



Institute *for*  
Healthcare  
Improvement

# IHI Forum 2025

## How to Submit a Strong Poster Presentation

9 July 2025

# Welcome and Agenda

- Brief review of general information
- Poster presentation versus a session presentation
- How to submit a poster
- Key elements of a strong poster
- Examples of strong posters
- Tips for presenting a poster
- Q&A



# Key Information

Your one-stop-shop for all things Forum:

[www.ihf.org/forum](http://www.ihf.org/forum)

Poster submission deadline: **Monday, November 3, 2025 at 11:59 PM PT**

[Forum Submission Page & Poster Guidelines](#)

## IHF Forum

Format:	<b>In-Person</b>
When:	<b>Dec 07–10, 2025</b>
Where:	<b>Anaheim, California, USA</b>
General Conference Fee:	<b>\$1395*</b>



This Photo by Unknown author is licensed under [CC BY-NC](#).



Let's say you don't want to attend the general conference and you **ONLY** want to access to the Forum Hall to present your poster...

True or False: You must pay for the **ENTIRE** general conference even if you only want Forum Hall access.

**FALSE**

Forum Hall Only Fee: \$400



# Forum Website

Forum

Overview

Home / Education / Conferences

Conferences

IHI Forum

Format:

In-Person

When:

Dec 07–10, 2025

Where:

Anaheim, California, USA

General Conference Fee:

\$1395\*

Register for 2025

Register now

for the 2025 IHI Forum in Anaheim, California, and save!

\*Early bird rate of \$1395 through September 30, 2025.

Submit a Proposal

+

Fees and Registration

+



# Submission Portal Website



The screenshot shows the submission portal for the 2025 IHI Forum. The header is a solid blue color with white text. The main title '2025 IHI Forum' is prominently displayed. To the right, there is information about the forum location and a link for more information. Below the title, the 'IHI Forum Application Deadlines' are listed. At the bottom, there is a navigation bar with links to various sections, a login form with email and password fields, and a 'Login' button. A link for 'Forgot Password' and 'New User? Click Here' is also present.

## 2025 IHI Forum

The IHI Forum will be held  
in Anaheim, California

For more information visit  
[www.ihiforum.org](http://www.ihiforum.org)

### IHI Forum Application Deadlines

- Session Proposals – **NOW CLOSED**
- Posters – **November 3**

[Login](#) [Session Proposal Guidelines](#) [Criteria for Acceptance and Review Process](#) [Poster Guidelines](#) [Frequently Asked Questions](#)

Email  Password  [Login](#)

[Forgot Password](#) • [New User? Click Here](#)

