



Setting up a poster

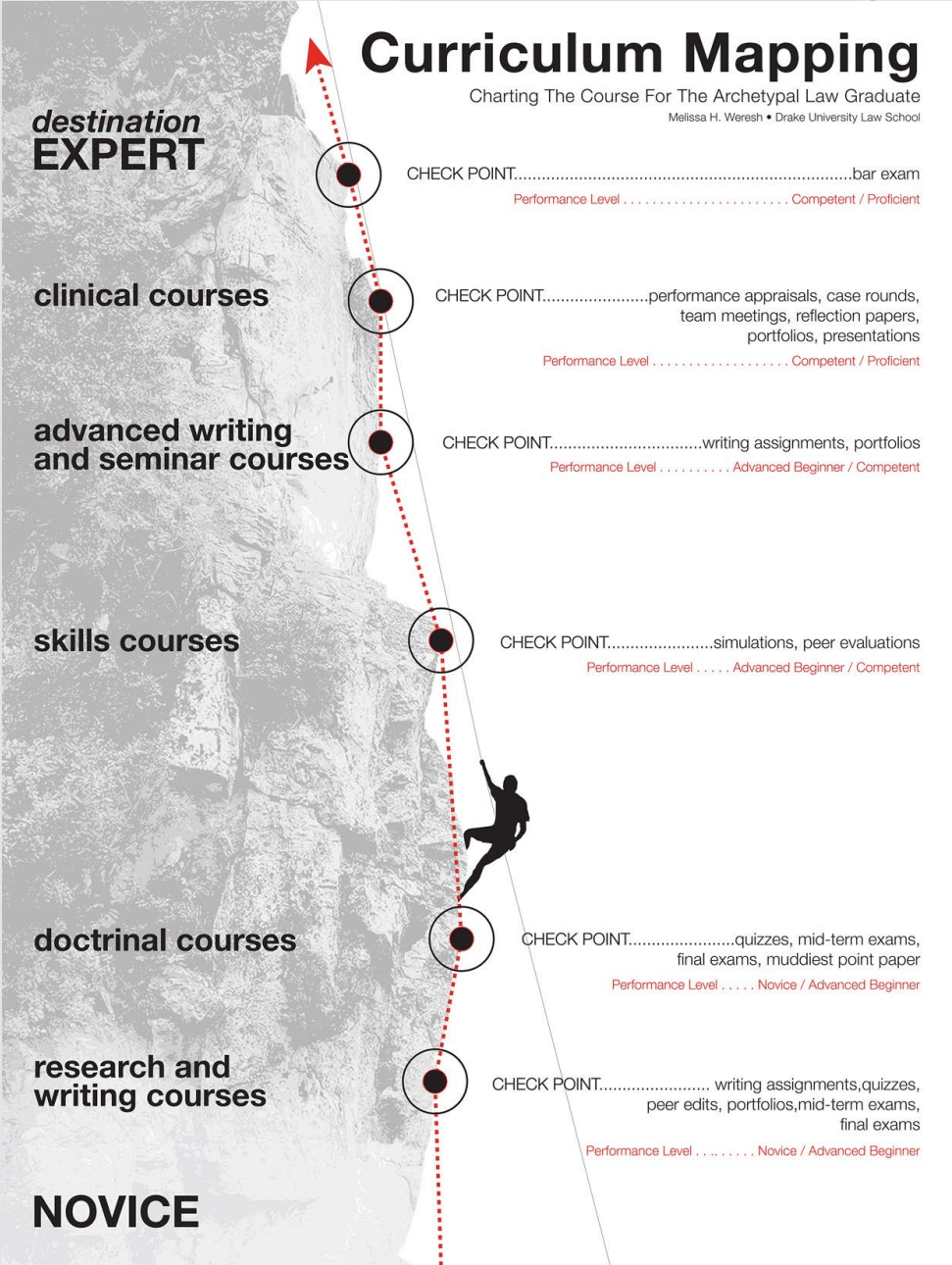
Info for AppLS9
participants

Created by conference co-chairs, Ruth Anne Robbins & Kimberly Holst



Think about presenting your ideas
visually!

