

IU Health Professional Presentation & Publication Toolkit

Podium Presentations

**Professional Journal
Publications**

Poster Presentations

**IU Health
Nurse
Professional
Growth &
Development**

Destination for Nursing



Indiana University Health

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Table of Contents

Welcome	Pg. 3
Process for Abstract Submission and Presentations	Pg. 4
Abstract Development	Pgs. 5-8
Podium Presentation Guideline	Pg. 9
Poster Development Guideline	Pg. 10
Professional Publication Guideline	Pg. 11
Resources	Pg. 12



Welcome to the Professional Presentation Toolkit!

We are excited you have chosen to advance your professional development through a presentation or publication! Professional development is a key part of our Nursing Strategic Plan, so we are committed to helping you along this journey.

It is a privilege to share new knowledge, clinical expertise, research, process improvement, and program development broadly. You are part of a rich legacy of IU Health nurses presenting locally, nationally, and internationally. In sharing your knowledge and expertise, you will increase the reach of evidence; increase colleagues' motivation to use evidence; and increase others' ability to use and apply evidence. Dissemination is so important to advance the nursing profession and improve patient care!

Many opportunities exist to highlight exceptional work through publications in peer-reviewed journals, podium, and poster presentations at professional organization conferences. As we embrace lifelong learning and a spirit of inquiry, many nurses will develop professional and personal goals to publish and present. This toolkit will help you get started on the journey and provides standard guidelines. Please reach out to your facility leaders and practice experts as you begin this process for additional information and facility-specific material.

“We grow professionally when we work together.” ~ Bert McCoy

We have the strength it takes to advance the nursing profession!

The IU Health System Nursing Team



Process for Abstract Submission and Presentations

The guidelines below were developed to assist you in submitting an abstract for a podium and/or poster presentation. Once your abstract is accepted, this packet includes helpful information for developing your presentation or poster.

Abstract Submission

- ☐ Notify your nursing leadership team and Associate Chief Nursing Officer (ACNO)/Chief Nursing Officer (CNO) of the intent to submit an abstract. Approval is needed to proceed prior to submission. Leaders should consider cost of conference related to travel, registration fee, housing, poster development, etc.
- ☐ Draft an abstract for submission. The approval process varies depending on the facility you represent. Connect with your nursing leadership team and/or local EBP/Research Council to understand the approval process at your facility.
- ☐ Submit the final abstract draft for review/approval of content, following your local process. A minimum of 3 weeks prior to the submission deadline is recommended; however, local processes may require more time for review.
- ☐ Submit your final abstract to the professional organization.

Abstract Accepted

- ☐ Once your abstract is selected for a podium or poster presentation, please notify your nursing leadership team, for example your CNO, ACNO, EBP/Research Council, Magnet/Pathway leader, etc. Congratulations!!
- ☐ Work with your facility point person allowing at least six weeks in advance of any content submission deadline, to review the development process for a podium or poster presentation.
- ☐ Work with your leader/department administrator to complete and the IU Health Business and Travel Expense - Authorization [Business and Travel Expense v.1 \(policytech.com\)](https://policytech.com) - and submit to ACNO/CNO for approval.
- ☐ Develop your presentation content based on guidelines provided by the conference and/or organization. This packet includes general information and should be used as a guide.
- ☐ Submit presentation content to your nursing leadership team, ACNO/CNO, and EBP/Research Council (if applicable) for final approval.
- ☐ Submit final presentation or poster to the professional organization.
- ☐ Submit an invoice for outside design/printing expenses to your nursing leader.



Abstract Development

The abstract is one of the most important elements of any research or evidence-based project. It is the synopsis of the work and highlights your project in very few words, so make them count! If you are submitting an abstract for a presentation, please note the abstract requirements for the professional organization where you will be submitting the abstract. Requirements vary greatly!

What is an abstract?

- Summary of a body of information in a short paragraph (length is usually between 100 and 500 words)
- Expresses the main claim and argument of a paper or presentation
- Helps demonstrate a clear grasp of the work or project
- The readability test: Can someone who DOESN'T know the subject matter read the work and understand the main idea?

What are the qualities of a good abstract?

