
- Liberally use headings and other clues to tell the audience what is the topic of this slide
- Avoid lots of mathematics; show only the essential details.



### Prepare Your Slides

- Do NOT show original pages of text, figures, tables or captions at their original size – they need enlarging
- Do NOT show original figure captions with figures; they are usually too small
- Do NOT overload with information, keep them clear and uncluttered



### Speaking - Tricks of the Trade

- Briefly introduce the presentation topics
  - Do NOT spend valuable time telling the audience what is coming
  - Provide a brief outline and plunge into the issues
- For the first 1-5 minutes the audience will be quite attentive...
  - Then some of them will 'turn off' or daydream – expect this.



### Speaking - Tricks of the Trade

- Speak to the slide
- Do NOT talk about something else
- Do NOT read the slide
- Avoid covering up part of the slide as a 'secrecy' device.



### Speaking - Tricks of the Trade

- Look directly at the audience from time to time and smile.
  - Making eye contact shows that you are not afraid to communicate openly.
  - It also keeps them in 'contact' with you.
- Project your voice to the back of the room, or to the last row of the audience.



### Speaking - Tricks of the Trade



- Unless there is a good reason, do not leave a blank screen while you divert your presentation with incidental information, anecdotes, etc.
  - The audience is more comfortable reading something - anything!, while you ramble on.

### Speaking - Tricks of the Trade

- Be honest and open about what is not known or understood
- Be modest about your own accomplishments
  - Bragging is always annoying.
  - Avoid trying to convince the audience that you are the only expert in the room, or that your publications are the only work that is important!

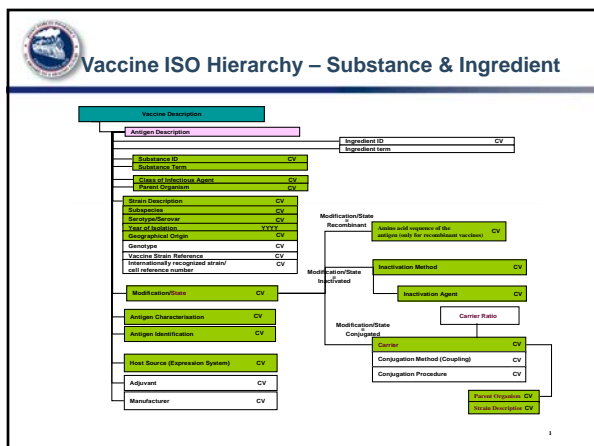
### Speaking - Tricks of the Trade

- STOP! when you are finished.
  - Make it quite clear when you have reached the end of your show.

Questions

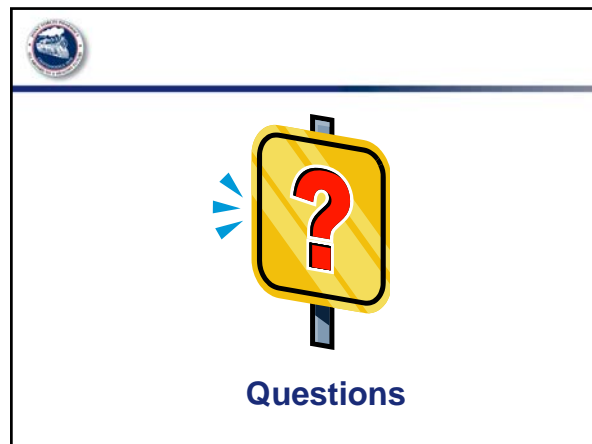
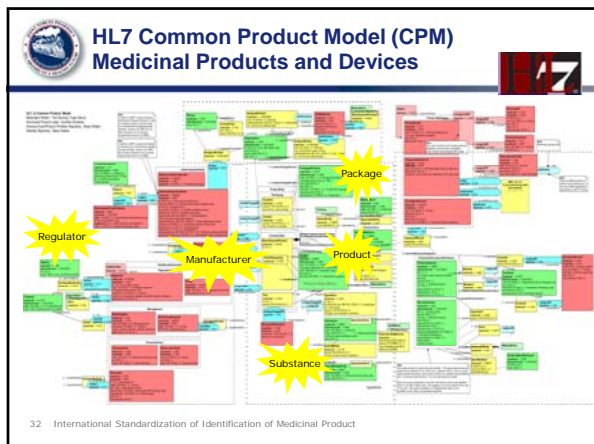
### What Do You Think Of The Following Slides?