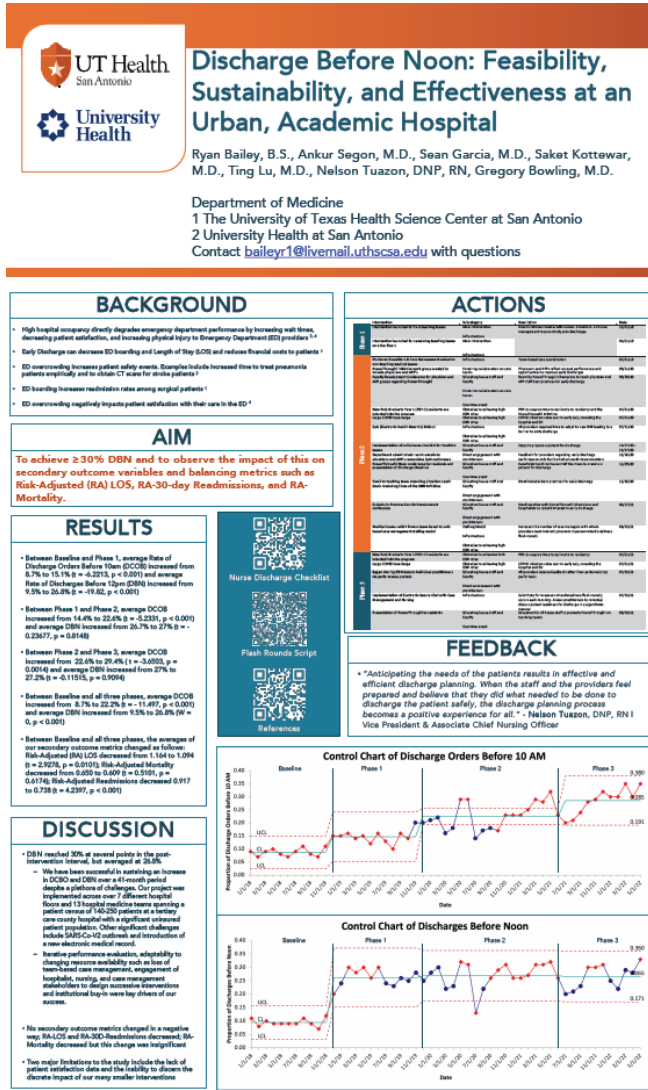


**What is a poster  
presentation?**





# What is a Poster Presentation?



It's a visual representation of your scientific work (your improvement project)

Includes the main findings of your project.

Has a mix of narrative, tables, graphs, pictures, and other visuals.

Should be an invitation for a conversation with others at IHI Forum





# How does a poster presentation differ from a session proposal?

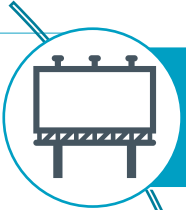
Poster Presentation	General Session
1:1 conversation	Group setting
1-5 minute presentations	15 min- 3hr session
Conversational	Didactic and/or pedagogical
All posters located in the Forum Hall	Each session has their own assigned room.
Registration and in-person attendance is required for both.	



# How to submit a poster on the Forum Submission Portal



# Submission Portal Fields



Title (Limit: 100 characters)



Subject Matter Focus (9 Subject Matter Areas)



Summary of Poster (Limit: 350 words)

- Includes Description of the Problem or Purpose, Actions Taken, Summary of Results, and Lessons Learned



Poster PDF Upload



Poster Presenters (add only those who will be physically at the event to the fields "Presenter List." All other authors can be added to your Poster PDF)

# Submission Portal Fields cont'd

## **Summary of Poster**

The summary will need to be 350 words or less. You are required to include the following information:  
(No need to include these words below in your description so that you can save on word count)

1. **Description of the Problem or Purpose**
2. **Actions Taken**
3. **Summary of Results**
4. **Lessons Learned**

**Poster Summary \*** Words left: 350

## **Poster PDF**

Poster submissions require a completed version of your poster uploaded in PDF form. The requirements for this can be found on the poster guidelines section located [here](#). Please make sure your poster is finalized before uploading. Accepted posters will be displayed in the mobile app and online event lobby.

**Please upload your poster here. \***

Upload



# Key elements of a strong poster



# Elements of a Strong Poster

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**Project Title:** Catchy and interesting to draw the audience to your poster

**Background/Problem:** Use QI tools such as a process map or fishbone diagram to describe the quality issue

**Aim:** Share what you hoped to achieve and by when?

**Methods:** Outline your strategy for change and measures you collected

**Results/Effects of Change:** Show your PDSA data, annotate run charts with the change you made to tell your story

**Conclusions:** Share what you learned and what is next





# 3 Key Aspects to Feature

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## Aim

SMART Aim:  
'what', 'for  
who', by 'how  
much', and  
'by when'

## Intervention(s)

What did you  
change?  
(Think PDSA  
cycles!)

## Results

Show your  
data!

