

COMMUNICATION STRATEGIES *and* TOOLS *to influence* POLICY

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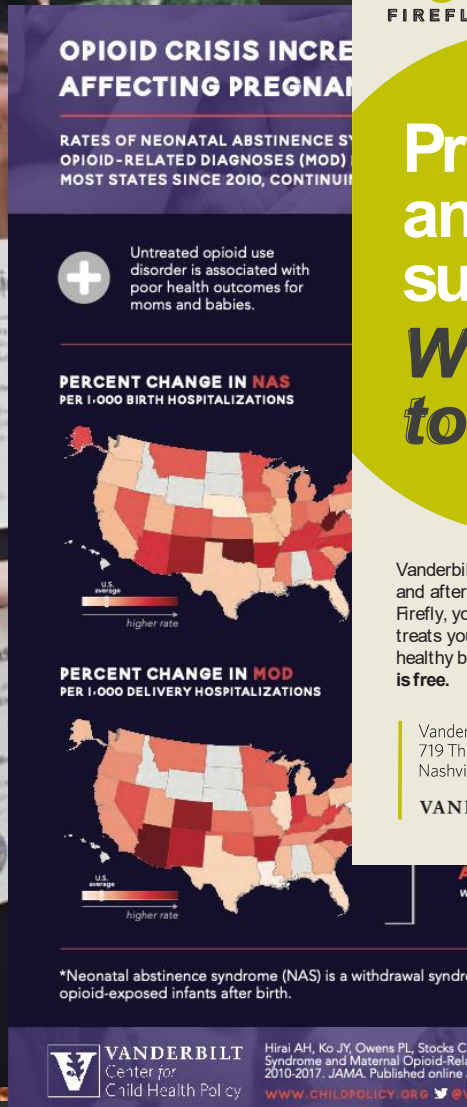
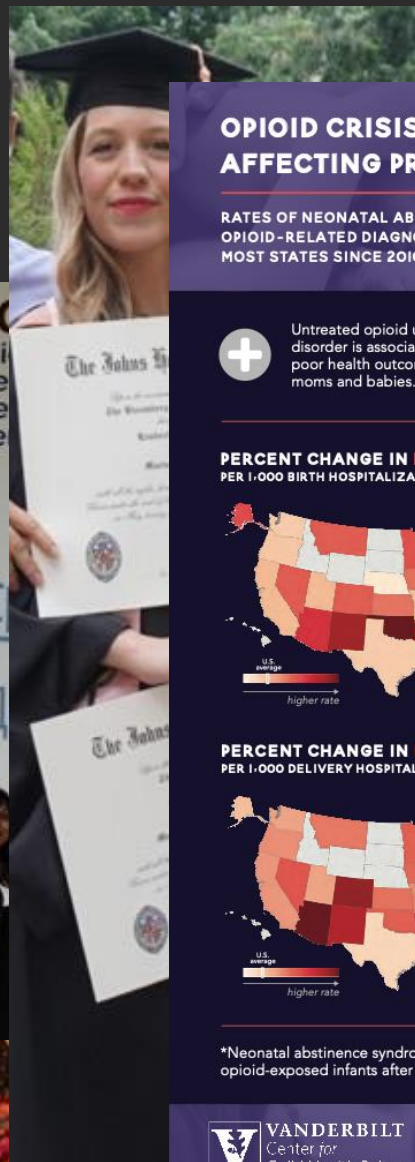


WHO ARE YOU?

- Name
- Organization/Affiliation
- One issue you'd like to better communicate to decisionmakers



WHO AM I?



ROADMAP

- Communication strategies
 - Audience
 - Context
 - Storytelling
- Communication tools
 - Data visualization
 - Video
 - Infographics
- Put it into practice



AUDIENCE

The impact of climate change on women's health and livelihoods

Rising hospital costs due to an increase in substance-exposed infants



AUDIENCE

Who is the right audience?

Who has the power to make
change on your issue?



AUDIENCE

- What motivates your audience?
 - Research/statistics
 - Economics/finances
 - Constituent satisfaction
 - Human Rights
 - Etc



AUDIENCE

The impact of climate change on women's health and livelihoods

Rising hospital costs due to an increase in substance-exposed infants



CONTEXT

- What is the political, social, and cultural context surrounding your issue?



CONTEXT

- Contraceptive access in India
- Condom usage in the Dominican Republic



STORY TELLING

- What stories from your own life or that of those you work with can help make your case?

STORY TELLING

- Sex education in India
- Lactation consultation for Firefly
- Yours?

