

Advertising Your Work

Visual Abstracts, Infographics and Videos

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@hgrnepi

@brigidconnelly



Disclosures

The following speakers disclose no actual or potential conflicts of interest in relation to this program/presentation:

- Heather Gilmartin, PhD, NP
- Brigid Connelly, BA

The contents of this presentation do not represent the views of the Department of Veterans Affairs or the United States Government.

Why You Should Advertise Your Work



Print Journals



Social Media



Visual Abstracts
Infographics

Poll Question

On a scale of 1 to 5:

How important do you believe is it to advertise your work - **beyond publishing a paper or giving a presentation?** (choose one answer)

1 – not important at all

2 – sort of important

3 – not willing to commit to an answer

4 – pretty important

5 – incredibly important

Audience Question

Do you have a Twitter account **AND** have looked at it in the last 7 days **AND** have a picture on your profile? (choose one answer)

Yes

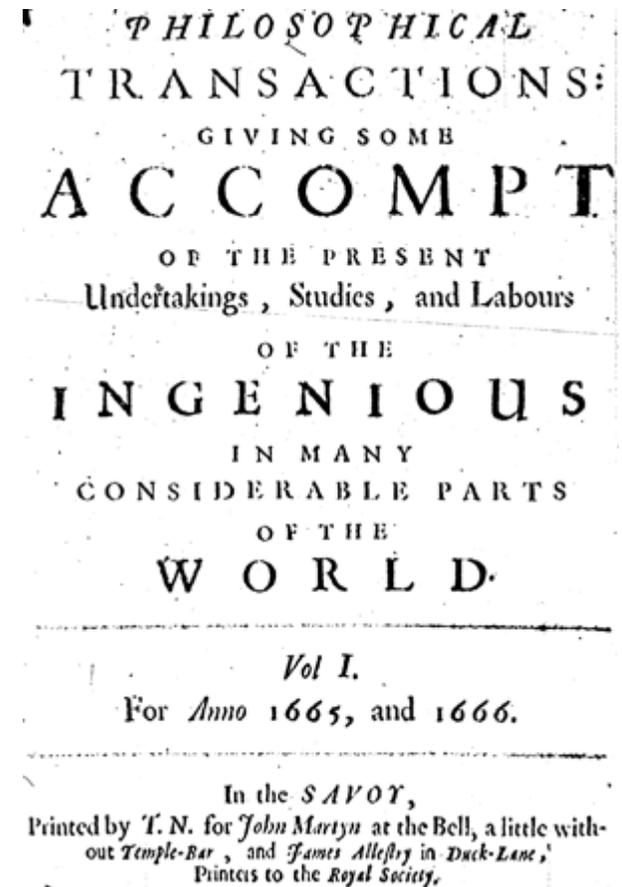
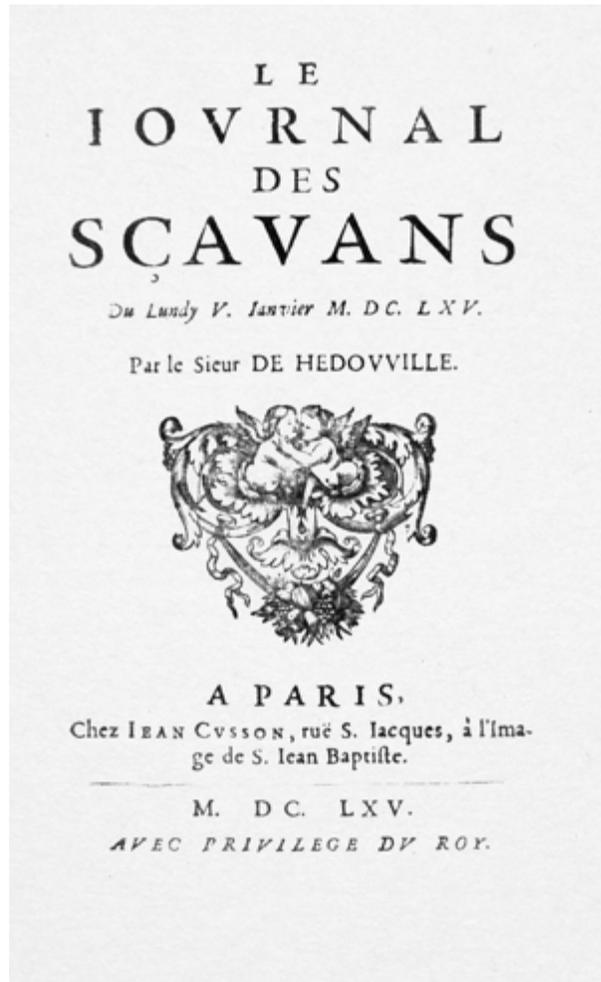
No



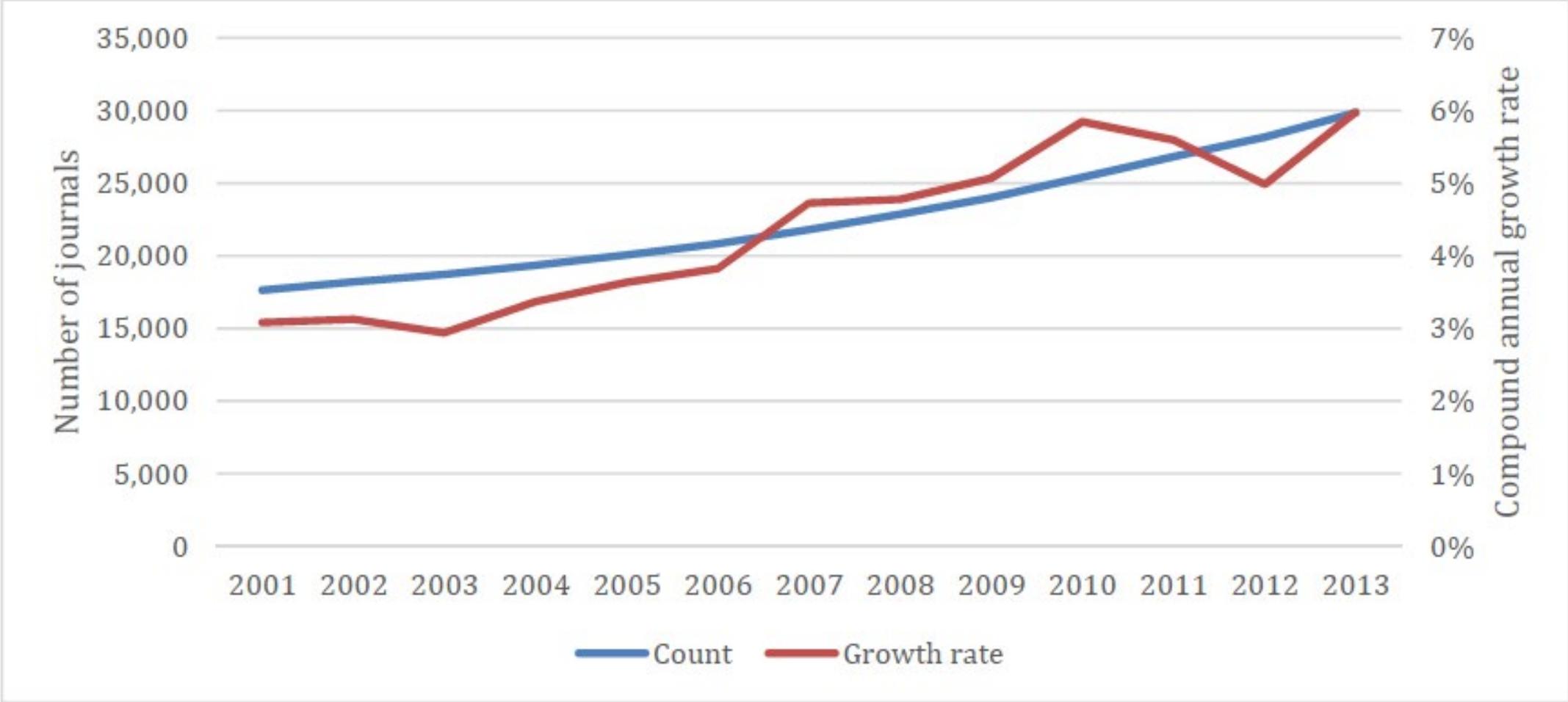
**Would you be more careful if
it was you that got pregnant?**

Anyone married or single can get advice on contraception from the Family Planning Association
Margaret Pyle-Hess, 27-28 Mortimer Street, London W1R 6BH, Tel. 01-434 8125.

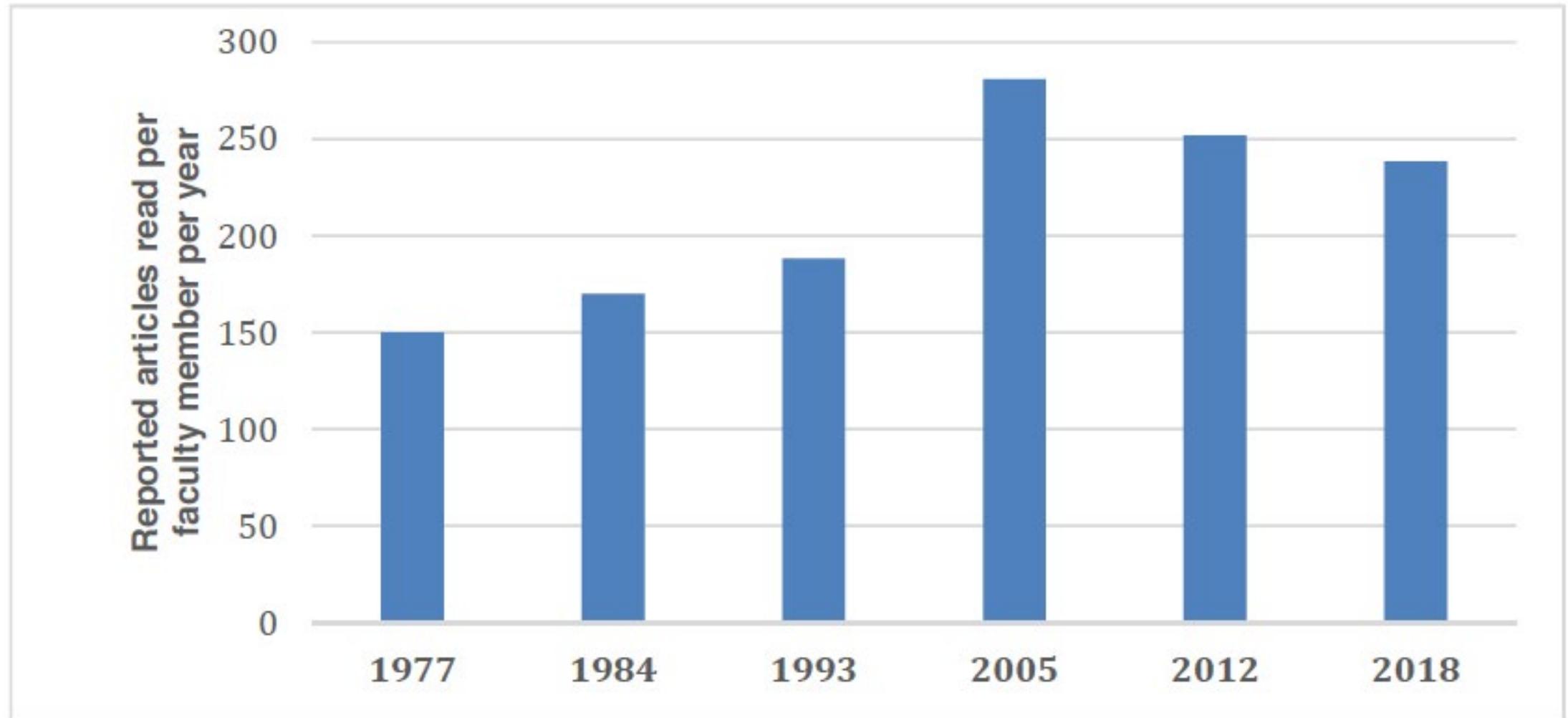
The Origin of Scientific Publishing



Growth in Active, Peer-Reviewed Journals



Average Number of Articles Reportedly Read Per Year by University Faculty Members





How Do You Make Your Work Stand Out?



so·cial me·di·a

[social media] 

NOUN

websites and applications that enable users to create and share content or to participate in social networking.

