Infographic Masterclass

Who Am I?

Eugene Woo
Co-founder of 2 Infographic sites
Vizualize.me & **Venngage**

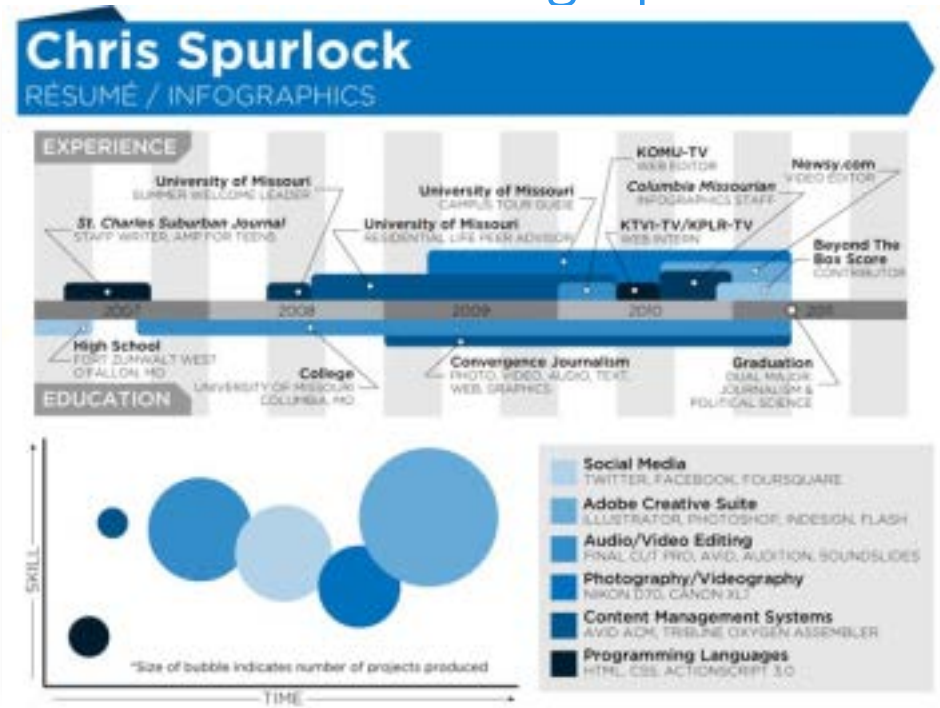
eugene@venngage.com

MY STORY

9-5 job

2010

Discovers Infographics

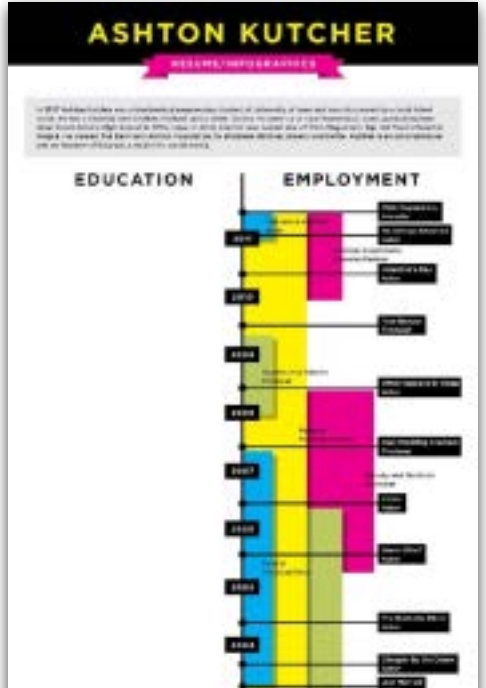


2011

MY STORY

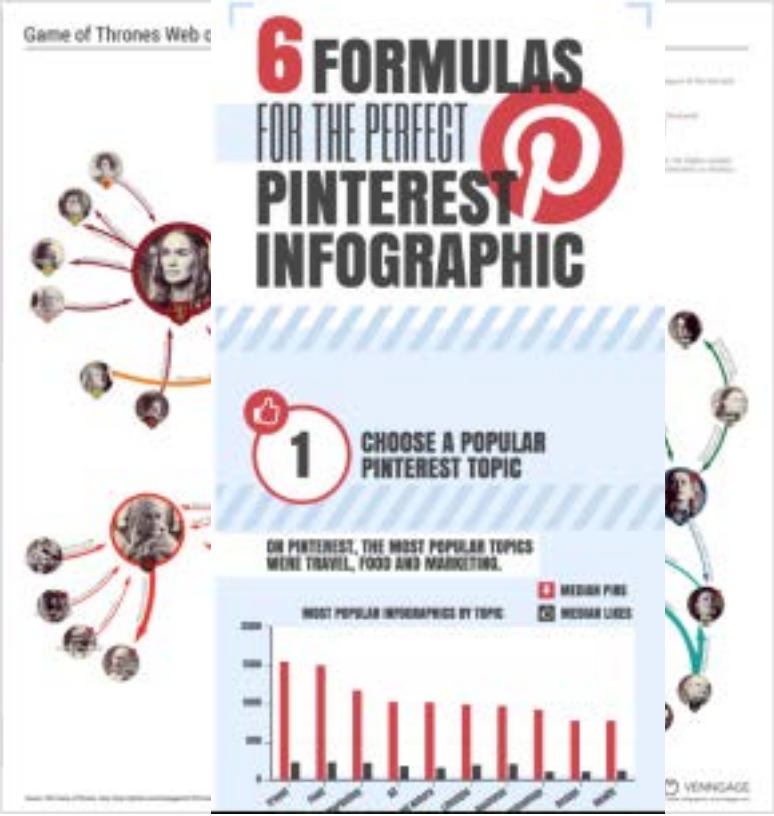
1st Viral Infographic

vizualize.me



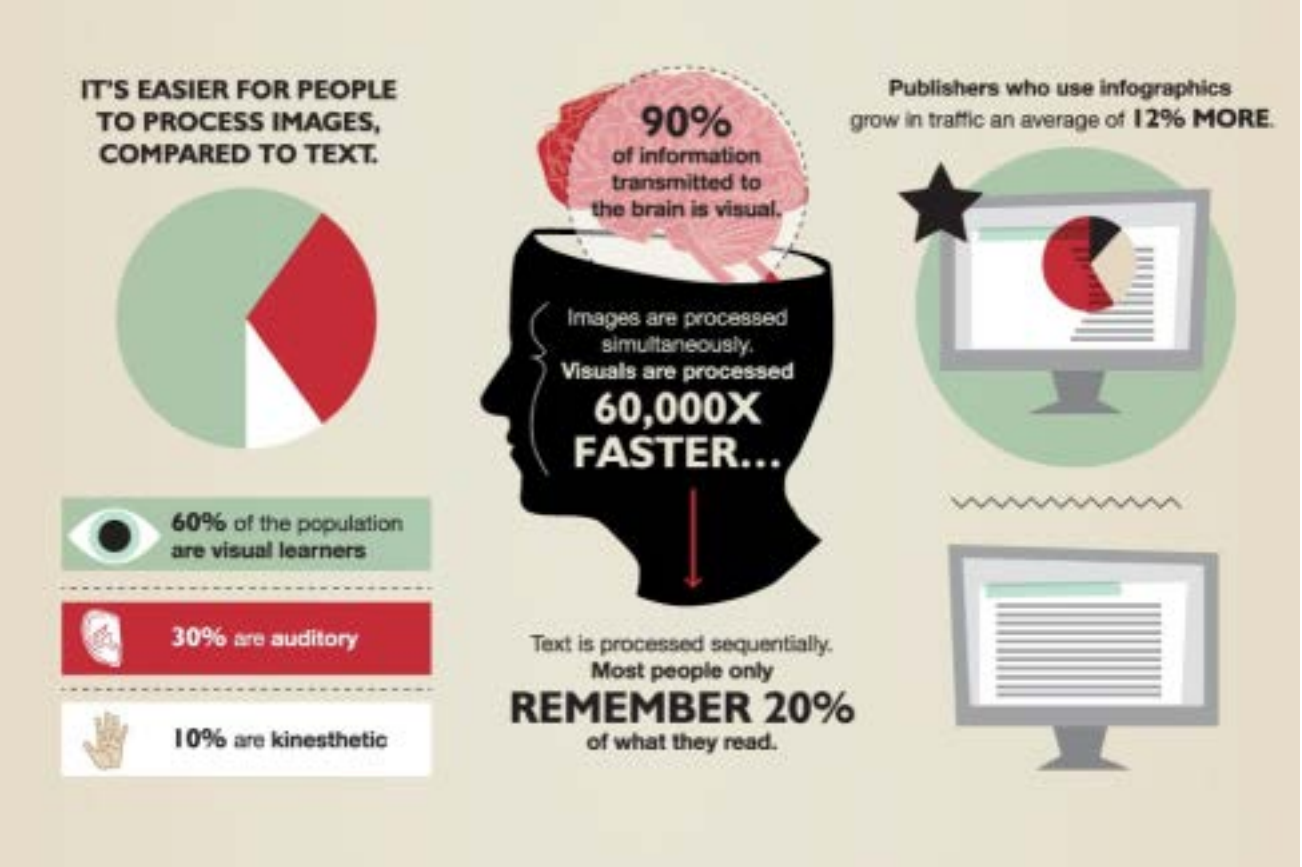
Generated 200k Signups in 2 months

VENNGAGE INFOGRAPHICS



Forbes Entrepreneur Inc. FAST COMPANY THE HUFFINGTON POST

WHY DO INFOGRAPHICS WORK?