- Well-developed paragraph that is unified, coherent, concise, able to stand alone
- Provides the reader with a logical connection with the information shared
- Understandable to a wide audience
- Creates emotion, however, does not use subjective or emotional language
- Interesting to read, points out innovation or innovative approaches for consideration

What are some tips for success?

- Most reviewers are NOT experts in all areas
- Don't use jargon or acronyms that are unique to the area of work
- Don't assume that everyone understands why the work is important; tell them!
- Use simple, straight forward, meaningful words, keeping the intended audience in mind (scholarly vs. non-scholarly, for example)
- Practice, practice, practice! Writing clearly takes time and effort. The more you write, the better you will become.

Authorship Considerations

- Follow conference guidelines for authorship criteria and limit on number of authors
- Consider including project team members, idea contributors, and/or colleagues involved in previous writing on your abstract writing team
- Ensure all authors contribute to abstract writing AND review
- Order of authors is negotiated up front based on study/project role and time commitment/degree of difficulty of the writing contributed to the abstract



Suggested Template (If not already defined by submission requirements)

The below format follows the IU Health Annual Conference guidelines and can be used if the professional organization does not have specific abstract requirements. Otherwise, the abstract format given by the professional organization must be used.

- ✓ *Author name, credentials, title, and affiliation*
- ✓ *Organization/conference for which abstract is being prepared*
- ✓ *Date/Time/Location of the conference or presentation opportunity*

Background: In a few sentences create a compelling case to draw in the reader with the description of the problem, issue, or opportunity that prompted the work. Summarize current knowledge of the problem addressed and organizations or environments in which it occurs. Make a clear, direct, and personal connection to the reader's nursing practice to justify why the problem is important and the need for the current project/study. End the background section with a purpose/aim(s) statement (i.e., intent/goal of the project or study).

Method(s): In a few sentences explain the essential features of the study method. Describe your project type (e.g., quality improvement, EBP), setting/population, intervention (if applicable), and what you did to get your results. The intervention should be described in sufficient detail to make it clear what you did. Explain your evaluation plan, including the metrics that you used to demonstrate the effectiveness of the intervention (or how you achieved your purpose).

Results: In a few sentences, describe the findings, data, or lack of data. What are the measurable outcomes or impact of the work? If you are making data comparisons, make sure to clarify baseline, intervention, and post-intervention timeframes. Results should match the evaluation plan described in the methods section.

Conclusions and Implications: In a few sentences outline the most important implication of the work, relating back to the purpose/aim(s). Describe what your findings mean for practice, your successes or continued need for improvement, and changes made based on the project/study. Did the work change practice or policy? If so, how? Does this work raise additional research questions? What will this project mean to the nursing profession on a national, state or local level?

**Anatomy of the Opening Section (i.e., Background Section)**

The opening section of an abstract is important, and the author needs to develop it in a structured, clear manner. The opening section helps the reader quickly focus on why your project is important and exactly what you want to accomplish. Here are some ideas for structuring the opening section of your abstract. The number of sentences will vary depending on how many words/characters you have available.

First Sentence: Start with a broad statement to get the reader into your general area. To get ideas for this sentence, see publications on your topic and look at the article's first sentence. It will always be a broad sentence with each word carefully chosen to engage the reader and start the focus on your topic.

Second Sentence: The second sentence narrows the reader's focus and explains in more detail the problem you want to address and why it matters. Include facts or trends if you have them. Resist the urge to ramble or just write about what you know. Ask yourself what the reader needs to read to believe this study is important and needs to be conducted.

Third Sentence: The third sentence is very important because it will tell the reader the specific variables in your study. This sentence might be stated as a typical sentence that moves the reader logically closer to your precise focus, or the third sentence might be stated as the gap sentence. The gap sentence is the "gap" in knowledge that this project plans to fill. What do we need to know in order to deliver better care? The gap sentence is a bridge between the problem description in the first two sentences and the purpose statement that is about to follow.

