

# Tips for PNHP Grand Rounds Speakers

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PNHP is actively seeking out Grand Rounds speaking opportunities for two reasons: 1) to educate fellow physicians, especially residents and early careers physicians, about Medicare for All, and 2) to recruit new physician members to PNHP and the Medicare-for-All movement.

## How are Grand Rounds different from other speaking events?

- Attendance at Grand Rounds is often mandatory, and offers CME credit, which means that many in your audience did not choose to be there.
- Your audience is ONLY medical providers, so your message must speak to the concerns of fellow physicians.
- The core of your presentation should be facts, research, evidence. You can use personal stories and emotions, but more sparingly than you would with another audience.
- While we want to recruit physicians into our movement, we must use a light touch and keep it professional.

## How should I plan my presentation?

1) **TIMING:** Grand Rounds typically last for one hour. However, do NOT plan for a one-hour slide show! Here's an example of a typical GR event. Note that the slide show only takes up 30 minutes:

- Getting settled: 5 minutes
- Introductions: 5 minutes
- Slide Show: 30 minutes
- Q&A: 15 minutes
- Thanks and good-bye: 5 minutes
- And... plan to stay an additional 30 minutes to debrief with your host and continue your discussion with interested audience members.

To estimate the number of slides, divide your speaking time by 1.5. For example:

- 30 minute presentation = 20 slides
- 40 minute presentation = 30 slides
- 60 minute presentation = 40 slides

The only way to know for sure how long your presentation will take is to practice it several times out loud. **DO NOT SKIP THIS STEP!**

2) **CONTENT:** Tell the story — start, middle, end.

- First, create an outline that includes a narrative arc. Describe the problem, explain how we got here, and then how we solve it (preferably with Medicare for All).

- As you fill in your outline with slides, ask yourself: Do you need every single slide? Why? Does it serve the narrative?
  - Include one idea or concept per slide. Will your audience comprehend it in five seconds?
  - Include a transition between slides in your verbal narrative, and explain how your last slide relates to your next slide.
- 3) **STYLE and FORMATTING:** Remember, Powerpoint is NOT Word! Big blocks of text are distracting and confusing. Use as little text as possible to make your point.
- 6 lines maximum per slide
  - 40+ point font for titles, 28-point for body text
  - Stick with one font, and avoid serifs or whimsical fonts (Arial is great)
  - Minimize the number of colors
  - You have grammar freedom: phrases and incomplete sentences are OK
- 4) **FORMATTING CHARTS:** Keep it simple! Design your charts so that the audience understands the meaning in five seconds. If you have to explain how the chart works, you've lost your audience.
- Don't make any charts three-dimensional, this is confusing
  - Don't get cute with axes; be honest about the scale of your figures
  - Use one or two colors only
  - Show a trend, not every number

## How should I prepare for the day of the event?

Be prepared before you walk out the door:

- Triple-check you have the right time and place.
- If a campus, study the map or ask for an escort.
- Find out if you need to bring your own equipment (laptop, etc) or a thumb drive with your set. Always send your presentation to your host ahead of time so they have a copy.
- Bring your own back-up plan. In addition to having your slides on a thumb drive, consider being extra-cautious and having a paper copy "just in case". Things happen.
- Bring "leave-behinds": PNHP brochures and your business cards. Generally pick the one or two brochures you believe are most relevant; avoid overwhelming your audience by bringing more than two varieties of leave-behinds.
- If OK with your host, bring 3-4 sign-up sheets, clipboards, and pens for collecting contact info. If people need to wait in line because you only brought one sheet, many will leave.

Even experienced speakers get nervous before an event. Here's how to help manage it.

- NO extra stimulants (coffee or cold meds) that day – your natural adrenaline is enough.
- Bring a water bottle and sip to prevent dry mouth.
- Give yourself extra time to arrive early and settle in before your event.

- When you arrive, act like a party host: Introduce yourself, get to know the group. This helps make you more comfortable during your presentation and aids in recruitment.
- 10-15 minutes before the presentation starts, excuse yourself to use the bathroom. Aside from the obvious reason, it gives you a chance to focus and calm yourself.

During your presentation, you are a performer!

- Feel free to stand in silence the first moments, looking around the room, as faces begin to turn towards you. If the room does not quiet down after a few moments, introduce yourself and even a little of the content. Sometimes the best way to get a room's attention is to just start talking.
- Try to smile naturally and frequently, to look like you want to be there.
- Always face your audience, seldom the screen behind you.
- Make 3 seconds of eye contact with friendly faces and smile briefly. If that's too much, look at their foreheads to simulate eye contact. Rotate your gaze around different areas of the audience rather than locking onto one person. Your goal is to engage everyone.
- Vary your volume and pace — People will tune out a monotone voice.
- Pauses are dramatic and bring the audience's attention back to you.
- Repeat crucial phrases for dramatic effect. Repeat crucial phrases for dramatic effect.
- Whether you move or stand still is up to you and does not have much impact on audience engagement. Move around the stage if you want, stand in front of the podium if you want. If possible, avoid standing behind the podium. The fewer barriers between you and the audience, the better. You can even use stepping out from behind the podium for dramatic emphasis.

## How can I recruit at a Grand Rounds event?

Grand Rounds are a great opportunity to connect with and recruit new physicians to PNHP, but we always need to stay professional and respect the boundaries of our host so that we are asked back again. Here's how to recruit with a "light touch:"

- First, make sure your slide set is geared towards the concerns of physicians, and include slides about why Medicare for All would improve the lives of providers. Announce at the beginning that you'll get to that, and save it for the end as something they won't want to miss.
- Include a slide at the very end of your presentation about PNHP, what it is, and how to join. (we'll have a sample for you).
- Post your contact information prominently on the final slide. Offer to follow up personally with anyone who has interest or questions.
- Bring PNHP brochures and your business card to hand out quickly to those shuffling out.
- You might be able to pass around a signup sheet, but please ask the host ahead of the event if that is appropriate. If they agree, see if they'd be willing to suggest someone from the audience to do that for you. If so, the best time to circulate the sign-up sheets is about midway through your talk. Waiting until the end will miss anyone who has to leave quickly.

## How will PNHP support me as a Grand Rounds speaker?

As a member of PNHP's Grand Rounds speakers bureau, you'll be supported in many ways:

- Coaching and mentorship from PNHP staff and leaders.
- Access to a library of sample slide sets that you can “mix and match” to create your own presentation. Slide set topics include Medicare for All, health inequities, reproductive health care, maternal mortality, and mental health and addiction care, plus slides on physicians recruitment and PNHP.
- If you create your own slides in addition to the PNHP slides, it's best to add your new slides to one of the PNHP slide sets. That way your new materials default into the PNHP template and creates fewer problems.
- Every slide includes narrative notes for use optional during your presentation.