COMMUNICATING SCIENCE IN TIMES OF COVID

Trainees and Supervisors Virtual Event NES Healthcare Science 9 - 11 February 2022



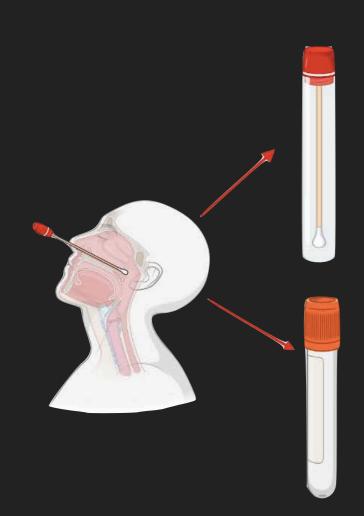
AZUL ZORZOLI

Microbiology Trainee Clinical Scientist Royal Infirmary Edinburgh

CAN YOU EXPLAIN SCIENCE IN AN ENGAGING WAY?

Dr Robert Farley

Healthcare Science Associate Director



MY WORK IMPROVING TURN AROUND TIME

- REMOVING SWABS TAKES TIME
- CAN WE REMOVE THE SWAB
 WITHOUT AFFECTING SENSITIVITY?



THE PROBLEM TUBES WITH SWABS OFTEN LEAK

- SAMPLES ARE DISCARDED
- DIAGNOSIS AND TREATMENT DELAYS

WHEN NOT SEALED PROPERLY

LEAKING TUBES



CAN COST LIVES



CONTAMINATION RISK

A leaking testing tube can disseminate diseases. When it happens, we clean in-depth and discard the samples.

DELAYED PATIENT'S DIAGNOSIS

To recover the leaked sample, we will need to test you again. This delays your diagnosis and puts your health at risk.

COSTLY CONSEQUENCES

Collecting new samples is inconvenient and sometimes painful for the patient. For the NHS, lost samples cost hundreds of thousands of pounds a year.

WE ARE WORKING TO IMPROVE

At the NHS, we are testing new methods to collect samples. Our goal is to deliver the right care quickly and safely.

WANT TO KNOW MORE?

We keep the nose and throat swabs from patients inside a tube until they arrive at the lab.

The swabs are submerged in a liquid that maintains viruses alive. The shaft of the swab makes closing the tubes difficult, sometimes leading to leaked samples. Our lab staff is teaming up with nurses to improve this situation. We are testing if removing the swab affects the tests we conduct on the samples. No swab means fewer leaked tubes and faster results!

NEW SYSTEM. LESS CONTAMINATION. FASTER RESULTS.







CONTAMINATION RISK

A leaking testing tube can disseminate diseases. When it happens, we clean in-depth and discard the samples.

DELAYED PATIENT'S DIAGNOSIS

To recover the leaked sample, we will need to test you again. This delays your diagnosis and puts your health at risk.

COSTLY CONSEQUENCES

Collecting new samples is inconvenient and sometimes painful for the patient. For the NHS, lost samples cost hundreds of thousands of pounds a year.

WE ARE WORKING TO IMPROVE

At the NHS, we are testing new methods to collect samples. Our goal is to deliver the right care quickly and safely.

WANT TO KNOW MORE?

We keep the nose and throat swabs from patients inside a tube until they arrive at the lab.

The swabs are submerged in a liquid that maintains viruses alive. The shaft of the swab makes closing the tubes difficult, sometimes leading to leaked samples. Our lab staff is teaming up with nurses to improve this situation. We are testing if removing the swab affect the tests we conduct on the samples. No swab means fewer leaked tubes and faster results

NEW SISTEM. LESS CONTAMINATION. FASTER RESULTS.

VISUALS

EYE-CATCHING GRAPHICS COMPELLING PHOTO

WHEN NOT SEALED PROPERLY

LEAKING TUBES



CAN COST LIVES



CONTAMINATION RISK

A leaking testing tube can disseminate diseases. When it happens, we clean in-depth and discard the samples.

DELAYED PATIENT'S DIAGNOSIS

To recover the leaked sample, we will need to test you again. This delays your diagnosis and puts your health at risk.

COSTLY CONSEQUENCES

Collecting new samples is inconvenient and sometimes painful for the patient. For the NHS, lost samples cost hundreds of thousands of pounds a year.

WE ARE WORKING TO IMPROVE

At the NHS, we are testing new methods to collect samples. Our goal is to deliver the right care quickly and safely.

WANT TO KNOW MORE?

We keep the nose and throat swabs from patients inside a tube until they arrive at the lab.

The swabs are submerged in a liquid that maintains viruses alive. The shaft of the swab
makes closing the tubes difficult, sometimes leading to leaked samples. Our lab staff is
teaming up with nurses to improve this situation. We are testing if removing the swab affects
the tests we conduct on the samples. No swab means fewer leaked tubes and faster results

NEW SISTEM. LESS CONTAMINATION. FASTER RESULTS.

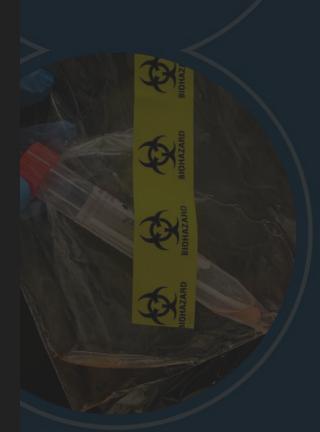
CLARITY

STRONG TITLE
SHORT STATEMENTS
NO DATA

WHEN NOT SEALED PROPERLY







CONTAMINATION RISK

A leaking testing tube can disseminate diseases. When it happens, we clean in-depth and discard the samples.