My Promise to *You*

1. The 5 key steps in creating great infographics
2. Our own ICCORE method for transforming data to visuals
3. Design hacks to make your infographics beautiful
4. Short cut to the next level

WHO IS THIS FOR?

1. Marketers
2. Educators, researchers, and assessment folks
3. Administrators and physicians
4. Communications or PR personnel

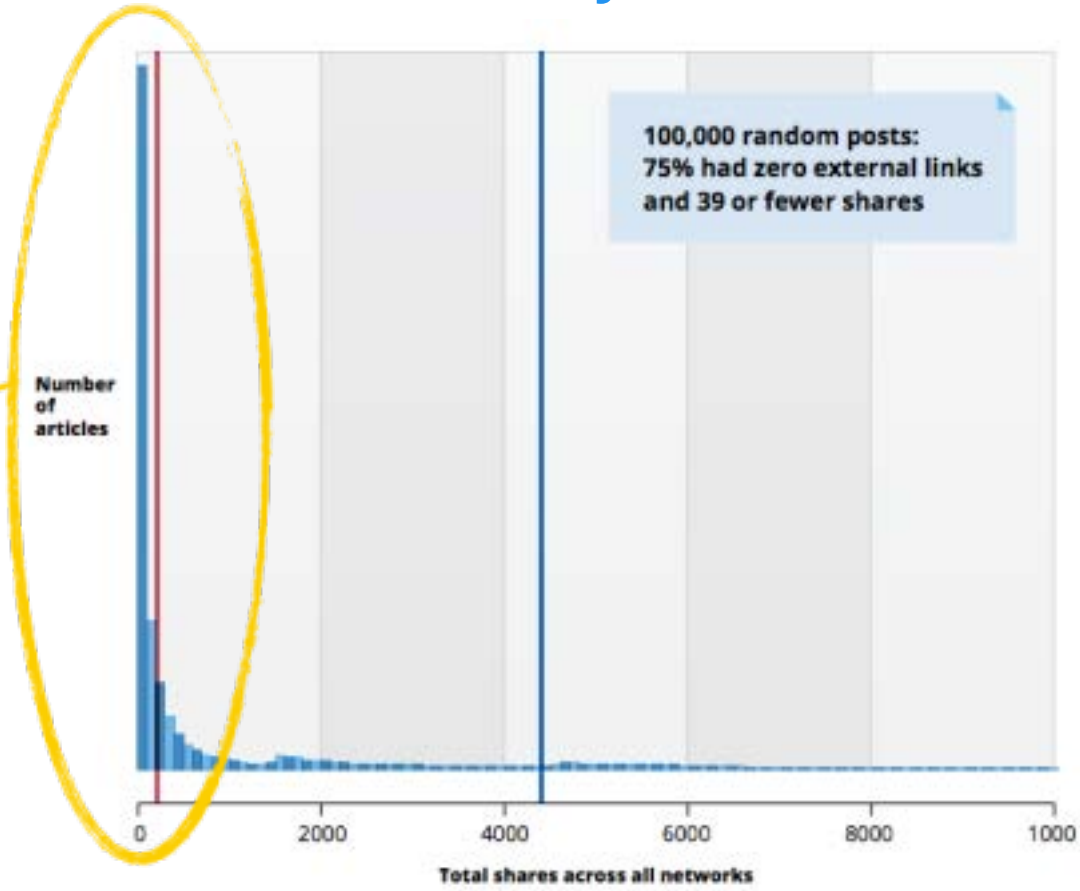
5 KEY STEPS TO GREAT INFOGRAPHICS

Key Step 1

Pick a Great Topic

It's a noisy world

Vast majority of articles get ZERO shares



Tip 1

Solve a burning problem

Solve a burning problem

https://venngage.com/blog/infographic-ideas/

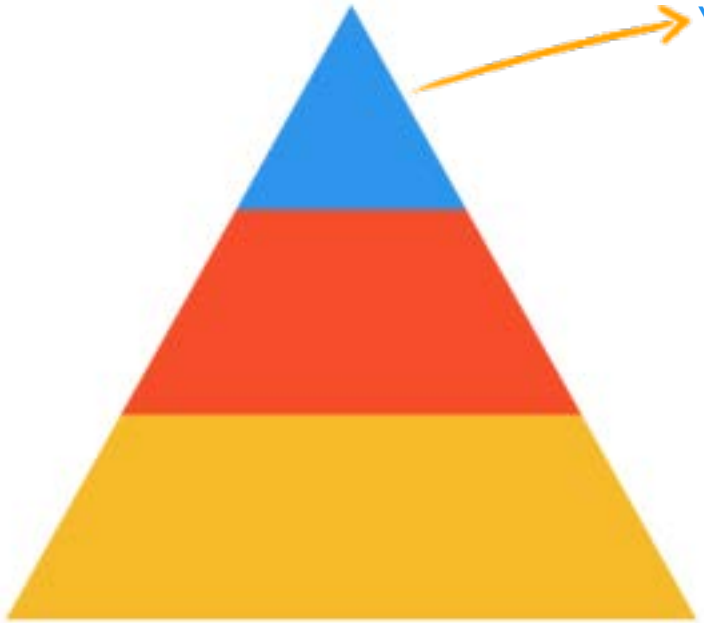
Key Step 2

Plan a Research Strategy

Tip 1

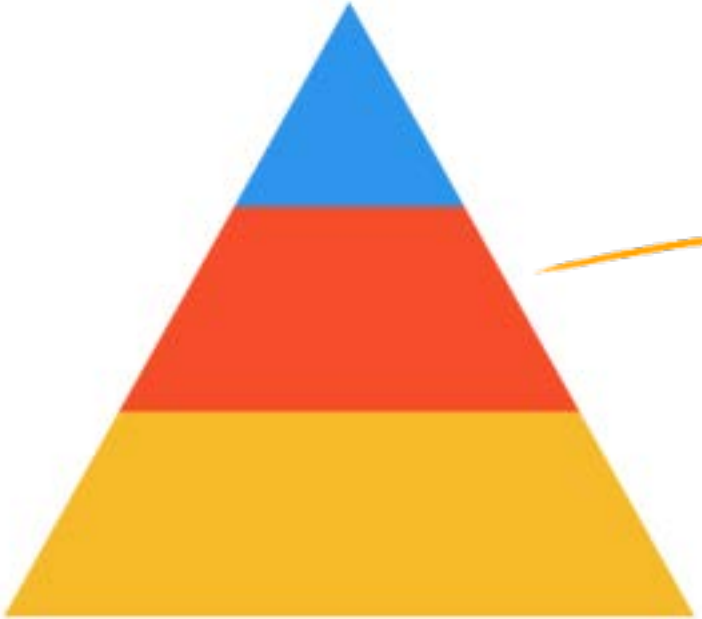
Form a Question Pyramid

STEP 1



Your Main Question for the Topic.

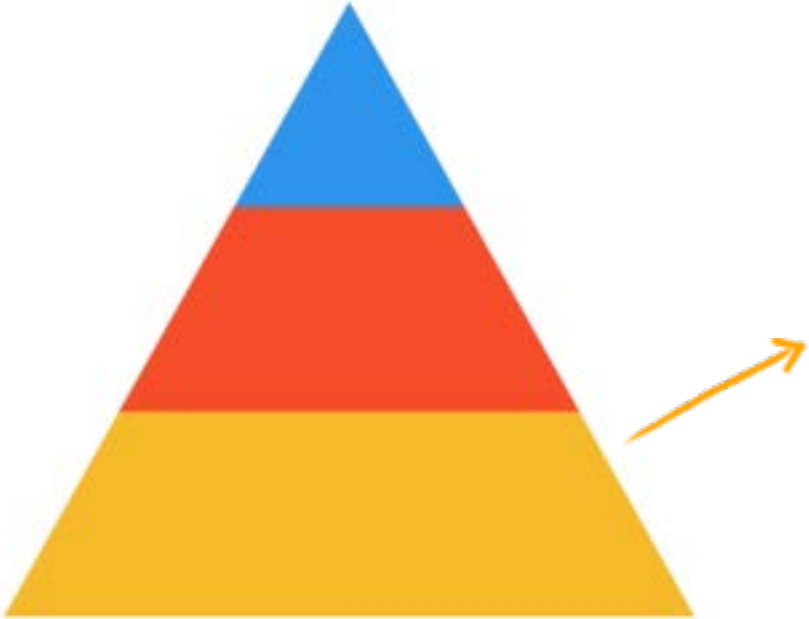
STEP 2



2-3 Supporting Questions (The What and Which type question)

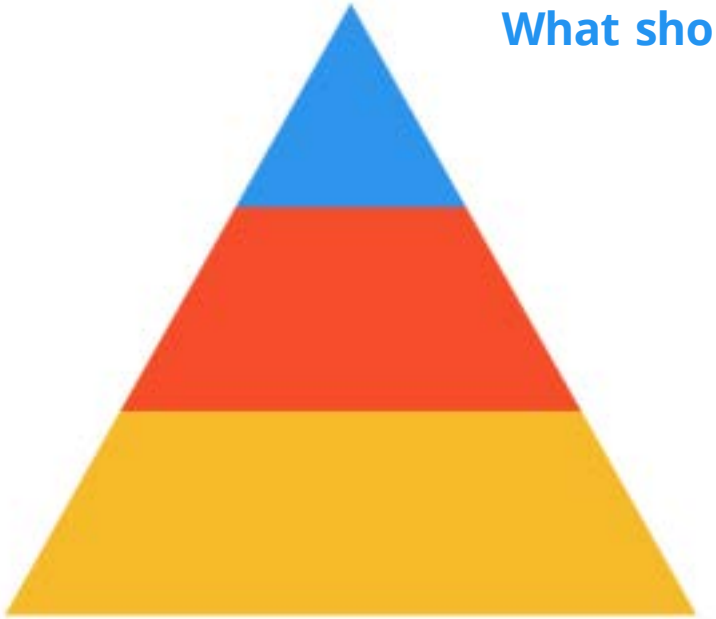
Follow up Probing Questions (The Whys? and Insights)

STEP 3



Follow up Probing Questions (The Why type questions and Insights)

Example 1



What should you do after a heart attack?

