



*Elevating Presentation Performance*

**DANA BAND**  
GROUP



# PRESENTATION MASTERY FOR HEALTHCARE PROFESSIONALS

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**JORDAN MEDICAL EDUCATION CENTER**

3400 Civic Center Blvd

Philadelphia, PA 19104

# PROGRAM OVERVIEW

Presentation/communication skills directly influence how knowledge, research, and expertise are shared with colleagues, patients, and wider professional audiences. In an environment where innovation, collaboration, and thought leadership are highly valued, the ability to communicate complex concepts clearly and persuasively ensures that important information is understood and acted upon.

## **Strong presentation skills:**

- Enhances professional credibility
- Builds trust and confidence
- Supports collaboration
- Fosters engagement
- Demonstrates leadership

## **TARGET AUDIENCE**

Clinicians, faculty, and staff who give presentations. Presentations can include speaking to large audiences at a conference, division or board meeting, but can also include smaller and more personal communication opportunities such as one-on-one conversations, team meetings and pitching an idea to a department or institutional leadership.

## **LEARNING OBJECTIVES**

### **After completing this program, participants will:**

- Master a methodology to organize and prioritize content
- Manage presentation/meeting time for maximum productivity
- Identify and deliver stories that influence your audience
- Be more concise
- Engage your audience
- Simplify and elevate your visuals (slides)

## **FACULTY AND THE DBG TEAM**

[Dana Band](#) MS, Masters of Science in Organizational Dynamics

CEO, [Dana Band Group, LLC](#)

Lecturer, The Wharton School of the University of Pennsylvania

[Business Communication for Impact](#)

[Meet the DBG Team](#)

# PROCESS

## OUR PROCESS

Our communication specialists guide you through **highly interactive** workshops with practical exercises to ensure application of the skills. You bring an existing presentation; one you have recently given or one you will be presenting soon. You will use that content to apply the techniques in the program.

## PRIOR TO WORKSHOP:

- Complete and submit Pre-Program Skills Assessment
- Watch assigned learning videos in the [Presentation Lab](#) and complete the exercises
  - Preparing Your Content
  - Know Your Audience
  - Lead a Virtual Meeting
  - Storytelling
  - Visualizing
  - Pump up Your Visuals
- Bring to the workshop a current presentation opportunity that includes a PowerPoint presentation

## WORKSHOP — (IN-PERSON) 4-hours

- Review and debrief participant's meeting/presentation strategies
- Identify and deliver strategic stories to influence and persuade
- Build and deliver visualizing examples to amplify key points
- Introduce hybrid presenting considerations
- Learn the StandOut guidelines for visuals
- Apply the visual guidelines to a current slide deck
- Build a 30-day action plan for continued growth

## Post Program:

- Complete your personal Action Plan
- Complete skills assessment

# CONTENT AND MATERIALS

## **PROGRAM MATERIALS**

- Program Workbook
- Job aids for easy recall
- Presentation Lab license, 1-year, 44 modules of self-paced learning videos, interviews, and excercises

### **PRESENTATION LAB CONTENT INCLUDES:**

- **Harnessing Your Voice** — Vocal Variety, Speed & Diction
- **Strategic Storytelling** — Make your Message Stick
- **Managing Questions & Answers in a Meeting** — Stay in Control
- **Know Your Audience** — Identify What They Want
- **Lead a Virtual Meeting** — Keep Their Attention
- **Use Visualizing** — Create a Sense of What Can Be
- **Engage Your Audience** — Win Their Attention
- **Remove Credibility Crushers** — Gain Credibility
- **Energize Your Audience** — Tap into Motivation
- **Calm Your Nerves** — 5 Secrets Your Audience Won't Tell You
- **StandOut Visuals** — Pump Up Your PowerPoints

# ACCREDITATION & CANCELLATION

## ACCREDITATION

In support of improving patient care, Penn Medicine is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

## DESIGNATION OF CREDIT

- **Physicians:** Penn Medicine designates this live activity for a maximum of 5.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.
- **Nurses:** This program provides 5.5 NCPD Hours.
- **Physician Assistants:** AAPA accepts certificates of participation for educational activities certified for AMA PRA Category 1 Credit™ from organizations accredited by ACCME or a recognized state medical society. PAs may receive a maximum of 5.5 Category 1 credits for completing this activity.

## CREDITS

*AMA PRA Category 1 Credits™* (5.5 hours), NCPD Hours (ANCC) (5.5 hours), Non-Physician Attendance / Participation (5.5 hours)

### NOTE

Attendance is expected for **BOTH** the virtual and the in-person session.



## CANCELLATION AND REFUND POLICY

To ensure fairness and respect for participants, CMIE and the Dana Band Group, the following cancellation policy applies.

- Cancellations or rescheduling requests made **less than 2 weeks** in advance of the session will be considered a late cancellation, and the participant will be charged the full amount of the program.
- **Cancellation within 3 weeks** of the session will receive a 50% refund.
- Cancellations **prior to 4 weeks** before the session will receive a full refund or priority registration for the next cohort.

To process refunds for course withdrawals, cancellations must be received via email.

# INVESTMENT



## **REGISTRATION FEE**

\$599 per participant

### **Includes:**

- Up to 1.5 hours of self-paced videos and exercises
- 4-hour in-person session
- Program workbook and job aids
- 1-year license to the Presentation Lab online learning portal