Why Use Social Media?



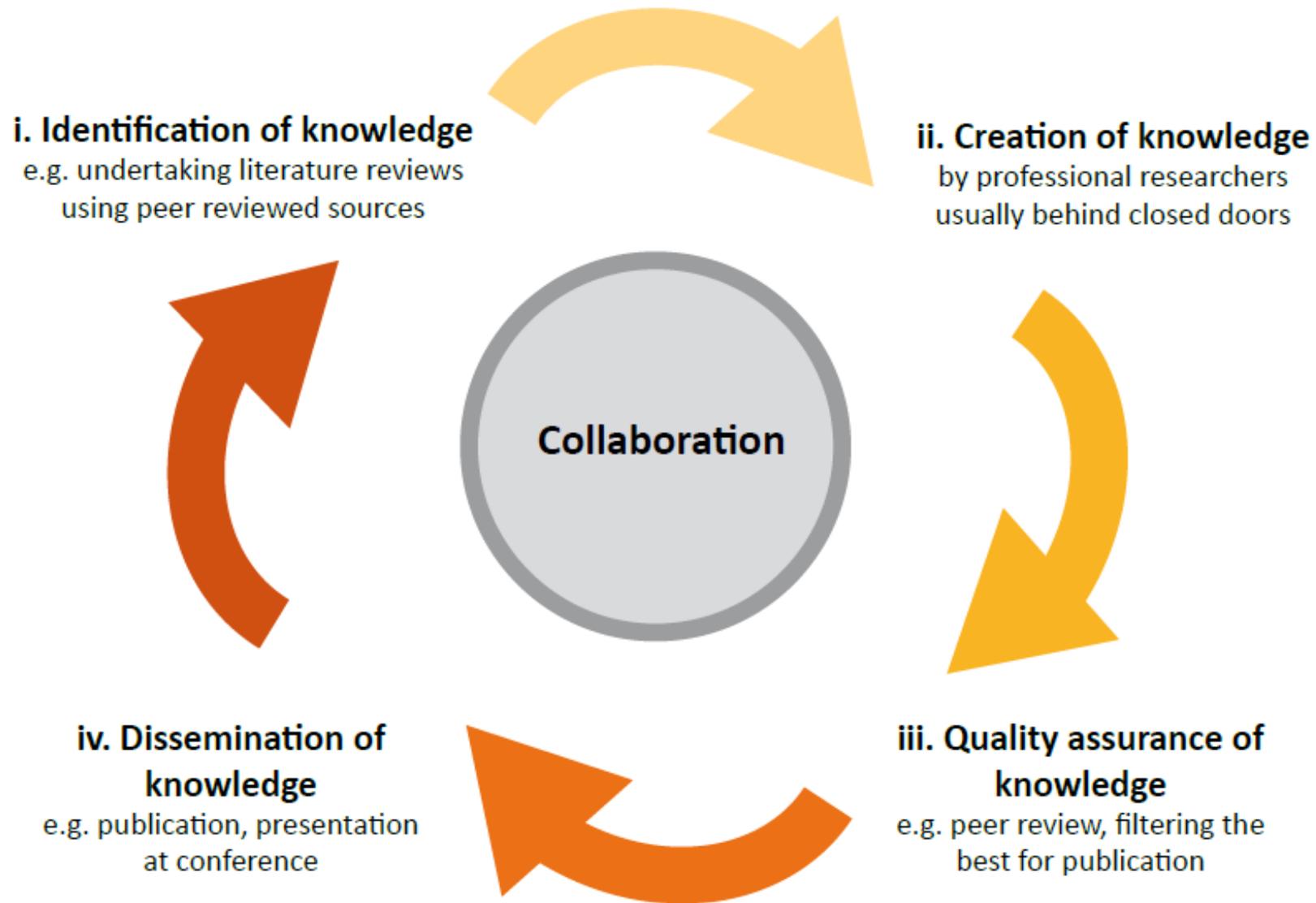
Social Network



User Generated
Content



Control Your
Message



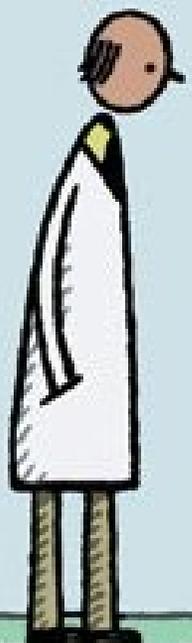


The Colors of the Donut

- Policy documents
- News
- Blogs
- Twitter
- Post-publication peer-reviews
- Facebook
- Sina Weibo
- Syllabi
- Wikipedia
- Google+
- LinkedIn
- Reddit
- Research highlight platform
- Q&A (Stack Overflow)
- Youtube
- Pinterest
- Patents



IT'S ALL VERY WELL "MAKING DISCOVERIES,"
"SAVING LIVES" AND "IMPROVING THE WORLD,"
ROGER. BUT YOUR RESEARCH IS MAKING
BARELY ANY IMPACT ON SOCIAL MEDIA.