- What are the different symptoms?
- What are some steps you can take?
- What's the survival rate when steps are followed?

Why do some people delay calling for help?

Key Step 3

Collect your Data

Search: “Topic” + data

Google

heart attack hospital time data

All Images Videos News Maps More Settings Tools

About 13,300,000 results (0.76 seconds)

Profiles of Hospitals & IDNs - Start with a Free Trial Today
Ad www.definitivehc.com/
Access the most comprehensive data on hospitals and other healthcare providers
Imaging Centers · Payors · Ambulatory Surgery Center · Executive Emails · Physicians · Physician E...
Services: Healthcare Database, Healthcare Data, Healthcare RFPs

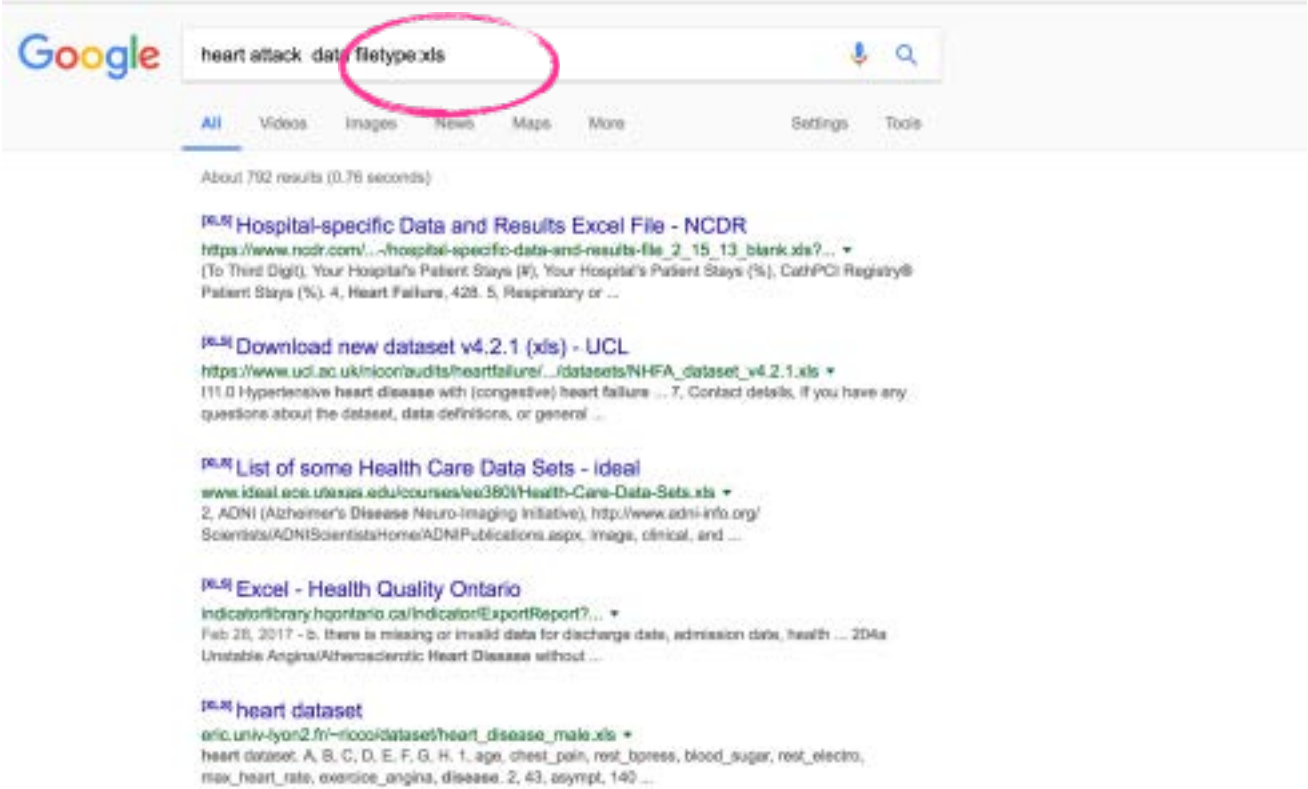
Cardiac Arrest Statistics - American Heart Association
cpr.heart.org/AHAECC/CPRAndECC/.../UCM_477263_Cardiac-Arrest-Statistics.jsp
Despite decreases in heart disease and stroke mortality, the burden of disease remains ... New out-of-hospital and in-hospital cardiac arrest statistics sourced from the ... Cardiac Epistry and Get With The Guidelines®-Resuscitation data can be ...

[XLS] Stroke and Heart Attack * Data Tables - CIHI
https://www.cihi.ca/en/ambulance_use_data_tables_en.xlsx
Paramedics can assess and manage the patient, pre-notify the hospital and transport ... These data tables report the percentages of stroke and heart attack patients who ... Ambulance Use for Time-Sensitive Conditions: Stroke and Heart Attack.

FastStats - Heart Disease - Centers for Disease Control and Prevention
https://www.cdc.gov/nchs/fastats/heart-disease.htm
May 3, 2017 - Number of adults with diagnosed heart disease: 28.4 million; Percent ... Number of visits with a principal hospital discharge diagnosis of heart disease, excluding ... Source: Deaths: Final Data for 2014, tables 9, 10(PDF – 4.4 ...

Search: “Topic” + data + filetype:xls

Other file types: CSV, XLSX, PDF



Existing Data Sources

1. Government data - data.gov
2. Industry data - statista.com
3. Public opinion - pewresearch.org, gallup.com
4. Google public data - google.com/publicdata/directory
5. Data is plural newsletter - http://tinyletter.com/data-is-plural
6. More here: https://venngage.com/blog/data-collection-techniques/

Key Step 4

Visualize your data

Tip 1

What is the goal of each visual?

ICCORE Method

What is the goal of the visual?

INFORM You want to convey an important message or data point

COMPARE You want to compare multiple things or parts of whole

CHANGE You want to show changes or trends over time or space

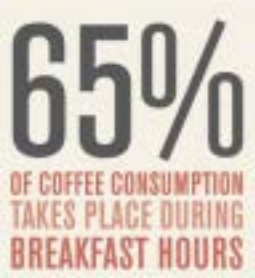
ORGANIZE You want to show groups, pattern, rank or order

RELATIONSHIPS You want to reveal relationships between things

EXPLORE You want to the reader to explore the data and discover insights for themselves

INFORM

Large Titles and Labels



Icons + Pictograms

INFORM EXAMPLES

1

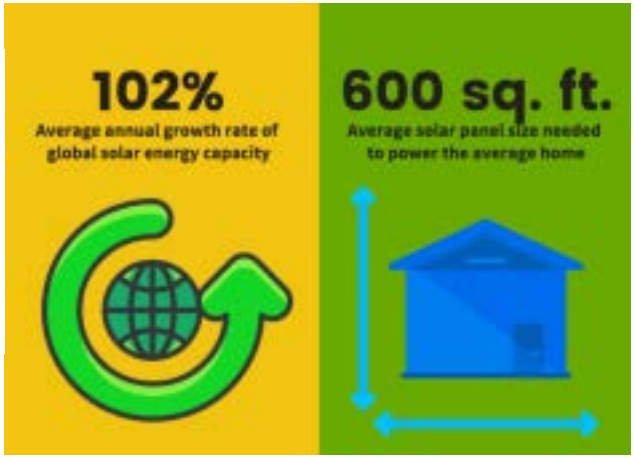
783 million

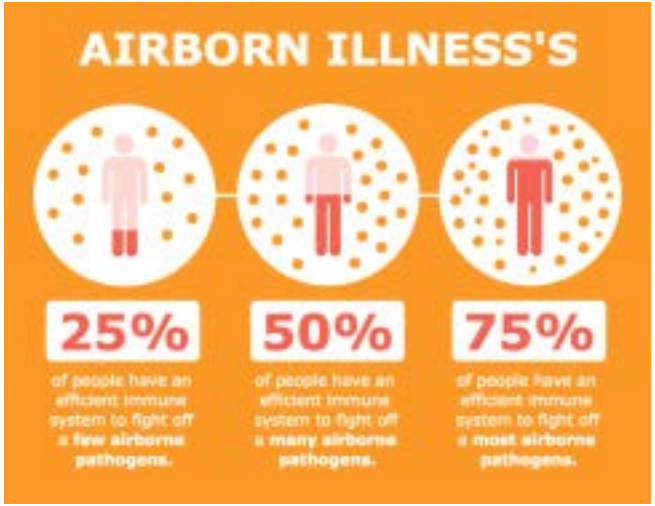
people do not have access to clean and safe water worldwide.

