**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.