



# **PowerPoint Presentations**

Medical Journal of Therapeutics Africa

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Who is your audience?



# How do you know who is your audience?

- Ask your client
- Figure it out from
  - Time of day
  - Where you are meeting
  - Length of time speaking
  - Topic



# Who is your audience?

- Q: How much data do you give your audience?

A: As much as they need and no more.

- Q: Does your client want to know everything the speaker knows?

A: write detailed slides.

- Q: Does your client want you to make the audience feel good?

A: make them feel good by talking to them directly





Slide Presentation



# General rules

- For 1 or 300 persons: complex data needs slides
- For  $>300$  persons: bright lights, flags, big screens, smoke.....
- Don't put more on a slide than you would on a tee shirt that you want read at 15 feet
- Each slide, one point
- Use slide presentations only if they enhance your message





# Microsoft PowerPoint



# Microsoft Courses

- Microsoft offers free asynchronous courses on <http://office.microsoft.com/en-us/training/default.aspx>
- <http://presentationsoft.about.com/b/2008/05/11/free-powerpoint-online-email-courses-2.htm>



# Templates



- Choose template based on
  - Meeting presentation
  - Institution template
  - Professional society template
- Stick to template exactly when required
- Slide design can be changed
  - Go to menu bar
  - Click View
  - click Master



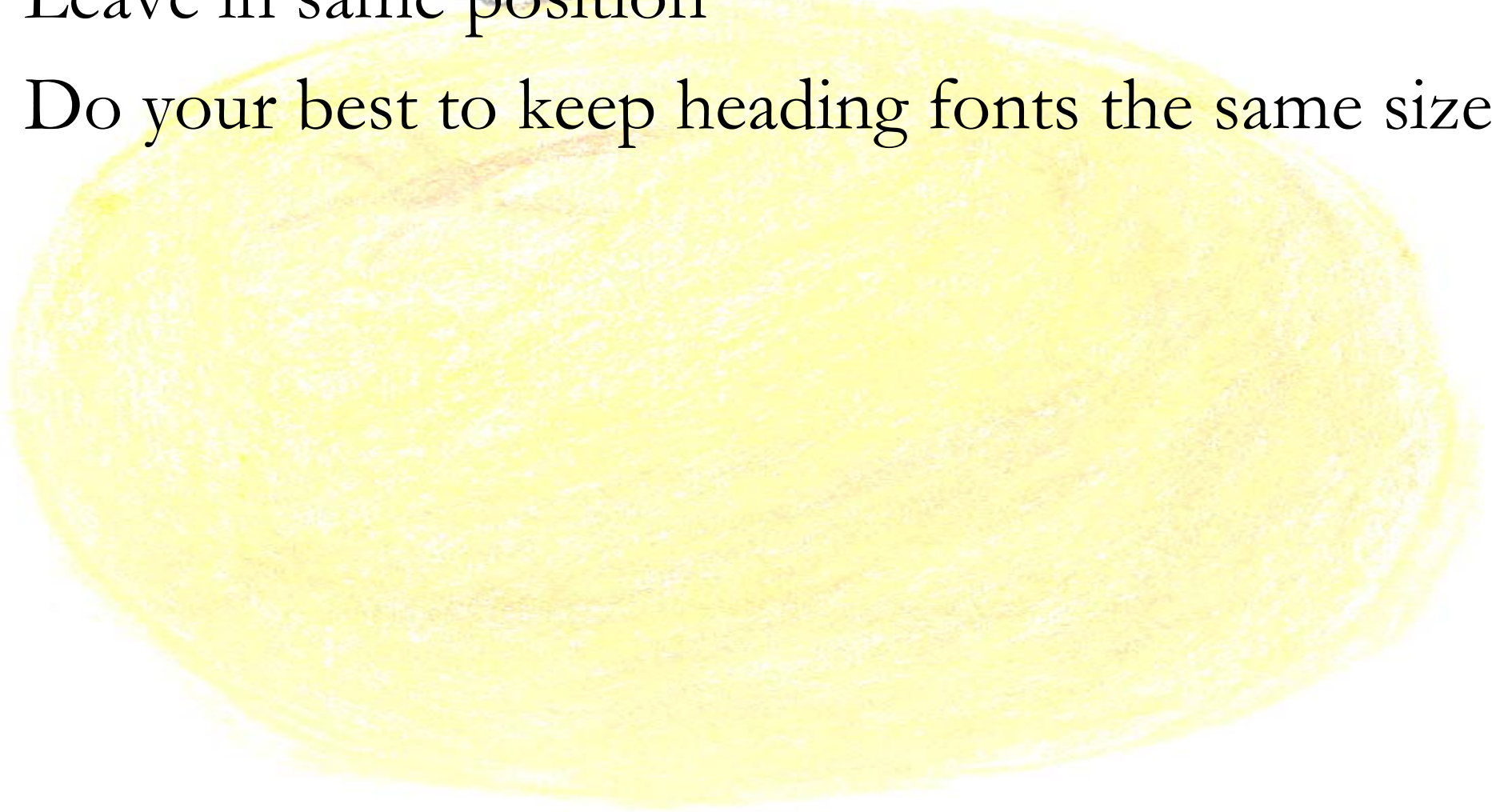
# What font do you use?