2

1 in 9 people

world wide do not have access to safe and clean drinking water.

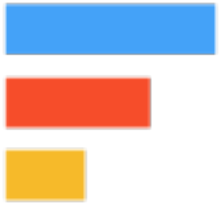




COMPARE

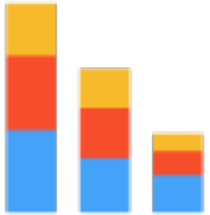
Compare multiple categories or values

Bar Chart



Column

Stacked Bar



Icon Chart

Bubble Chart

Bubble Cloud

Compare parts of whole

Pie Chart

Donut

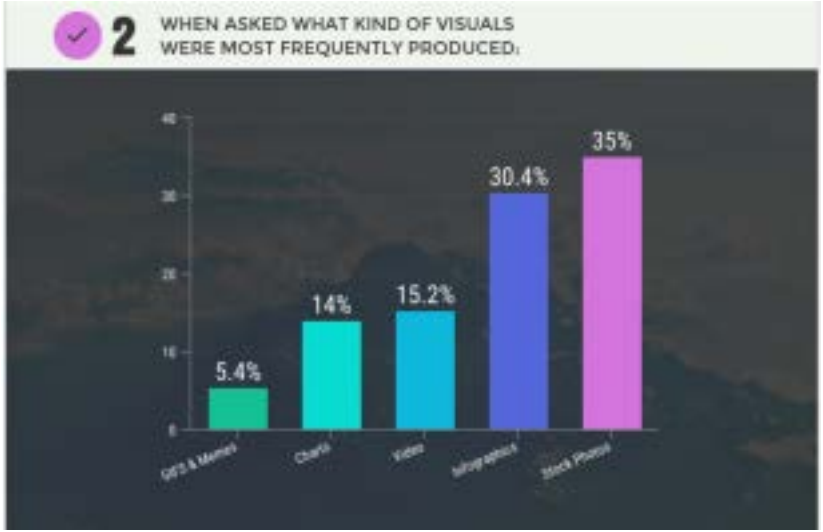
Stacked Area

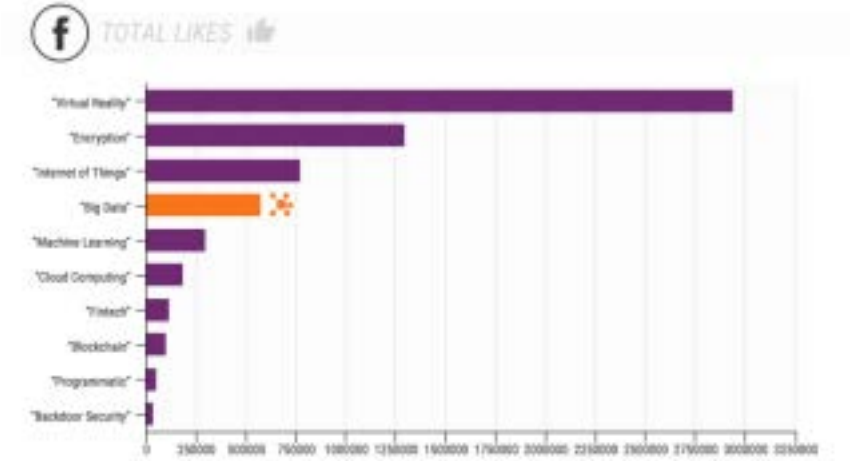
Pictogram

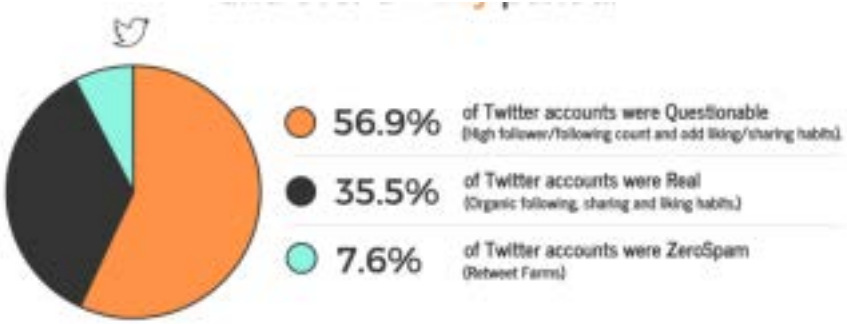
Treemap

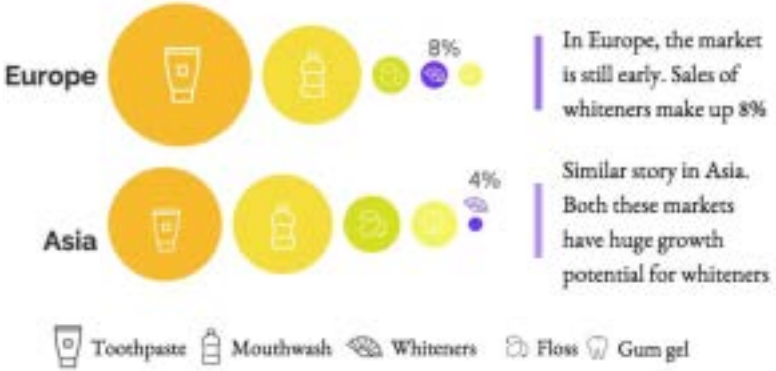
More Accuracy → Less Accuracy

COMPARE EXAMPLES





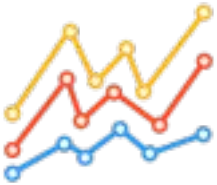




CHANGE

Look at change over time or trends

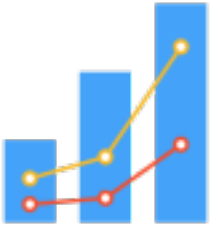
Line Chart



Column

Bubble Chart

Combo



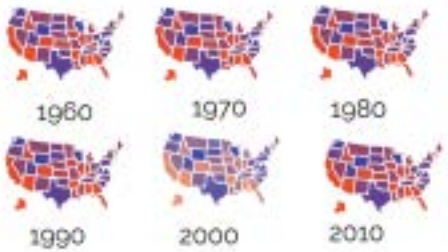
Area Chart

Timeline

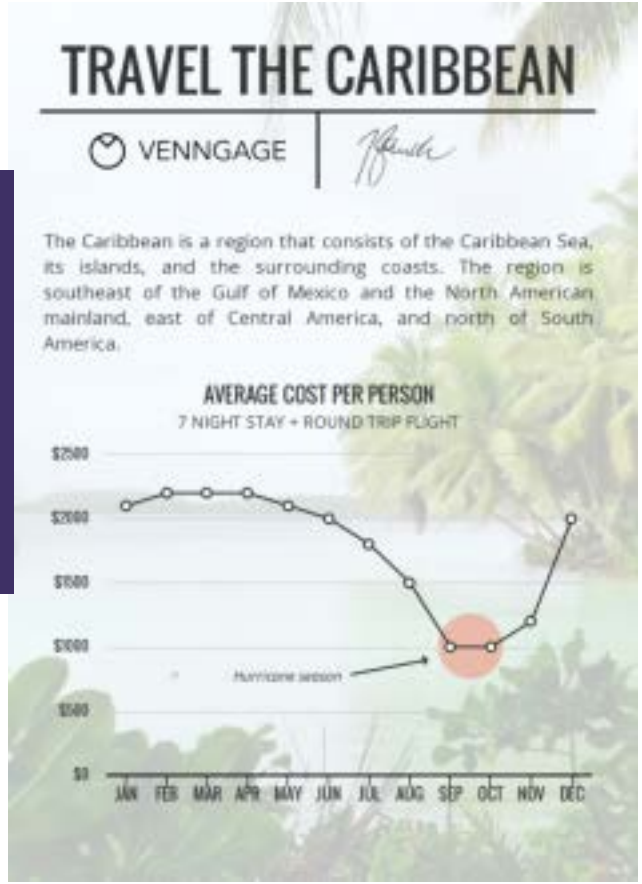
Compare spatial changes or trends

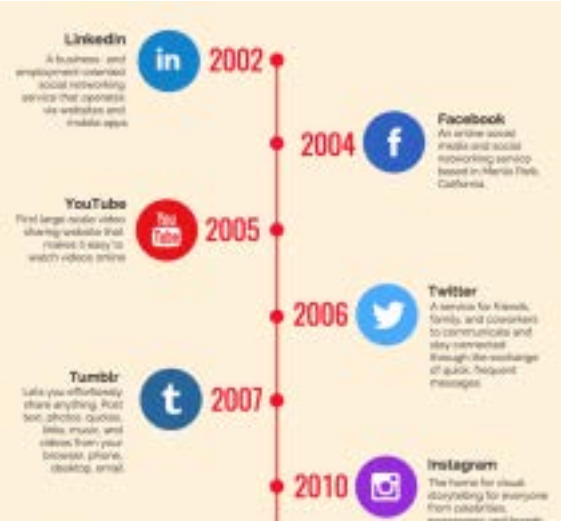
Choropleth map

Small Multiples



CHANGE EXAMPLES

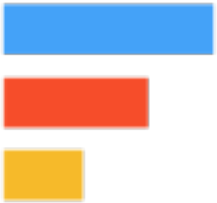




ORGANIZE

Show Rank or Order

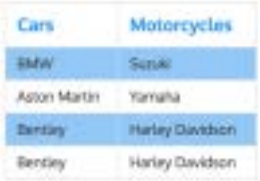
Bar Chart



Column Chart

List

Table



Bubble

Pyramid

Show Organized Groups

Bubble Cloud

WordCloud

Icon Chart

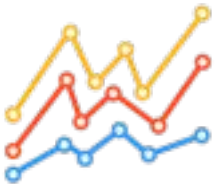
ORGANIZE

$808.95 as of Apr. 22nd	PRICE	$741.16 as of Apr. 25nd
750 x 1334	RESOLUTION	1440 x 2960
4.7 inches	SCREEN SIZE	5.5 inches
64 GB	STORAGE	32 GB
2 GB	RAM	4 GB
1715 mah	BATTERY	3600 mah
5.04 ounces	WEIGHT	5.54 ounces