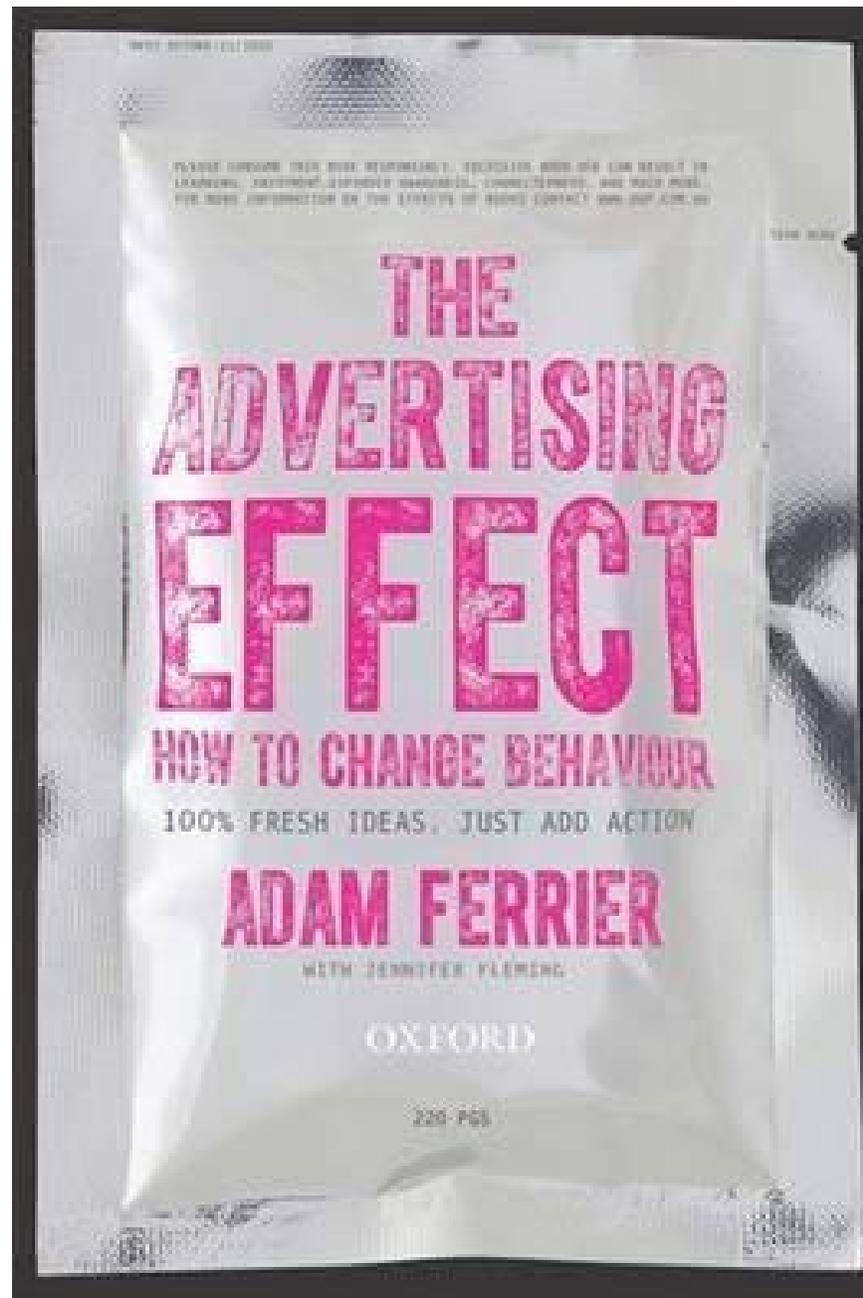




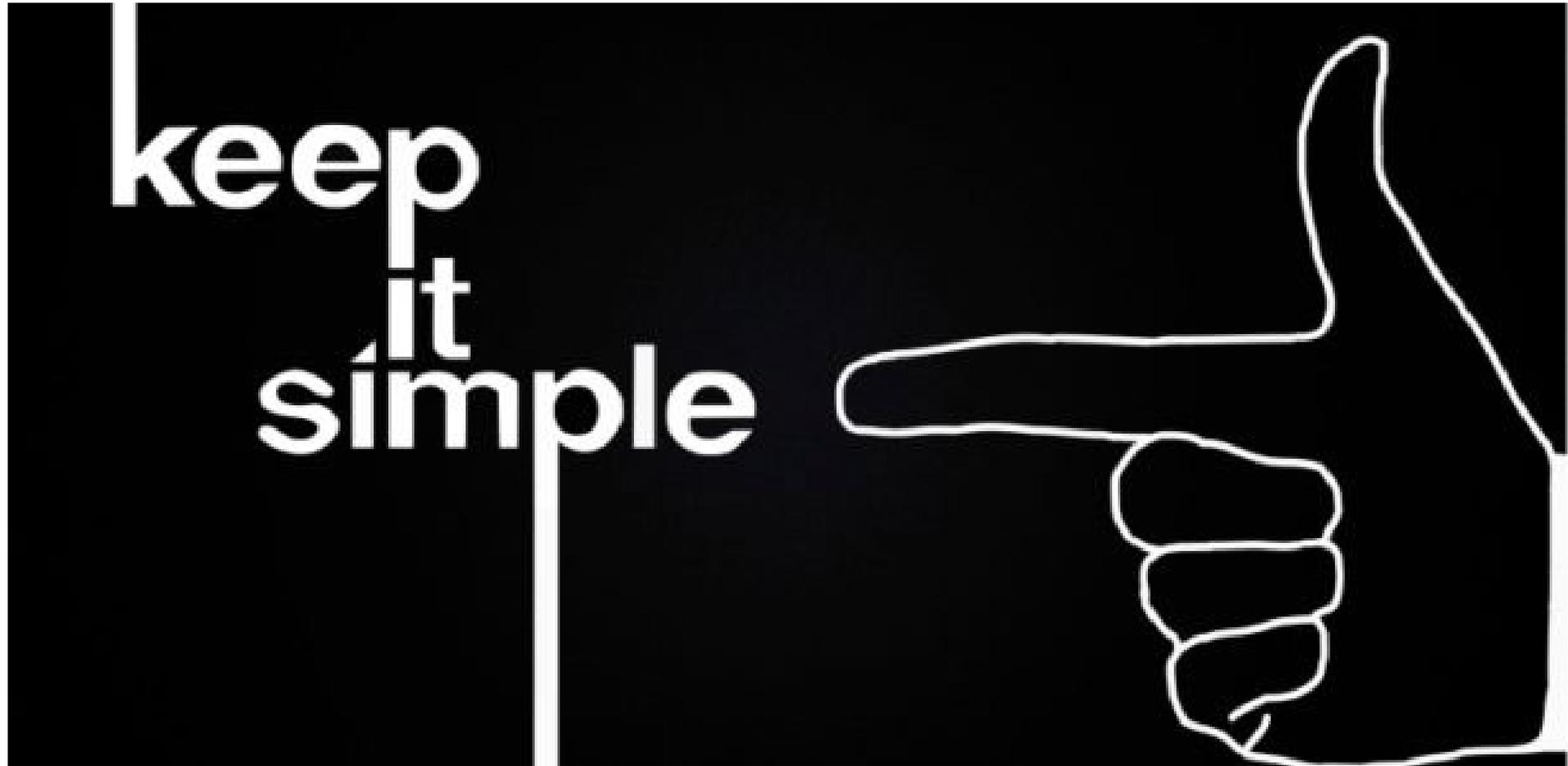
Advertising

“The act or practice of calling public attention to one’s product, service, need etc.

Webster’s Dictionary



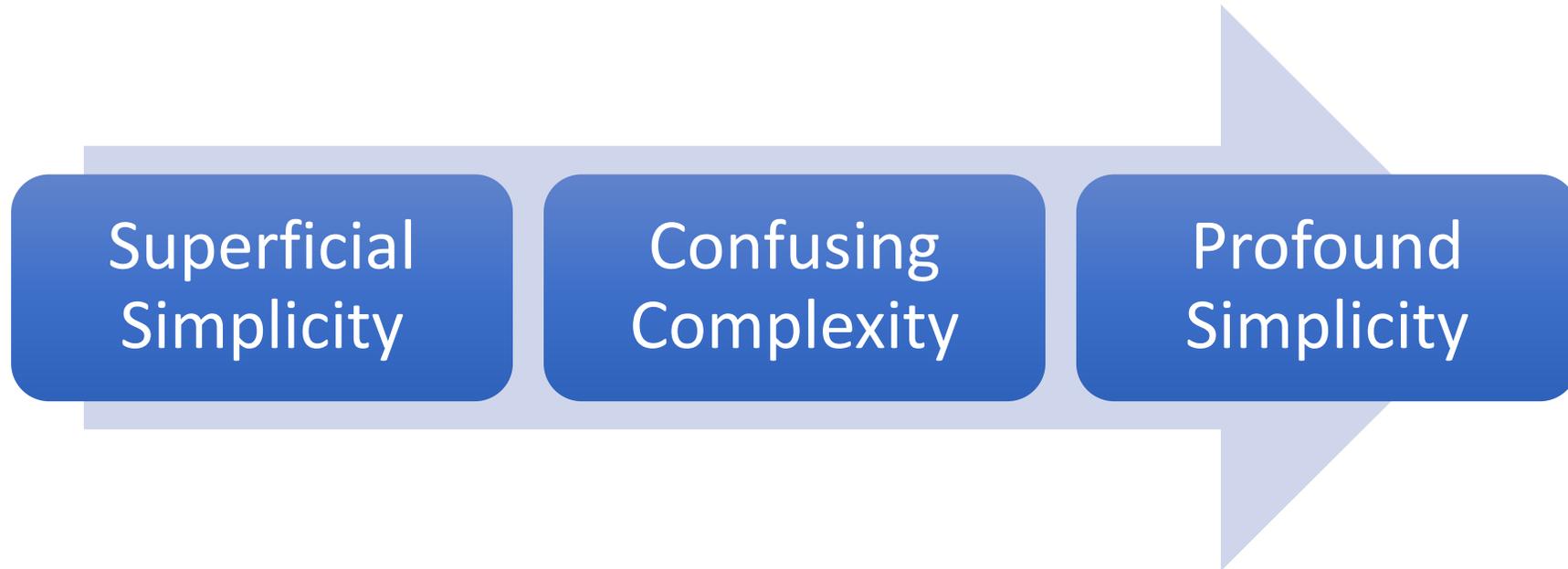
Eliminate-Complexity Strategy



“If you cannot explain something in simple terms, you don’t understand it.”

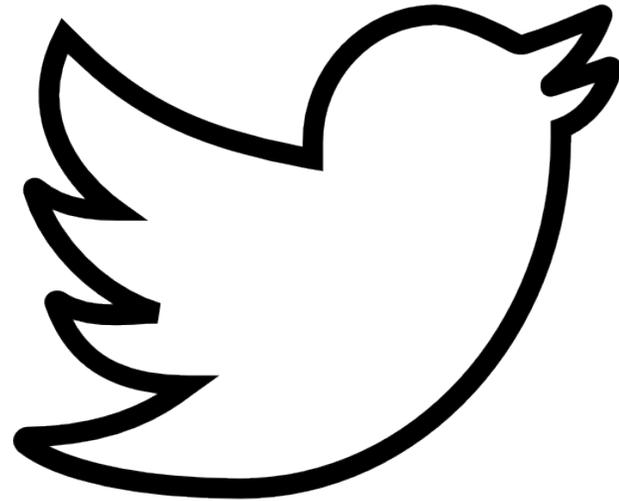
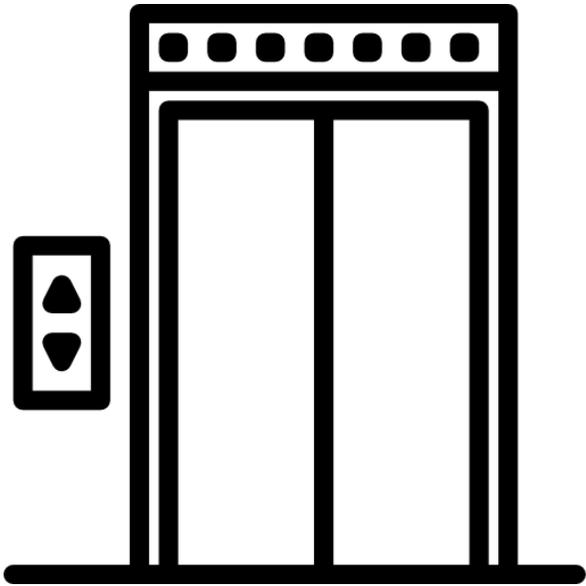
*Albert Einstein and/or
Richard Feynman*

Knowledge Moves in Three Phases



Will Schutz and Karl Weick adapted by Sanjay Saint

Marketing Strategies



#VISUAL ABSTRACTS

What are they and how do we make them?

Brief Mindfulness Practices for Healthcare Providers – A Systematic Literature Review



Heather Gilmartin, PhD, NP,^a Anupama Goyal, MD, MPH,^b Mary C. Hamati, BS,^c Jason Mann, MSA,^b Sanjay Saint, MD, MPH,^{b,d} Vineet Chopra, MD, MSc^{b,d}

^aDenver/Seattle Center of Innovation for Veteran-Centered and Value Driven Care, VA Eastern Colorado Healthcare System, Denver;

^bUniversity of Michigan Health System, Ann Arbor; ^cMichigan State University, East Lansing; ^dVA Ann Arbor, Ann Arbor, Mich.

ABSTRACT

Mindfulness practice, where an individual maintains openness, patience, and acceptance while focusing attention on a situation in a nonjudgmental way, can improve symptoms of anxiety, burnout, and depression. The practice is relevant for health care providers; however, the time commitment is a barrier to practice. For this reason, brief mindfulness interventions (eg, ≤ 4 hours) are being introduced. We systematically reviewed the literature from inception to January 2017 about the effects of brief mindfulness interventions on provider well-being and behavior. Studies that tested a brief mindfulness intervention with hospital providers and measured change in well-being (eg, stress) or behavior (eg, tasks of attention or reduction of clinical or diagnostic errors) were selected for narrative synthesis. Fourteen studies met inclusion criteria; 7 were randomized controlled trials. Nine of 14 studies reported positive changes in levels of stress, anxiety, mindfulness, resiliency, and burnout symptoms. No studies found an effect on provider behavior. Brief mindfulness interventions may be effective in improving provider well-being; however, larger studies are needed to assess an impact on clinical care.

Published by Elsevier Inc. • The American Journal of Medicine (2017) 130, 1219.e1–1219.e17

KEYWORDS: Health care providers; Inpatient; Mindfulness; Systematic literature review; Well-being

WHAT IS A VISUAL ABSTRACT?

“A visual summary of the information contained in the abstract.”

Most Opioids Prescribed for Outpatient General Surgery Procedures Go Unused

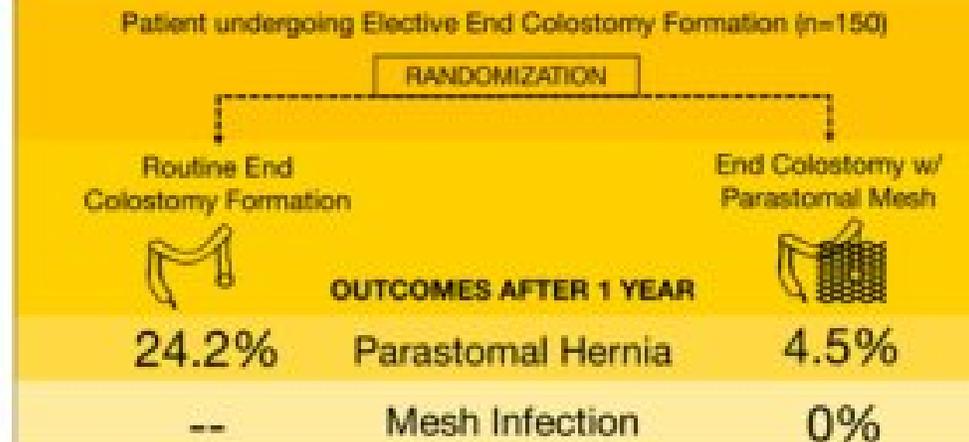


Hill et al. *Ann Surg.* Sept 2016.

ANNALS OF SURGERY

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PREVENT-Trial: Prophylactic Mesh to Prevent Parastomal Hernia



Brandsma et al. *Ann Surg.* July 2016.