Purpose Statement: The purpose statement follows directly after the gap sentence. Use classic language so the reader can quickly identify the purpose or aim of the study. "The purpose of this project was to..." or "The aim of this project was to..." Choose an action verb such as examine, describe, design, analyze, explore. The exact variables in your project are included in the purpose statement. Do not add variables you will not directly address. The variables need to be expressed with the same words used to bring forward the variables in the gap sentence. Sometimes the purpose directly mirrors the gap sentence. In this opening section, we value clear wording that often repeats the same words in more than one sentence. We are not looking for flowery or creative expression. By the end of the purpose statement, the reader should know exactly what you will measure and why it matters.

Example: Falls are a common and costly cause of injury during hospitalization. Falls could be avoided if alert adult inpatients fully engaged in fall prevention plans. Education can influence patients' engagement and perceptions about falls and fall prevention, yet research has not yet verified the effectiveness of specific educational strategies for fall prevention. This study examines the effect of a tailored, video-based educational intervention on inpatients' fall-related perceptions.



Abstract Types

Research-Based Abstracts	Clinical Practice/Program/QI Project Abstracts
Background: Description of the problem.	Background and Issues: A short summary of the issue(s), problem, or specific clinical challenges or controversy, with relevant background and contextual information.
Purpose: Research questions or hypothesis.	Purpose: Clear statement of goal of project is described.
Methods: Study design, including a description of participants, procedures, measures, and appropriate statistical analyses.	Methods: Description of the project or program, clinical intervention(s), analysis plan or criteria used to guide analysis.
Results: Specific results in summary form	Results: Lessons Learned. A brief description of the findings or lessons learned as a result of the project.
Conclusions: Major findings are presented with interpretation and implications for nursing practice.	Conclusions: A brief description of recommended position or approach, or specific recommendations related to the original problem or questions.

**If your project is a research study, call it a study. If it is anything other than a research study, call it a project or initiative.



Podium Presentation Guideline

Presentations that include visual aids (audio/visual or printed) must:

- Use existing IU Health branded templates unless conference requires a specific template.
 - IU Health Brand Center can be found at <http://iuhealth.org/brandcenter/> - search “PowerPoint (add hospital name for specific template)”
- Identify the presenter by name, title, credentials, and affiliation with IU Health.
- Include the presenter contact information (email, address, and phone).
- Include information about IU Health that identifies the organization by its location, size, and area of specialty/focus.

PowerPoint and printed visual aids should:

- Limit title length to 12 words or less
- Include introductory information that is equal to one paragraph – no more than 30 words or five (5) bullets in length – to frame the content being presented
- Include background and purpose statements about the topic
- Clearly identify methods (sample, procedure, design, measures, etc.)
- Focus on the results that are simple to read/view and understand
- Use simple graphs and charts with straightforward text explanations
- Explain the implications of the topic being presented so that readers/viewers understand why the information matters
- Draw conclusions in simple, explanatory text so that readers/viewers understand the presenter’s point of view
- Include references (in footnotes or on a final slide at the end of the PowerPoint) so that others may source the information as appropriate

Dos and don’ts:

- Do use interesting photos and colorful graphics to illustrate an idea – make sure you have permission or have purchased the rights to use photos and illustrations that are not originally yours
- Don’t wait until the last minute to put together your presentation materials
- Don’t fill an entire series of PowerPoint slides (or an entire sheet of paper) with only text -- keep it simple so audiences understand the information
- Don’t go overboard with clip art, animations, highly detailed charts, or nothing-but-graphics presentations that are hard to read and follow



Poster Development Guideline

Please review the guidelines carefully; often there are word limits for each area of the poster. Use of a single power point slide is recommended when designing your poster; increasing the size at the time of printing to meet organizations the requirements (i.e., increase by 200%)

List information in the order you want it to appear on the poster:

- **Title:** Should be fully explanatory and stand alone. Recommended length \leq 12 words.
- **Authors:** (correct spelling, list in order they should appear, include credentials)
- **Contact information to appear on poster:** (Name, credentials and e-mail address only)
- **Background:** (Suggested One paragraph or 3-5 bullets maximum)
- **Materials & Methods:** (Sample, procedure, design, measures) (Suggested One paragraph or 3-5 bullets maximum)
- **Results: (tables, photos, figures, and graphs draw interest and can convey results)** (One paragraph or 3-5 bullets maximum)
- **Conclusions:** (One paragraph or 3-5 bullets maximum)
- **References:** (Can use a handout rather than including on the poster)
- **Recognize Funding Sources:** (If applicable) Many funding sources have a specific format by which to recognize them on a poster or Power Point presentation.

