



## The Society for Cardiac Angiography & Interventions

---

### President's Page



## The Intersection of PowerPoint and Interventional Cardiology

**Ted Feldman, MD, FSCAI**

President

Society for Cardiac Angiography & Interventions

PowerPoint has become the currency of discourse in interventional cardiology. PowerPoint slides are everywhere. They are used for teaching and communication at every level, advertising, marketing, and education. Good slides are admired as an art form. The demise of the 35mm projector slide was illustrated at the recent SCA&I Annual Sessions in Seattle. The one speaker who requested a slide projector was faced by a remote with dead batteries and an urgent bulb change. It was the first time I had seen slides fail and computers work! Computer "slides" have finally clearly surpassed 35mm slides.

Our need for lecture material is insatiable. The availability of PowerPoint material has overwhelmed both our appetite and our ability to deal with the volume of information. Thousands of PowerPoint slides can be downloaded from a variety of web sites. Some report clinical trials, and others are commercial. Some are principally educational. We are inundated with CD material, including advertising and CME (some of which is advertising under the guise of CME). The slide sets come with animations, special effects, rich graphics, and lavish illustrations. AVI cineangiography movies bring us into the cath lab in a real way and we have come to take them as part of the basic fare of our presentations.

Cataloguing and sorting through these slides has become a great challenge. In many respects it is too much.

It is commonplace to see a large PowerPoint slide set used at a lecture, with inadequate background from the speaker to give substance or real credibility to the presentation. Some of the better slide offerings now contain speaker's notes that provide abstract or background material for each of the slides. At the other extreme are some slide sets with voluminous booklets, which may be more than anyone can realistically use.

The copyright and intellectual property issues that accompany all of this electronic information are similarly overwhelming. (see: [www.gag.org/about/us\\_copyright.html](http://www.gag.org/about/us_copyright.html)) Speakers are usually asked to give rights to their PowerPoint material to meeting organizers. This is problematic from a number of perspectives. Some of the material has been scanned or reproduced from published journals, and is not owned by the speaker. It is thus not the speaker's material to give away. More difficult is the issue of intellectual property. Many speakers invest a

Evanston-Northwestern Healthcare, Evanston, Illinois

\*Correspondence to: Ted Feldman, MD, FSCAI, Evanston Hospital, Cardiology Division-Burch 300, 2650 Ridge Ave., Evanston, IL 60201. E-mail: [tfeldman@enh.org](mailto:tfeldman@enh.org)

DOI 10.1002/ccd.10382

Published online in Wiley InterScience ([www.interscience.wiley.com](http://www.interscience.wiley.com)).

great deal of time and energy creating material. It is akin to authoring a paper or creating artwork. Even if an author chooses not to transfer copyright, listeners in most meeting audiences today have digital cameras, and click away during presentations, capturing slide material for further use or reproduction. Thus, once presented, slide material is "out there." It may appear on the web almost instantly, and then be disseminated more rapidly than we can imagine.

Another important intellectual property problem arises with the presentation of new innovations at large meetings. Many inventors and pioneers in medical device therapy are afraid to show reproductions of their work or concept for fear of losing in the intellectual property and patent battles that accompany product development in interventional cardiology.

Some slide material has been made available in unmodifiable or uneditable form. A PDF file is more and more frequently used to allow viewing of a presentation without making the individual slides available or editable. This is an important development to help with the protection of intellectual property, but at the same time may hinder some of the educational goals of slide set viewers.

The SCA&I has created a downloadable slide set for members on our website ([www.scai.org](http://www.scai.org)). The purpose of this set is to provide educational material for interventional cardiology training programs. While larger training programs with many faculty and fellows are capable of putting on a weekly interventional conference to satisfy ACGME accreditation requirements, smaller programs are taxed to do this. The SCA&I slide set provides

core material for interventional training program weekly conferences, and basic material useful in other teaching and lecture settings.

Many of these slides are downloadable and editable. We also offer our slide set contributors the option to create uneditable presentations. We are encouraging submitters to provide speaker notes so that these slide sets will prove more useful. There are thousands of slides available on a number of other web sites. Many are of limited usefulness because there are no cues for the non-expert speaker.

We hope that many of you will be interested in contributing already prepared teaching conference slide sets to the SCAI website and hope that you will submit them to us. Contact me at the email address below if you have slide material you would like to post on the SCA&I website.

The SCA&I mission is, "to promote excellence in invasive and interventional cardiovascular medicine through physician education and representation, and the advancement of quality standards to enhance patient care." We all teach, either in the hospital to our physician colleagues, at journal clubs, with house staff or nurse trainees, or in public education forums. We seem to have an endless craving for PowerPoint material because the media lends itself to the visual nature of our field. Many of the available offerings are like junk food; quick, easily available, but maybe less than ideal in content. The SCA&I web based slide sets should help to fill the need for up to date, practical, substantial lecture material, and in so doing advance the mission of the SCA&I.