



Writing Impact Cases

IMPACT Program Curriculum



Impact Cases

We are defining an “Impact Case” as a 5 minute presentation of your project.

It is basically the storyline, but potentially with some more details than is possible to describe in the storyline, and with visuals representing the concepts in place of text only.

While there may be more details in the presentation, the main point of the visuals is to represent the points in the storyline.



Impact Cases - Process

In order to develop an impact Case:

- Start by dividing the storyline according to main points that can be visualized per slide; you might want to explicitly put this down in your storyline
- Convert to the main points to visuals
- Keep the storyline points in the Notes section of your slides in order to remind yourself what point you're trying to make
- There can be one, or several, or portions of, points on a given slide



Example

Slide 1: What is the problem

1. Osteoarthritis is a debilitating disease whose current “cure” is total joint replacement surgery.
2. Pharmaceutical therapies have been suggested as means of delaying or preventing the development of arthritis, however it has been difficult to evaluate the effectiveness of these therapies.

Slide 2: How we will approach the problem by enabling evaluation of drug effects in clinical trials

3. In order to enable evaluation of these therapies in clinical trials, our goal was to develop a method to measure the concentration of macromolecules which are lost early in the disease process. In particular, we wanted to measure the concentration of glycosaminoglycans (GAG).
4. We proposed a method based on the fact that GAG have a net negative bound charge, and this charge is balanced by the free ions in the tissue. Therefore the concentration of positively charged free ions will be higher in cartilage with low GAG than in healthy cartilage, and this is the basis for histology stains such as Toluidine Blue⁺
5. One of the commonly used MRI contrast agents (molecules that are injected into the body and can be imaged with standard MRI techniques), is Gd-DTPA²⁻, and has a negative charge. We hypothesized that Gd-DTPA²⁻ will distribute in lower concentration in diseased cartilage depleted of GAG. We called this proposed technique delayed Gadolinium Enhanced MRI of Cartilage (dGEMRIC).

Slide 3: Our main goals:

6. Our goals were to: (1) Validate this technique ex-vivo, (2) Demonstrate the feasibility in vivo, and (3) Monitor GAG in patients in situations which might be early OA.



Example of storyline point in Notes section

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7 8 9 10 11 12 13 14 15

Potential diagnostic: Measurement of the Concentration of Glycosaminoglycans (GAG)

Critical macromolecules in cartilage lost early in OA

Hyaluronic Acid Proteoglycan GAG Side Chains Collagen

Deb Burstein

Slide 14

GAG

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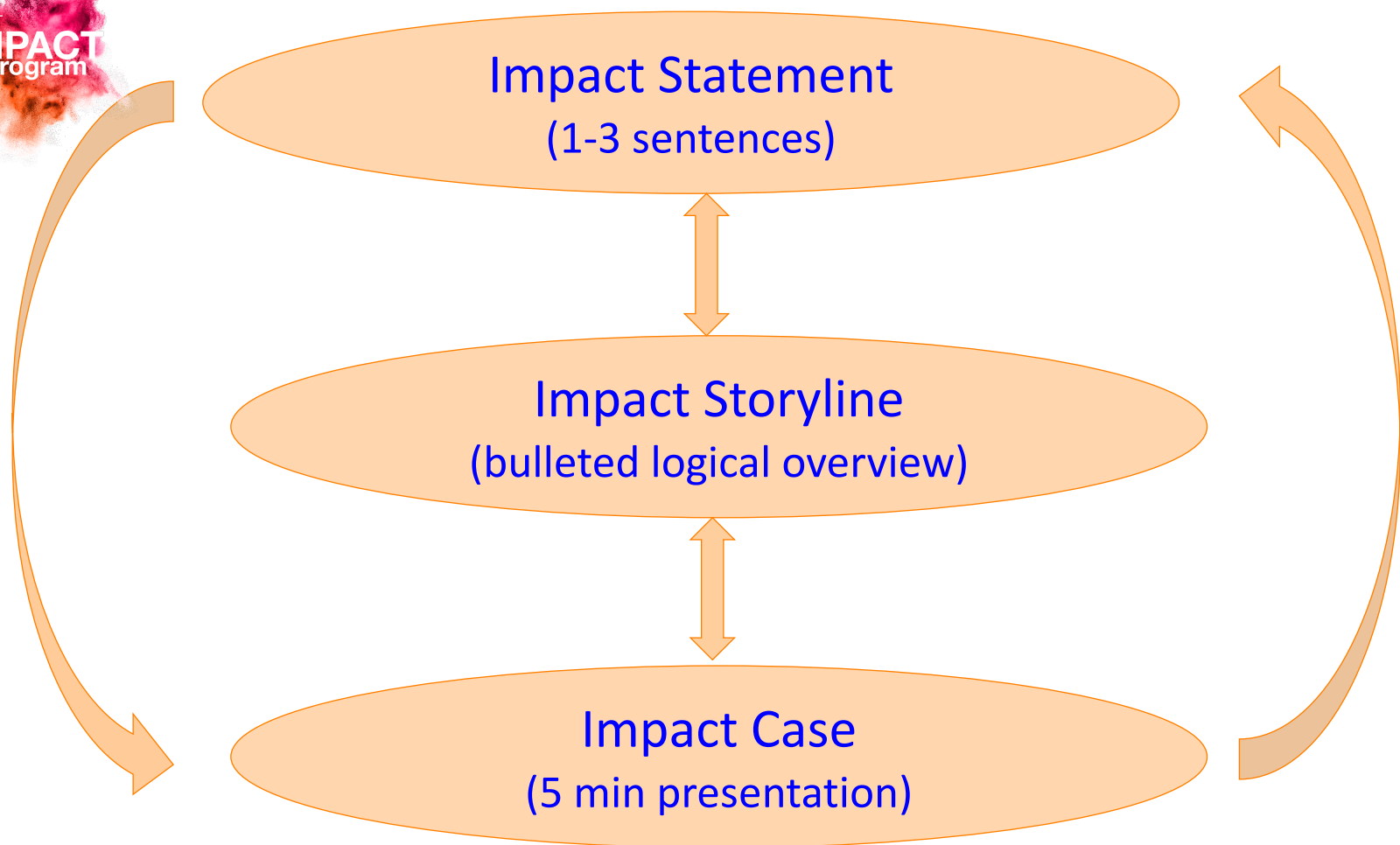
We proposed a method based on the fact that GAG have a net negative bound charge,



Storyline vs. Cases

Sometimes when there is a lot on the slide that is not in the storyline, it may indicate that more is needed in the storyline...

Or... that less is needed in the slide.



Remember that this is an iterative process!
When you start to make slides, you might realize the storyline is not quite right; editing the storyline may help you focus slides better.



Slide presentations

Progression of slide iterations:

- Get the general points down
- **Focus on the core points and match to storyline**
- Make them grab attention / be memorable



Slide presentation points

- You can use slide headings as a topic statement or slide main point; this is generally personal preference

Whether or not to use animation is also generally personal preference; a suggestion is to use animation to guide what points are being made on the slide and in what order, and allows the audience to focus on the point you're making

The text should be large enough to be readable; use short phrases or labels rather than full sentences (which you can say while presenting)

Limit to one or two concepts per slide



Slide presentation points

- Remember, as in storylines, slides should be understandable to anyone (in science), but they need to be specific, not vague.

Ensure that data (graph etc) format highlights the aspect of the data that you want to show

Label without jargon

Avoid clutter and unnecessary details which can be distracting from the crucial point; if you drop an item, does it impact the understanding of the project and it's impact?

Avoid complex diagrams from other sources which have much more detail that you need. (You can say "modified from...")



Try it!