Presentation Skills for Medical Professionals: Making Your Next Teaching Presentation Go Better Than Your Last (Didactic)

PROGRAM CO-CHAIRS
Scott C. Litin, MD & Edward T. Creagan, MD, FAAHPM
Professional Education Information

Target Audience
Educational activities are developed to meet the needs of surgical gynecologists in practice and in training, as well as, other allied healthcare professionals in the field of gynecology.

Accreditation
AAGL is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The AAGL designates this live activity for a maximum of 3.75 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

DISCLOSURE OF RELEVANT FINANCIAL RELATIONSHIPS
As a provider accredited by the Accreditation Council for Continuing Medical Education, AAGL must ensure balance, independence, and objectivity in all CME activities to promote improvements in health care and not proprietary interests of a commercial interest. The provider controls all decisions related to identification of CME needs, determination of educational objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the content, selection of educational methods, and evaluation of the activity. Course chairs, planning committee members, presenters, authors, moderators, panel members, and others in a position to control the content of this activity are required to disclose relevant financial relationships with commercial interests related to the subject matter of this educational activity. Learners are able to assess the potential for commercial bias in information when complete disclosure, resolution of conflicts of interest, and acknowledgment of commercial support are provided prior to the activity. Informed learners are the final safeguards in assuring that a CME activity is independent from commercial support. We believe this mechanism contributes to the transparency and accountability of CME.
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Scott C. Litin & Edward T. Creagan, Co-Chairs

Course Description

The goal of this activity will be to convince physicians that effective presentation skills are crucial to career advancement, teach them effective public speaking skills, and motivate them to work on developing these skills. Drs. Litin and Creagan have facilitated hundreds of presentation workshops on the art and science of speaking, whether to individual patients and their families or to groups of physicians or non-physicians. They will review tips and model behaviors that will enable participants to strengthen their next presentation. An opportunity to constructively critique short video presentations will help drive home this skill set.

Course Objectives

At the conclusion of this course, the participant will be able to: 1) Organize a teaching presentation with special emphasis on an effective opening and strong closing; 2) demonstrate helpful skills of presentation techniques; 3) create and deliver his next presentation more effectively; and 4) constructively criticize the presentations of others.
PLANNER DISCLOSURE
The following members of AAGL have been involved in the educational planning of this workshop and have no conflict of interest to disclose (in alphabetical order by last name).
Art Arellano, Professional Education Manager, AAGL*
Viviane F. Connor
Consultant: Conceptus Incorporated
Frank D. Loffer, Executive Vice President/Medical Director, AAGL*
Linda Michels, Executive Director, AAGL*
Jonathan Solnik
Other: Lecturer - Olympus, Lecturer - Karl Storz Endoscopy-America

SCIENTIFIC PROGRAM COMMITTEE
Arnold P. Advincula
Consultant: CooperSurgical, Ethicon Women’s Health & Urology, Intuitive Surgical
Other: Royalties - CooperSurgical
Linda Bradley
Grants/Research Support: Elsevier
Consultant: Bayer Healthcare Corp., Conceptus Incorporated, Ferring Pharmaceuticals
Speaker’s Bureau: Bayer Healthcare Corp., Conceptus Incorporated, Ferring Pharm
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Other: Honorarium - Ethicon Endo-Surgery
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Consultant: Intuitive Surgical, Lumenis, Karl Storz Endoscopy-America
Speaker’s Bureau: Conceptus Incorporated, Ethicon Women’s Health & Urology
William H. Parker
Grants/Research Support: Ethicon Women’s Health & Urology
Consultant: Ethicon Women’s Health & Urology
Craig J. Sobolewski
Consultant: Covidien, CareFusion, TransEnterix
Stock Shareholder: TransEnterix
Speaker’s Bureau: Covidien, Abbott Laboratories
Other: Proctor - Intuitive Surgical

FACULTY DISCLOSURE
The following have agreed to provide verbal disclosure of their relationships prior to their presentations. They have also agreed to support their presentations and clinical recommendations with the “best available evidence” from medical literature (in alphabetical order by last name).
Scott C. Litin*
Edward T. Creagan*

Asterisk (*) denotes no financial relationships to disclose.
Effective Speaking Skills
Painful lessons

Edward T. Creagan MD FAAHPM
Professor, Medical Oncology
Consultant, Palliative Medicine
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Disclosures

• I have no financial relationships to disclose.