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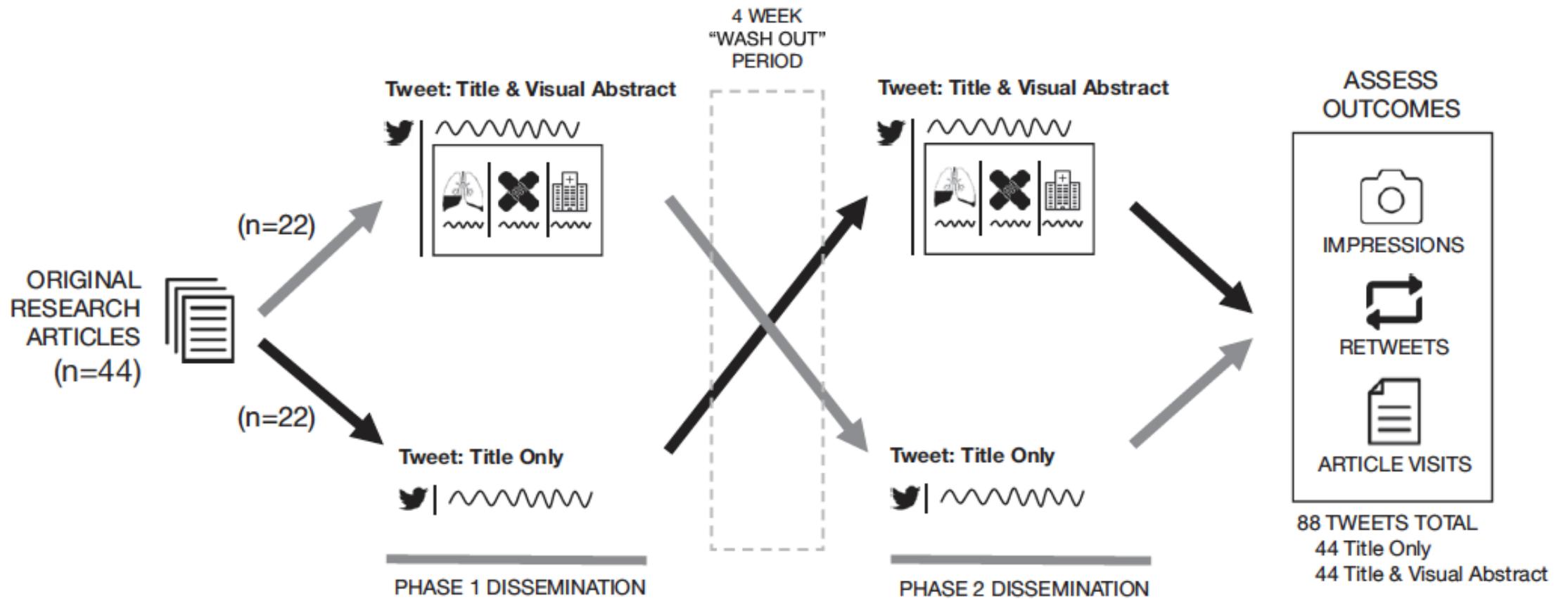


FIGURE 2. Study Design. Prospective, case-control crossover study to evaluate the impact of visual abstracts on Twitter.

Visual Abstracts Increase Article Dissemination: a prospective, case-control crossover study

IMPRESSIONS
x7.7 fold



3k → 23k

(No. of times a Tweet was seen)

RETWEETS
x8.4 fold



11 → 92

(No. of times a Tweet was shared)

ARTICLE VISITS
x2.7 fold



65 → 175

(No. of Article Visits via link click)

Ibrahim et al. *Ann Surg.* April 2017.

ANNALS OF SURGERY

A Monthly Review of Surgical Science Since 1885

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Use of a VISUAL ABSTRACT to Disseminate Scientific Research

Version 4 | January 2018

Editor
Andrew M. Ibrahim MD, MSc
University of Michigan
[@andrewmibrahim](https://twitter.com/andrewmibrahim)
www.SurgeryRedesign.com

www.SurgeryRedesign.com/resources

#VisualAbstract: A Revolution in Communicating Science?

Wray, Charlie M. DO, MS; Arora, Vineet M. MD, MAPP
Annals of Surgery: December 2017 - Volume 266 - Issue 6 - p e49–e50
doi: 10.1097/SLA.0000000000002339
Brief Clinical Reports (With Commentary)

Visual Abstracts Are Changing How We Share Studies

Where they came from, where they're going, and how to put one together

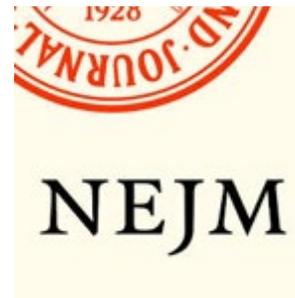


Adoption of Visual Abstracts at *Circulation CQO* Why and How We're Doing It

Andrew M. Ibrahim, MD, MSc; Steven M. Bradley, MD, MPH

EDITORIAL

Visual abstracts bring key message of scientific research



Brief Mindfulness Practices for Healthcare Providers – A Systematic Literature Review



Heather Gilmartin, PhD, NP,^a Anupama Goyal, MD, MPH,^b Mary C. Hamati, BS,^c Jason Mann, MSA,^b Sanjay Saint, MD, MPH,^{b,d} Vineet Chopra, MD, MSc^{b,d}

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Brief Mindfulness Practices for Healthcare Providers: A Systematic Literature Review

STUDY POPULATION

Hospital-based
Nurses, Physicians



14 Studies
833 Providers
4 Countries

INTERVENTION



Brief Mindfulness Practices
≤ Four Hours – Group/Alone

SELF-REPORTED OUTCOMES



9 of 14 studies

Improved
well-being



5 of 6 studies

Improved
stress



4 of 5 studies

Improved
anxiety

Creating Visual Abstracts



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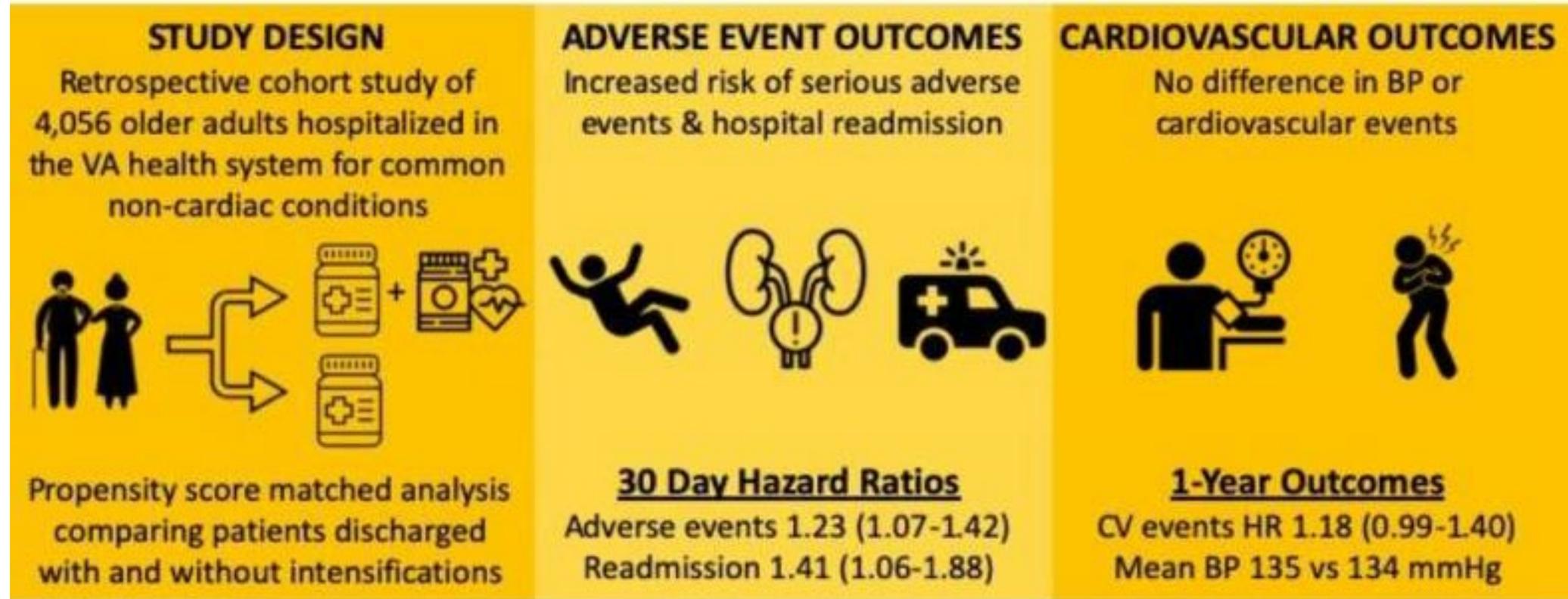
- Business Development**
Lorem ipsum dolor sit amet, consectetur eget nisi
- Market Research**
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- Creative Solution**
Lorem ipsum dolor sit amet, consectetur eget nisi
- Great Supporting**
Lorem ipsum dolor sit amet, consectetur eget nisi

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Key Components of an Effective Visual Abstract

Clinical Outcomes of Intensifying Older Adults' Blood Pressure Medications at Hospital Discharge