RELATIONSHIP

Scatterplot

Line Charts



Column Chart

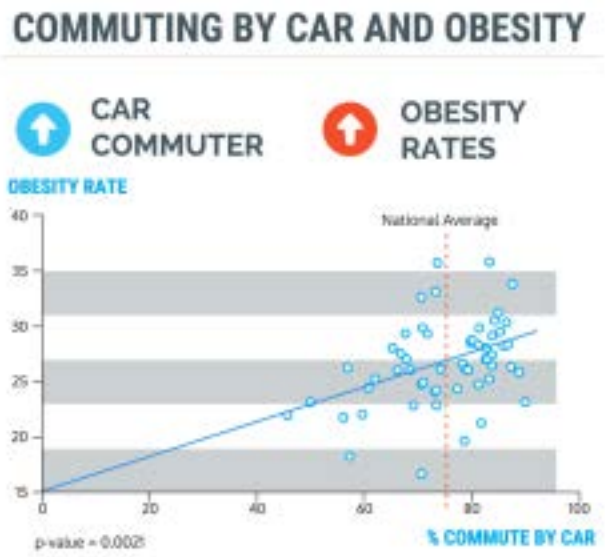
Combo

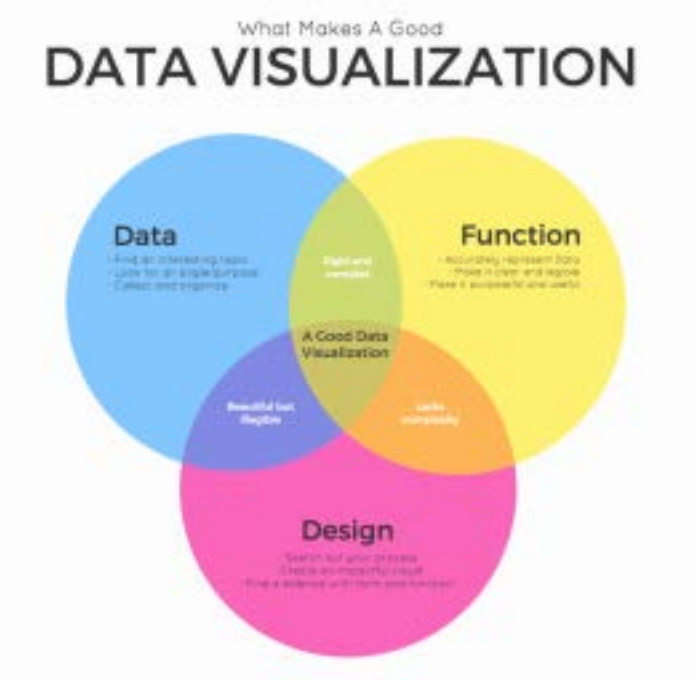
WordCloud

Bubble Cloud

Venn Diagram

RELATIONSHIP EXAMPLES

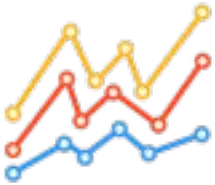




EXPLORE

Interactive

Drill downs



STEP 1

What should you do after a heart attack?

- What are the different symptoms?
- What are some steps you can take?
- What's the survival rate when steps are followed?

INFORM

ORGANIZE

ORGANIZE & COMPARE

RELATIONSHIP

STEP 2

What should you do after a heart attack?

- What are the different symptoms?
- What are some steps you can take?
- What's the survival rate when steps are followed?

Large Titles and Labels

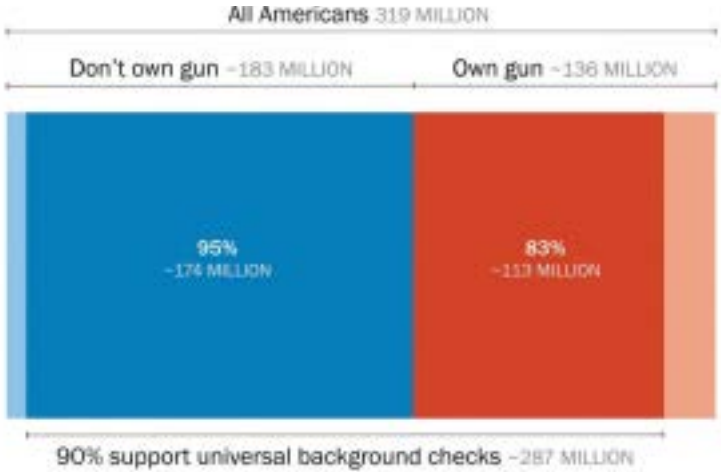
Word Cloud

List

Scatterplot

DIFFERENT GOALS, DIFFERENT CHARTS

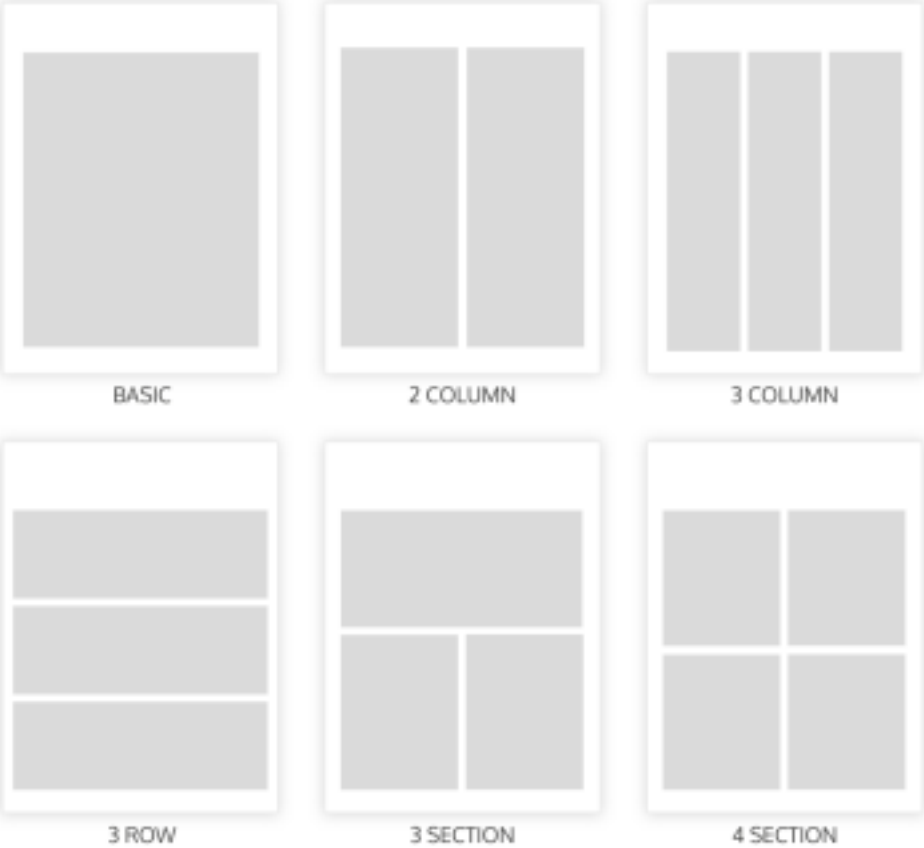
Function before Form



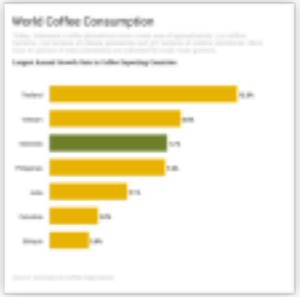
Key Step 5

Make it Beautiful

TIP 1



Templates



BASIC

2 COLUMN

3 COLUMN

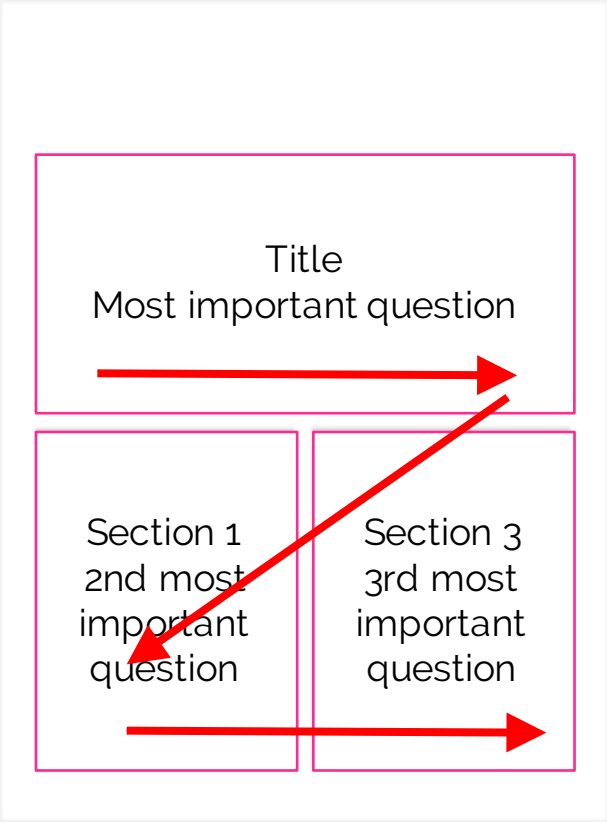
Hack! Use ready made templates with layouts to easily plug in your information.

