

Guidelines for Slide Decks

Here’s how to build a presentation that is educationally sound, accreditation-ready, and easy for learners to follow.

Guidelines for Developing a Slide Deck

Your presentation should provide learners with relevant, evidence-based, balanced, and engaging educational content that supports the identified learning needs and objectives.

Use this quick reference as you prepare your slide deck.

1	Start with learning objectives. Utilize the Writing Learning Objectives QRG if you need assistance.
2	Keep Content Evidence-Based Educational content should be based on current, credible, and relevant evidence. DO: ● Use current clinical guidelines, peer-reviewed literature, and authoritative sources. ● Include references for clinical recommendations, statistics, images, and other externally sourced information. ● Clearly identify areas where evidence is limited, evolving, or conflicting. ● Present information accurately and in context. AVOID: ● Unsupported claims. ● Personal opinion presented as established evidence. ● Outdated information when more current evidence is available. ● Selectively presenting evidence in a way that could mislead learners. Reference Tip <i>Include brief citations on individual slides when appropriate and provide a complete reference list at the end of the presentation.</i>
3	Keep Education Balanced Present information in a fair and balanced manner. When discussing: ● Medications ● Devices ● Procedures ● Diagnostic tests ● Treatment options ● Products or services Include relevant alternatives and limitations when appropriate. <i>Avoid presenting one product, treatment, device, or company as the only appropriate option unless supported by strong evidence and appropriate context.</i>

4 Avoid Commercial or Promotional Content

The purpose of the presentation is **education—not promotion**.

AVOID:

- Commercial logos or branding.
- Product advertisements.
- Promotional language.
- Statements such as “best,” “preferred,” “leading,” or “number one” unless appropriately supported and educationally relevant.
- Excessive focus on a specific manufacturer's product.
- Contact information intended to promote a commercial entity.

Medication & Product Names

When discussing medications or other products, **use generic/nonproprietary names whenever possible**.

If a brand name is necessary for educational purposes, include the appropriate generic/nonproprietary name.

5 Disclose Off-Label or Investigational Uses

If your presentation includes an off-label, investigational, or otherwise unapproved use of a medication, device, or product:

- Clearly identify the use as off-label/investigational.
- Make the disclosure visible to learners.
- Do not present an unapproved use as an established or approved indication.

Example Disclosure:

“This presentation includes discussion of an off-label use of [medication/product].”

6 Use Clear, Professional Visuals

Your slides should help learners understand the material—not compete with it.

AIM FOR:

- One primary idea per slide.
- Short phrases rather than paragraphs.
- Clear headings.
- Consistent formatting.
- Adequate white space.
- High-quality images and graphics.
- Readable charts and tables.
- Consistent fonts and layout.

AVOID:

- Crowded slides.
- Tiny fonts.
- Long blocks of text.
- Excessive animation.
- Distracting transitions.
- Too many colors or fonts.
- Charts that are difficult to interpret.

Quick Test

Put your slide on the screen and stand several feet away. *Can you read the important information quickly?* If not, simplify it.

7 Make Data Easy to Understand

When presenting statistics, research findings, or clinical data:

DO:

- Identify the source.
- Label axes and units.
- Explain important findings.
- Use simple charts when possible.
- Highlight the information learners need to understand.

AVOID:

- Overloaded tables.
- Unlabeled graphs.
- Misleading visual scales.
- Presenting statistics without context.

8 Use Images & Media Responsibly

Use images, figures, videos, and other media that support the educational content.

Remember:

- Cite sources when appropriate.
- Obtain permission when required.
- Respect copyright and licensing requirements.
- Avoid unnecessary patient-identifying information.
- Remove or de-identify protected health information.

Patient Images:

Ensure appropriate authorization/permission has been obtained when required.

9 Include Interactive Learning When Appropriate

When appropriate for the activity, incorporate opportunities for learners to apply, discuss, analyze, or practice the information.

Examples:

Case studies

Small-group discussion

Reflection activities

Clinical scenarios

Audience polling

Decision-making exercises

Demonstrations

Questions

INSTEAD OF:

"Any questions?"

CONSIDER:

"What would you do next?"

"Which treatment option would you select for this patient, and why?"

10 Keep Presentations Learner-Focused

Focus on what learners need to know, do, or change. Avoid extra information that does not directly support the learning objectives.

Incorporate:

- Relevant clinical cases & examples
- Practical takeaways & key points
- Decision-making scenarios
- Opportunities for practical application

Slide Design at a Glance

DO

Keep it simple

- Clear title
- One main message
- Large, readable text
- Consistent formatting
- Helpful visuals
- Brief citations

AVOID

Don't overload the learner

- Paragraphs
- Tiny text
- Busy backgrounds
- Excessive animations
- Unnecessary graphics
- Commercial branding

Before You Submit Your Deck

Use this checklist:

- ☐ My presentation addresses the approved learning objectives.
- ☐ My content is current, accurate, and evidence-based.
- ☐ Clinical recommendations and important data are appropriately referenced.
- ☐ I have presented relevant treatment/management options in a balanced manner.
- ☐ I have avoided promotional or commercial content.
- ☐ Generic/nonproprietary names are used when appropriate.
- ☐ Off-label/investigational uses are clearly identified.
- ☐ Images, figures, tables, and other media are appropriately cited or authorized.
- ☐ Patient information is appropriately de-identified.
- ☐ My slides are readable from a distance.
- ☐ My charts and tables are easy to understand.
- ☐ I have included opportunities for learners to engage or apply the information when appropriate.
- ☐ My presentation is professional, respectful, and inclusive.
- ☐ I have reviewed my presentation for accuracy and potential bias.

Submission Reminder

Please submit your completed slide deck according to the deadline provided by Ascension IPCE and Activity Coordinator. Your deck may be reviewed for alignment with the approved activity, educational quality, balance, accuracy, and accreditation requirements.