Summarize Key Question Being Addressed

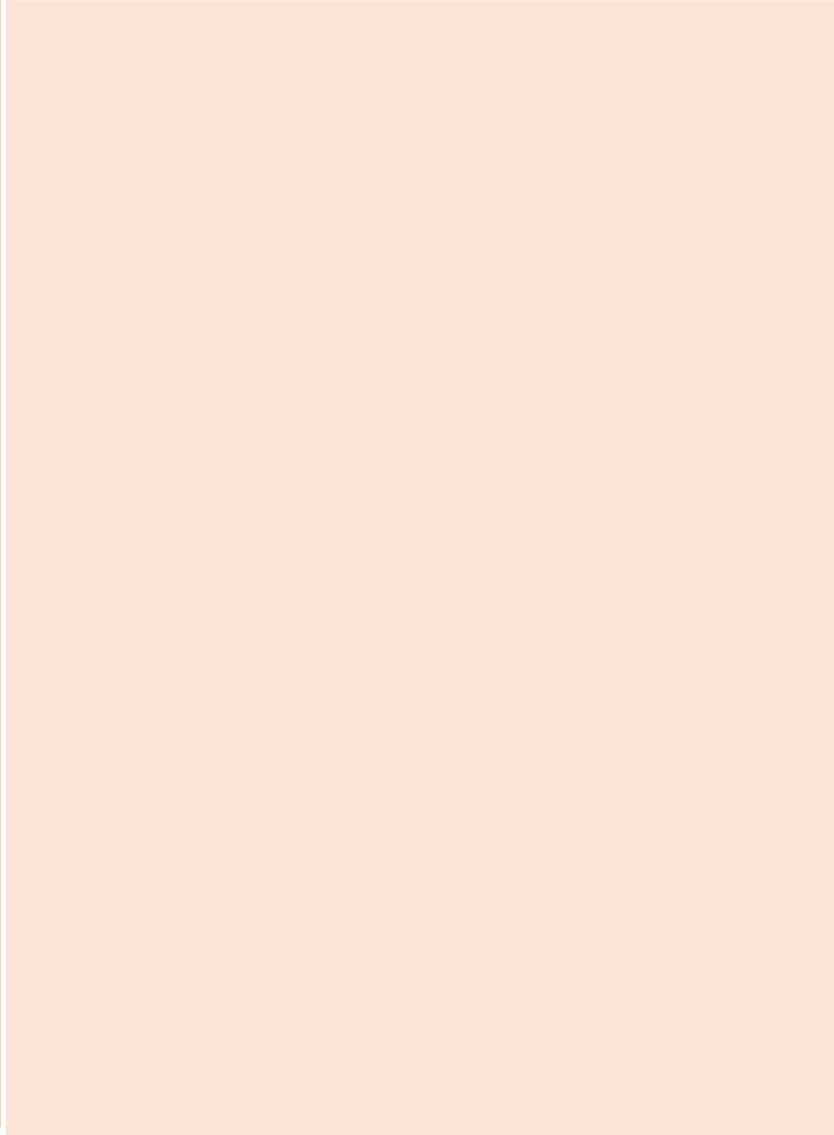
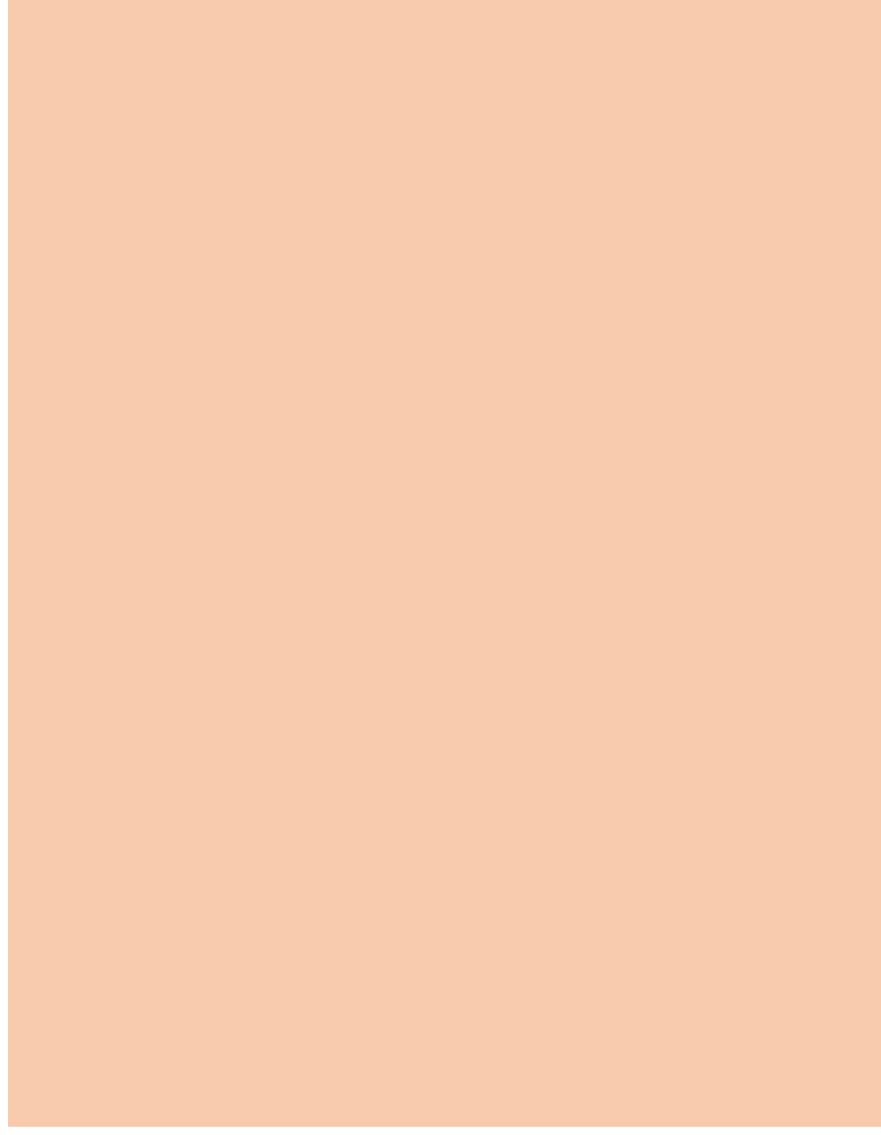
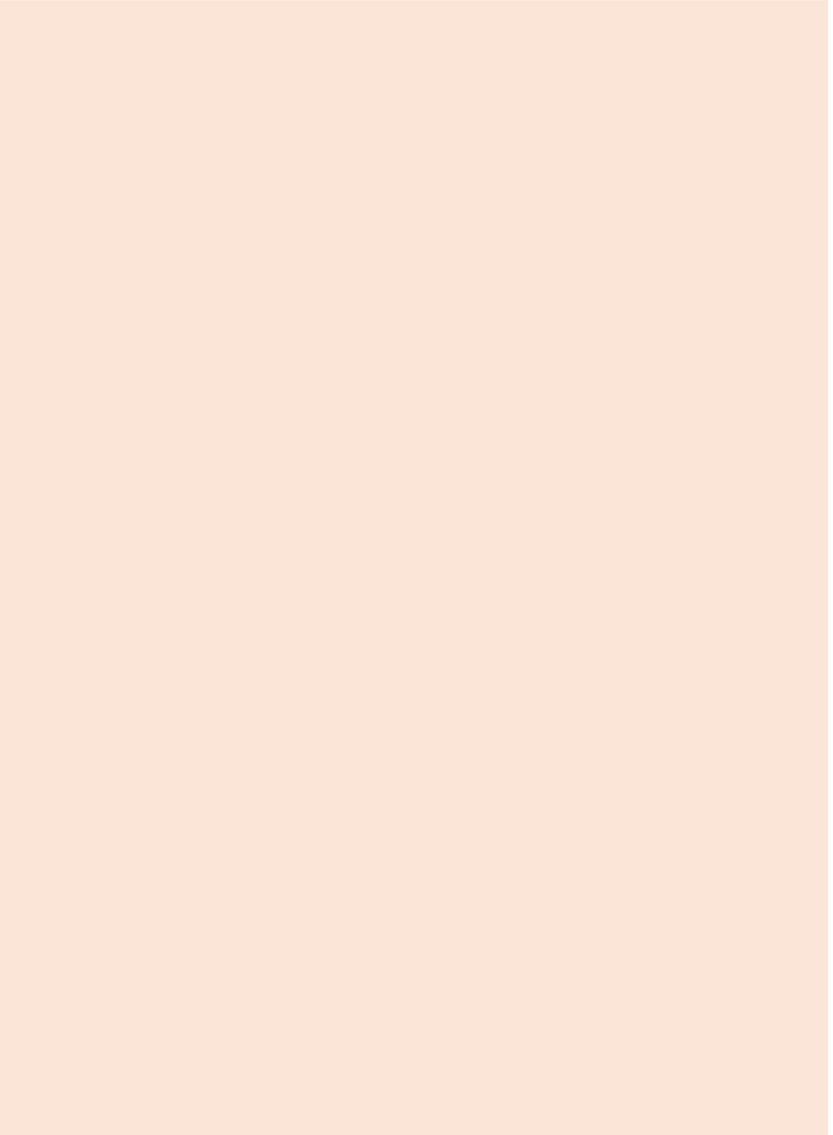


Anderson et al. *JAMA Int. Med.* Aug 2019

Author, Citation

@TSAndersonMD

TITLE



Author, Journal, Year

TITLE

1.

What problem does your manuscript/abstract address?



TITLE

1.

What problem does your manuscript/abstract address?



2.

Methods



Key Visual



TITLE

1.

What problem does your manuscript/abstract address?



2.