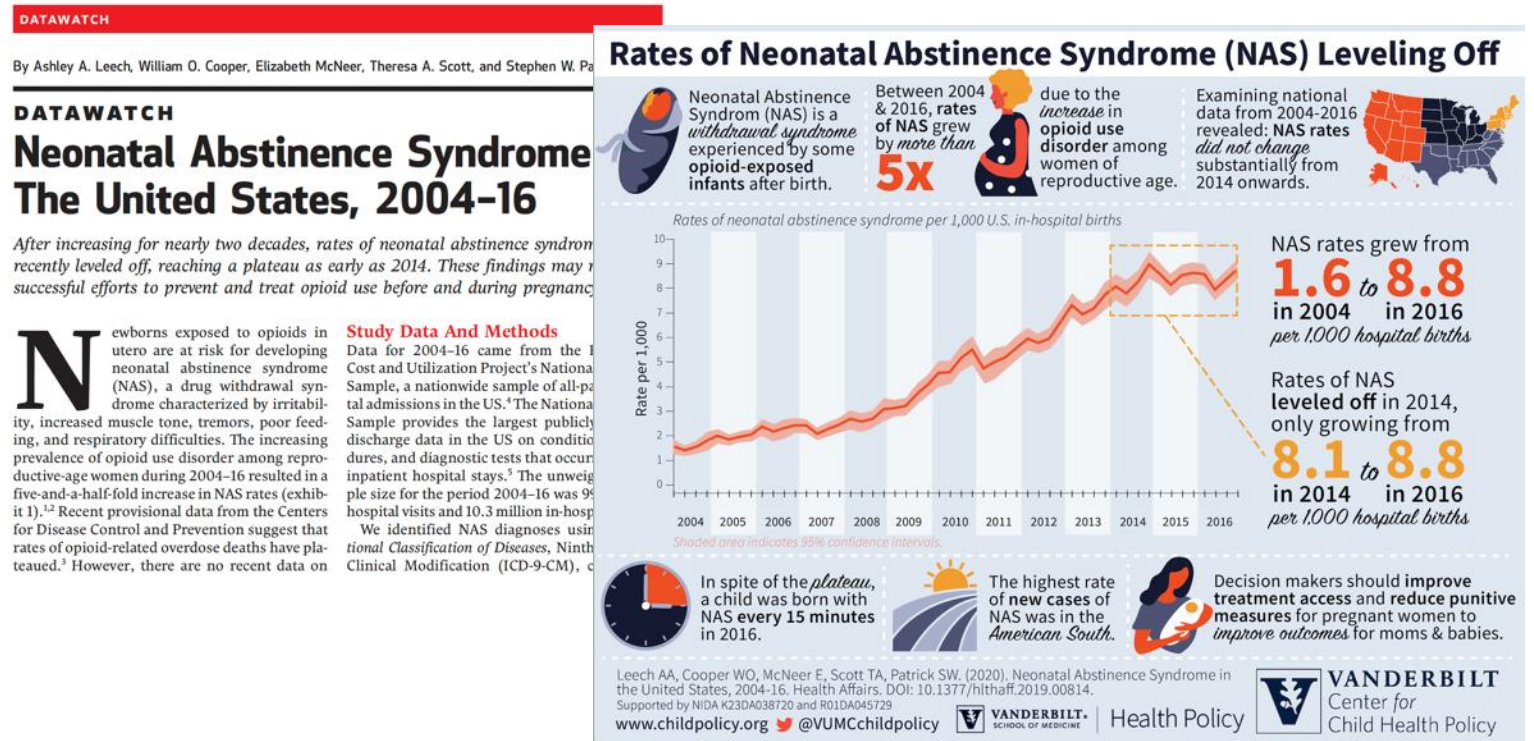


TOOLS

- Data visualization
- Info—videos
- Infographics
- Slide Decks

DATA VIZ

Data visualization is the graphical representation of information and data. By using visual elements like charts, graphs, and maps, data visualization tools provide an accessible way to see and understand trends, outliers, and patterns in data.



INTERACTIVE DATA VIZ

The Center for Child Health Policy

[About Us](#) [Our Work](#) [Research](#) [Resources](#) [News & Events](#)

Data Visualization

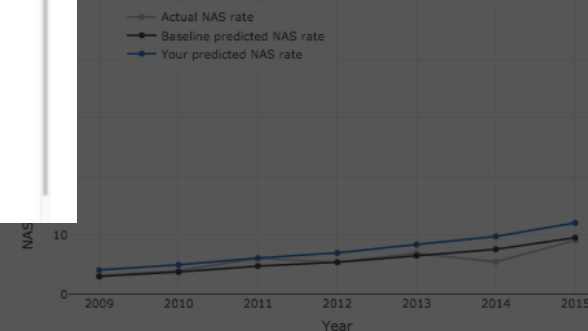
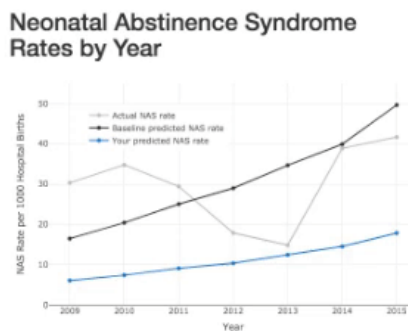
Neonatal Abstinence Syndrome (NAS) has increased over the last two decades, and new research¹ shows a significant association between higher long-term unemployment, higher mental health provider shortages, and higher NAS at the county level.