3 ROW

3 SECTION

4 SECTION

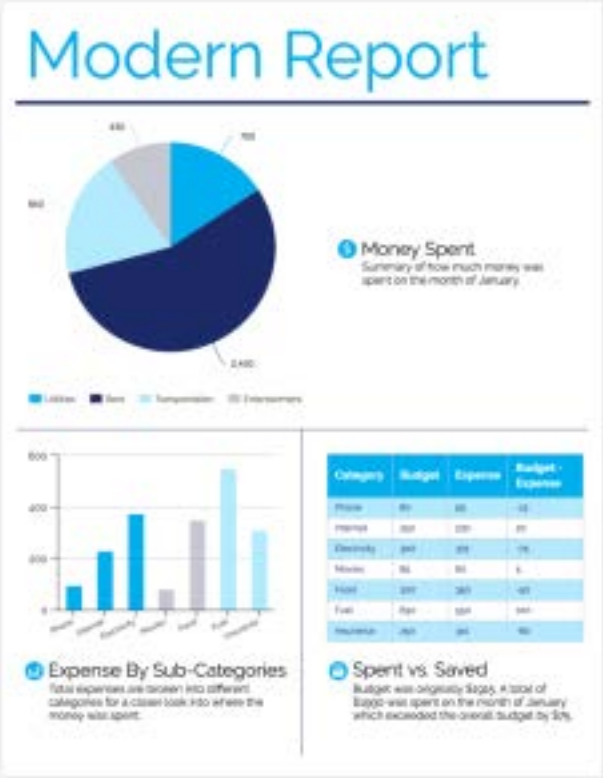
TIP 2



Eye moves Left to Right, from Top to Bottom

TIP 3

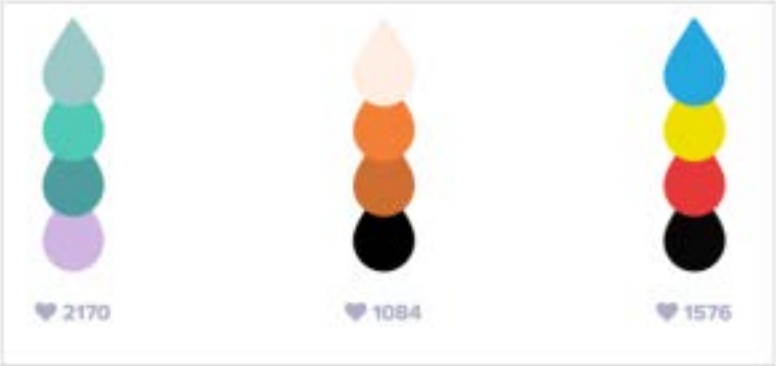
[illegible]


Modern Report
Money Spent
Summary of how much money was spent on the month of January.
Expense By Sub-Categories
Total expenses are broken into different categories for a closer look into where the money was spent.
Spent vs. Saved
Budget was originally $2995. A total of $3990 was spent on the month of January which exceeded the overall budget by $95.
Category
Budget
Expense
Budget - Expense

TIP 3

Online color tools:

colourlovers.com
coolors.co
lolcolors.com
design-seeds.com


2170
1084
1576

Browse Palettes
DAY
WEEK
MONTH
ALL
river moon
need you

coolors
GENERATOR
BROWSER
My New Palette by ko8tch
1.3K
33K
RESAVE
EXPORT
VIEW
ManausSport by coelhodiana
797
18K

TIP 4

Level One (50 pt size)

Header

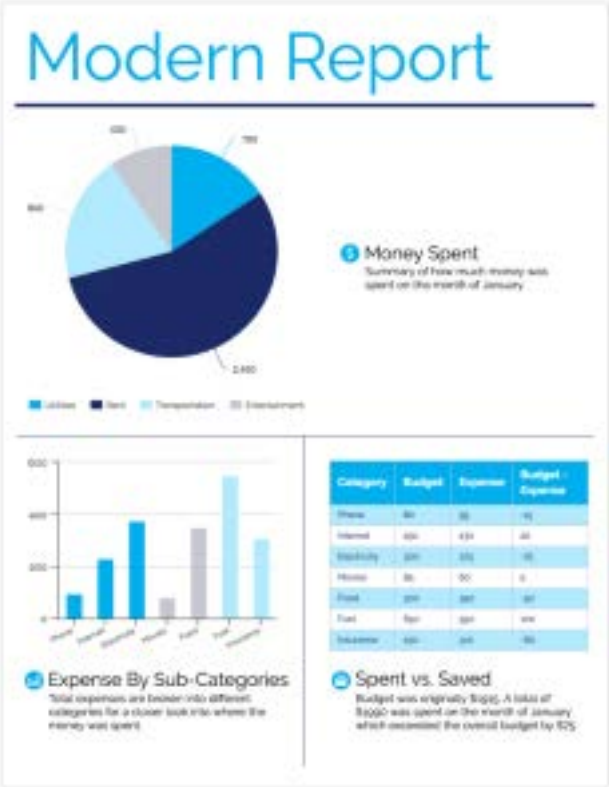
Level Two (25 pt size)

Subheader

Level Three (20 pt size)

