

PRESENTING DATA

Diagnostics



Presenting data

Good data presented well will put you a step closer to building a convincing case for change. There is value in investing time in how you will present your data.

Diagnostics

The purpose of this phase is to gain a comprehensive understanding of the current state from different perspectives. Once you know the issues you can prioritise them and establish the root causes, so you develop the right solutions.

Key points

1. Keep it clear

During the diagnostic phase, you will gather a lot of quantitative and qualitative data. Think about different ways to present your findings in a clear and engaging way, to create impact and get your message across to stakeholders. Facts and figures are only one side of the story. Ensure you bring the patient/consumer voice into the presentation to demonstrate the impact of your findings.

2. Present graphs

Graphs can be a great way to show change or trends and make your point, but make sure the graphs are simple and clear. Don't make people search for the information you are trying to convey. Use labels and short explanatory titles to make your point obvious. Keep colours minimal and ensure the graph keys are easy to understand. Make sure the graph and scale are appropriate to the data.

3. Create journey maps

A journey map is a great visual that can show the high and low points of a healthcare consumer's experience and help stakeholders understand the impact. The key to presenting a good journey map is to use a combination of themed information and direct impactful quotes which cut to key points and highlight what consumers are experiencing or saying about a service. See the mapping factsheet for more information.

4. Visually communicate

The old adage of 'a picture tells a thousand words' is true in displaying data. Using a photograph or images to demonstrate an issue can be very impactful. Add data to the image title to display information in a way that captures the hearts and minds of people who see it. Just make sure the image is not assigning blame or singling people out.

Considerations and tips

There are things to consider when you are presenting data that will make it more impactful. Using the right mode to best display the data and for the right audience is good practice. Keep it simple.

Know your audience

How does your audience like information presented? What will be easiest for them to read/digest? It may be best to have several display options to appeal to different people's frames of reference and for use at different forums (formal meetings, reports or updates).

Check and double-check

Make sure you are providing accurate and valid data. This is important to build and maintain trust and credibility in your project. Be honest and transparent in your findings and always reference the source/s of your data so things can be clarified if necessary.

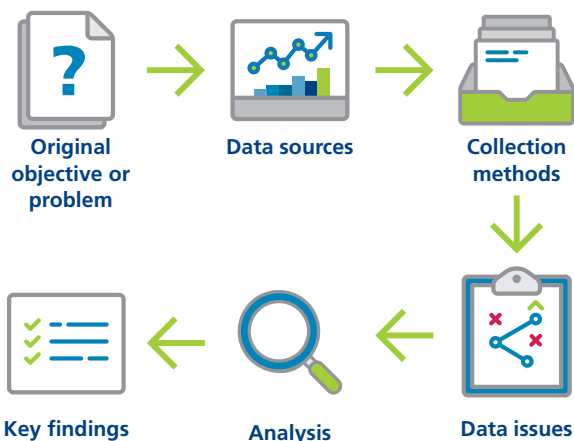
Quality over quantity

Consider how much data or information you present at one time. Quality over quantity is key. It's easy for stakeholders to get overwhelmed and confused when presented with lots of numbers and facts. People lose focus when they can't understand the data. Ensure the data you use relates directly to the project objective.

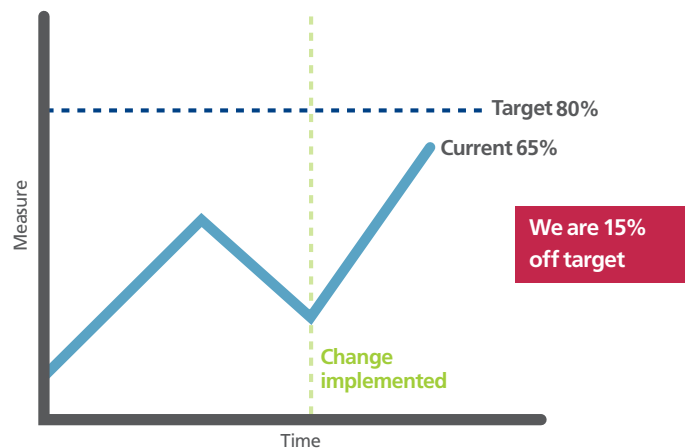
Consult experts

Seek out data support people who will be able to assist with using the right display for the right data. Test your presentation on a few stakeholders to ensure you are getting your message across clearly. There are many free online resources available to assist you to build storyboards, journey maps or infographics.

Use data to tell a story



Clear and simple charts



Further information

[My Health Learning Log in Form](#) – Redesign Diagnostics (202464432): Data Analysis, Presenting the Findings

Next steps

Clear data presentation helps your stakeholders understand the issues and objectives of your project. Creating concise problem statements is the next step in bringing the data story together.