Examples
from other
conferences
(AALS/Clinical
and AALS)



This one,
designed for a
AALS
Conference was
also used in
Congressional
testimony and
was published in
a policy journal!

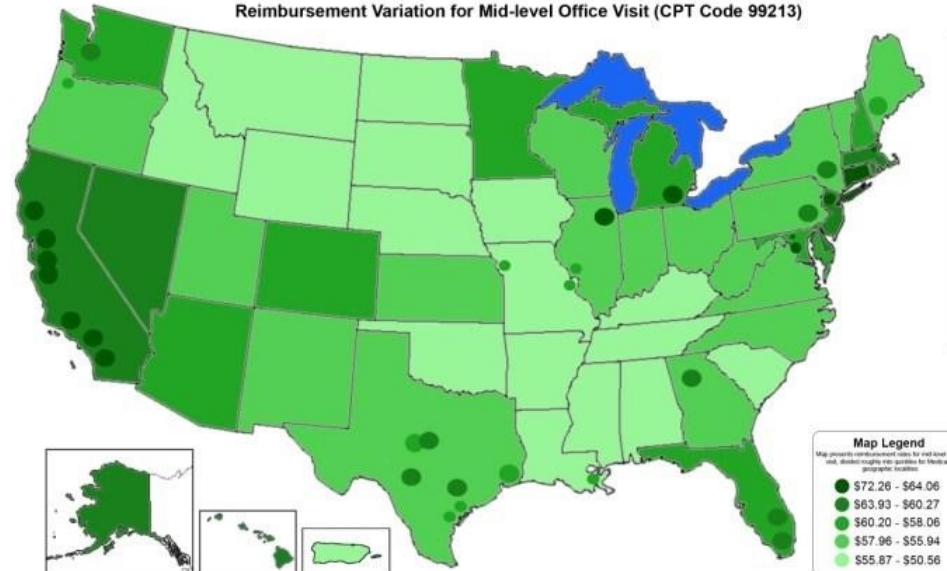
Geographic Inequity in Medicare Reimbursement

Effect of Geographic Practice Cost Indices (GPCIs) on Physician Reimbursement and Patient Access

Melissa H. Weresh, Professor of Law, Drake University Law School

Physician Reimbursement

Reimbursement Variation for Mid-level Office Visit (CPT Code 99213)



Patient Premiums

Medicare Part B Premiums -
No Geographic Variation



Degree of Reimbursement Variation

Identical Service - Reimbursement Amount Modified by GPCIs	Payment Amount	% of Average Payment	% of Highest Payment
High (CA Santa Clara)	\$76.26	1.265	1
Low (Puerto Rico)	\$50.56	.839	.663

Effect of Geographic Variation on Patient Access to Physician Care

Comparison of Geographic Adjustment Factor (GAF) with Physician / Population Ratio

2007 GAF, Ratios exclude physicians located in the Possessions*

High Reimbursement Locations				
Locality	2007 GAF Rank (out of 89 localities)	GAF	Physician per Population Rank (by entire state / out of 51)	Individuals per 1 Private Physician
NY - Manhattan	4	1.184	4	295
MA - Boston	8	1.153	2	260
DC - MD / VA Suburbs	10	1.132	1	152