Methods

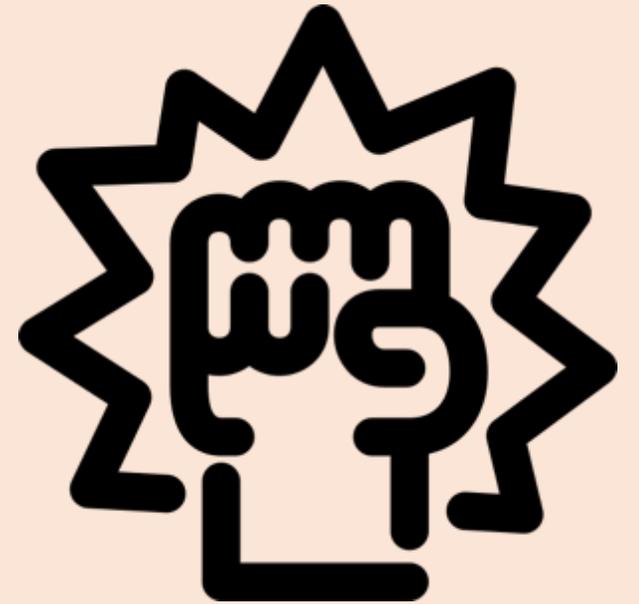


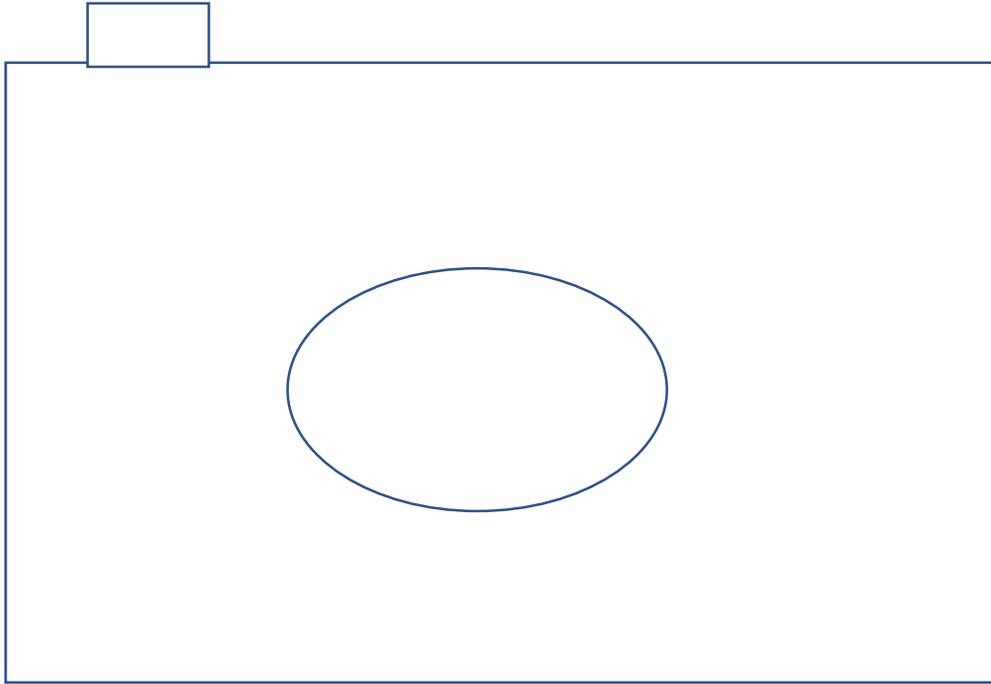
Key Visual

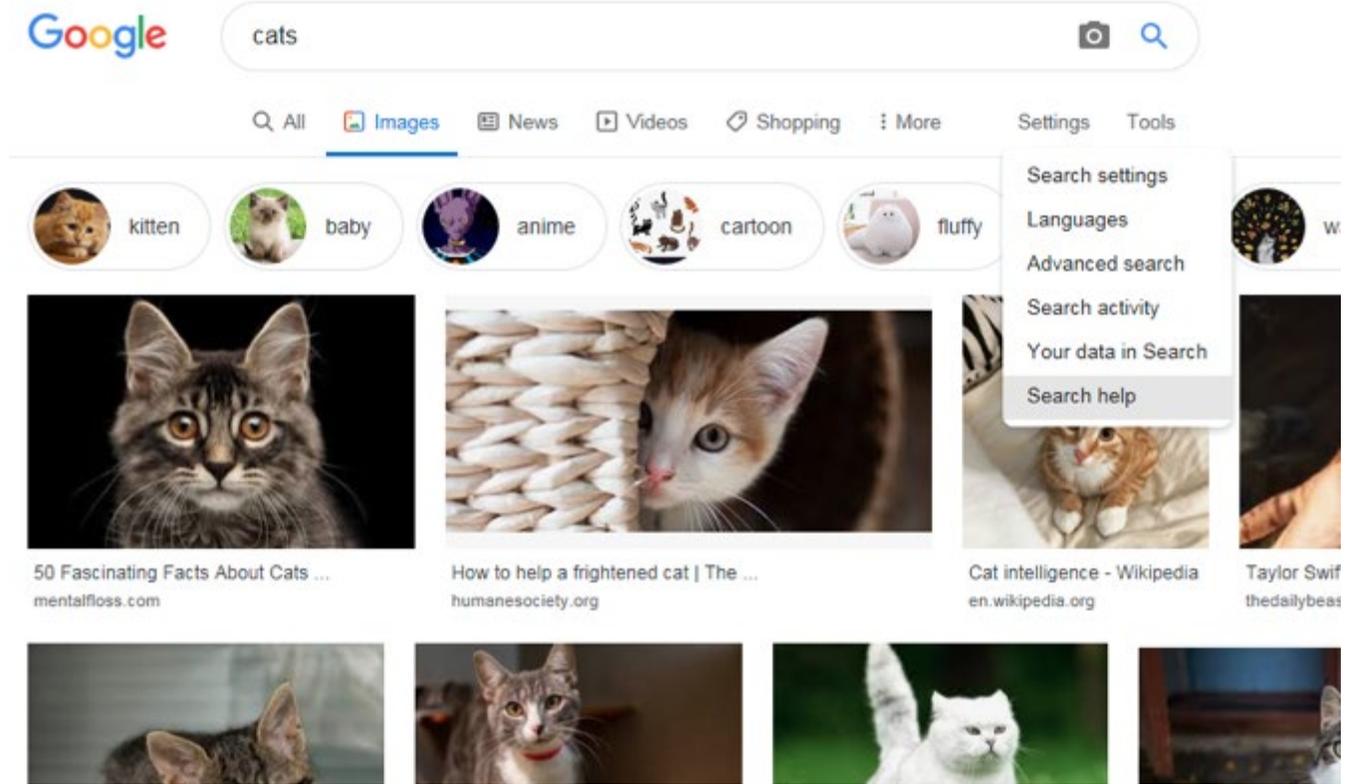


3.

Why do we care? Why does this matter?







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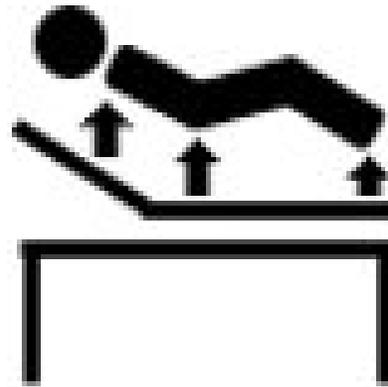
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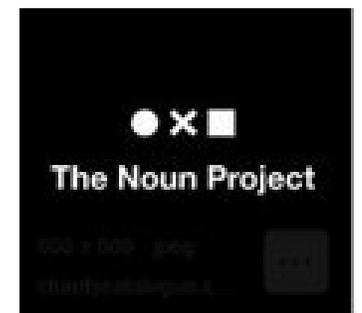


(Length of Stay)

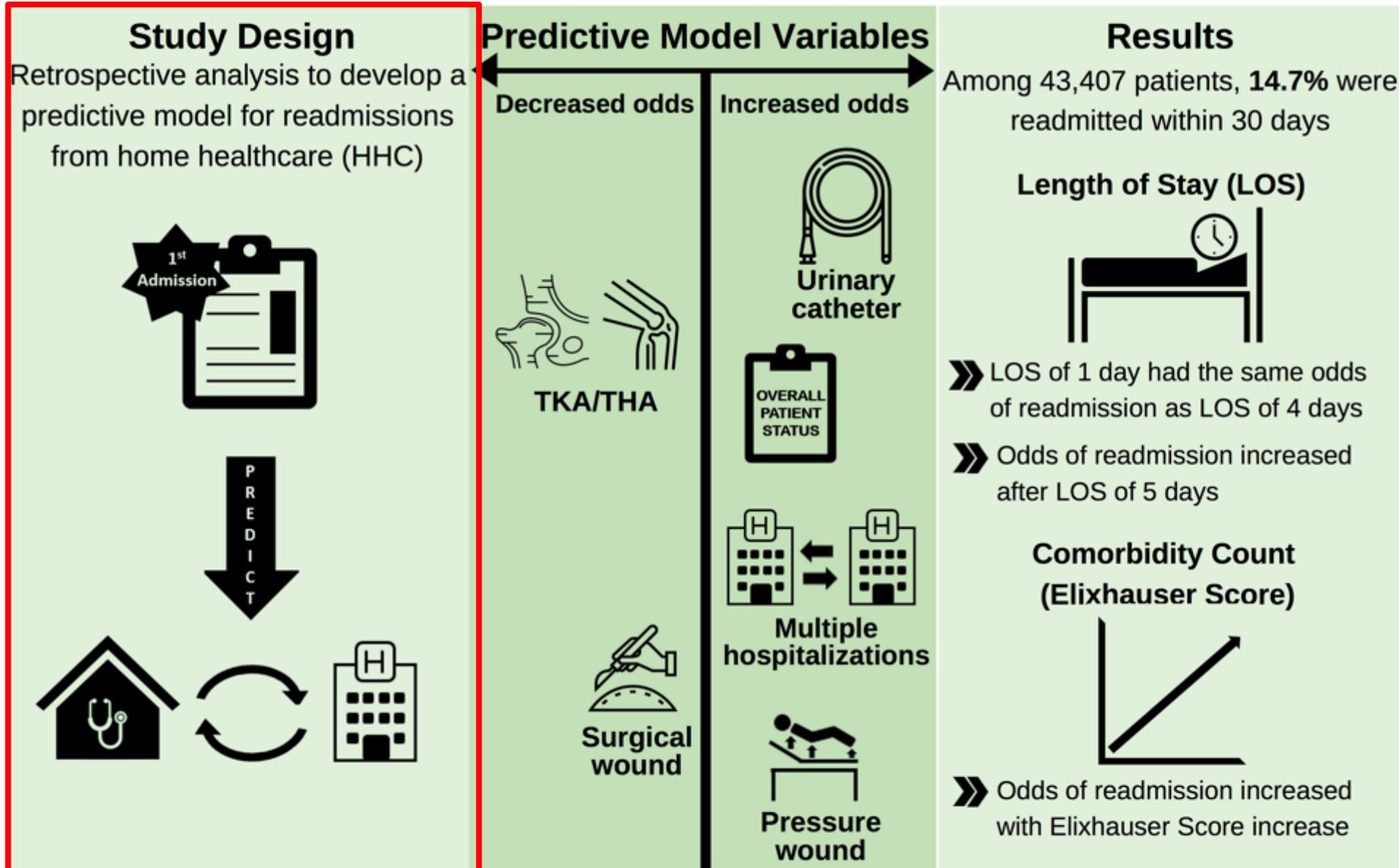


(Pressure Wound)