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Objectives

• To learn from our past speaking misadventures

• To anticipate key challenges to speakers

• To integrate proven techniques in connecting with an audience

The needs of the audience

• Charter House

• Elder Hostel group

• Foundation House

• U of Mn

• Corporate wellness presentation, golf course

The venue

• Eagle Bluff, Lanesboro MN

• Tokyo, veterinary leaders

• Ann Arbor, pet fundraiser
The schedule

- Minneapolis country club, American Cancer Society
- Clinical reviews, Halloween, Mayo Clinic
- Twin Cities marathon

Technical challenges

- Sound
  - The career breaker
  - Ask the audience
    - Control mike, not Louie in the booth
  - The Dalai Lama
- The schedule
  - Spirituality conference
    - Multiple sessions
  - Employee wellness
    - Consecutive sessions

Stage, Lecture

- Sit in the audience
  - Pillars
  - Obstructions
- Lighting
- Pace off the edge of stage
  - Performers
- Restrooms
- Weather
  - LaCrosse WI
- Audience fatigue
- And don’t forget....
And don’t forget…. More stuff

• Bootup time
• VGA cable
• Mini-plug

I almost forgot…. 

• The program terminology
• Your presentation title
• Get there early to get “feel” of the audience

References

• Garr Reynolds PresentationZen
• Carmine Gallo The Presentation
  Secrets of Steve Jobs: How to be insanely great in front of any audience
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Why is this Skill Crucial for us?

My Disclosures
- I have no financial relationships to disclose.

Session Overview
- Didactic Presentation
  - Presenting yourself
  - AV ideas
  - 10 tips for successful presentations
  - The secret of life
- Practice giving constructive critiques

Presentation Goals
- Get your buy-in
- Teach tips to improve your future presentations
- Motivate you to work on improving these skills
- Demonstrate these skills
- Improve your constructive critiques of colleagues

Time to Teach Workshop
presented by Mayo
The Art and Science of What They Didn’t Teach in Medical School
Instructors: Kathleen M. Capp, MD; Patricia A. B. Pope, MD; Scott C. Litin, MD; Verna Wilson, Mayo Medical Ed
Presenting Yourself and Your Credentials

- Opening slide
- e-mail address
- Written introduction for host
- Name Badge

PowerPoint Survey
Most Annoying

- Speaker reading slides 60%
- Text too small 51%
- Having the slides typed out in completely full sentences. 48%
- Hard to see colors 37%
- Moving /flying text 24%
- Overly complex charts 22%

PowerPoint Basics
Headings 36-40 Point Type

- Text point type
  I suggest 32….but at a minimum 24
  this is 28 and this is 24
- San serif fonts best (Arial or Helvetica)
- Serif fonts (Times New Roman) harder to read from the back of room

UPPERCASE vs Mixed Case

- IT WILL TAKE THE AUDIENCE LONGER TO READ SLIDES THAT ARE ALL UPPERCASE
- Instead use only uppercase to EMPHASIZE specific text
- Better still use bold or color instead
AV Issues
Insider Tips
Don't have pagers/phones on (even in silent mode) with a lavaliere mike

AV Issues
Insider Tips
Mike Position
2 fists below chin

AV Issues
Insider Tips
Women’s Issues
Keep mike close to center
Watch interference from scarf or hair

Top Ten Tips
To Improve Your Presentations
Top Ten Tips
To Improve Your Presentations

10. Meet the needs of the audience
   • W I I FM

3 Questions;
So what?

Who cares?
10. Meet the needs of the audience
  • W I I FM

3 Questions;
So what?
Who cares?
What's in it for me?

Example:
The result when not meeting the needs of your target audience

9. Have a clear purpose
  • what goals do you wish to accomplish
  • difference between subject, title, and purpose

8. Organize the presentation
  • opening statement
  • limited number of points
  • strong closing
    graceful exit
  let me summarize the key points
  a question I am often asked….
Top Ten Tips
Number 7
7. Eliminate unnecessary information

