

## Tips for Physicians *When Speaking to Groups*

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- 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.
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- 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](#)