shutterstock



Predicting Hospital Readmissions from Home Healthcare in Medicare Beneficiaries



Predicting Hospital Readmissions from Home Healthcare in Medicare Beneficiaries

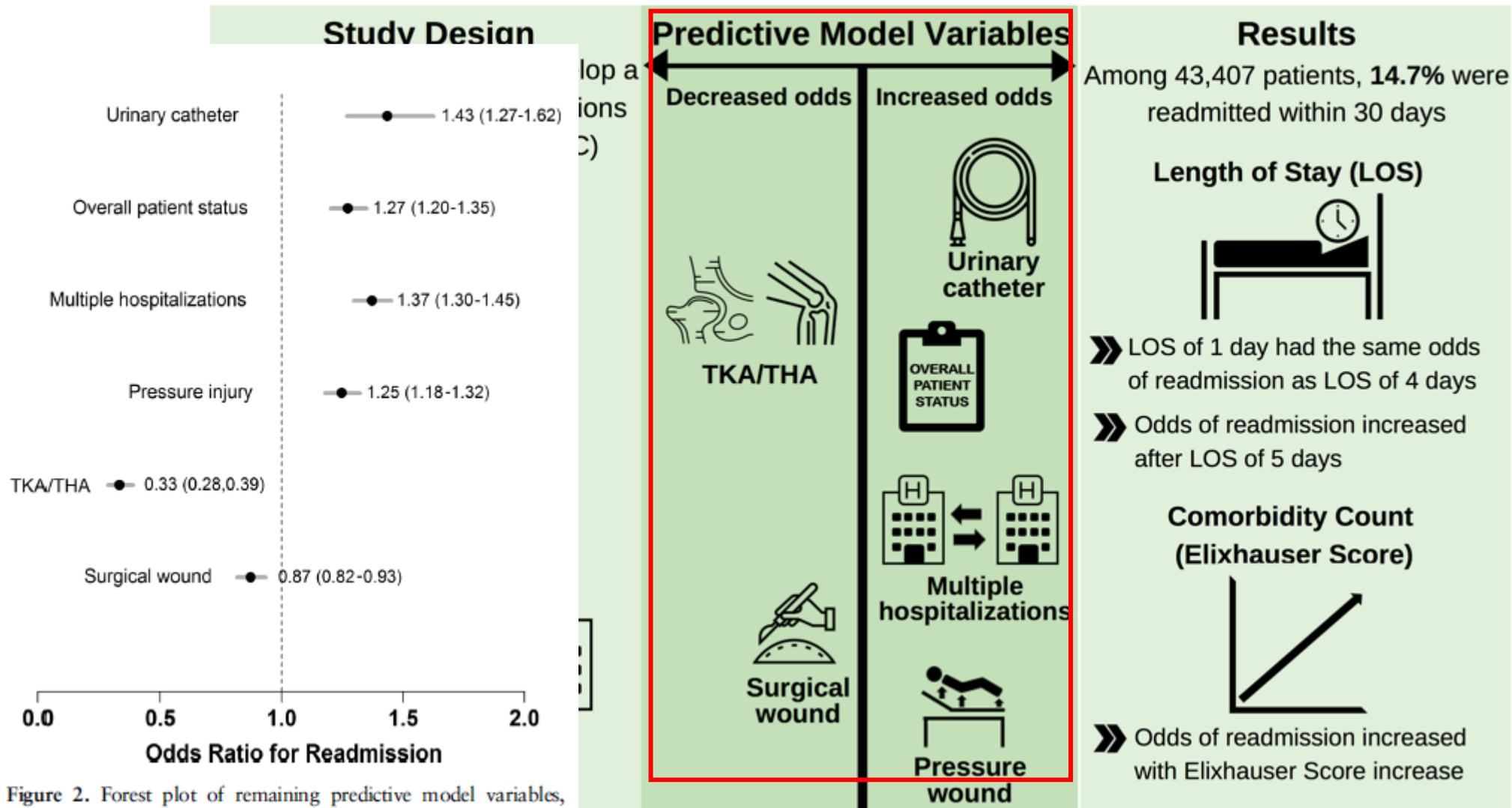
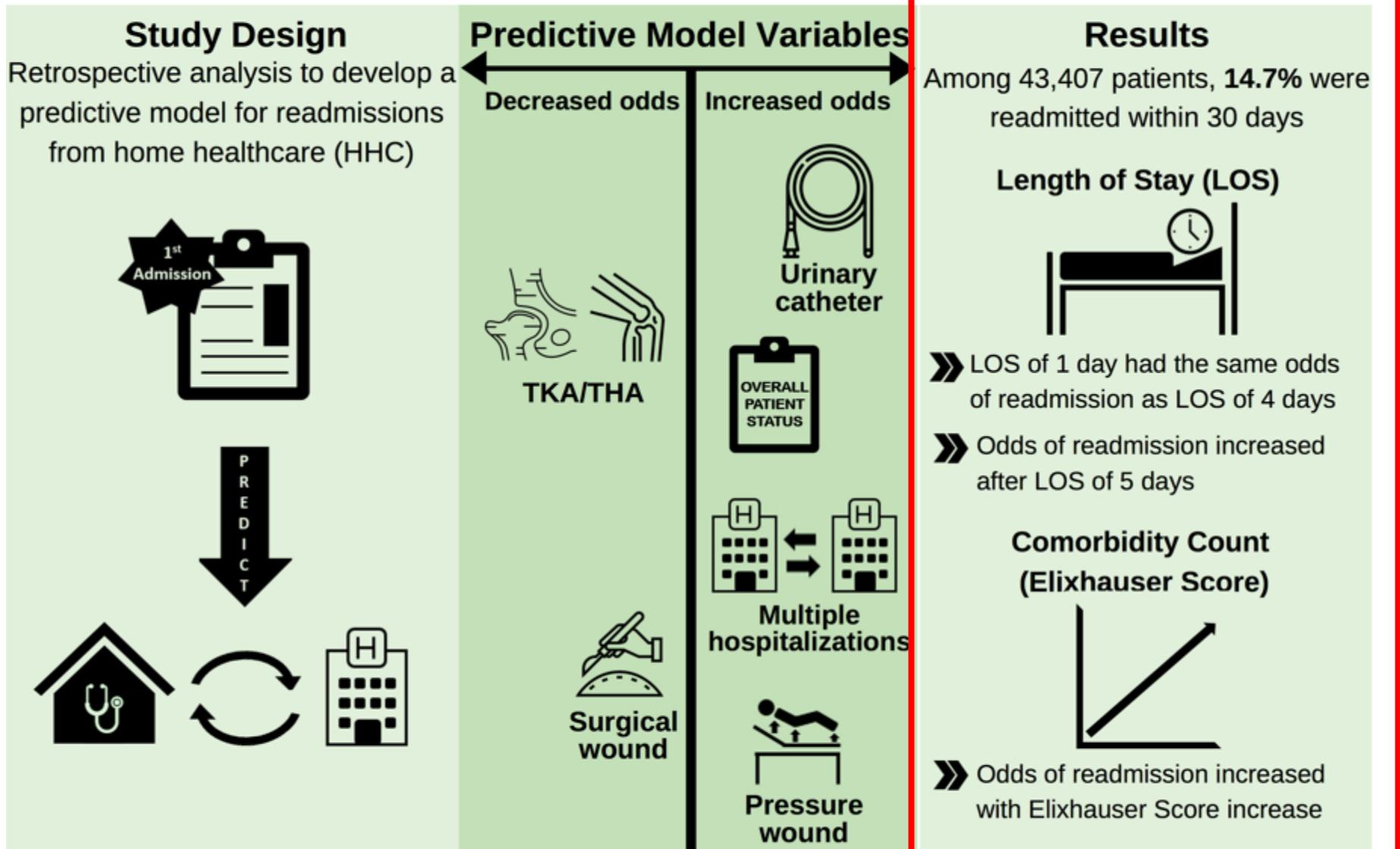


Figure 2. Forest plot of remaining predictive model variables, parsimonious model. THA indicates total hip arthroplasty; TKA, total knee arthroplasty.

Predicting Hospital Readmissions from Home Healthcare in Medicare Beneficiaries



Contributors to Racial Disparities in Minimally Invasive Hysterectomy in the US Department of Veterans Affairs (VA)

Background

Minimally invasive hysterectomy for fibroids vs open abdominal hysterectomy decreases:

Recovery



Complications



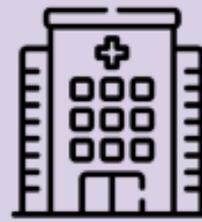
Black Veterans with fibroids are less likely than White Veterans to get minimally invasive hysterectomy

Methods

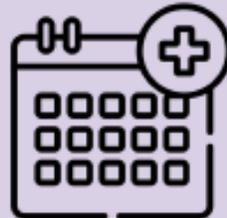
Examined contributors to the racial disparity in minimally invasive hysterectomy 2012-2015



Patient



VA Medical Facility

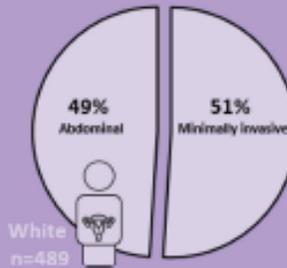
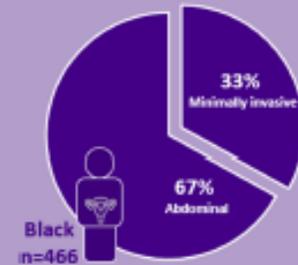


Temporal



Geographic

Results



99 Excess Abdominal Hysterectomies among Black Veterans

77 Unexplained by measured factor

Attention needs to be paid to quality & equity of VA gynecology care

Examples from Twitter

#visualabstract

Impact of Medicaid Expansion Among Low-Income, Childless Adults, 2011-2015

Health Improvements Only for People with Chronic Conditions



- 1.2 days

(days limited by poor health)

Health Improvements Driven by Changes in Mental Health



- 1.1 days

(days reported in poor mental health)

Less Depression among People with Chronic Conditions



- 3.4 percentage points

Are ED patients with suspected substance use disorders (SUD) more likely to receive imaging?



Researchers analyzed trends in diagnostic imaging in the ED from 2005 to 2015, focusing on patients with possible SUDs.



Average age of patients evaluated in the ED for SUD

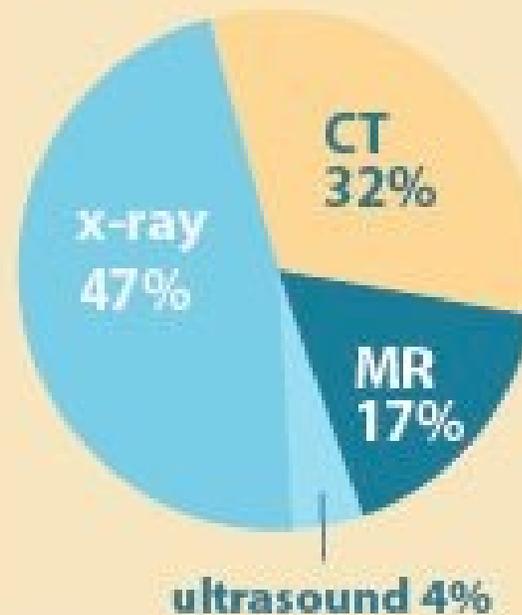


37yrs **53yrs**



Approximately **50%** of x-rays and US were performed to evaluate injection-related local complications

Test breakdown for SUD patients



The growth of SUD-related MRI exams in this population significantly outpaced other imaging modalities.



ED patients with suspected SUD are more likely to receive imaging, particularly MRI.

Milk-Feeding Rates in Preterm Infants

MULTICENTER, PARALLEL-GROUP, RANDOMIZED, CONTROLLED TRIAL

2804

Infants born at
<32 wk gestation
or <1500 g birth weight



Daily Milk Increment

30 ml/kg

(N = 1224)

18 ml/kg

(N = 1246)



**Survival without
moderate or severe
neurodevelopmental
disability at 24 mo**

65.5%

68.1%

Adjusted RR, 0.96; 95% CI, 0.92–1.01

**No significant between-group difference in confirmed or suspected
late-onset sepsis or Bell's stage 2 or 3 necrotizing enterocolitis**

Prescribing Docusate for Constipation in Hospitalized Adults

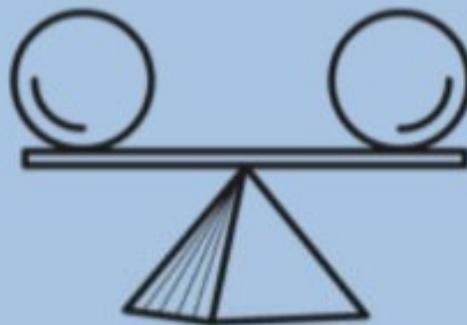
CHOOSING WISELY: THINGS WE DO FOR NO REASON

**Why you think
Docusate is helpful for
constipation...**



Early studies in 1950-60s established its use.
Endorsement in formularies & order sets propagated its use

**Why there is no reason
to prescribe Docusate
for Constipation...**



Multiple RCT have failed to show any significant efficacy of this drug over placebo

**What you should do
instead...**

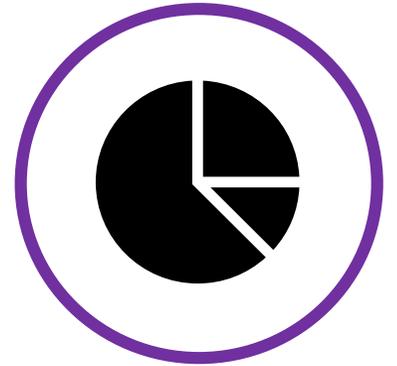
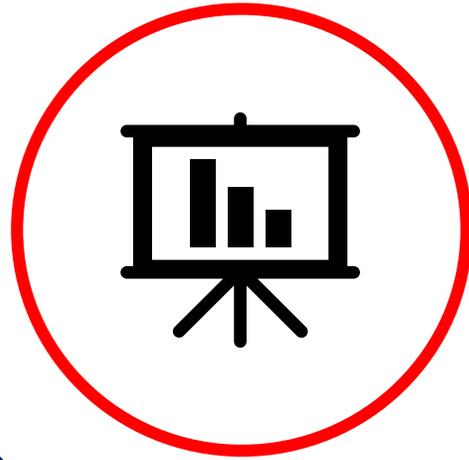
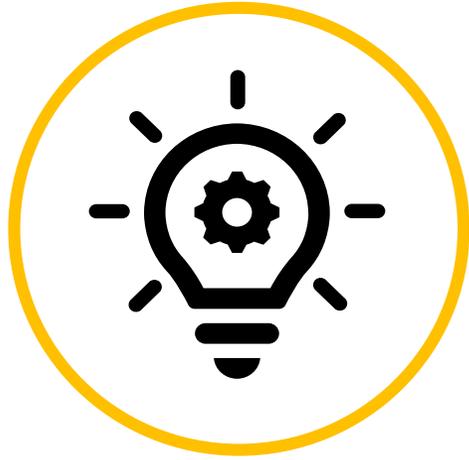