### JP Dosage Forms (16th edition)

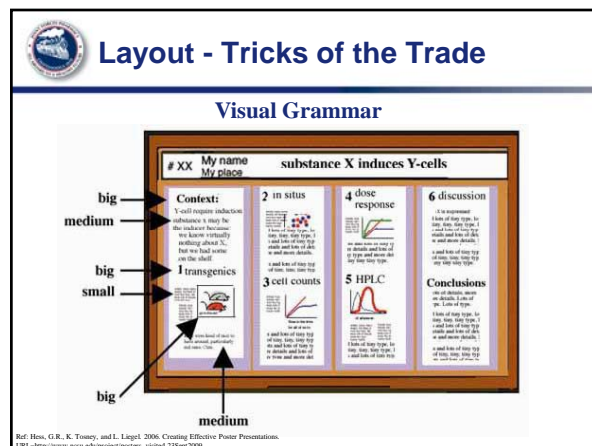
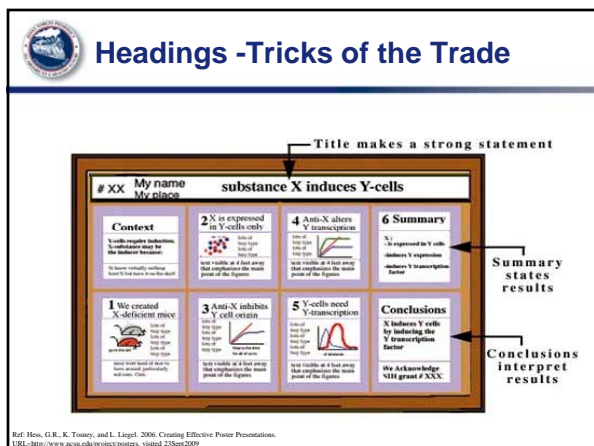
1st Tier: Red 2nd Tier: Black 3rd Tier: Blue Yellow Highlights Newly added Dosage forms

<b>1. Preparations for Oral Administration</b> 1-1. Tablets 1-1-1. Oral Disintegrating Tablets / Orally Disintegrating Tablets 1-1-2. Chewable Tablets 1-1-3. Effervescent Tablets 1-1-4. Dissolvable Tablets 1-1-5. Sublingual Tablets 1-2. Capsules 1-3. Granules 1-3-1. Effervescent Granules 1-4. Powders 1-5. Oral Liquids and Solutions 1-5-1. Elixirs 1-5-2. Suspensions 1-5-3. Emulsions 1-5-4. Laminates 1-6. Symples 1-6-1. Preparations for Symples (Dry Symples) 1-7. Oral Jellies 2. Preparations for Oromucosal Application 2-1. Tablets for Oromucosal Application 2-1-1. Troches/Lozenges 2-1-2. Sublingual Tablets 2-1-3. Buccal Tablets 2-1-4. Mucosublingual Tablets 2-1-5. Multidose Chewing Gums 2-2. Sprays for Oromucosal Application 2-2-1. Base-aided Preparations for Oromucosal Application 2-2-2. Preparations for Gum Application	<b>3. Preparations for Injection</b> 3-1. Injections 3-1-1. Parenteral Injections 3-1-2. Implantable Products 3-1-3. Preformed Release Injections <b>4. Preparations for Oculars</b> 4-1. Oculars 4-1-1. Parenteral Ocular Agents 4-1-2. Hemodialysis Agents <b>5. Preparations for Inhalation (Application to Bronchial Tube and Lung)</b> 5-1. Inhalations 5-1-1. Dry Powder Inhalers 5-1-2. Inhalation Solutions 5-1-3. Metered-Dose Inhalers <b>6. Preparations for Ophthalmic Application</b> 6-1. Ophthalmic Preparations 6-2. Ophthalmic Ointments <b>7. Preparations for Otic Application</b> 7-1. Ear Preparations <b>8. Preparations for Nasal Application</b> 8-1. Nasal Preparations 8-1-1. Nasal Dry Powder Inhalers 8-1-2. Nasal Solutions <b>9. Preparations for Perineal Application</b> 9-1. Suppositories for Perineal Application 9-2. Suppositories/Preparations for Rectal Application 9-3. Enemas for Rectal Application	<b>10. Preparations for Vaginal Application</b> 10-1. Tablets for Vaginal Use 10-2. Suppositories for Vaginal Use <b>11. Preparations for Cutaneous Application (Topical and Transdermal Application)</b> 11-1. Solid Dosage Forms for Cutaneous Application 11-1-1. Powders for Cutaneous Application 11-2. Liquids and Solutions for Cutaneous Application 11-2-1. Lotions 11-2-2. Sprays for Cutaneous Application 11-3. Aerosols for Cutaneous Application 11-3-1. Foams/Sprays for Cutaneous Application 11-3-2. Creams 11-4. Ointments 11-5. Pastes 11-6. Gels 11-7. Patches 11-7-1. Transdermal Patches 11-7-2. Oculopneuma/Gel Patches Preparations for Related to Ocular Drugs (Herbal Drugs / for TCM) 1. Extracts 2. Pills 3. Spirits 4. Infusions and Decoctions 5. Teasings 6. Tinctures 7. Aromatics 8. Phlebotonics
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- ### Poster Presentations
- Integral part of any research undertaking
  - Vehicle to communicate to your colleagues and interact with them
  - Provides the presenters a way to connect with their audience and relay their research findings.
  - Made more often than the presentation of any research paper.

