**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

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Mean (N)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The WISE-FM Infographic(s) is a TIME EFFICIENT way to enrich my skills as a clinical teacher.</td>
<td>1</td>
<td>2</td>
<td>19</td>
<td>7</td>
<td>4.0 (30)</td>
<td></td>
</tr>
<tr>
<td>2. The WISE-FM Infographic(s) is an EFFECTIVE way to enrich my skills as a clinical teacher.</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>20</td>
<td>5.0 (20)</td>
<td></td>
</tr>
<tr>
<td>3. I intend to incorporate the WISE-FM infographic strategies into my teaching.</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>15</td>
<td>9.1 (20)</td>
<td></td>
</tr>
<tr>
<td>4. I will share WISE-FM Infographic(s) with my colleagues and/or post in clinic staffing space.</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>16</td>
<td>8.0 (20)</td>
<td></td>
</tr>
</tbody>
</table>

**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.

**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.

* WISE-FM *

WISE FUTURE EDUCATORS IN FAMILIES MEDICINE

Infographics available at:
http://www.fammed.wisc.edu/pcc/preceptor/
click on preceptor role.