PRECEPTOR DEVELOPMENT with INFOGRAPHICS: A “GIFT OF TIME”

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Background

• Traditionally, faculty development material is static and text-based.
• Infographics are synoptic communication tools that use visual images such as a chart, diagram or picture to represent information or data. Studies show that:
  o People remember 10% of what they hear, 20% of what they read and 80% of what they see and do.
  o By pairing concepts with visuals, one is more likely to store this information into their long-term memory and to transmit the message more quickly.
• Community faculty have limited time to do faculty development.

Objectives

• Form a statewide partnership among family medicine departments to develop faculty development materials.
• Create and disseminate time-efficient Faculty Development materials using infographic format.

Process

1. Eleven WISE-FM Faculty* from 3 institutions collaborated and prioritized a list of faculty/preceptor development topics including:
   • Priming for Efficient Patient Encounters,
   • Feedback using the ARCH mnemonic,
   • EBM in Teaching Encounters.
2. Half-Day F2F Working Meetings with 3-4 Faculty assigned to each infographic topic:
   • Brainstormed the critical inclusions and infographic layout.
   • Previewed infographic layout with group providing feedback.
   • Revised and finalized assigned infographic using PowerPoint or software app (Pikochart).

Results

• 8 Infographics have been developed.

<table>
<thead>
<tr>
<th>Question</th>
<th>Mean</th>
<th>SD</th>
<th>N</th>
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</thead>
<tbody>
<tr>
<td>1. The WISE-FM Infographic(s) is a TIME EFFICIENT way to enrich my skills as a clinical teacher.</td>
<td>4.0</td>
<td>0.5</td>
<td>30</td>
</tr>
<tr>
<td>2. The WISE-FM Infographic(s) is an EFFECTIVE way to enrich my skills as a clinical teacher.</td>
<td>4.0</td>
<td>0.5</td>
<td>29</td>
</tr>
<tr>
<td>3. I intend to incorporate the WISE-FM infographic strategies into my teaching.</td>
<td>4.1</td>
<td>0.4</td>
<td>29</td>
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<td>4. I will share WISE-FM infographic(s) with my colleagues and/or post in clinic staffing space.</td>
<td>4.0</td>
<td>0.5</td>
<td>29</td>
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Conclusions

• The WISE FM Collaboration successfully developed innovative and dynamic faculty development material in a time efficient manner.
• Preceptors positively evaluated infographics and reporting intent to use strategies in teaching.
• Dissemination initiatives underway.

* WISE-FM *

WISCONSIN INSTITUTE OF SCHOLARS AND EDUCATORS IN FAMILY MEDICINE

Infographics available at:
HTTP://WWW.FAMMED.WISC.EDU/PCC/PRECEPTOR/
click on preceptor role