Body copy

TIP 4



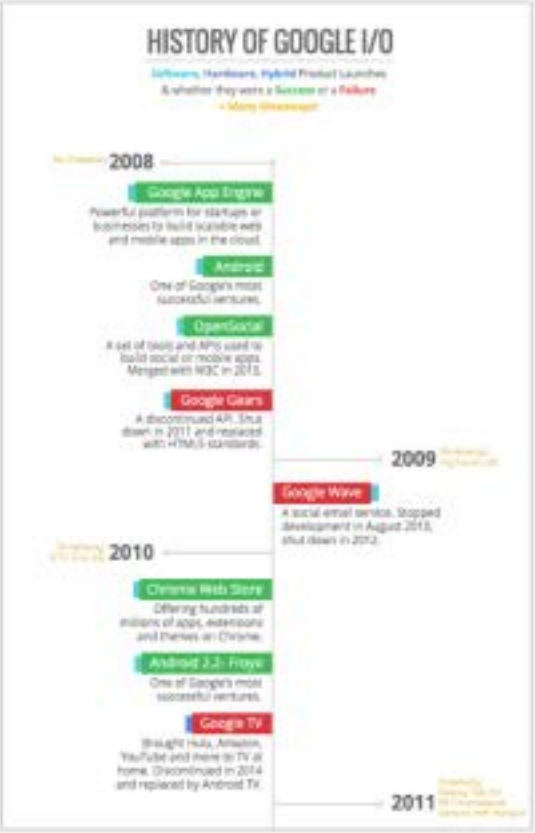
Main Header

Header 2
Description

Header 2
Description

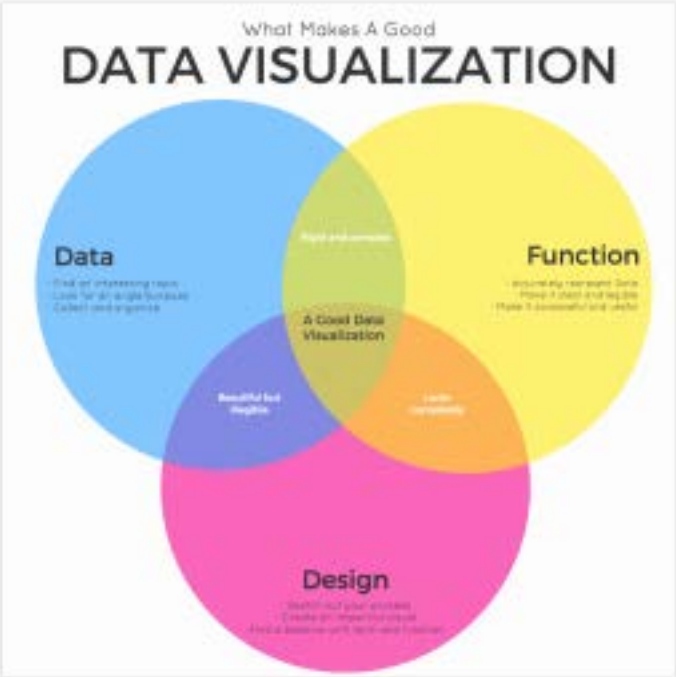
Header 2
Description

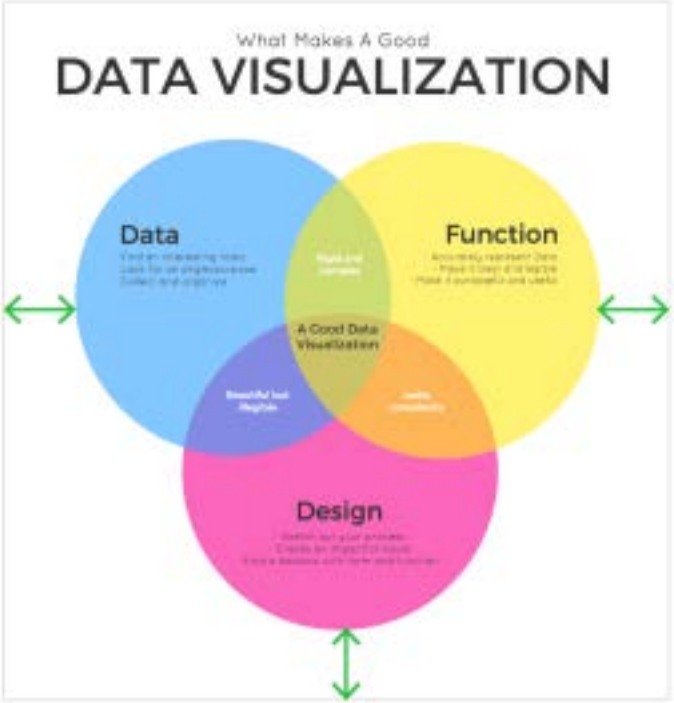
TIP 5


HISTORY OF GOOGLE I/O
2008
Google App Engine
Android
OpenSocial
Google Gears
2009
Google Wave
2010
Chrome Web Store
Android 2.2- Froyo
Google TV
2011

HISTORY OF GOOGLE I/O
2008
Google App Engine
Android
OpenSocial
Google Gears
2009
Google Wave
2010
Chrome Web Store
Android 2.2- Froyo
Google TV
2011

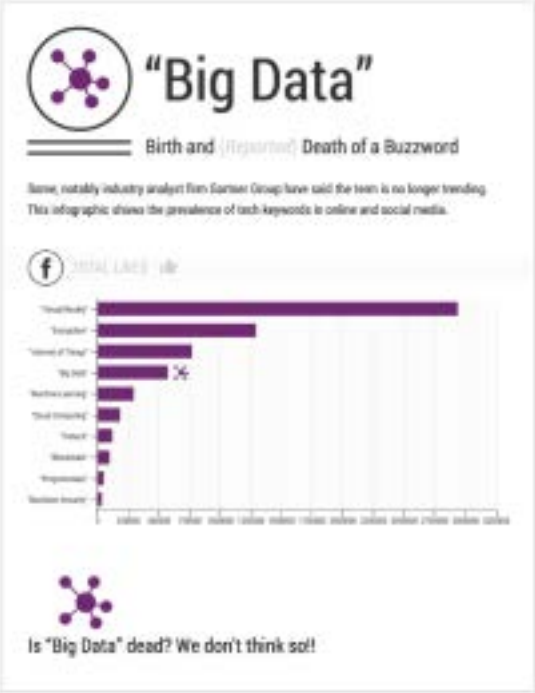
TIP 6


What Makes A Good
DATA VISUALIZATION
Data
Function
A Good Data Visualization
Design

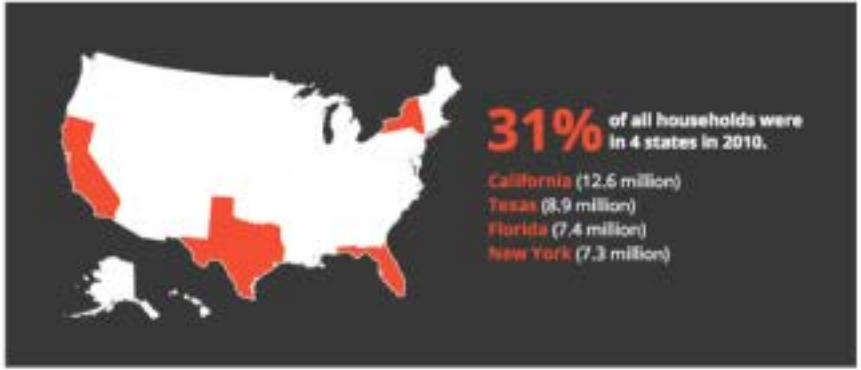

What Makes A Good
DATA VISUALIZATION
Data
Function
A Good Data Visualization
Design

TIP 7

USE ONE & ONLY ONE HIGHLIGHT

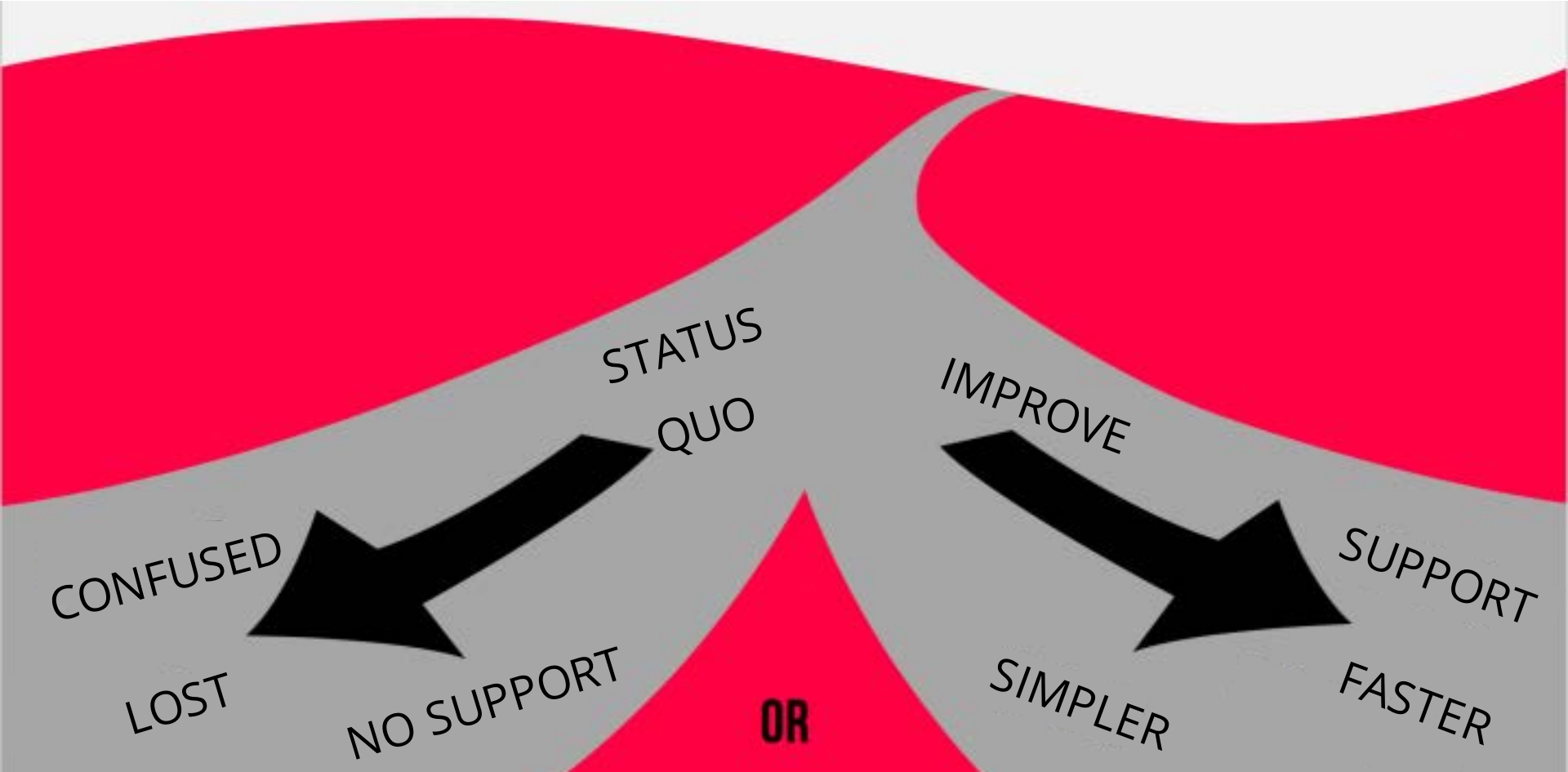


31% of all households were in 4 states in 2010.
California (12.6 million)
Texas (8.9 million)
Florida (7.4 million)
New York (7.3 million)


31% of all households were in 4 states in 2010.
California (12.6 million)
Texas (8.9 million)
Florida (7.4 million)
New York (7.3 million)

Short cut to the next level

TWO PATHS YOU CAN TAKE



NEXT STEPS

VIEW CASE STUDY

ABIM infographics
by Pilar Padilla

DOWNLOAD GUIDES

https://venngage.com/blog/abms
Sign up for FREE

RECAP

1. Pick a great topic
2. Build a Question Pyramid with 3-5 questions
3. Collect your data & analyze it
4. Determine the goal with ICCORE and pick visual type
5. Make your infographic beautiful
6. Download guides & sign up for Venngage

THANK YOU!