# How can this aim be improved?

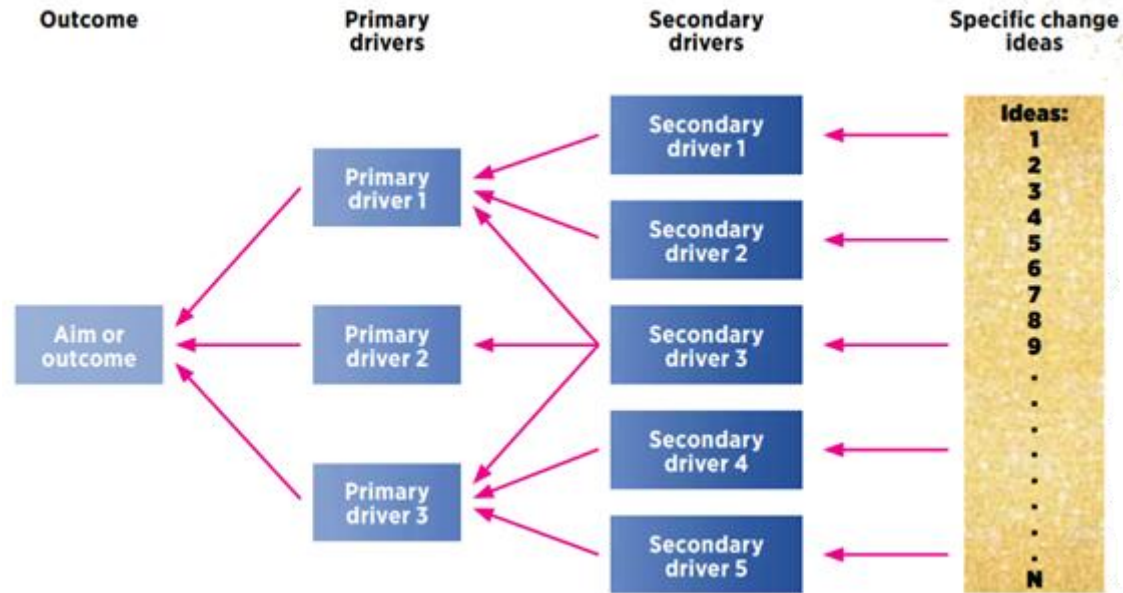
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To reduce hospital acquired infections (HAI's).

To reduce hospital acquired infections (HAI's) by 25% by  
December 2025.