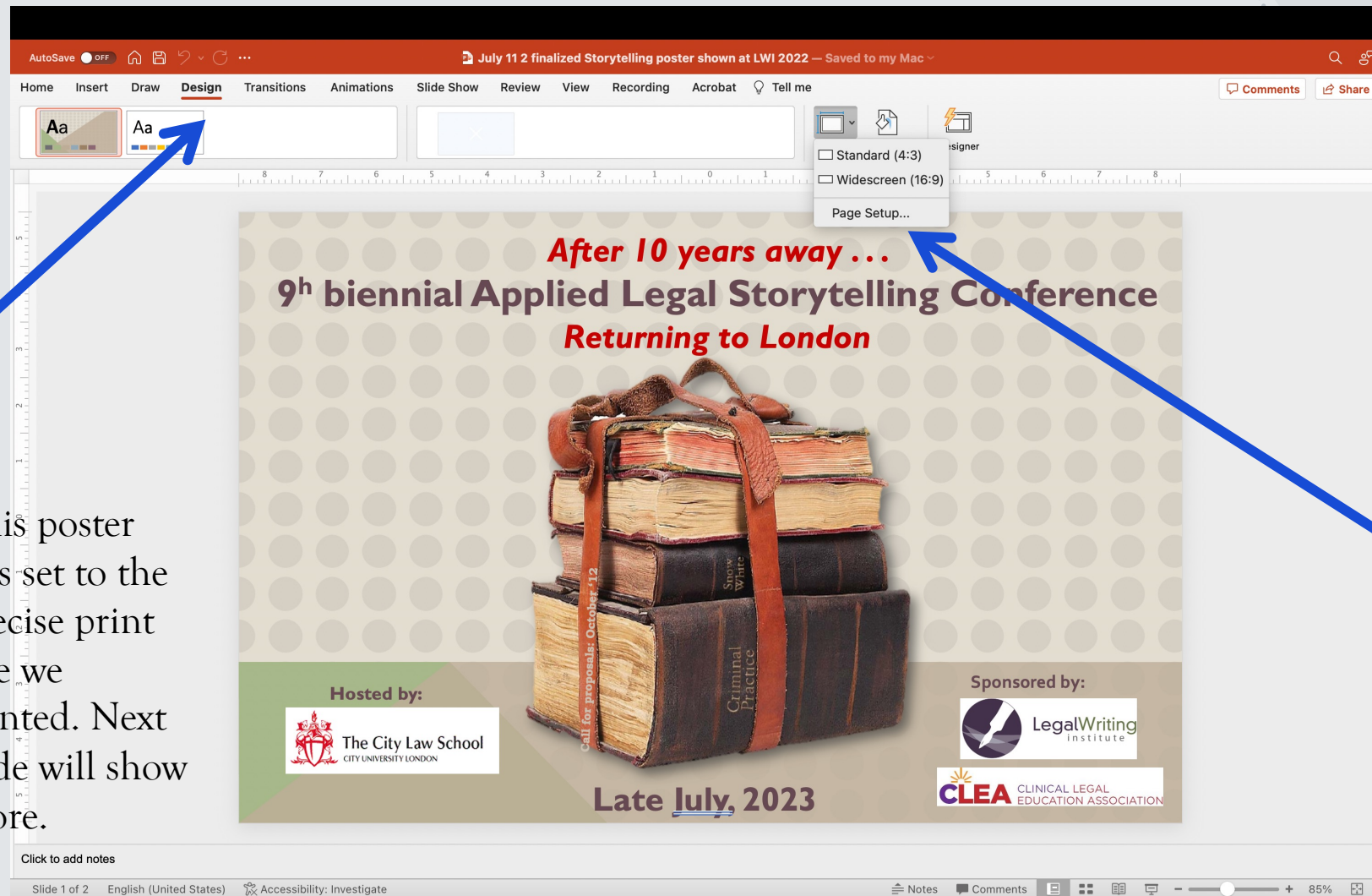
Low Reimbursement Locations				
Locality	2007 GAF Rank (out of 89 localities)	GAF	Physician per Population Rank (by entire state / out of 51)	Individuals per 1 Private Physician
Idaho	83	.922	50	616
Mississippi	85	.919	49	607
Oklahoma	86	.913	51	635

Source: U.S. Census Bureau, Population Division, Annual Population Estimates and Estimated Components of Change for the United States and States, April 1, 2000 to July 1, 2005; Physician Characteristics and Distribution in the U.S., Dept. of Physician Practice and Communications Information, Division of Survey and Data Resources, American Medical Association, 2006 and prior editions.