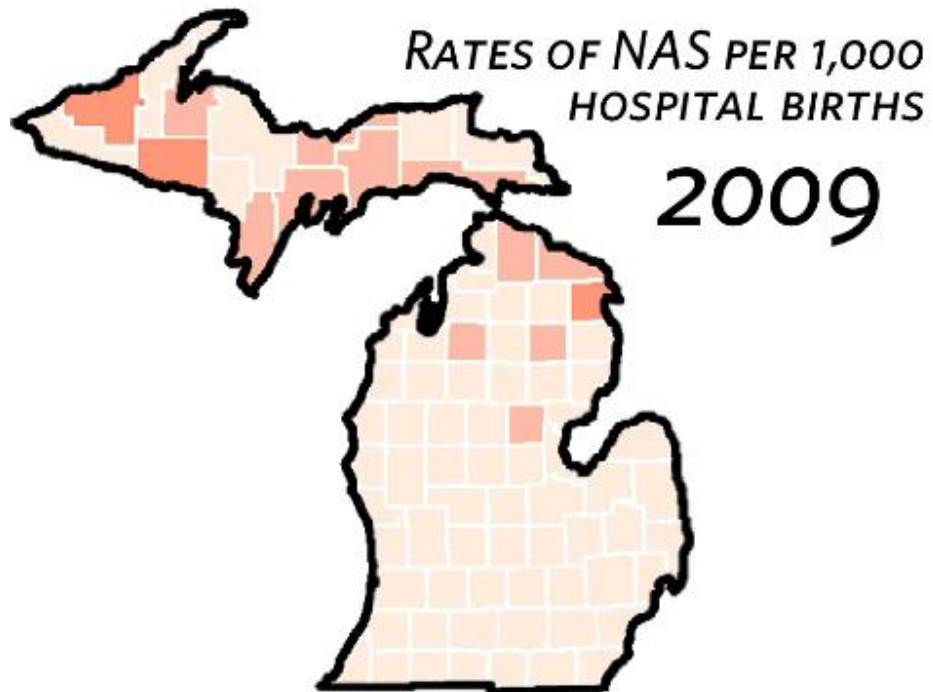
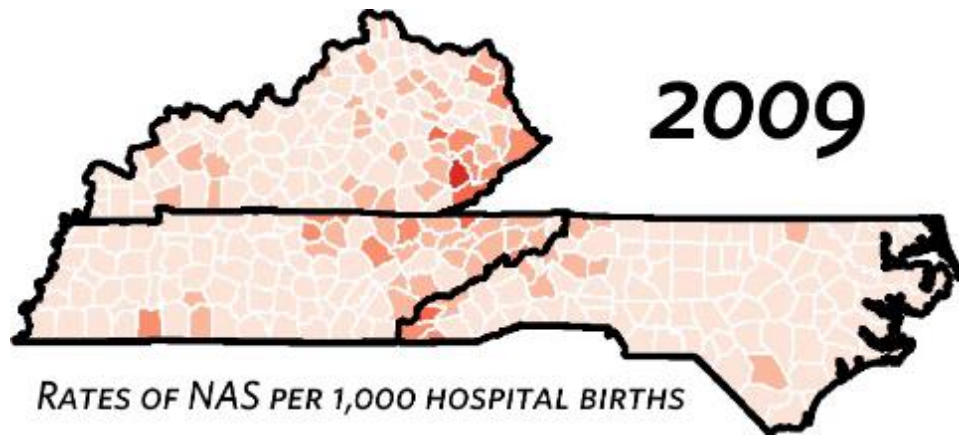
Researchers from the Vanderbilt Center for Child Health Policy and RAND Corporation have created the

Neonatal Abstinence Syndrome (NAS) interactive data visualization tool. This tool allows you to see the predicted rates of NAS in your county based on actual county characteristics in each year, as determined by our

researchers using county characteristic figures for that year.

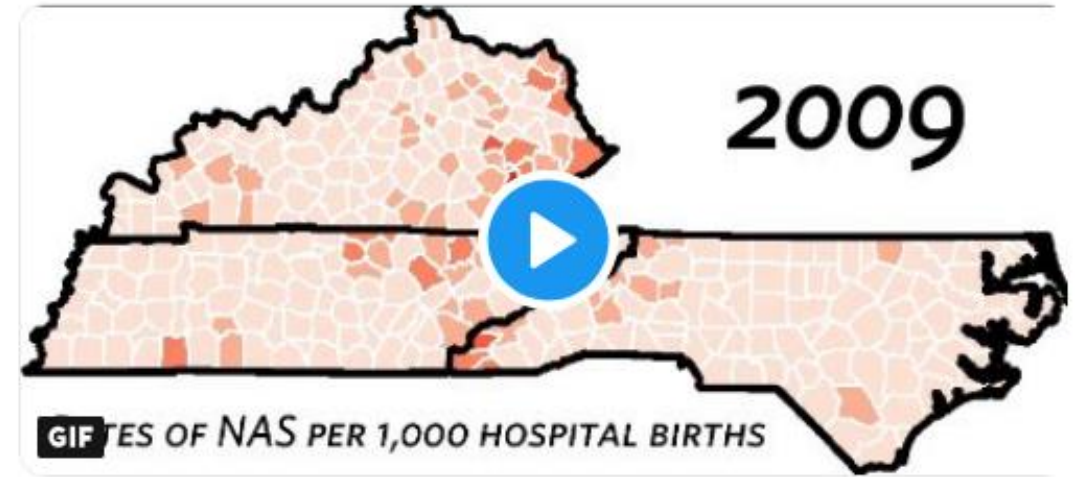
Neonatal Abstinence Syndrome Rates by Year





