

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**

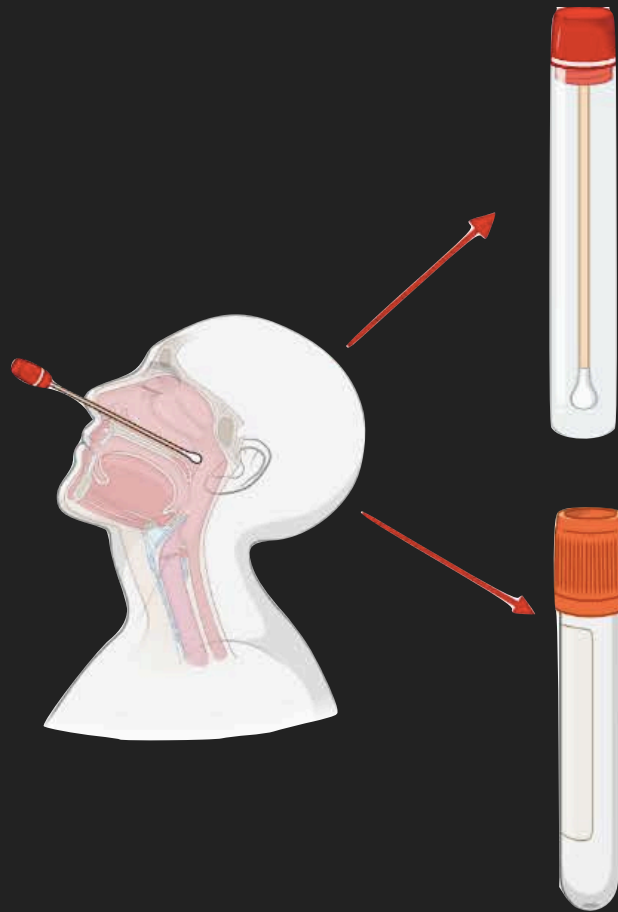
**CAN YOU EXPLAIN SCIENCE IN
AN ENGAGING WAY?**

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

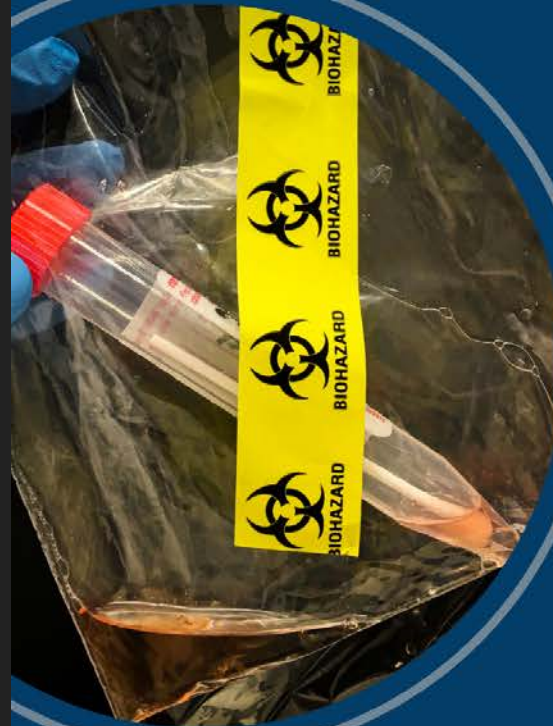
TUBES WITH SWABS OFTEN LEAK

- 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!

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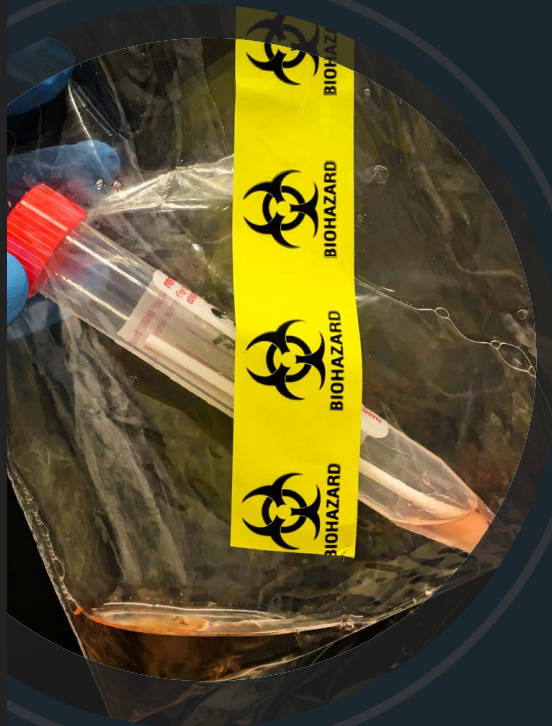
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VISUALS

EYE-CATCHING GRAPHICS

COMPELLING PHOTO



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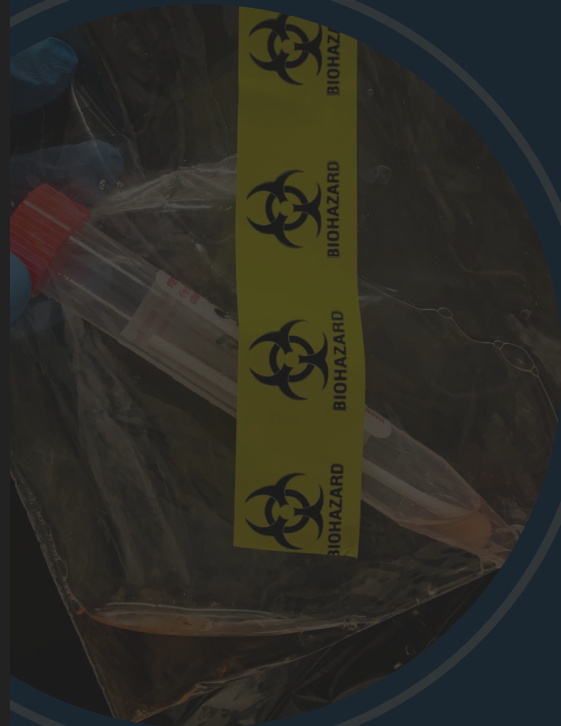
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CLARITY

STRONG TITLE

SHORT STATEMENTS

NO DATA

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LANGUAGE

NO ADVERBS

[HTTPS://HEMINGWAYAPP.COM/](https://hemingwayapp.com/)

ENGAGING PRONOUNS

HEALTHCARE-RELATED

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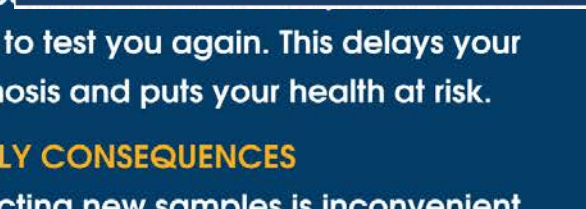
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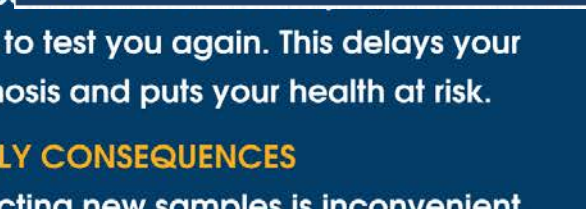
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INCLUSION

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

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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!