**Background**

- Traditionally, faculty development material is static and text based
- Infographics are synoptic communication tools that use visual images such as a chart, diagram or picture to represent information or data. Studies show that:
  - People remember 10% of what they hear, 20% of what they read and 80% of what they see and do
  - By pairing concepts with visuals, one is more likely to store this information into their long-term memory and to transmit the message more quickly
- Community faculty have limited time to do faculty development

**Objectives**

- Form a statewide partnership among family medicine departments to development faculty development materials
- Create and disseminate time efficient Faculty Development materials using infographic format

**Process**

1. Eleven WISE-FM Faculty* from 3 institutions collaborated and prioritized a list of faculty/preceptor development topics including:
   - Priming for Efficient Patient Encounters,
   - Feedback using the ARCH mnemonic,
   - EBM in Teaching Encounters
2. Half-Day F2F Working Meetings with 3-4 Faculty assigned to each infographic topic:
   - Brainstormed the critical inclusions and infographic layout
   - Previewed infographic layout with group providing feedback
   - Revised and finalized assigned infographic using PowerPoint or software app (Pikochart)

**Results**

- 8 Infographics have been developed

**Conclusions**

- The WISE FM Collaboration successfully developed innovative and dynamic faculty development material in a time efficient manner.
- Preceptors positively evaluated infographics and reporting intent to use strategies in teaching.
- Dissemination initiatives underway.

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*WISE-FM*

**WISE-FM Preceptor Comments**

- Concise and visually appealing graphics
- Pertinent and timely topics The WISE FM infographics are simple and effective tools
- Given the limited time we often have balancing patient needs and learner needs, they give guidance to effective teaching

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* WISE-FM *

**Wisconsin Institute of Scholars and Educators in Family Medicine**

Infographics available at:

[HTTP://WWW.FAMMED.WISC.EDU/PCC/PRECEPTOR/](HTTP://WWW.FAMMED.WISC.EDU/PCC/PRECEPTOR/) click on preceptor role