

“The Art and Science of Communication” –

A retreat focused on communication and presentation skills for physician scientists – to effectively convey information to medical, scientific, and general public audiences

MD/PhD Medical Scientist Training Program (MSTP) Spring 2023 Retreat

RETREAT GOALS

1. Identify strategies for networking at conferences to make connections with possible mentors and future collaborators.
2. Construct and rehearse a “Research Elevator Talk” to concisely and compellingly introduce yourself and summarize your work to other scientists.
3. Learn proven techniques for pitching your research to funding agencies/organizations.
4. Receive guidance from an alumnus on how to effectively communicate science to the general public.
5. (For Shark Tank Contestants ONLY): Practice refining presentation skills and conveying complex scientific concepts in an understandable way through an interactive activity.
6. (For Shark Tank Audience): Discern differences in presentation quality, clarity, and creativity through an interactive activity.
7. Peer-Advice Sessions:
 - a. Hear peer advice on how to present an H&P to the hospital attending like a pro!
 - b. Get advice from peers on submitting successful abstracts and preparing for presentations at conferences.
 - c. Gain insights and advice on MD/PhD training years, from the perspectives of graduating M4 student peers.

RETREAT AGENDA

***Disclaimer:** Any views and opinions expressed at this retreat are those of the speakers and do not necessarily reflect the views or positions of the UC MSTP.)*

8:45 – 9:00 AM: Park, take elevator to ballroom, sign in, and take name tag

9:00 – 9:30 AM: Grab breakfast and sit at assigned table indicated on name tag. Take a few minutes to socialize and get to know others at your table.

9:30 – 9:45 AM: Welcome & Intro

- Sara Cohen – Program Manager of MSTP
- Donald Gilbert, MD, MS – Associate Director of MSTP



9:45 – 10:15 AM: “The value of networking for collaboration & career building - conferences, elevator talks, and more”

- **Introduction:** By Donald Gilbert, MD, MS
- **Presenter:** Darcy Krueger, MD, PhD
- **Format:** 20-minute presentation, followed by up to 5 minutes of Q&A
- **Content:** This session will cover do’s and don’ts for successful networking at conferences – strategies and advice to expand your mentorship network – and real-life examples. Will also include the following:
 - The importance of an effective “Research Elevator Talk” that is concise, understandable, and compelling – and the opportune situations in which to use it
 - Strategies to initiate possible cross-institutional and international research collaborations, and how conferences can be used as a launch pad to make valuable connections
 - Any “final words of advice” of immediately actionable things that MSTP students can do during their training to network and expand their mentorship networks.



10:15 – 10:45 AM: Research Elevator Talk Activity

- **Intro & Wrap-Up:** Sara Cohen & Donald Gilbert, MD, MS
- **Activity Leaders:** Amanda McGann (G3) & Sydney Treichel (G1)
- **Format:** 5 minutes to create research elevator talk, 5 minutes to practice with a partner



10:45 – 11:15 AM: “How to pitch your research for funding like an entrepreneur – and successfully secure additional funding sources for your lab”

- **Introduction:** By AJ Singh (G6)
- **Presenter:** Will Zacharias, MD, PhD
- **Format:** 20-minute presentation, followed by up to 5 minutes of Q&A
- **Content:** There are many challenges to obtaining early and ongoing funding for your research program or lab. Informative and persuasive communication are hallmarks of many successful researchers. This session addresses:
 - The importance of having and communicating a vision for yourself and your research plans
 - The importance of bidirectional communication – asking the right questions while presenting your scientific aims
 - Understanding what the funding agency or organization seeks, and selling your proposal accordingly

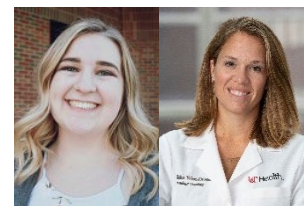


11:15 – 11:30 AM: Bathroom break & new seat

(Clear your spot, and take a NEW seat of your choice at another table)

11:30– 12:00 PM: “How to effectively communicate science to the general public”

