

**Northeast Ohio Medical University, College of Medicine**  
**Department of Family and Community Medicine**  
**Guidelines for Scholarship Day Poster Presentations**

1. Poster must fit on standard 40" x 60" foam core display board, which will be presented on an easel.
2. The poster must have a title with authors and institution listed. The title should be centered in the top-middle part of the poster. Put the title text in a larger font than the text of the general pieces of the poster.
3. Research studies will be evaluated on the basis of the following criteria:
  - Introduction – Background and Significance
    - literature review pertaining to the research question
    - relevance to family medicine
    - clearly stated hypotheses in a declarative form
    - innovativeness of the research
  - Methods
    - description of the methods to include supporting evidence for the validity of the assessment/measurement scheme.
    - appropriateness of the methods used to address the hypotheses
  - Results
    - description of the analyses
    - description of the results
    - are the results publishable and/or can be widely disseminated?
  - Conclusion
    - how the results inform the pertinent research literatures and the practice of family medicine
    - limitations of the study
  - Presentation
    - clarity of the format
    - visual appeal
    - sense of mastery of the study
    - poster presenter displayed passion/enthusiasm for project
4. Case studies will be evaluated on the basis of the following criteria:
  - Introduction
    - literature review pertaining to the case
    - background of the case, including the disorder
    - gap analysis
    - relevance to family medicine
  - Case
    - relevant medical history of the patient (to include relevant positive and negative

- findings)
    - description of the patient's symptoms and signs
    - description of the tests that were carried out
    - description of any treatment or intervention
    - description of the results of the treatment or intervention
    - is the case publishable and/or can be widely disseminated
  - Conclusion
    - how the case informs the pertinent research literatures and the practice of family medicine
    - how the case informs understanding of the disease etiology or treatment mechanism
  - Presentation
    - clarity of the format
    - visual appeal
    - sense of mastery of the study
    - poster presenter displayed passion/enthusiasm for project
5. Other projects (e.g., educational interventions, evidence-based reviews, etc.) will be evaluated on the basis of the following criteria:
- Introduction
    - literature review pertaining to the topic
    - relevance to family medicine
    - clearly stated problem statement or need for project
    - innovativeness of the project
  - Methods
    - description of the methods
    - appropriateness of the methods used to address the problem statement
  - Outcomes
    - description of the project outcomes
    - are the results publishable and/or can the project be widely disseminated?
    - project has wide-reaching impact – impacts many patients or practitioners
  - Conclusion
    - how the project can inform the practice of family medicine
    - limitations of the project
  - Presentation
    - clarity of the format
    - visual appeal
    - sense of mastery of the study
    - poster presenter displayed passion/enthusiasm for project
6. All criteria will be scored on a scale from 1 = “poor” to 5 = “excellent”.
7. Improving readability

- a. Use a larger font than normal – 32 pt font works well for content. Title should be larger
- b. Use boldface type.

8. Helpful hints

- a. The text on the poster does not have to explain everything about the project. Explain the most important information in a way to generate conversation, comments, and questions with those people reading the poster.
- b. Graphs, tables, and drawings often work well for the results of the project.
- c. Pictures and photographs may enhance the poster as long as they are large enough.
- d. **See NEON brochure “Tips for Designing Scientific Posters” for more hints.**