Center for Child Health Policy @VUMCchildpolicy · Jan 30

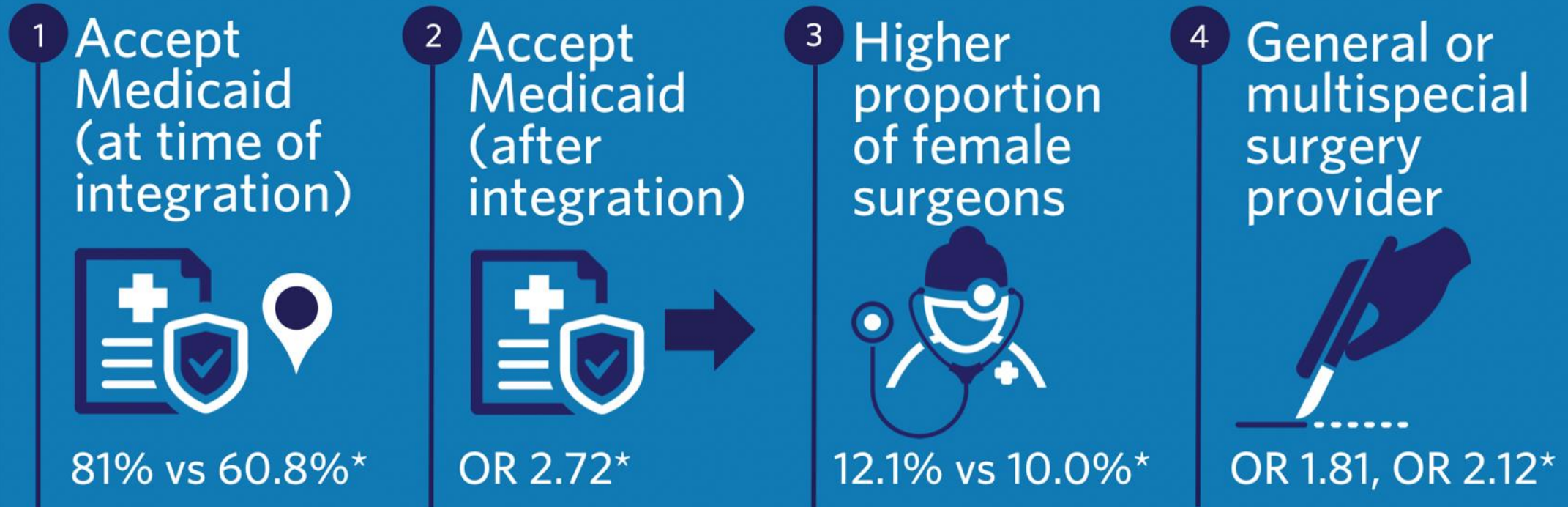
Rates of neonatal abstinence syndrome (NAS) varied greatly by state and county in our [@JAMA_current](#) research with [@RANDCorporation](#). See the rate increase (darker red = higher rate) over our 7-year study period in KY, TN, & NC:



1 12 20

giphy.com

CHARACTERISTICS ASSOCIATED WITH VERTICAL INTEGRATION OF SURGICAL PRACTICES



*COMPARING SURGICAL PRACTICES THAT VERTICALLY INTEGRATED TO THOSE THAT DID NOT

Haddad, DN, Resnick, MJ, Nikpay, SS. *J Am Coll Surg*, August 2019



Journal of the
American College
of Surgeons

VIDEO

- Make your own using reels, TikTok, or free online tools
- Invest in training and software to create your own
- Allocate grant funds for film production



VIDEO

- Firefly commissioned a short video from a local film agency (Cumberland Creative)
- Cost: \$10,225



INFOGRAPHICS

“Infographics are visual representations of information, data or knowledge intended to present information quickly and clearly. They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends.”

65% of people are visual learners.

Visuals with color increase people's willingness to read a piece of content by 80%.

Infographics are liked and shared 3x more than any other type of content.

OUTPATIENT PHARMACY

FIGHT STIGMA

LANGUAGE MATTERS FOR MOMS & BABIES

Among
by Med
2009-

Pregnant people with substance use disorder face stigma that often prevents them from seeking medical care and engaging in services. Using the right language matters.

36%

42%

89%

DON'T USE

Born addicted

USE

Infant with withdrawal

Why?

Addiction occurs when people cannot stop using substances despite negative consequences. Infants cannot be addicted but can have drug withdrawal after being exposed to opioids.

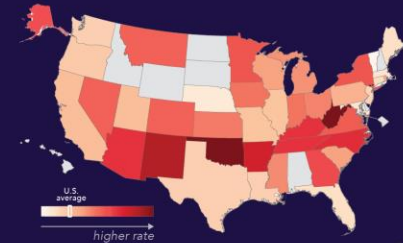
Maalouf, F.I., Cooper, J.
Outpatient Pharmacy
Pediatrics, 7(1). Fun

OPIOID CRISIS INCREASINGLY AFFECTING PREGNANT WOMEN

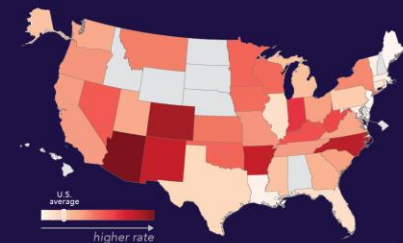
RATES OF NEONATAL ABSTINENCE SYNDROME* (NAS) AND OPIOID-RELATED DIAGNOSES (MOD) HAVE INCREASED IN MOST STATES SINCE 2010, CONTINUING A TREND

Untreated opioid use disorder is associated with poor health outcomes for moms and babies.

PERCENT CHANGE IN NAS PER 1,000 BIRTH HOSPITALIZATIONS



PERCENT CHANGE IN MOD PER 1,000 DELIVERY HOSPITALIZATIONS



*Neonatal abstinence syndrome (NAS) is a withdrawal syndrome in opioid-exposed infants after birth.

