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**Overview of National Forum Storyboard Displays**

Storyboard displays at the National Forum chronicle specific improvement projects. They are an

integral part of the Forum, providing an opportunity for organizations to share their improvement

strategies and celebrate their successes with other Forum attendees.

Recommendations for creating storyboards that demonstrate quality improvement projects in health

care are included on page seven. While these are not requirements for submission, we strongly

encourage storyboard submissions to contain most (if not all) of these recommended components.

Storyboards should not advertise products or services. Exhibit booths are available for those

who would like to generate interest and leads for their products or services. For more information on

exhibit space, please contact our exhibit booth sales manager, Sara Kolovitz at SmithBucklin

Corporation at (312) 673-4779 or skolovitz@ihi.org.

**Submitting your Final Storyboard and Supporting Information through IHI.org**

You are required to enter in the following information:

* Storyboard Title (Please limit the title to 15 or less words)
* Description (Please limit the description to 100 or less words)
* Aim (Please limit the aim to 15 or less words)
* Actions Taken (Please limit actions taken to 50 or less words)
* Summary of Results (Please limit the summary of results to 50 or less words)
* Please try and submit only for yourself and not for colleagues

**Important Notes**

* You are required to upload your final storyboard as a PDF file.
* Please ensure that all of the information you submit is complete and final as you will not have

the opportunity to edit your information.

* The storyboard must fit into the provided display board space of 3 feet wide x 5 feet high.
* IHI will upload all storyboards to our webpage prior to the Forum for electronic viewing. The

electronic storyboards will also be made available during and after the National Forum.

* You will receive an automatic email from our system confirming that your information was

uploaded successfully. If you do not receive an email from our webmaster account, please

contact [storyboards@ihi.org](mailto:storyboards@ihi.org) confirm that your storyboard was uploaded successfully.

**You will receive further information from Lauren Cameron, IHI’s Event**

**Coordinator, at a later date.**

**Set-up, Staffing, and Breakdown**

***The 2019 Storyboard Display is located in the Exhibit Hall in Cypress 1.***

Storyboard Set-up:

Monday, December 09 from 12:00 PM – 4:00 PM

Tuesday, December 10 from 7:00 AM – 8:00 AM

The hook side of Velcro is the only material that will adhere to the display board. IHI will provide

each storyboard presenter with 1 strip of Velcro.

**Storyboard Display:**

Tuesday, December 10 from 8:00 AM – 4:30 PM

Storyboard representative presence is not required.

**Storyboard Reception:**

Tuesday, December 10 from 4:30 PM – 6:30 PM

Plan to be at your board to answer questions and discuss your project with attendees.

**Storyboard Breakdown:**

Wednesday, December 11 from 7:00 AM – 1:00 PM

Please remove your storyboard by 1:00 PM. All storyboards left after 1:00 PM will be discarded.

**Handouts**

Due to space restrictions, distributing handouts at the storyboard display is not recommended. If you

have brochures, documents, or other information you think would be helpful to those interested in

your quality improvement project, we suggest that you collect business cards from those

who want further information in order to send it to them after the conference. You may

attach a manila envelope for attendees to drop their business cards in, or attach an

envelope filled with a supply of your handouts to your board. Unfortunately, there is not

sufficient space to supply tables for the storyboards.

**Shipping**

We strongly recommend that presenters hand-carry their printed storyboards to the conference to

minimize the risk that a board could be lost or damaged during shipping. If you need to ship your

storyboard, all cartons should be labeled with your name and return address. If you are not staying at

the Orlando World Center Marriott, please ship your storyboard to the hotel you are staying at for the

week. If you are staying at the Orlando World Center Marriott, you can pick up your board from the

Shipping and Receiving area at the hotel. **IHI will not be responsible for receiving, delivering,**

**or storing any storyboards.**

Orlando World Center Marriott Resort & Convention Center

8701 World Center Drive Orlando, Florida, USA 32821

Attn: Your Name (Storyboard Presenter at the IHI National Forum)

**Conference Registration**

All storyboard presenters must register for the National Forum General Conference,

December 08-11, 2019.

**General Conference Fee: On or Before October 2nd: $1,250**

**After October 2nd: $1,350**

**General Conference Group Discounts:** Groups of five or more individuals from the same

organization or system are eligible to receive a 15% discount off the per-person regular rate of the

General Conference ($1,148 per person). When enrolling, enter discount code 15GC at checkout.

Please be sure that all individuals within the same Group using the Group Rate have the same

organization listed along with the same group leader's name and email address. For more

information regarding group discounts, please call our Customer Service Department at (617) 301-

4800 or info@ihi.org .

**Layout**

Aim to create an attractive display that will draw Forum participants to your storyboard and

communicate clearly the main points of your display. The following guidelines may be found helpful:

**Size**

Storyboards will be mounted on 3 foot x 5 foot panel boards. The usable posting space is the full 3 feet

wide x 5 feet high.

**3 feet wide**

**5 feet tall**

**Appearance**

Creative use of pictures, graphs, text blocks, color, headlines, etc., can attract others to your

storyboard, prompt conversation, and enhance communication of your message. Avoid making your

storyboard too “text heavy.” Focus on the highlights of your display. If it can be communicated with

numbers, graphs, or other visuals do so.

**Tips for Creating a Storyboard on Quality Improvement in Health Care**

Improvement Advisors at the Institute for Healthcare Improvement developed the following

recommendations for creating storyboards that demonstrate quality improvement projects in health

care. Your storyboard submission should include the following:

**1.** A clearly defined Aim Statement with an expected change in outcome indicator and time to

expected change in the outcome indicator.

**2.** An outline of your project design/strategy for change that explains how you will reach your

aim.

**3.** An explanation of the changes made to achieve improvement in the targeted process.

**4.** Graphical representation of improvement. The use of statistical process control (SPC) tools

(especially annotated run charts or Shewhart control charts) is preferred to demonstrate the

performance of data over time. Bar and pie charts should not be used when building a poster

for Quality Improvement projects.

**5.** An indication that changes were tested and/or adapted to the local environment/organization

prior to implementation.

**6.** An explanation of how multiple measures were used to understand and show improvement in

the target process.

**7.** A listing of the multi-disciplinary team that was involved in achieving improvement (elements

may include: content experts, patients, leadership, etc.)

**8.** A demonstrated sustainability in improvement indicated by the data (if possible).

**9.** A short summary of the lessons learned from the work and/or the message for readers.

Please note that these are recommendations and not requirements for submission. Storyboards

without one or more of these elements will also be considered.

***Note: To view the 2018 storyboards please [visit the website here](http://nationalforum.ihi.org/events/2018-national-forum-on-quality-improvement-in-health-care/custom-18-d0b8dbc9f0474b90a607155bd000d535.aspx?p=18).***

Storyboard Example

A storyboard example has been included on the next page.

Links to submit a storyboard can be found below as well.

General Storyboard

<http://www.ihi.org/faculty/posterboardhome.aspx?EventId=3275>

Student Storyboard

<http://www.ihi.org/faculty/posterboardhome.aspx?EventId=3275&Type=S>