- The font the client wants you to use
- The font associated with the template
- If neither apply, go with what you like best
  - TNR 24: information
  - Tahoma 24; information
  - Arial 24: information



# Text boxes

- Leave in same position
- Do your best to keep heading fonts the same size





# What goes on one slide?

- Format
  - One point, or several points supporting the point of the slide
  - Each slide is a unit
- Content
  - Words, figures, tables, photographs that support the slide heading
  - Only things directly connected with the heading





# If you have more than fits on 1 slide

- Use a heading slide defining the next few slides
- Give each slide in this section a heading that
  - Supports the heading slide
  - Looks like it follows the previous slide



How many words on each slide?



# Too much



- The market for medical writing will exceed \$400 million in 2004 and is expected to grow at a steady 15% rate, Thomson CenterWatch estimates.
- CROs and niche providers are optimistic about medical writing due in part to the FDA's push for more post-marketing safety studies.
- Medical writing, once an underappreciated field, has gained an increasingly important role in drug development as sponsor companies look for faster, more efficient ways to bring new drugs to market. The difference between poor-quality and high-quality medical writing can mean the difference between a speedy drug submission and approval, and delays.
- A CenterWatch market research study shows the medical writing market has grown 15% each of the last two years, making it a \$400 million market. While growth in the medical writing market depends largely on the pipelines of drug development companies and could slow as drugs now in the pipelines reach the market, most see steady growth in the medical writing field for many reasons.

industry work in two broad areas: regulatory and marketing. Regulatory writing is an integral part of the drug development and approval process; in the marketing area, writers produce documents that advertise drugs and explain their benefits to physicians, pharmacists and consumers.

The bulk of work for medical writers today is regulatory, including protocols, interim and final clinical study reports, investigator's brochures, investigational new drug applications, common technical documents, FDA briefing documents, integrated summaries of efficacy and safety, manuscripts, abstracts, posters, meeting coverage and product labeling.

In the past five years, membership in the American Medical Writers Association (AMWA), the organization that sets industry standards for medical writers, has increased at a similar rate as the overall market—about 16% to 5,000 members, according to Norine Downs, AMWA administrator who oversees the job market and freelance directory. However, she said no one has an accurate count of the total number of medical writers in the United States and most don't belong to the association.

This membership increase reflects a growing demand for medical writers at both pharmaceutical companies and contract research organizations (CROs)."

Downs estimates that about 25% of AMWA members work for pharmaceutical companies, while another 25% are freelancers. The other 50% are employed at journals, medical centers, public relations agencies or advertising firms.

Though the AMWA has been around since the 1940s, the practice of pharmaceutical companies employing medical writers specifically to write clinical study reports, study protocols and other documents needed for submission to the FDA for drug approval became common only in the past decade. "Up until probably 10 to 15 years ago, I don't think there were many people labeled as 'medical writers' in pharmaceutical companies," said Robert J. Bonk, Ph.D., author of the book *Medical Writing in Drug Development: A Practical Guide for Pharmaceutical Research* and assistant professor of professional writing at Widener University.

"In pharmaceutical companies, the people who would do the writing would be scientists or clinical research associates. You didn't have as many reports and as many submissions. If you had one regulatory submission every few years, that seemed like a big deal," added Bonk. "Now, if you don't have several within one year, it might be a problem."

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**Medical Writing Market Appreciation**  
July 2004



## Extra information

- Don't clutter up the slide with stuff
- Limit the message on each slide
- Have extra data in notes handout
- Supplement talk with published paper



# Limit the number of slides to time allotted



- Respect the time constraints of your audience
- Give time for questions
- Only include relevant information

# Rules



- Your audience
  - must be able to read the slide
  - must understand one concept
- References are the final or next-to-final slide
- Acknowledgments are the final slide
- Don't mess up the slide with
  - colors and shapes
  - flying objects





Add references to last slide

1. SJ Dodgson. *Who is a Medical Writer?* J Clin Res Best Practices 2006, 2(3) (online)
2. British Museum, London
3. KL Kamat. Cave Paintings of India.  
*[www.kamat.com/kalranga/rockpain/7099.htm](http://www.kamat.com/kalranga/rockpain/7099.htm)*
4. Plato. *The Trial and Death of Socrates*
5. Aristotle. *The Generation of Animals*



# Using Style Guides





# Style Guides

- American Medical Association Style Guide is default style guide for medical writers
- All large pharmaceutical companies write their own
- Many small pharmaceutical companies write their own
- Ours is MJoTA Style Guide



# Rules of Editing

- Limit conditional clauses
  - if x happened, then y followed
- Eliminate Latinisms
  - Use “that is” not “ie”
  - Use “for example” not “eg”
  - Use “before” not “prior to”
- Write clean, crisp sentences with
  - No adjectives
  - No adverbs
  - Only quantitative descriptors (for example three, not several)





# How to Edit

- Look at presentation, article, summary, FDA document:
  - Formatting:
    - Do all equivalent headings have the same formatting?
    - Is everything in 1 font?
  - Spelling: UK or US spelling?
  - Capitalization: is the first word after each bullet point capitalized?