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Center for
Child Health Policy

Hirai AH, Ko JY, Owens PL, Stockdale SR. Neonatal Abstinence Syndrome and Maternal Opioid Use. *JAMA*. Published online 2017. DOI:10.1001/jama.2017.11378

WWW.CHILDPOLICY.ORG

IMPROVING OUTCOMES FOR SUBSTANCE EXPOSED INFANTS & THEIR FAMILIES

Federal policy should utilize a public health approach



More than 50,000 infants enter foster care each year in the U.S., most due to parental substance use.

The foundational legislation meant to protect infants & children, called the **Child Abuse Prevention & Treatment Act (CAPTA)**, wasn't set up to meet the needs of families affected by substance use.



A new bill to strengthen CAPTA was introduced this spring, but additional changes could improve our ability to support families:

Families in need of services must be easily identified, and **current eligibility requirements are vague**. Clearer guidance should be provided to states and data collection systems should be updated to ensure that infants and families receive needed support.

2

States should **eliminate criminal-justice approaches** to substance use in pregnancy.

The federal government should provide clearer guidance on the **negative health impacts of these punitive policies**, and on the importance of family assessments that are culturally-responsive and oriented to a family's strengths.



Important new changes to CAPTA support a broad public health response to prenatal substance exposure, but **states need technical assistance and monitoring support** to implement the changes.

Additional, **sustained appropriations funding** will be required to realize the goals of CAPTA's reauthorization bill.

Long-Term Unemployment Syndrome*

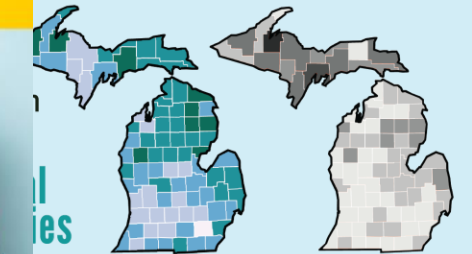
Experienced by some opioid-exposed infants after birth.



Rates of NAS increased from **3.2 to 14.5** per 1000 hospital births from 2009-2015

Counties with a shortage of mental health providers were associated with higher rates of NAS

Adjusted IRR, 1.17



UNEMPLOYMENT RATE
10-year moving average

4% >12%

RATE OF NAS
per 1000 hospital births

0 >100

Economic factors affect NAS, in counties

POLICYMAKERS should recognize a **healthy economy** can contribute to a **HEALTHY POPULATION**

USC
Suzanne Dworak-Peck
School of Nursing

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UCONN
SCHOOL OF SOCIAL WORK

Sieger, MHL, Rebbe, R, Patrick, SKL. The 2021 Reauthorization of CAPTA - Letting Public Health Lead. *New England Journal of Medicine* (2021). DOI:10.1056/NEJMp2111378
WWW.CHILDPOLICY.ORG • @VUMCchildpolicy

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RAND
CORPORATION

FIRST AND FOREMOST

Is your data
conducive to an
infographic?



New Clinical Risk Model

Neonatal Abstinence Syndrome (NAS) is a withdrawal syndrome experienced by some opioid-exposed infants after birth

Using TN Medicaid data on maternal-infant dyads from 2009 to 2014, we developed *two models*:

1 A General Population Model

2 A High-Risk Model
Simpler & includes fewer variables



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Patrick SW, Slavitsky
Model to Predict
Supported by

COVID-19 IMPACTING WELLBEING OF U.S. FAMILIES WITH CHILDREN, POLL SHOWS

The Vanderbilt Child Health COVID-19 Poll, conducted in June 2020, surveyed parents of children under 18 about their experiences since the COVID-19 pandemic began to spread in March. Results showed:

MENTAL & PHYSICAL HEALTH WORSENER

for both parents & children, as reported by parents surveyed



Mental health worsened for more than:

1 IN 4 PARENTS
1 IN 7 CHILDREN

WORSENER MENTAL HEALTH



WORSENER PHYSICAL HEALTH



PARENTS REPORTED FEWER CHILDREN BEING COVERED BY EMPLOYER-SPONSORED INSURANCE COVERAGE

>1 IN 3 FAMILIES

reported cancellations or delays in their children's health care

MOST COMMONLY DELAYED VISIT TYPES:



FOOD INSECURITY ROSE FROM 33% TO 36%

MODERATE TO SEVERE FOOD INSECURITY* ROSE FROM 6% TO 8%

*defined as sometimes or often not being able to afford enough to eat

18% OF CHILDREN received free or reduced-price lunch at school prior to the pandemic

15% received free food from school since the pandemic began

5% were enrolled in Pandemic-EBT

24% OF PARENTS REPORTED A LOSS OF REGULAR CHILDCARE



39% OF PARENTS with children ages 0-5 lost regular childcare



23% OF PARENTS with children ages 6-12 lost regular childcare



8% OF PARENTS with children ages 13-17 lost regular childcare



POLICYMAKERS SHOULD CONSIDER

the unique needs of families with children as they respond to COVID-19 by:

- Bolstering funding for schools to support the **mental health needs** of students, teachers, and staff, both on site and remotely.
- Extending waivers for flexibility in the delivery of existing USDA school **nutrition programs** to simplify access for families.
- Strengthening the **Pandemic-EBT** program by expanding eligibility, funding administrative costs and removing enrollment barriers.
- Providing economic relief to **child care providers** to operate safely and at reduced enrollment.



