

Writing and Presenting a Successful Poster Abstract

Anna C. Fisk PhD, RN, CCRN

Clinical Coordinator

Cardiovascular Intensive Care Unit

Boston Children's Hospital



Boston Children's Hospital
Heart Center



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Objectives

- Describe the purpose and required components for a successful abstract
- List the elements for the common poster types



Why Present a Poster?

- Disseminate research, projects, and best-practice topics
 - Rapidly share information in visually engaging manner
- Represent yourself and colleagues to peers
- Network with other clinicians



Purpose of an Abstract

- Summarizes problem
- Describes intervention, outcome, and implications of research
- Informs reader of the importance of work



Abstract Format

- Standard Format for Research
 - Title and Author(s)
 - Introduction
 - Methods
 - Results
 - Conclusion
- Guidelines
 - Give close attention to due date/time including time zone
 - Give close attention to word limits and required organization
 - Typically 300-400 words on a single page



Title

- Clear, concise description of project
 - Avoid jargon, acronyms, or abbreviations
 - Title often determines if someone will stop to read your poster
 - Indicate what type of poster
 - Research, evidence-based practice, case study, quality improvement, education



Introduction

- Describe why the topic is important
 - The “so what” factor
- Identify the specific problem to be addressed
- Define the purpose of the study



Methods

- Explain how research was done
 - Study design prospective, retrospective,
 - Who was included, excluded?
 - How many were included?
 - How was the data analyzed?



Results

- What was found – facts without any interpretation
- Include numbers, percentages
- Statistical Output – tables, charts



Discussion

- Summarize the findings
 - Refer to the purpose of the study
 - What does the data mean
 - How do the findings makes a difference
 - Discuss limitations and future research



Conclusion

- Succinct summary of research
 - 1-2 sentences
 - include relevance to practice
- Acknowledge financial support or sponsorship



Alternative Formatting

Case Study

- Title
- Introduction
- Case Presentation
 - History
 - Hospital Course
 - Labs, images, studies, surgeries
- **Discussion**
- Conclusion

Quality Improvement

- Title
- Introduction/Problem
- Methods
- Practice Change
- Evaluation
- **Implications/Lessons learned**
- Conclusion



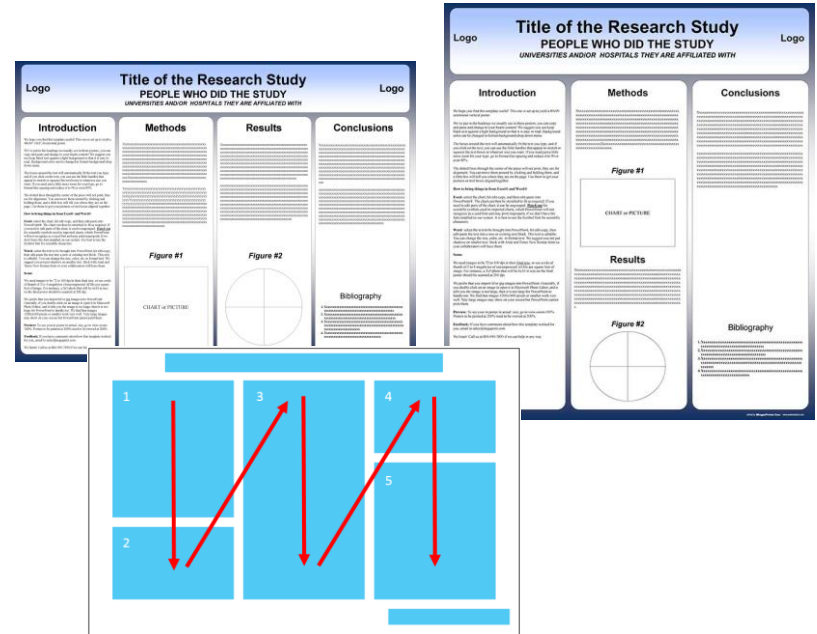
Abstract to Poster

- Font
 - Easy to read size
 - Title 10-20 feet (3-6 meters)
 - Text 3-4 feet (1 meter)
 - Use upper and lower case letters
 - Single, simple font type throughout poster
 - Avoid these type of fonts *as they are difficult read by participants*



Abstract to Poster

- Layout
 - Formatted into columns
 - Organized for readability
 - Limit text
 - Short, bulleted phrases
 - Use of figures, tables



Abstract to Poster

- Color
 - Black font color optimal
 - Thoughtful use of color, avoid fluorescent shades or jarring contrast color
- Background
 - White or light colored backgrounds
 - Avoid busy patterns or photos



Examples

Difficult to follow; too much information; too much color

Organized into columns but background is distracting

Quantitative Study

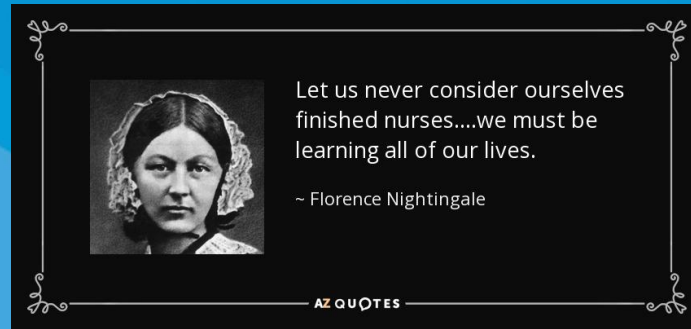
Qualitative Study

Time to Present

- Confirm poster size, set-up and removal time
- Stand with your poster in professional attire
 - Engage with participants
- Be prepared to succinctly describe your work
 - Guide participants through the poster
- Print copies of poster for interested participants
 - Provide contact or reference information if requested



Now, celebrate your work!



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Thank you!

Questions?



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