

## Tips for Physicians When Speaking to Groups

- Research who the audience is in the group you are to speak to. Find out age, gender, lifestyle.
- Obtain copy of agenda and invitation to determine exactly what the group is expecting.
- Be prepared for possible controversial questions on topic.
- Organize your comments around one main theme and message with clear and concise points. Use examples as much as possible.
- Choose a timely topic that has public awareness and not clinical research that would be uninteresting to the lay public. Ask your patients for ideas.
- Don't overuse medical jargon and be prepared to use simple terms to describe clinical situations. Over technical language will lose an audience.
- If possible use straightforward visual aids (slides, transparencies or flip charts). Use these only as an outline. As a rule use no more than seven lines of text per slide or transparency.
- Get to the presentation room early enough to check out the layout, sound system and set up audiovisuals. Also this allows you to greet and get a personal feel for arriving audience members.
- When making the presentation use questions (ask for a show of hands) which gets audience interacting more and thus more attentive.
- Establish eye contact. If possible walk around the room and move close to people you're speaking to.
- Be prepared and allow sufficient time for questions.
- Offer and display an adequate supply of business cards, brochures and handouts.

Source: How to Deliver Effective Practice Management Support

Publications related to this topic on website [www.practicesupport.com](http://www.practicesupport.com) include:

[Marketing Handbook for Physician Practices](#)

[How to Work More Effectively with Managed Care](#)