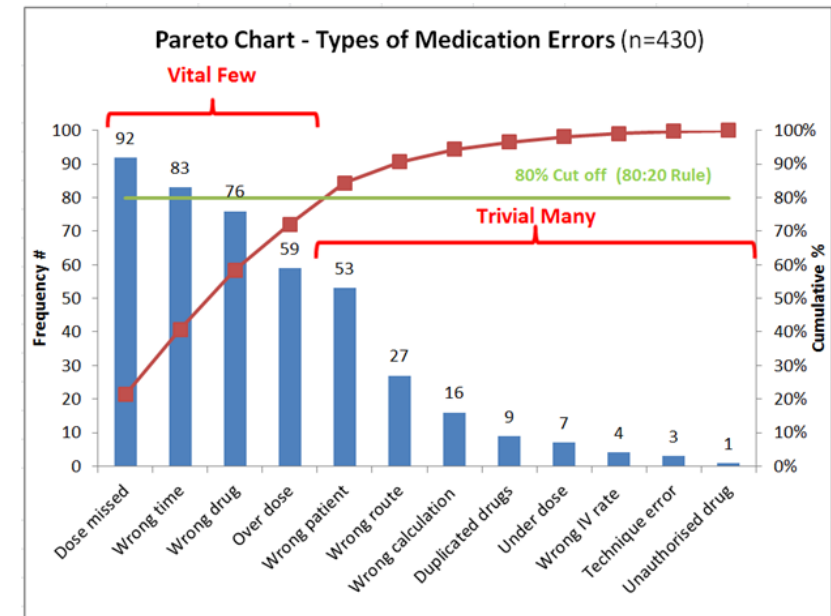
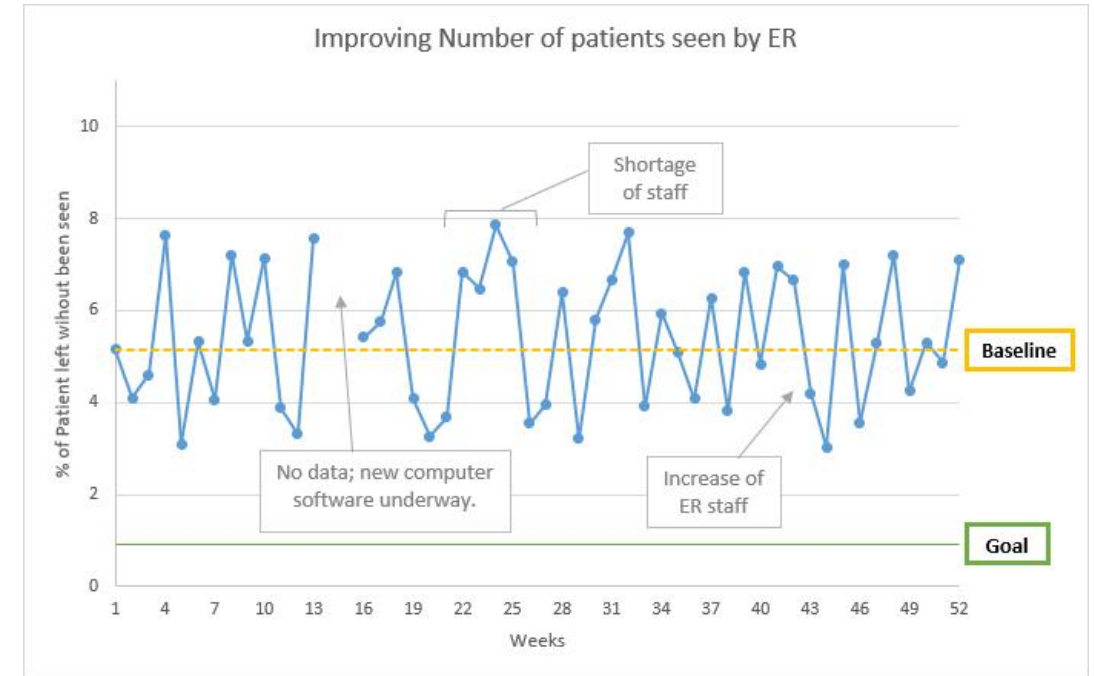


# Tip: Include your change ideas within the poster



# Quantitative Data

- Use the most appropriate visual to display your data
- Focus on major findings (do not try to include everything)
- Include a title with each figure



# Tips for Data Visualization

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1

Use time-series data in run or control charts when applicable.

2

Avoid bar graphs or pie charts.