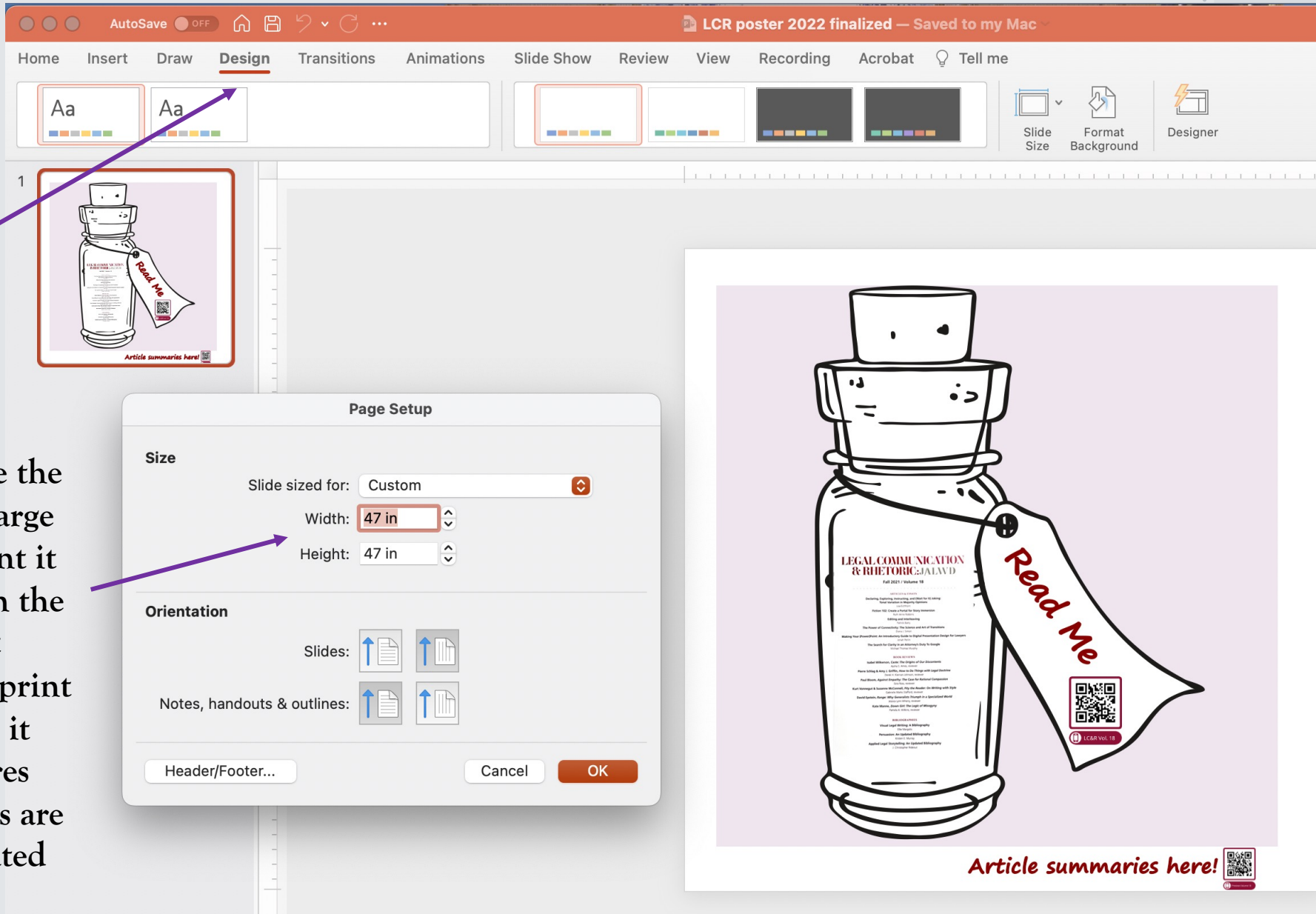


Set them up in PowerPoint
(that's why we created an informational PowerPoint)

Set up the slide dimension *first* before designing



This poster was set to the precise print size we wanted. Next slide will show more.



Make sure the size is as large as you want it to print in the end. That helps the print shop, and it also ensures the images are not pixelated

Tack boards are 8' wide and 4' high. This poster purposefully was designed as a large 47" square. It was shown on a tack board like the kind we will have at the conference.