Questions or comments? Please contact me at:

eugene@venngage.com or visit

venngage.com/blog/abms

American Board of Internal Medicine®

ABIM + Infographics

Pilar Padilla

Bring Your Data to Life with Infographics | September 26, 2017

© American Board of Internal Medicine | September 22, 2017
All Rights Reserved

In a time when it's more important than ever for institutions to *prove their value to the public*, infographics are an essential tool for the board community to adopt.

Research

ABIM Board Certified Physicians are more likely to...

...SAVE LIVES

19% LOWER MORTALITY

*Treatment by a board certified internist or cardiologist is associated with a **19% reduction in mortality than treatment by a non-certified internist or cardiologist** among patients with acute myocardial infarction.[1]*

HUNDREDS OF LIVES SAVED PER YEAR

*Treatment by a certified interventional cardiologist for percutaneous coronary intervention was associated with a **decreased risk of mortality (about 408 patients per year) and emergency coronary artery bypass grafting (about 153 patients per year)** than treatment by a non-certified interventional cardiologist.[2]*

EVIDENCE MATTERS ABIM

REFERENCES:

1. Kosiborod, M., Lipscomb, J., Krumholz, H.M. Changing association between performance and patient outcomes following acute myocardial infarction. Medical Education. 2012;34:303-19.
2. Patel, P.A., Wright, A., Henry, Messenger, J., Ting, H., Nallamothu, B., Lipscomb, W., Hess, C., Hernandez, D., Brennan, J., Curtis, J. Association of physician certification in interventional cardiology with mortality in percutaneous coronary intervention. Circulation. 2013;127(5):574-24.

MOC improves value of care without sacrificing quality

$167 LESS PER PATIENT PER YEAR

*Physicians who were required to participate in MOC to maintain their certification **save $167 per Medicare patient per year** compared to physicians not required to participate.[*]*

$5 BILLION LOWER COST PER YEAR

*Findings suggest MOC **reduces U.S. healthcare Medicare costs by approximately $5 billion per year**.[*]*

REFERENCE:

[*] Gray BM, Vandergrift JL, Johnson MM, Reschovsky JD, Lynn LA, Holmboe ES, McCullough JS, Lipner RS. Association between imposition of a Maintenance of Certification requirement and ambulatory care-sensitive hospitalizations and health care costs. JAMA. 2014; 312(22):2348-57.

Kashif Piracha Board certification is an important tool to let patients know their providers are keeping themselves up to date within their specialty. All practitioners should make it a top priority to get certified.

Like · Reply · Message · 2 · March 23 at 2:55pm

Board Certified Internists are POSITIVELY DIFFERENT

Evidence shows that physicians who earn certification from the American Board of Internal Medicine (ABIM) and maintain their certification provide better patient care.

ABIM Board Certified Physicians are more likely to...

...SAVE LIVES

19% LOWER MORTALITY

*Treatment by a board certified internist or cardiologist is associated with a **19% reduction in mortality than treatment by a non-certified internist or cardiologist** among patients with acute myocardial infarction.[1]*

HUNDREDS OF LIVES SAVED PER YEAR

*Treatment by a certified interventional cardiologist for percutaneous coronary intervention was associated with a **decreased risk of mortality (about 408 patients per year) and emergency coronary artery bypass grafting (about 153 patients per year)** than treatment by a non-certified interventional cardiologist.[2]*

...AVOID DISCIPLINARY ACTION

5X LESS LIKELY

*ABIM Board Certified physicians are **5x less likely to have state medical licensure disciplinary actions** than a non-certified physician.[3]*

↑SCORE MEANS LESS DISCIPLINARY ACTION

*The higher a physician's score on the initial certification exam, the **less likely they are to have state medical licensure disciplinary actions** against them.[4]*

...ADHERE TO GUIDELINES

17% GREATER ADHERENCE

*• Physicians who score high on the Maintenance of Certification (MOC) exam are about **17% more likely to adhere to guidelines of practice for their diabetic patients** than physicians who score low on the MOC exam.[5]*

★★★★★

On a composite score of 124 quality measures from RAND's Quality Assessment Tools, adherence to guidelines is greater among Board Certified physicians.[6]

MOC improves value of care without sacrificing quality

$167 LESS PER PATIENT PER YEAR

*Physicians who were required to participate in MOC to maintain their certification **save $167 per Medicare patient per year** compared to physicians not required to participate.[7]*

$5 BILLION LOWER COST PER YEAR

*Findings suggest MOC **reduces U.S. healthcare Medicare costs by approximately $5 billion per year**.[7]*

As of 10/6/16

Community Engagement

Your Voice Matters To Us

Every good conversation begins with good listening. That's why ABIM spent the last 20 months listening to feedback from physicians and others across the internal medicine community, and we'll continue to listen. So many of you have been part of the conversation and ABIM is thankful to have your feedback. Keep it coming! Here are the facts and figures of who engaged and informed ABIM.

ABIM reached out to all diplomates (almost 200,000 physicians) for feedback twice and received...

29,480 SURVEY RESPONSES From physicians

Held **26** FOCUS GROUPS with **255** PARTICIPANTS

*Including over **50%** from community practice in addition to people from rural practice, urban hospitalist-based practice, society meeting attendees and patients*

Visited **13** CITIES in **10** STATES*

27 MEDICAL SOCIETIES

Listened to colleagues and shared thoughtful feedback about proposed Maintenance of Certification (MOC) assessment pathways

2,595 REGISTERED MEMBERS

*In our new **Community Insights Network***

Fielded calls **466**

and Responded to emails **1,710**

From physicians with feedback about the MOC program

Close to **40,000** PEOPLE have given ABIM their thoughts and insights

*We are **LISTENING**. Please keep **ENGAGING** with us. Your feedback is a major **INFLUENCE***

American Board of Internal Medicine

TRANSFORMING ABIM

- Blog
- About
- Assessment 2020 Report
- Progress and Changes
- What We're Hearing
- Upcoming Events in the IM Community
- Shareables
- Get Involved
- Innovations
- Subscribe

Upcoming Events in the IM Community

See how many of your colleagues have lent their voices to ABIM's programs.

Last year, we heard from nearly *40,000* physicians.

This year, we want to hear from *YOU* at one of our upcoming community engagement events.

Staff and leadership from the American Board of Internal Medicine (ABIM) will be present at a number of annual society meetings, answering questions in exhibition halls and hosting focus groups and informal meet-ups to gather physician input on the future of the Maintenance of Certification (MOC) program.

Connect with us at upcoming society meetings:

- **October 4-8, 2017:** Infectious Disease Week – ID Week 2017

Taking their feedback into consideration, along with feedback from nearly 40,000 physicians, we have made significant changes to our program, offering more choice, relevance and convenience than ever. I encourage you to take a look at our most recent update on new options being offered in 2018 on the Transforming ABIM Blog.

If you have any questions about your options for maintaining certification, you can call us at 1-(800)-441-ABIM (2246) Monday through Friday, 8:30 a.m. to 8:00 p.m. Eastern Time.

Partnerships

ACCME @AccreditedCME — Following

In our final #ACCMEworkshop session, we're joined by @ABIMcert, @AB_peds, and @ABAPhysicians to discuss #CME that Counts for MOC.

1:45 PM - 4 Aug 2017

3 Retweets 6 Likes

2 3 6

Tweet your reply

ABIM @ABIMcert · Aug 9

Replying to @AccreditedCME @ab_peds @AbaPhysicians

Thank you for having us! For more information about how internists can get #CMEforMOC check out: abim.org/cme-faq

Amanda Kaczerski @akaczerski — Follow

Why not hit two birds with one stone! #cme!!

ABIM @ABIMcert

Earn MOC points for thousands of CME activities through ABIM & @AccreditedCME's award-winning collab: bit.ly/2rZGkOD #CMEforMOC

ALL TOGETHER NOW

Earn CME+MOC all at once

ALLIANCE for CEhp AWARDS 2017 RECIPIENT

You asked for it, and now you can earn MOC points for thousands of continuing medical education (CME) activities through ABIM and ACCME's award-winning collaboration.

80,000 PHYSICIANS HAVE EARNED **3.9million** CME+MOC POINTS

NUMBER OF *activities that earn* CME+MOC ON THE RISE

200 — 2013; 1,100 — 2015; 3,500 — 2017

CMEFinder.org

A searchable, sortable list of available CME+MOC activities. Search by fields like provider, specialty and location to find the perfect activity for you.

ACTIVITIES YOU ARE **ALREADY DOING** COUNT FOR CME+MOC

annual meetings · grand rounds · internet courses · journal articles · point-of-care internet searching

Hundreds of CME providers, including medical specialty societies, hospitals and popular online resources, are delivering quality activities that give you a double hit of CME+MOC credit.

Visit CMEFinder.org to find an activity, and look for the CME+MOC badge on brochures and announcements.

ABIM CME MOC ACCREDITED

American Board of Internal Medicine®

Accreditation Council for Continuing Medical Education *learn well*

As of 6/21/17

Discussion