3

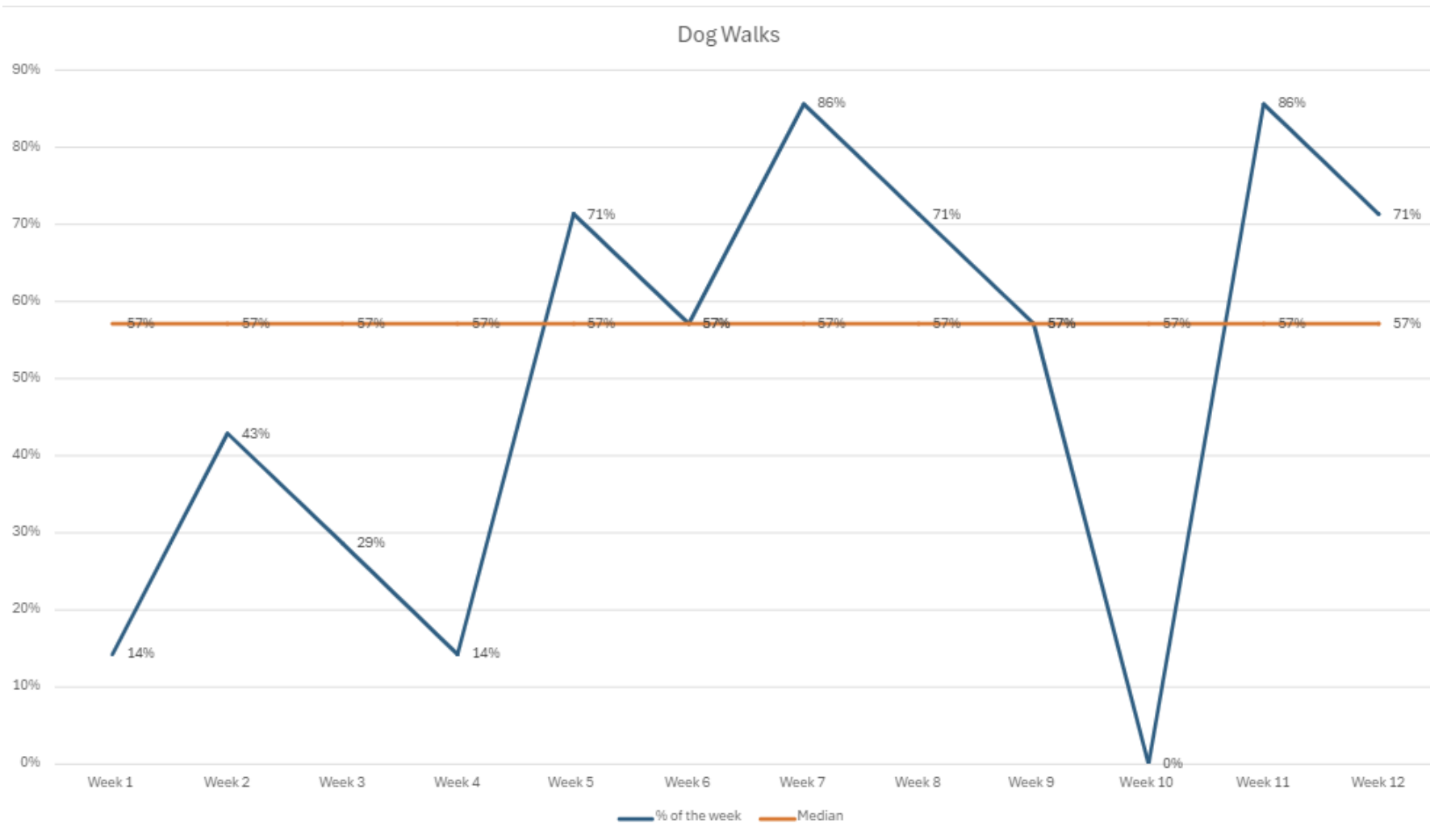
Add data labels to clarify but not clutter

4

Add annotations to your data



# How would you visually modify this chart?



My aim:  
To walk my dog more  
during the week.

To increase my dog  
walking rate from  
30% to 71% (5 out of  
7 days) per week by  
December 2025





# Qualitative Data

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- Add information about sampling methods
- Can highlight themes with icons and/or diagrams
- Keep quotes short and simple to reduce text

## Toward Patient-Centered Hospital Design: What Can Airports Teach Us?

*Elements of Airport Process Design that Could be Adopted by Hospitals*



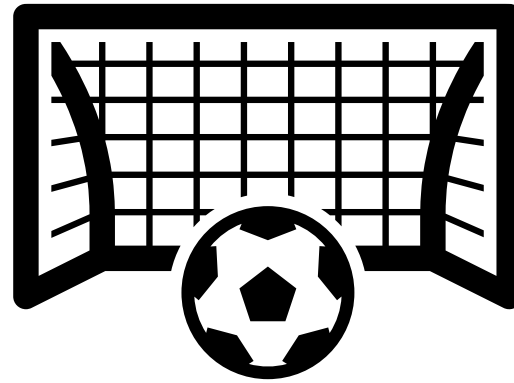
Mullangi et al. *Ann Intern Med.*  
May 2017

**Annals of Internal Medicine®**



# A note on icon usage

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# Implications for Your Work

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Why do you want to share your work?

What are your key messages?

What do you want people to remember?