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Ann & Robert H. Lurie
Children's Hospital of Chicago

@VUMCchildpolicy • www.childpolicy.org/poll
Patrick SW, Hankhaus LE, Zickelsoose JS, Lovell K, Halvorsen A, Loch S, Lettierie M, Davis MM. Wellbeing of Parents and Children During the COVID-19 Pandemic: A National Survey. Pediatrics. <https://doi.org/10.1542/peds.2020-016824>

nence Syndrome (NAS)

Risk models may reduce unnecessary hospital stays, cost, and separation from mom by **predicting which infants are at high risk for NAS**

Only a minority of opioid-exposed infants were **diagnosed with NAS**

Tens of thousands of **low-risk opioid-exposed infants** may be spending extended periods in hospitals, with *marginal health benefit*.

Using clinical risk models for opioid-exposed infants can help **individualize care**.

Patrick SW, Slavitsky P, Cooper WO. Development and Validation of a Clinical Risk Model to Predict Neonatal Abstinence Syndrome. JAMA Pediatrics. 2020;100(10). doi: <https://doi.org/10.1016/j.jpeds.2020.10.030>.

REVISIT YOUR AUDIENCE

- Researchers
- Clinicians
- Policymakers
- Parents
- General Public
- Community groups
- Adolescents

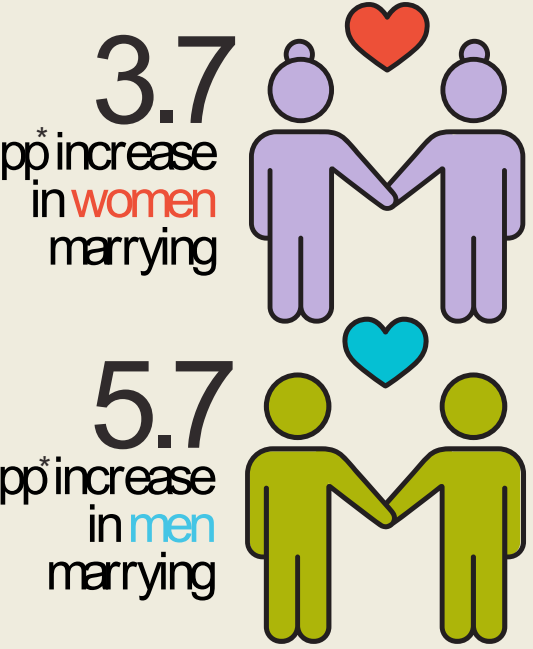


Using BRFSS data on same-sex households from 2000-2016, researchers at Vanderbilt University found that



Legal Access to Same-Sex Marriage:

1. Increased marriage take-up among individuals in same-sex households



2. Increased health insurance & health care utilization among **men** in same-sex households



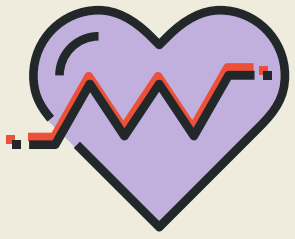
4.2

pp* increase in having health insurance



4.2

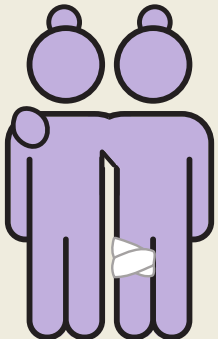
pp* increase in having a usual source of care



7.3

pp* increase in having a check up

3. Did not affect access to health care for **women**



More research on LGBT people and policies is critically needed



VANDERBILT UNIVERSITY®

LGBT Policy Lab

*percentage point (pp) = the difference between two percentages, for example moving from 20% to 25% is a 5 pp increase

Effects of Access to Legal Same-Sex Marriage on Marriage and Health: Evidence from BRFSS, Christopher Carpenter, Samuel T. Eppink, Gilbert Gonzales Jr., and Tara McKay, NBER Working Paper No. 24651, July 2018.

Support for this research was provided by the Robert Wood Johnson Foundation. The views expressed here do not necessarily reflect the views of the Foundation.

NUTS & BOLTS

- What pieces of data/information are most conducive to visualization?
- What can be left out?
- What context can you provide?
- Can you make it actionable?



Policies that Punish Pregnant Women for Substance Use linked to More Newborns Experiencing Drug Withdrawal

➤ The opioid crisis increasingly affects pregnant women & infants:

pregnant women w/ opioid use disorder diagnosis at delivery: **4x increase** from 1999-2014 # newborns experiencing drug withdrawal after birth: **7x increase** from 2000-2014

➤ Some state policies punish pregnant women for substance use by:



criminalizing substance use in pregnancy



considering it grounds for civil commitment

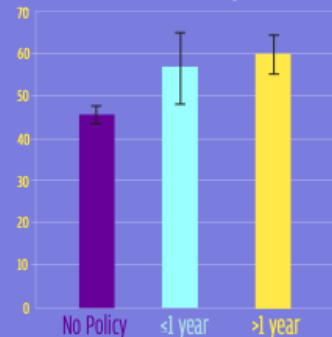


considering it child abuse or neglect

Examining 4.6 million births in 8 states between 2003 and 2014, our research found that:

➤ More infants are born experiencing drug withdrawal in states with policies that punish pregnant women for substance use:

Annual Rates of NAS* per 10,000 Births



46 in states with NO punitive policies

57 in states with policies in effect for ≤1 year

60 in states with policies in effect for >1 year

➤ Punitive policies aren't beneficial for women or infants:



Punishing pregnant women for substance use discourages them from seeking prenatal care and substance use treatment



Policymakers should focus on public health approaches that bolster prevention & expand access to substance use treatment among pregnant women.