Prescribe agents that have been shown to work; PEG, psyllium & lactulose

Fakheri RJ & Volpicelli FM. Feb 2019

 Visual Abstract by @WrayCharles

Journal of
Hospital Medicine



INFOGRAPHICS

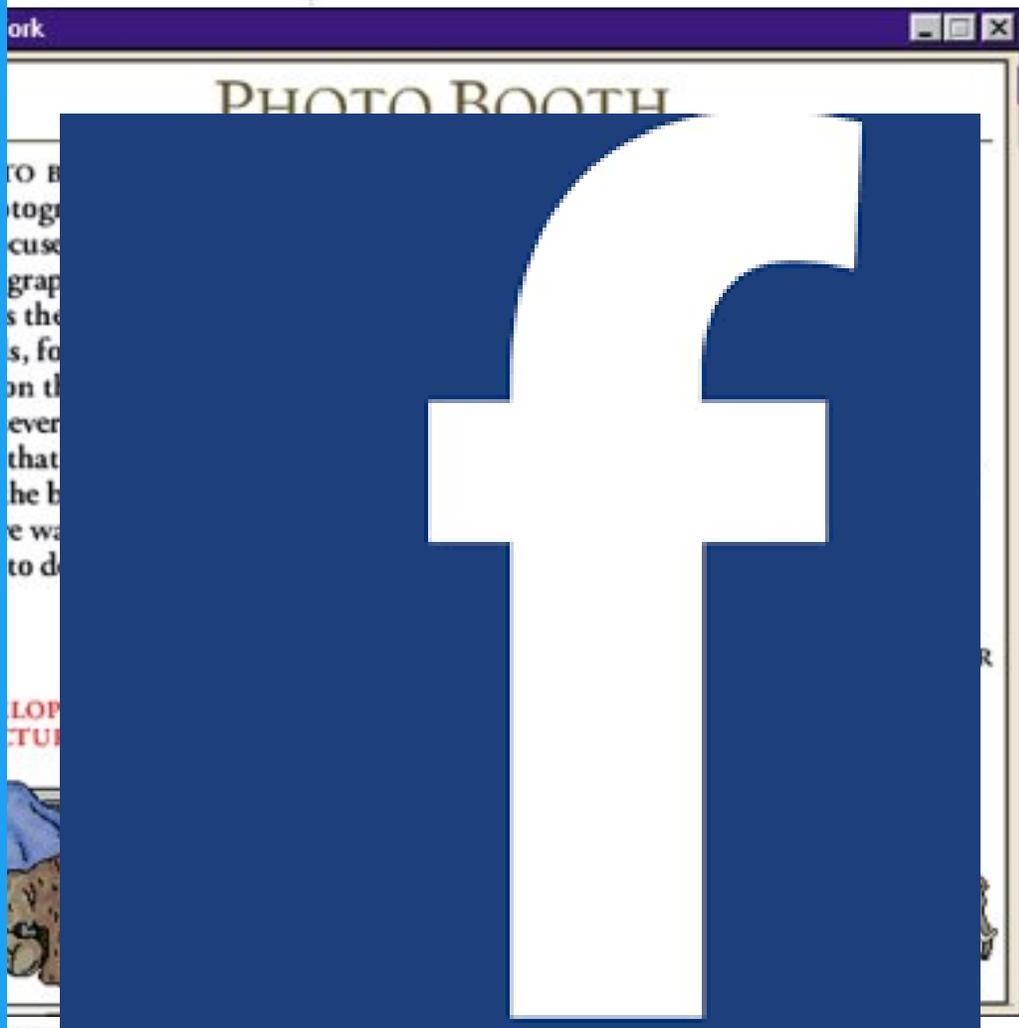


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WOMEN
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is never in danger
ent Will
s worked in
g back to college
anning's audibles.

Franklin compares guard work to
fighting in a phone booth. He
continues to improve his footwork
and gives the Broncos two maulers
at guard, joining star Louis Vasquez.



Severiano Galván, The Denver Post

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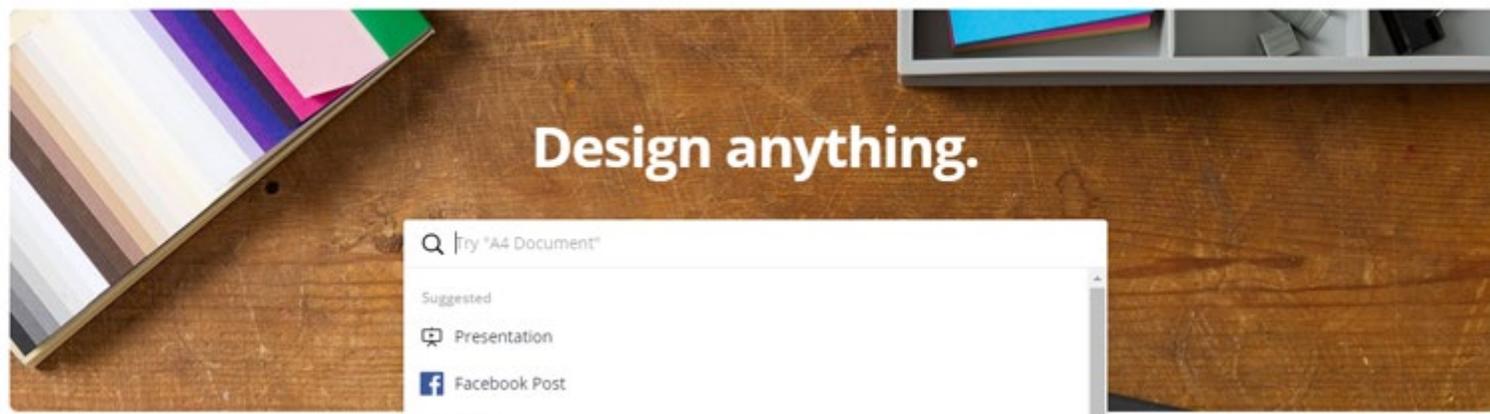
BC Brigid Connelly
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- Folders
- Dissemination to Promot...
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Suggested

- Presentation
- Facebook Post
- Poster
- Facebook Cover
- Instagram Post
- Animated Social Media

Create a design >

- Canva Print >
- Animated Social Media
- Presentation
- Poster
- Poster
- Social Media
- Facebook Cover
- Flyer

4 STEPS

TO CREATING AN INFOGRAPHIC
FROM EXISTING CONTENT

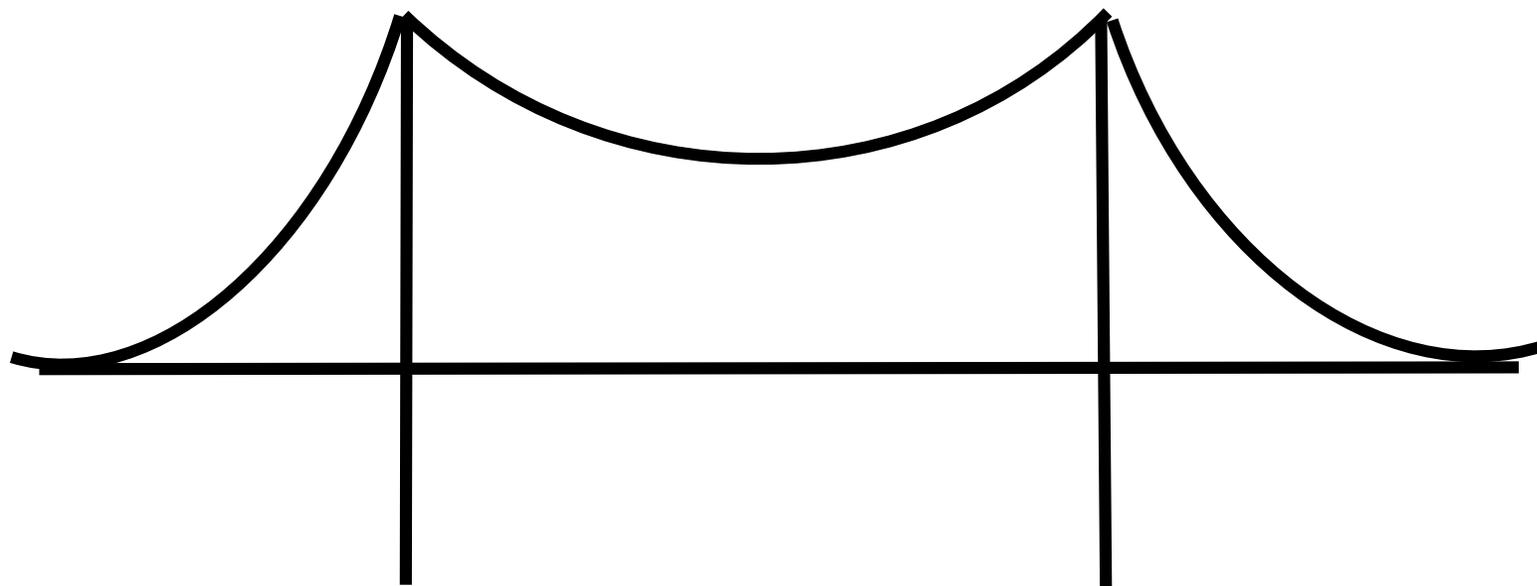
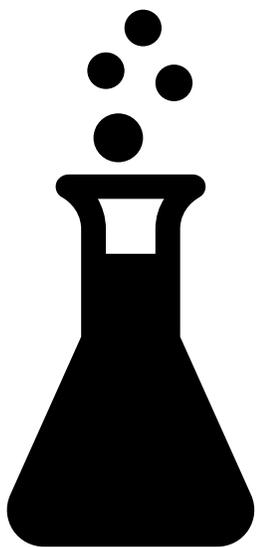


Minneapolis TNP Discharges: September 17, 2019



Minneapolis
Average
Satisfaction

92%



And Now For Something Completely
Different...

Explainer Video

Made in collaboration with graphic artist on FIVERR

Explainer Video

Relationship Between Psychological Safety and Reporting
Nonadherence to a Safety Checklist

<https://journals.lww.com/jncqjournal/Pages/videogallery.aspx?videoid=56&autoplay=false>

Why You Should Advertise Your Work



Print Journals



Social Media



Visual Abstracts
Infographics
Videos

**THANK
YOU**



@hgrnepi
@brigidconnelly

Resources

- Ibrahim, A.M. Visual Abstract: Open Source Primer. <https://www.surgeryredesign.com/resources>
- Ibrahim, A.M. Boosting Your Academic Career in 2019" session during the SAGES 2019 Annual Meeting in Baltimore, MD on Friday, April 5, 2019. <https://www.youtube.com/watch?v=DDQ5r7oKtgk>
- Design Anything: www.canva.com
- Venngage: How to make an infographic in 5 steps. <https://venngage.com/blog/how-to-make-an-infographic-in-5-steps/>
- Explainer video. www.fiverr.com

Icon Resources

- The Noun Project: www.thenounproject.com
- Flat Icon: www.flaticon.com
- Iconfinder: www.iconfinder.com
- Shutterstock: www.shutterstock.com
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