- **Introduction:** By Sydney Treichel, G1
- **Presenter:** Trisha Wise-Draper, MD, PhD
- **Format:** 20-minute presentation, followed by up to 5 minutes of Q&A
- **Content:** Professional and technical fields such as the biomedical sciences adopt efficient language with jargon that often obscures important details to persons who may share your goals as a researcher or seek your knowledge as a clinician. This topic addresses:



- The importance of knowing your audience and framing your research in terms that are recognizable as important to the general public.
- Explaining scientific advances and treatment options to allow patients and their families to understand how this could impact their healthcare. Also, asking questions to ensure understanding.
- The importance of reaching out to advocacy and other organizations (ex: patient advocacy groups) to effectively communicate your research aims, the barriers you currently face, the importance of financial support in varying forms, and specific potential benefits if your research is successful. “Why should they care?”

12:00 – 12:30 PM: Grab lunch & bring it back to your seat

(Please move through buffet line QUICKLY so everyone can be in seats for the Peer “Hot Topic”

Presentations! 😊)

12:30 – 1:05 PM: Peer “Hot Topic” Presentations



- **Introduction:** Akshata Rudrapatna (M2)
- **Format:** Each presentation will be 10-minute presentations, followed by up to 5-minutes of Q&A
- **Hot Topic #1: “How to give an H&P (History & Physical) Presentation to Attendings on Rounds”**
 - **Presenter:** Ben Wissel (M4)
 - **Description of Content:** Presenting accurate, essential clinical information to the “Attending Physician on Rounds” on inpatient and consult services is critical for good patient care. An effective presentation also demonstrates a student’s medical knowledge, communication skills, professionalism, and capacity to both synthesize complex information and advocate for the patient. This session provides practical guidance for this core skill.
- **Hot Topic #2: “Peer Advice for Presenting at Conferences”**
 - **Presenters:** Zana Percy (G5) and Kim Kraus (M3)
 - **Description of Content:** Sharing your research at a national conference is an honor and an opportunity to advance scientific understanding. An effective presentation also demonstrates your ability to communicate science clearly and persuasively and generates increased attention for you and your laboratory. This session provides practical advice for submitting successful abstracts, tailoring your content to the scientific conference’s target audience and allotted presentation time, and effectively communicating your work at these venues.

1:05 PM – 2:25 PM: “Shark Tank” Battle of the Cohorts Activity!



- **Intro:** Sara Cohen & Donald Gilbert, MD, MS



- **Contestants:** Joseph Verry & Joe Moscatelli (M1), Griffin McDaniel (M2), Jennifer Wayland (G1), Simon Han (G2), Tiffany Shi & Alex Feldman (G3)
- **Shark Judges/“Technical Specialists”:** Drs. Will Zacharias, Trisha Wise-Draper, Aaron Zorn, Neeru Hershey, Darcy Krueger, and Don Gilbert
- **“Patient Advocacy Group”:** All other MSTP students will roleplay this motivated non-science audience
- **Format:** 5-minute presentations, followed by up to 5-minutes of Q&A with the Shark Judges

2:25– 2:40 PM: Bathroom break

2:40– 3:20 PM: M4 Pearls of Wisdom



- **M4s:** Ayad Ali, Corinne Foley*, Rohit Rao, Ben Wissel, Brian Upton
- **Format:** M4-led discussions/advice in various breakout groups – two different 15-minute sessions, followed by “M4 Final Words of Advice” joint presentation

**(Note: Corinne Foley will be out of the country on a global health rotation, but their “final words of advice” will still be incorporated in this session.)*

3:20 – 3:30 PM: Wrap Up, Survey, & Adjourn

- Sara Cohen – Program Manager of MSTP
- Donald Gilbert, MD, MS – Associate Director of MSTP
- Akshata Rudrapatna (M2)



THANK YOU FOR COMING!

BE SURE TO GET A PARKING VOUCHER FROM SARA ON YOUR WAY OUT! 😊



Event Hosts/Administrators:

- Sara Cohen, Program Manager of MSTP (*primary event host & point-of-contact*)
- Jennifer Rindler Fridrich, MBA, Administrative Program Director of MSTP