*Neonatal Abstinence Syndrome (NAS) is a withdrawal syndrome experienced by some opioid-exposed infants after birth

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CORPORATION

Faherty, L.J.; Kranz, A.M.; Russell-Fritch, J.; Patrick, S.W.; Cantor, J.; Stein, B.D. Association of Punitive Reporting State Policies Related to Substance Use in Pregnancy with Rates of Neonatal Abstinence Syndrome. JAMA Network Open, 2019; 2(10): e1914078.

Testing Inadequate *for* Hepatitis-C Exposed Infants



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Child Health Policy

Lopata SM, McNeer E, Dudley JA, Wester C, Cooper WO, Carlucci JG, Espinosa C, Dupont W, Patrick SW. Hepatitis C Testing Among Perinatally Exposed Infants. *Pediatrics*.

Supported by NIDA K23DA038720 & R01DA045729

Background

Hepatitis C Virus (HCV) is the *most common* blood-borne infection in the U.S.



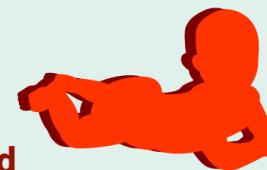
HCV *attacks the liver*, and can lead to **long-term, chronic infection**, and even death



HCV infection rates have *risen rapidly* among **pregnant women**, nearly doubling since 2009



Mothers can *transmit the infection* to their infants, yet exposed **infants are commonly not tested**

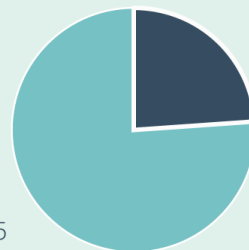
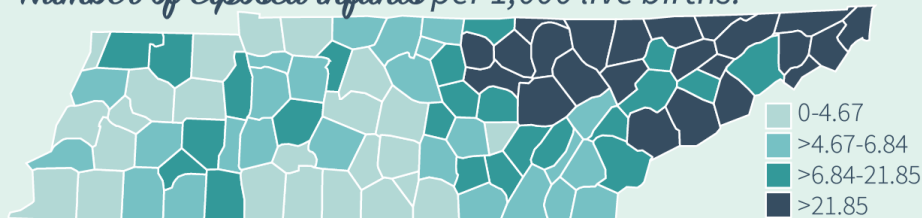


Research

Our study of maternal-infant dyads on Medicaid in Tennessee from 2005-2014 revealed that:

HCV-exposure **varied widely by county.**

Number of exposed infants per 1,000 live births:



23%
of HCV-exposed infants were **tested for HCV** in the *first 24 months of life.*



and only 18%
of the *HCV-exposed infants tested* met our definition for **adequate testing.**



Only **1 in 10** HCV-exposed **African American infants** were *tested* compared to 1 in 4 overall infants.

