

Presentation Pointers for the Patient Friendly BillingSM Project

Here are some friendly suggestions to help make your Patient Friendly Billing project presentation a complete success. We understand that time can sometimes be hard to find—which is why we've tried our best to give you every ounce of information. In no time, you'll be ready to deliver a clear, concise, correct and audience-friendly presentation (and you thought it was just about patient financial communications!).

The Goods

Speaker Notes You'll immediately notice that speaker notes accompany each slide. You'll never be at a loss for words or struggle to develop an outline—we've done it for you!

Case Studies Within the resource section of the Patient Friendly Billing project website, you'll find case studies that can be used to enhance your presentation. You can use them as evidence to a particular point you're trying to prove or to initiate a group discussion. Moreover, audiences love handouts. It gives them something real to grasp and facilitates the opportunity to discuss and ultimately, act outside the confines of your presentation.

Presentation Printouts To expand even more upon this opportunity, you might want to print out the presentation and speaker notes and distribute them directly to your participants. Because the speaker notes include a detailed report of the Patient Friendly Billing project, distributed copies serve as an added bonus to help expose our important message.

The Joy of Presenting

When giving an effective presentation, it's valuable to remember a few things. First and foremost, we strongly advocate the use of **humor**. Monotonous speakers who merely read a presentation tend to lose their audience's interest at an alarming speed. Precisely why it's useful to incorporate humor as much as possible. **Witty perspectives** also enable people to remember a specific point or main idea with greater clarity and interest. If people respond warmly to you, there's a greater chance they'll respond warmly to your cause.

Using **personal experiences** in your presentation can also be highly beneficial. To start, it gives you, the speaker, the ability to drive home a point, which in turn, gives the audience members a memory mark—the story they remember that leads them back to your main point. Your **own narratives** also provide additional information about your specific point and give you a higher level of credibility. Audience members soon realize that you once faced challenges and have found a **verifiable solution** within the Patient Friendly Billing project. It also helps participants on a professional level—they now know they are not alone in their day-to-day struggles.

Above all, remain clear, concise, correct and friendly. Your audience members are there to learn and you're equipped with all of the tools to teach. Good luck and have fun!