

Written Reports

Reports are the most common way to present audit results. Keep them clear, concise, well-structured and in line with the corporate template.

Suggested structure:

- Background
- Audit Rationale
- Aims & Objectives
- Standards
- Methodology
- Results (with tables/graphs)
- Conclusion/Discussion
- Recommendations and action plan
- Audit Caveat

Top tips:

- Use clear headings and plain English.
- Keep to the point
- Use visuals (charts, tables) to make data easy to understand.
- Include an executive summary for busy readers.

Verbal Presentations


Tips for successful verbal presentations:

- Know your time limit and stick to it.
- Use clear slides – one message per slide.
- Avoid too much text – use bullet points and visuals.
- Rehearse and check timing.
- Engage your audience – make eye contact and speak clearly.
- Always leave time for questions.

Contact Us

For advice or support on any aspect of clinical audit at NHSBT, contact the Clinical Audit Team:

 clinical.audit@nhsbt.nhs.uk

 <https://nhsbloodandtransplant.sharepoint.com/sites/Clinical/SitePages/Clinical%20Audit.aspx>

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How to Present Clinical Audit Data

Presenting audit results effectively is just as important as conducting the audit itself. Good presentation ensures findings are understood, acted upon, and lead to improvements in care.



Three Principles of Effective Presentation

Once your audit has been completed you will want to share your results with the relevant audience. The main things you should consider when presenting your audit results are:

1

Know your audience

Tailor the content and level of detail to their needs.

2

Know your message

Decide what you want the audience to remember.

3

Get your message across

Choose the most effective way to deliver it.

Posters and Flyers

Posters and flyers are useful for sharing results widely with staff or at conferences.

- ✔ Include what you found out
- ✔ What it means
- ✔ What you are going to do about it
- ✔ Use large text and simple visuals.
- ✔ Keep to one main message per poster.
- ✔ Make it visually appealing but not overcrowded.
- ✔ Flyers can summarise results in one page for quick reading.

Don't forget to include all the authors. Structuring text into specific sections, using bullet points (particularly for key findings and recommendations) and informative charts/tables can all help make the poster appealing.

Posters of any size intended to be displayed externally (e.g. at conferences) need to be designed in the corporate template and paid for by the relevant directorate.

Infographics

Infographics use graphics and icons to make data engaging and memorable. They are useful for sharing results quickly with a non-specialist audience or for raising awareness of key issues.

An infographic can often be displayed in a way similar to a poster, but it doesn't have to be. It is a way of visually highlighting the key points of an audit to a broad audience.

Final Tip!

Always match the presentation method to the audience and purpose.

The most important test: **Will the audience understand the key message and act on it?**