Graphics: (Vendor specific, these are general guidelines)

Photos: Must be digital, high resolution, at least **5MB in size and 300 dpi**. Photos of patients or family members require a signed consent form. Stock photos may be used; provide direction on the theme or subject matter and specify to the vendor. **Do not** insert images into Word documents. Designers must have the original image file. Make sure to cite images appropriately.

Charts, bar graphs, pie charts and tables: Provide original Excel document(s) or SPSS tables (when appropriate)

Logos: IU Health system logo and Magnet logo should automatically be included in the poster design. If other logos are to be included, please check with your facility leadership and vendor. Logo files should be in a vector EPS format – filename.eps. IU Branding and Logo should appear in upper corner of the poster

Handouts: Handouts are a great place for bibliographies, references, contact information, detailed graphics, and related materials.



Professional Publication Guideline

- Notify your nursing leadership, ACNO/CNO, and EBP/Research Council (if appropriate) of the intent to submit an abstract/article for a professional publication.
- Professional journals post guidelines for publications and most require an abstract. Read the guidelines carefully as this will include restrictions on words, data, pictures, formatting/style requirements (e.g., American Psychological Association, American Medical Association, etc.).
- Select a journal that is peer reviewed and aligns well with your article type and scope. Make sure that the journal offers a subscription publication option, without an article processing fee (unless funds are secured for open access). Watch out for predatory journals – see Beall’s List <https://beallslist.net/>
- Have your final draft article reviewed per the facility process to ensure a professional product that is understandable and represents the research or body of work. Multiple revisions are often necessary; allot enough time for revisions. **Follow the guidelines provided by the publication closely.**
- Nurses who are not experienced in scientific writing are encouraged to consult with colleagues, nursing leaders (e.g., clinical nurse specialists, nursing professional development experts, etc.), librarian staff, or copyediting services to assist with publication efforts.
- Once approval from the facility leadership has been granted, submit the abstract/article along with other required documents to the external organization well in advance of the deadline. Each organization may use different software, and this may complicate the submission process.
- Only submit to one publication at a time - manuscripts must not be under consideration for multiple publications.
- It is best **not** to write the abstract/article directly on the submission page of the external organization. Most recommend copy and paste from the author’s computer.
- When your publication is selected, please notify your facility leadership.



Resources

Policies:

[Business and Travel Expense v.1 \(policytech.com\)](https://policytech.com/business-travel-expense-v1)

[Conferences and Seminars v.1 \(policytech.com\)](https://policytech.com/conferences-seminars-v1)

APA Style: <https://apastyle.apa.org/>

Purdue University Online Writing Lab (OWL). https://owl.purdue.edu/owl/purdue_owl.html

Journal Selection: Find journals, authors, or articles at JANE:

<http://jane.biosemantics.org/index.php>

Abstract/Publication Writing References:

Enago Academy. Important Tips for Writing an Effective Conference Abstract.

www.enago.com/academy/important-tips-for-writing-an-effective-conference-abstract/

Fletcher, J., 2020. Clinical practice ten top tips: writing a conference abstract. *Wounds Int*, 11 (1), 8–10.

Fowler, J., 2016. From staff nurse to nurse consultant: Writing for publication part 11: writing conference abstracts. *Br. J. Nurs.* 25, 278. <https://doi.org/10.12968/bjon.2020.29.20.1215>

Tips for making effective PowerPoint presentations. 2020. National Conference on State Legislatures <https://www.ncsl.org/legislators-staff/legislative-staff/legislative-staff-coordinating-committee/tips-for-making-effective-powerpoint-presentations.aspx>

Varpio, L., Amiel, J., Richards, B.F., 2016. Writing competitive research conference abstracts: AMEE Guide no. 108. *Med. Teach.* 38: 863–871. <https://doi.org/10.1080/0142159X.2016.1211258>