How does this work translate to future work in this area?

# Poster Layout and Design

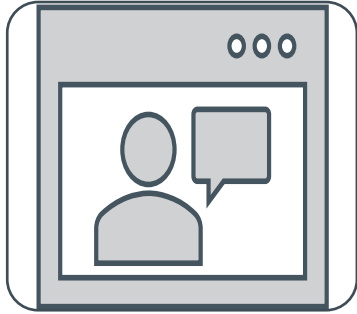
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- Posters need to be 3-feet-wide by 3-feet-tall. Consider how to structure your poster to allow for the best arrangement of your content.
- Ensure that the title is readable from 10 feet away.
- Organize sections in a clear, logical flow from background to conclusion.
- Include names of all coauthors and institutional affiliations.
- Use color to highlight key points, but do not let color compete with, distract from, or overwhelm your information.
- Keep background colors solid and muted. Avoid overly bright colors or graphics.

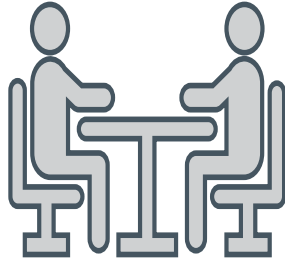


# Additional Tips to Consider

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Add a QR code to your poster that leads to additional materials or a short video about your work.



If you received funding for your work, make sure you include an acknowledgement section.



Provide contact information on the poster for follow-up questions.



Bring physical materials that you can hand out: business cards, smaller versions of your poster in an envelope pinned to the board, etc.

# Pitfalls to Avoid

- Provide enough detail for reader comprehension, but focus on the most relevant information.
- Present adequate results to support your conclusions.
- Follow the directions and include all recommended sections.
- Avoid endorsing or selling products or promoting services.
- Tools, content, and technology referenced should be non-proprietary and accessible to all.
- IHI will not accept late submissions.





# Examples of strong posters



# What makes this a strong poster?

- Good use of color
- Various visuals to show strategy and results
- Enticing title
- Starts with a strong aim to set the stage for the work

## Advancing Joy Through a Culture of Well-Being



Penny Ferrell, Executive Director, Employee Wellness & Work-Life Services  
Samantha Ros, Director, Team Member Engagement

### Aim

To holistically support every employee's well-being – body, mind, life – during every phase of the pandemic.

### Introduction

Wellstar's brand expression, "More than healthcare: PeopleCare" does not just apply to our patients. PeopleCare starts from within. At every stage of the pandemic, we holistically cared for our people and their loved ones – their bodies, their minds, and every aspect of their lives. We stayed ever mindful that our team members are more than employees – they're friends, sons, daughters, parents and grandparents – with full, busy, demanding lives that suddenly became uncertain, challenging and more stressful because of COVID-19.

### Strategy

We implemented specific measures to gauge team member needs through the Great Place to Work survey and the Mayo Wellbeing Index. Findings confirmed the strong correlation between health and resiliency needs leads to joy, we committed to making actionable changes to meet needs and create a culture of well-being.



### Results/Outcome



Wellstar well-being efforts were locally and nationally recognized during the pandemic



### Phase 1

March–December 2020



- Developed user-friendly tool kits for leaders and team members.
- Provided reliable child care. Onsite child care centers never closed and we worked with community partners to offer additional options. Through a crisis care program, team members who could not secure care through our normal Back-Up Care Program were reimbursed \$100 per day for child or elder care.
- Encouraged leaders to consistently recognize their healthcare heroes through established and specially created reward & recognition programs.
- Though employees were briefly furloughed, there was no loss of jobs, and team members were fully repaid for lost income. Furloughed team members received a weekly newsletter to keep them engaged and connected.
- Switched to a more accessible, robust concierge service, reachable 24/7/365.