DELAYED PATIENT'S DIAGNOSIS

To recover the leaked sample, we will need to test you again. This delays your diagnosis and puts your health at risk.

COSTLY CONSEQUENCES

Collecting new samples is inconvenient and sometimes painful for the patient. For the NHS, lost samples cost hundreds of thousands of pounds a year.

WE ARE WORKING TO IMPROVE

At the NHS, we are testing new methods to collect samples. Our goal is to deliver the right care quickly and safely.

WANT TO KNOW MORE?

We keep the nose and throat swabs from patients inside a tube until they arrive at the lab. The swabs are submerged in a liquid that maintains viruses alive. The shaft of the swab makes closing the tubes difficult, sometimes leading to leaked samples. Our lab staff is teaming up with nurses to improve this situation. We are testing if removing the swab affects the tests we conduct on the samples. No swab means fewer leaked tubes and faster results

NEW SYSTEM. LESS CONTAMINATION. FASTER RESULTS.

LANGUAGE

NO ADVERBS
https://hemingwayapp.com/

ENGAGING PRONOUNS
HEALTHCARE-RELATED





CAN COST LIVES



CONTAMINATION RISK

A leaking testing tube can disseminate diseases. When it happens, we clean in-depth and discard the samples.

DELAYED PATIENTS DIAGNOSIS

To recover the leaked somple, we will need to test you again. This delays your diagnosis and puts your health at risk.

Collecting new samples is inconvenient and sometimes aginful for the patient. For the NHS, lost samples cost hundreds

WE ARE WORKING TO IMPROVE

At the NKS, we are testing new methods to collect samples. Our goal is to deliver the right care quickly and safely.

WANT TO KNOW MORE?

We keep the nose and though water horn pollents traide a table until they arrive at the lab. The medits are submerged in a liquid that mortaline viruses give. The shall of the seath makes closing the Labes difficult sometimes leading to be located camples. Our lab staff is described, we have the importance of the mortal three tables are to difficult as well as the labes of the control of the samples. No weath means been techned tubes and to the cardinate means. NEW SISTEM, LESS CONTAMINATION, FASTER RESULTS.



WHEN NOT SEALED PROPERLY

LEAKING TUBES

CAN COST LIVES



CONTAMINATION RISK

A leaking testing tube can disseminate diseases. When it happens, we clean in-depth and discard the samples.

NHS

Lothian

DELAYED PATIENTS DIAGNOSIS

To recover the leaked sample, we will need to test you again. This delays your diagnosis and puts your health at risk.

COSTLY CONSEQUENCES

Collecting new samples is inconvenient and sametimes painful for the patient. For the NHS, lost samples cost hundreds of thousands of pounds a year.

WE ARE WORKING TO IMPROVE

At the NRS, we are testing new methods to collect samples. Our goal is to deliver the right care quickly and safely.

WANT TO KNOW MORE?

NEW SISTEM, LESS CONTAMINATION, FASTER RESULTS

WHEN NOT SEALED PROPERLY LEAKING TUBES



CAN COST LIVES

CONT

A leak diseas in-der

DELAY

A leaking testing tube can disseminate diseases. When it happens, we clean in-depth and discard the samples.

To recover the leaked sample, we will need to test you again. This delays your diagnosis and puts your health at risk.

COSTLY CONSEQUENCES

Collecting new samples is inconvenient and sometimes painful for the patient. For the NHS, lost samples cost hundreds of thousands of pounds a year.

WE ARE WORKING TO IMPROVE

At the NHS, we are testing new methods to collect samples. Our goal is to deliver the right care quickly and safely.

WANT TO KNOW MORE?

We haven the name and throat avoids from patients traite a tube until they active at the lab. The avoids one submerged in a liquid that maintains viruses after. The short of the seath makes closing the fulber difficult, sometimes leading to leaded complex. Our lab staff is NEW SISTEM, LESS CONTAMINATION, FASTER RESULTS

need to test you again. This delays your diagnosis and puts your health at risk.

COSTLY CONSEQUENCES

WHEN NOT SEALED PROPERLY

Collecting new samples is inconvenient

and so For the

of thou

LEAKING TUBES **CAN COST LIVES**

WE AR

At the to coll the rigi

KNO

m patients

that mainta

etimes leac

ituation. We

swab med

NTAMINA

CONTAMINATION RISK

A leaking testing tube can disseminate diseases. When it happens, we clean in-depth and discard the samples.

NHS

Lothian

DELAYED PATIENTS DIAGNOSIS

To recover the leaked sample, we will need to test you again. This delays you diagnosis and puts your health at risk.

COSTLY CONSEQUENCES

Collecting new samples is inconvenient and sometimes painful for the patient. For the NHS, lost samples cost hundreds of thousands of pounds a year.

WE ARE WORKING TO IMPROVE

At the NHS, we are testing new methods to collect samples. Our goal is to deliver the right care quickly and safely.

WANT TO KNOW MORE?

We keep the nose and throat swats from pollents inside a tube until they arrive at the lab. **NEW SISTEM, LESS CONTAMINATION, FASTER RESULTS**

INCLUSION

CAN EVERYONE READ IT? WWW.COLOR-BLINDNESS.COM/

BECOMING BETTER AT COMMUNICATING IN A NON-TECHNICAL MANNER

BECOMING BETTER AT COMMUNICATING IN A COMPELLING MANNER

WE CARE ABOUT THEIR HEALTH

WE ARE IMPROVING THE SERVICE

THANKS!