

ASCP Teleconferences & Live Webcasts Interactive Case Study Format

What is an Interactive Case Study Teleconference?

An interactive case study teleconference combines the case-study teaching approach with **electronic audience polling** thus enhancing the participant program experience. In the traditional case study format, cases are presented and a diagnosis or interpretation is revealed while the audience remains largely passive. In the interactive format, participants have the opportunity to submit interpretations to unknowns in real-time before answers are revealed for each case, thus engaging audience members more dynamically. **No special equipment is needed** – responses are submitted via standard telephone keypad, tallied electronically and reported by conference operators.



There are **multiple benefits** to choosing this format for your ASCP Teleconference presentation – you will be able to:

- **Keep the audience more engaged** and increase participant retention of your content
- **Provide a self-assessment opportunity** for your audience members
- **Receive real-time audience feedback** and gauge your audience's knowledge level
- **Ensure a more rewarding experience** for both you and your audience members

Best of all, it's easy to do! Please see the guidelines below and sample case study sequence that follows to begin planning your enhanced interactive case study teleconference.

Guidelines for Developing an Interactive Case Study Teleconference...

1. Program length and time considerations:

- Plan sufficient material for a required lecture duration of **at least 45 minutes**.
- The lecture should preferably **not exceed 50-55 minutes** to allow a Q&A segment of 5-10 minutes following the lecture, and a total program run-time of approximately 60 minutes.
- **Approximately 2 minutes** will be required at program start-time for the conference **operator's opening statements** and brief instructions for the interactive polling segments.

- When the conference operator turns the program over to you, factor in **an additional 2 minutes for your own opening remarks** which should include a brief overview of the interactive program format.
- For each case study, the **average time** required for the **audience polling** segment, response tallying, and reporting of polling results is approximately **1.5 to 2 minutes**.

2. Number of case studies to present:

- **Keep in mind the program length** and general time requirements outlined in the previous section when planning the number of case studies to present.
- **Please see sample case study sequence on page 3** for additional guidance based on averages of previous interactive case study teleconferences. This example includes **6 case studies** assuming a total run-time of **approximately 8 minutes** for each case.

3. Number of slides to include per case study:

- This will be determined by amount of content required to develop each case study. As with the number of cases, **program length and time requirements must be factored in**.
- You can also refer to **the sample case study sequence on page 3** for additional guidance. This example includes **8 slides per case** based on past program averages.
- We recommend including a **slide summarizing the interactive program format** to supplement your verbal overview (**see guideline 1 above**).
- Each case study must include **one slide listing interpretation options** that audience can choose from to respond during the polling segments (**see guideline 4 below for details**).
- **The first 4 slides of your presentation** should be: ASCP logo slide, faculty disclosure slide, your program title slide, and the program objectives slide. **The first 2 of these are provided by ASCP staff**; the program objectives slide can be added by you or ASCP staff.

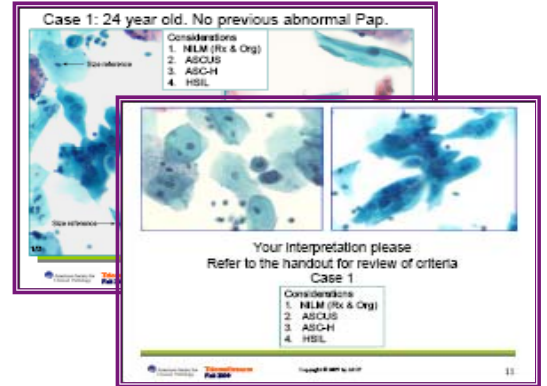
4. Case study interpretation response options:

- A total of **4 response options per case study** are recommended and should include 1 correct answer and 3 distracters.
- The **response options should be numbered (ex: 1 thru 4)** to correspond with numbering on standard telephone keypads used by audience members to submit response selections. Please **avoid using letters** to differentiate the response options.

Sample Case Study Sequence...

The sample sequence below demonstrates the flow and timing of one typical interactive case study based on: 8 slides per case study presented in approximately 8 minutes, for a total of 6 case studies, using 53 slides (48 for cases + 5 other). Lecture run-time = approx. 52 minutes.

- 5-6 mins.** { **Step 1** – The case study considerations for an unknown are presented using 7 slides including text slides and image slides or combinations of both.
- { **Step 2** – After the case study considerations are presented, a slide showing the possible interpretations is presented and audience is prompted to select one and submit responses.



- 1.5-2 mins.** { **Step 3** – Conference operator opens the polling segment providing brief instructions to audience for signaling their response choices via telephone keypad.
- { **Step 4** – The audience is provided approximately 30-40 seconds to submit responses. Operator closes the polling after this time and announces the polling segment has concluded.
- { **Step 5** – Operator reports response tally results to the presenter. This can be done verbally for all to hear or via webcast chat feature to the presenter only.



- 1-2 mins.** { **Step 6** – Presenter reveals the correct answer and discusses the criteria, then moves on to the next case study.



The above sequence is provided as an example – you are free to vary the number of case studies depending on the amount of material you wish to present for each case and the pace of your presentation. Please contact us at **312-541-4983** if you have any questions.

Please also review general guidelines for program materials and access templates if needed at our Teleconferences Faculty Resource Center at www.ascp.org/tcresources.

Thank you for agreeing to present an ASCP Teleconference!

Please call 312-541-4983 if you have any questions.