Top Ten Tips
Number 6
6. Don't go overtime

Top Ten Tips
Number 5
5. Concentrate on delivery
   • face the audience
   • avoid the dreaded monotone
   • slow down
   • use pauses
   • avoid the “laser moth”

Top Ten Tips
Number 4
4. Make it a performance
   • smile
   • enthusiasm
   • hand gestures
   • tell a story
   » pictures

As Promised
The Secret of Life

Breast Cancer

All patients
Patients without underlying corrected conditions

Months from Initial Diagnosis
Breast Cancer

Top Ten Tips
Number 4

4. Make it a performance
   - smile
   - enthusiasm
   - hand gestures
   - tell a story
   - pictures

Edu-tainment

Top Ten Tips
Number 3

3. Take the edge off of nervousness
   - most anxiety doesn’t show
   - comfortable posture
   - voice
   - eye contact
   - be prepared
   - use the restroom whether you need to or not

Top Ten Tips
Number 2

2. Use appropriate humor
   Self-deprecating
Top Ten Tips
Number 1

1. Practice, Practice, Practice

I Almost Forgot
A Keyboard Secret

- The “B” Key
After Each Presentation
Create a Chart

- What Went Well
  1) Opening hook
  2) Enthusiastic
  3) Hand gestures

- Areas to improve
  1) Slow down
  2) Smile
  3) Repeat questions

Let’s Practice
Giving Constructive Critiques

Example Presentations

- Speakers’ assignment
- 3 minute presentation on anything
- Remember tips from Top 10 List

After Each Presentation
Let’s Comment On

- What Went Well
- Areas to improve

Two Good References

presentationzen

Writing and Speaking Excellence
In Summary
My Goals

• Get your buy-in
• Teach tips to improve your future presentations
• Motivate you to work on improving these skills
• Demonstrate these skills
• Improve your constructive critiques of colleagues

If You Remember
Only 3 things….

• Organize the presentation
• Make it a performance
• Your presentation skills, are as important as your message

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CULTURAL AND LINGUISTIC COMPETENCY

Governor Arnold Schwarzenegger signed into law **AB 1195** (eff. 7/1/06) requiring local CME providers, such as the AAGL, to assist in enhancing the cultural and linguistic competency of California's physicians (researchers and doctors without patient contact are exempt). This mandate follows the federal Civil Rights Act of 1964, Executive Order 13166 (2000) and the Dymally-Alatorre Bilingual Services Act (1973), all of which recognize, as confirmed by the US Census Bureau, that substantial numbers of patients possess limited English proficiency (LEP).

**California Business & Professions Code §2190.1(c)(3)** requires a review and explanation of the laws identified above so as to fulfill AAGL’s obligations pursuant to California law. Additional guidance is provided by the Institute for Medical Quality at [http://www.imq.org](http://www.imq.org).

**Title VI of the Civil Rights Act of 1964** prohibits recipients of federal financial assistance from discriminating against or otherwise excluding individuals on the basis of race, color, or national origin in any of their activities. In 1974, the US Supreme Court recognized LEP individuals as potential victims of national origin discrimination. In all situations, federal agencies are required to assess the number or proportion of LEP individuals in the eligible service population, the frequency with which they come into contact with the program, the importance of the services, and the resources available to the recipient, including the mix of oral and written language services. Additional details may be found in the Department of Justice Policy Guidance Document: Enforcement of Title VI of the Civil Rights Act of 1964 [http://www.usdoj.gov/crt/cor/pubs.htm](http://www.usdoj.gov/crt/cor/pubs.htm).

**Executive Order 13166, “Improving Access to Services for Persons with Limited English Proficiency”,** signed by the President on August 11, 2000 [http://www.usdoj.gov/crt/cor/13166.htm](http://www.usdoj.gov/crt/cor/13166.htm) was the genesis of the Guidance Document mentioned above. The Executive Order requires all federal agencies, including those which provide federal financial assistance, to examine the services they provide, identify any need for services to LEP individuals, and develop and implement a system to provide those services so LEP persons can have meaningful access.

**Dymally-Alatorre Bilingual Services Act** (California Government Code §7290 et seq.) requires every California state agency which either provides information to, or has contact with, the public to provide bilingual interpreters as well as translated materials explaining those services whenever the local agency serves LEP members of a group whose numbers exceed 5% of the general population.

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