- ### Poster Presentations
- Neither a thesis nor a dissertation
  - Space is limited
  - Makes for much better viewing than reading
  - Keep it simple
    - Explain why your work is important
    - Describe the objective(s) of your work
    - Briefly explain the methods
    - Results, conclusions, and recommendations





### Layout - Tricks of the Trade

#### Columnar Format

Ref: Hess, G.R., K. Toney, and L. Ligeti. 2006. Creating Effective Poster Presentations. URL: <http://www.asca.edu/project/posters>, visited 23Sep2009

### Layout - Tricks of the Trade

#### Organizational Cues

Ref: Hess, G.R., K. Toney, and L. Ligeti. 2006. Creating Effective Poster Presentations. URL: <http://www.asca.edu/project/posters>, visited 23Sep2009

### Layout - Tricks of the Trade

#### Balance and White Space

Ref: Hess, G.R., K. Toney, and L. Ligeti. 2006. Creating Effective Poster Presentations. URL: <http://www.asca.edu/project/posters>, visited 23Sep2009

### Graphics - Tricks of the Trade

- Emphasize key points visually
- Graphic elements should dominate

**BIG figures that use color**

Ref: Hess, G.R., K. Toney, and L. Ligeti. 2006. Creating Effective Poster Presentations. URL: <http://www.asca.edu/project/posters>, visited 23Sep2009

### Text - Tricks of the Trade

#### Minimize text and make it LARGE

**Text is readable at a distance**


Ref: Hess, G.R., K. Toney, and L. Ligeti. 2006. Creating Effective Poster Presentations. URL: <http://www.asca.edu/project/posters>, visited 23Sep2009

### Colors - Tricks of the Trade

- Use color to attract attention, organize, and emphasize - but don't overdo it.
- Use a light color background and dark color letters for contrast.
- Avoid dark backgrounds with light letters - very tiring to read.
- Stick to a theme of 2 or 3 colors - much more will overload and confuse viewers.








## Answers to Self-Assessment Questions

1. The most important step for a presentation is picking out the slide template. True or **False**
2. An effective presenter:
  - a. Knows the audience
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  - c. Reads the slides
  - d. **a and b**
3. Presenters should speak to no more than three (3) slides per minute. **True** or False





## Answers to Self-Assessment Questions

4. Posters are always preferred over platform presentations. True or **False**
5. An effective poster is:
  - a. Focused
  - b. Graphic
  - c. Ordered
  - d. **All of the above**
6. Poster presentations are neither a thesis nor a dissertation. **True** or False



## Resources

- Accreditation Council for Pharmacy Education  
<http://www.acpe-accredit.org/>
- Joint Forces Pharmacy Seminar (JFPS)  
<http://www.jfpsinfo.org/index.cfm?do=cnt.page&pg=1032>
- About.com Presentation Software  
[http://presentationsoft.about.com/od/presentationtips/Presentation\\_Tips\\_Make\\_Effective\\_and\\_Successful\\_Presentations.htm](http://presentationsoft.about.com/od/presentationtips/Presentation_Tips_Make_Effective_and_Successful_Presentations.htm)
- Tips for Oral Presentations, David Crossley, Saint Louis University  
<http://www.eas.slu.edu/People/DJCrossley/scomm/talks.html>

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JOINT FORCES PHARMACY SEMINAR

# Closing Remarks

**Mike Heath**  
[mikeheath@bellsouth.net](mailto:mikeheath@bellsouth.net)

**Betsy Nolan**  
[betsnolan@aol.com](mailto:betsnolan@aol.com)