### Phase 2

March–September 2021

- Provided a multi-pronged approach to emotional and physical well-being through an \$18-million investment called Wellstar MyCare Rewards. Offered every team member two PTO days or \$500, a free, one-year Headspace subscription and a free one-year, fitness center membership.
- Became first health system in the nation to offer Sharecare, the award-winning digital health solution, to our team members.
- Introduced a new Employee Assistance Program (EAP), Spring Health, for faster, more personalized mental health and work-life care. Their innovative health platform provides proactive, customized support through a diverse network. As part of MyCare Rewards, EAP counselors are onsite at all hospitals and health parks for a year.
- Established a Workforce Wellness Cabinet, comprised of clinical, executive and operational leaders to continue to develop comprehensive strategies that support our team members and combat stress and burnout.
- Made virtual tutoring available for school-aged children to help with learning deficits.

### Phase 3

October–December 2021

- Continued MyCare Rewards, creating Wellness Rooms at every hospital and health park.
- Established partnership with Bank of America, offering support for financial wellness.
- Helped leaders incorporate wellness activities in every workday, boosting trust, resilience and joy.
- Extended free virtual behavioral health visits through December 2021.



### Throughout the Pandemic

- Assessed/evolved wellness team offerings to better meet the needs of our team members; took programming to individual units/departments rather than hosting large-scale programs.
- Hosted Wellness Days several times a month at all sites, including chair massages for staff.
- Promoted Wellstar-produced podcasts, virtual exercise videos, virtual meditation videos.
- Distributed team-building activities developed by our Trust Collaborative, a multidisciplinary, systemwide team.

### Moving Forward

Wellstar MyCare Rewards

- Continuing MyCare Rewards due to overwhelmingly positive response and in appreciation for team members' commitment and dedication.
- Through a PCORI/Rand grant, we will offer Stress First Aid training to ED team members. This training offers evidence-based intervention designed to take care of team members' emotional well-being and that of their peers.



- Title large enough to be seen from far away
- Use of softer colors
- Include PDSA cycles and flow charts for methodologies
- Uses run charts with annotations
- Includes measures assessed (process, outcome, and balancing)
- Has a separate “lessons learned” section

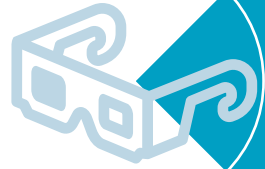


# Tips for Presenting Your Poster



# How do you bring people to your poster?

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Make sure people can read  
your title from 10 feet  
away



Include enticing visuals



Focus on body language

# Presenting Your Poster

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Focus on the key  
messages

Highlight the key  
sections: aim,  
change ideas, and  
results

Demonstrate how  
you used Quality  
Improvement  
methodologies

Discuss what's next  
and the impact of  
your work

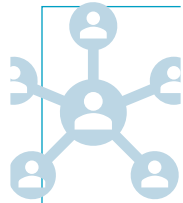
Anticipate  
questions that could  
be asked and how  
you would answer



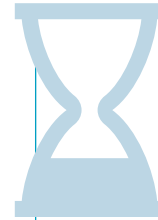


# Other Tips to Consider

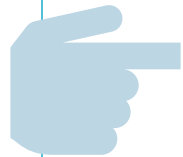
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Be enthusiastic and engaging!



Aim to present for no more than 5 minutes



Point to relevant pieces of your poster as you are presenting



Practice your presentation beforehand



Be able to explain all aspects of your poster

# Questions?

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# Help us spread the word on social media!

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Use this language to help tell people about the [IHI Forum](#):

- Connect with like-minded improvers and health care professionals at this year's #IHIForum, December 7-10, 2025! Learn more and register: [ihi.org/forum](https://ihi.org/forum)
- Join me at this year's #IHIForum, December 7-10, 2025, along with others dedicated to improving health care for all. Learn more and register: [ihi.org/forum](https://ihi.org/forum)



# Thank You!

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Reminder, ALL poster presentations are due via the Forum portal on **November 3<sup>rd</sup>** by 11:59 PM Pacific Standard Time

This presentation and recording will be available on the [Forum website](#) by Wednesday, July 16th.

Questions? Email [posters@ihi.org](mailto:posters@ihi.org)