Ruth Anne purchased the base image in a vector size (which means that it can be resized without pixelating). It cost about \$15. The secondary image (the journal cover) was created with her phone—she took a picture.



Kim created the QR code and it linked to a page where the viewers could read article summaries and could then link to the articles themselves.

Another
example with
the QR code

LWI Committee Service



Ready to join?
Scan the QR code and
fill out the form to
indicate your interest in
committee service for
2022-24!



LWI committees are the power behind the services and opportunities that LWI provides for its membership. Committee service is a great way to learn about LWI and its programs, meet members of this talented and supportive community, and to give back!

Academic Support Committee
Awards Committee
Diversity and Inclusion Committee
Global Legal Writing Skills Committee
Moot Court Committee
New Member Outreach Committee
One-Day Workshop Committee
Pro Bono and Community Outreach Committee
Public Relations and Social Media Committee
Scholarship Grants Committee (Joint Committee with ALWD)
Survey Committee (Joint Committee with ALWD)
Teaching Resources Committee
Website and LWIC Committee
Discipline-Building Working Group
Professional Status Committee



LegalWriting
institute

Tips from trenches

- Be careful of the information/visual balance. Your goal is to communicate the main idea in a visually appealing way.
- A conference attendee should be able to easily read all the words on the poster from 3–4 feet. Avoid too much text and font less than 40 point (*except for credits, which can be smaller). Remember: you have 8 feet of width, 4 feet of height to work with.
- While a title and image won't be enough, you want to avoid wholesale paragraphs to the extent possible. Charts, graphs, diagrams, infographics—the way to go.
- Handouts are a low-tech way to supplement. A QR code goes a long way as an assist. It's a virtual handout with links.
- Remember you will have a presentation opportunity where you can talk about your poster. The more you can grab attention with the poster design, the more people will want to ask you about it!

Seriously, try the
QR code method!

That box on the floor?
We also lured in with
small swag



Sturdy!

This poster was printed on vinyl, not paper. That made it much much easier to transport in its tube.

FedEx copy stores charge about the same as paper to do this.



Transporting the poster

- Ruth Anne and Kim prefer to print ahead of time to make sure it looks right. We transport in a poster tube (you can find those online). Bring it to the print shop at least a week ahead of time (USB drive, saved in both .pptx and .pdf formats).
- Ruth Anne uses her local FedEx/Kinko's because her campus has no print shop (also because she wants to print on vinyl). Total cost of production is typically under \$200. Often, she ships to her hotel (that will add another week, at least, to the process).
- Kim typically prints on matte paper and the price is usually around \$60-70.
- Even so, we always bring a USB drive with the poster saved on it, both in .pptx and .pdf formats.
- We will put on the conference website a list of possible London printshops. Keep in mind though: it often takes several days to have these printed up.
- We will provide the tacks. We cannot guarantee size or color, but we will have enough, we promise.

Possible printing places near the Law School

- We have no experiences with any of these print shops so please contact them to ask their capabilities (and let us know so we can update this PowerPoint!)
- City University uses: <https://www.rapidity.com/>
- Kim found these shops near the school as well, but we do not have personal experience with them:
 - <https://www.daynightprint.co.uk/>
 - <https://atlantisprint.co.uk/>
 - <https://adanaprint.co.uk/>
- There is a FedEx not far from the school, but it's hard to know if they do poster printing at that location.

Showing the poster

- Posters will be shown the entire conference. That means: plan to be there early on Wednesday, July 26 to hang yours. Time TBA.
- We will be scheduling a poster presentation slot. We ask that you are there to present your poster at that time. It's fine to deputize a friend for a few minutes of stand-in time if you want to talk to other presenters!
- On the last day of the conference, you are of course free to take down your poster for transporting it home. We cannot be responsible for return shipping. The site will dispose of any posters left behind.

Yes, there's an article!

- Samantha Moppett's article, *Think It, Draft It, Post It: Creating Legal Poster Presentations*, available at <http://ssrn.com/abstract=1925109>, provides excellent guidance for creating engaging poster presentations.