Making Compelling Visuals:
Engaging Clinicians with More Than Words!

Part 1: Overall Considerations

Checklist of Considerations for Developing a Compelling Detailing Aid

- Appropriate language for audience and appropriate font size
- Colorful
- Key Messages listed clearly with a summary of Key Messages at the end
- Local statistics
- Making the detailing aid available in more than one language
- Ensuring use of reputable sources and tools with clear evidence that supports KMs
- Ensuring the graphics and colors are ADA compliant
- Length of detailing aid based on intended purpose (e.g., using reference guide/manual vs. a quick sheet with a flow chart/algorithms and clinical pearls)
- Use a style manual and consistent branding
- Incorporate clinical guidelines and summaries of studies
- Make information practical
- Use POEMS (Patient Oriented Evidence that Matters)
- Use hyperlinks or QR codes to individual resources and papers
- Make sure your ask is clear
- Compelling images
- Contact information of lead contributor on the materials
- Date and revision number

Part 2: Consider the Following Detailing Aid Critiques as Practice

Example 1: Falls Prevention Detailing Aid

Source:
https://www.narcad.org/uploads/5/7/9/5/57955981/falls_prevention_detailing_aid.pdf

1. **What do you like about this detailing aid?**
   - Easy to follow, simple, good font size
   - Made for print, but you could still break it down for a PowerPoint
   - Colorful
   - Key Messages are listed clearly at the beginning before going into more detail
   - "Cartoon people" are inclusive
   - Facilitates a discussion

- References are included at the end
- Information is easy to find
- Nice "action" graphic under Key Message 1

2. **What are some opportunities for improvement?**
   - References could be larger
   - Making the orange circle green to match the flow of "good" and "bad"
   - Page 3 is too wordy; add more visuals
   - Too many pages; limit it to 2 pages
   - Add hyperlinks & QR codes
   - Add pictures of real people
   - Add more information
   - Add small icons on page 3 to break up content (e.g., a medicine bottle for medications, a shoe for footwear, etc.)

EXAMPLE 2: FALLS PREVENTION TOOL

CEP DETAILING AID CRITIQUES:
https://tools.cep.health/wp-content/uploads/2021/12/CEP_FallsTool_December13.pdf

1. **What do you like about this detailing aid?**
   - CEP logo at the top
   - Statistics at the beginning
   - Symmetry
   - Color
   - Hyperlinks in table of contents and resources at the end
   - Date on the footer of each page
   - Content is useful
   - Icons in each section

2. **What are some opportunities for improvement?**
   - Text is dense; there is a lack of white space and graphics
   - Document is too long
   - Needs more headers
   - Very little use of color after page 1
   - Font is too small
   - Make a title section and use the ask as your title (e.g., "Falls are Preventable")
   - Use a photo at the beginning to engage the learner
   - Include anecdotes from people with lived or living experience
   - Add collapsible sections