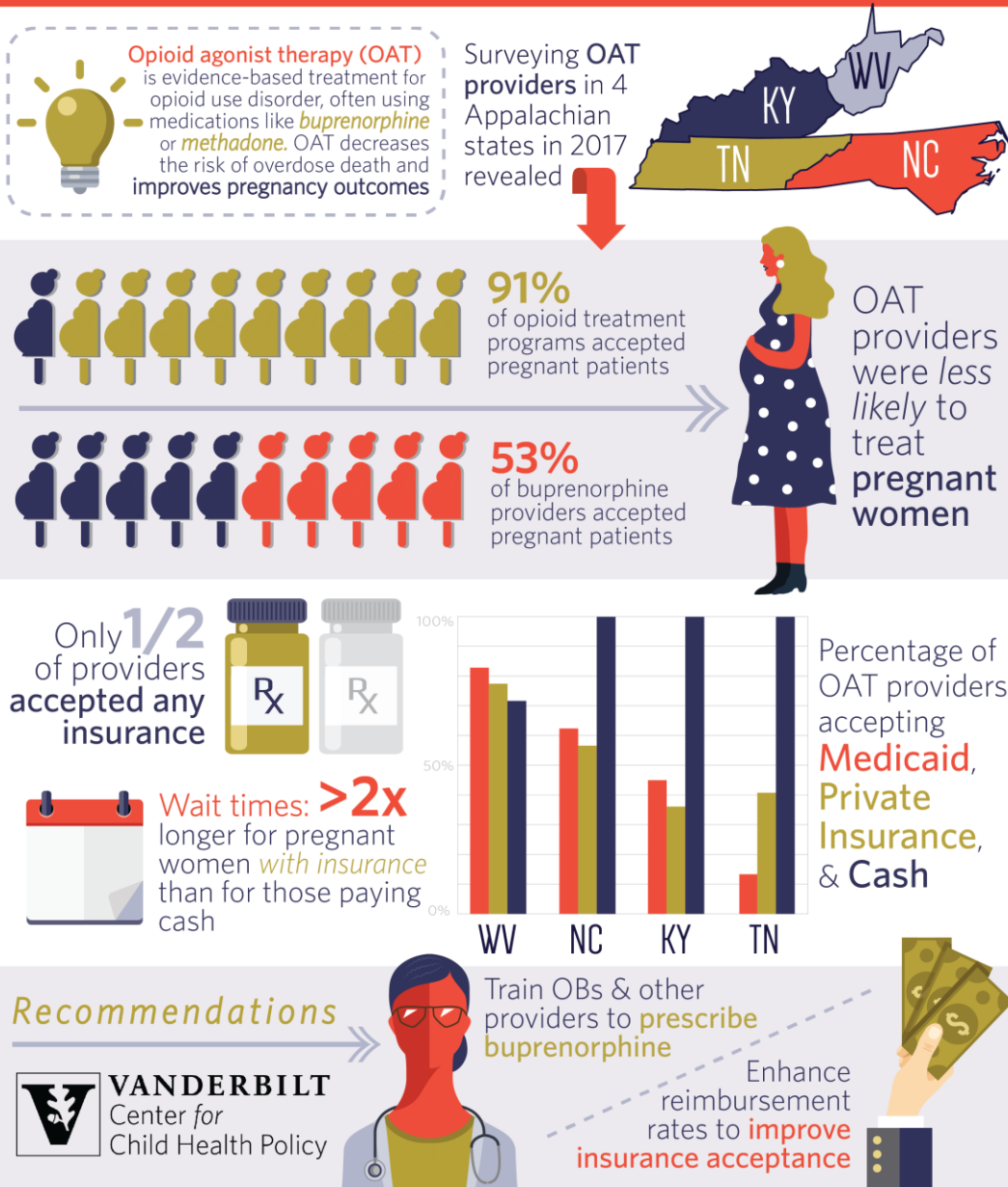


HCV-exposed infants in rural **counties** were *less likely* to be tested. (aOR 0.73)

Recommendations:

1. *Universal* HCV screening for **pregnant women**
2. Increased **provider education** on national guidelines for HCV testing, esp for *at-risk groups*

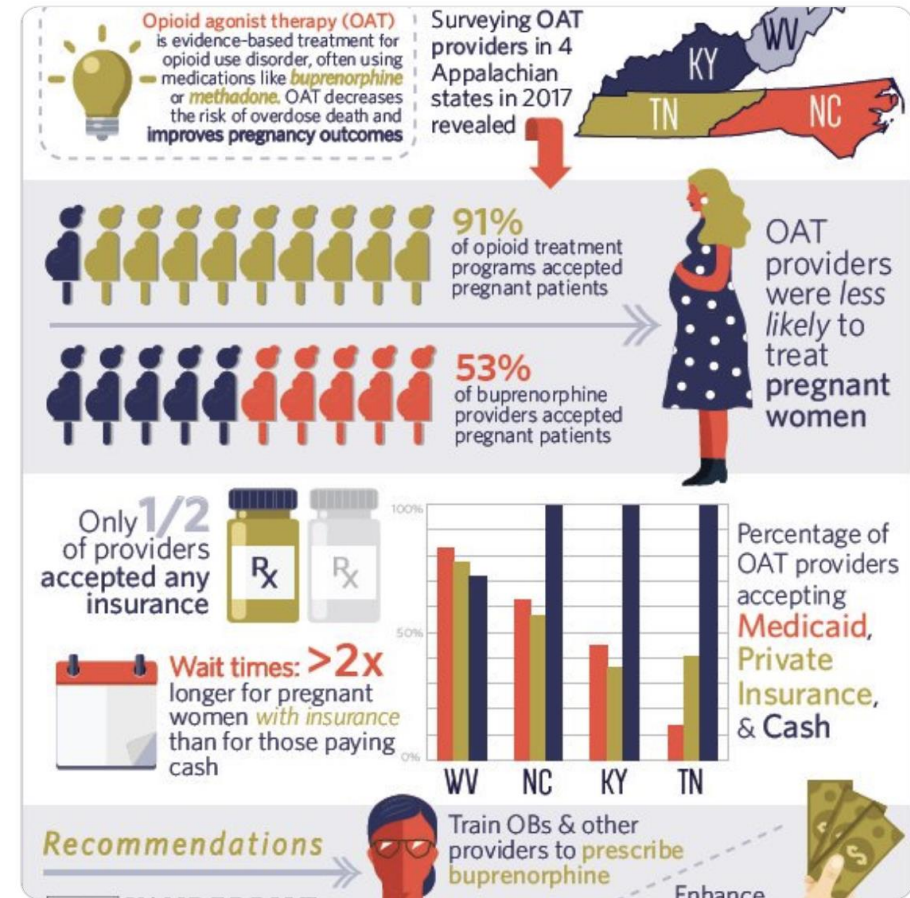
Pregnancy, Insurance: Barriers to Accessing Opioid Treatment



Karl Dean 
@KarlFDean

Follow

Reminder: Expanding Medicaid is a crucial tool in the fight against the opioid epidemic. Other states are using Medicaid for more access to opioid treatment, and they see overdose deaths decline. **#TNGovDebate**



4:46 PM - 9 Oct 2018

MAKE
YOUR
OWN

Adobe Create Suite -

<https://helpx.adobe.com/illustrator/tutorials.html>

Canva.com

Piktochart.com

Venngage.com

Freepik.com

PowerPoint

Surgeryredesign.com

DIMENSIONS

- Handout (8.5in x 11in)
- Instagram (square)
- Website (Any of the above, or longform)

Pre-Exposure Prophylaxis Prescribing for HIV is Not Routine

Background:

PrEP is a once daily medication that *reduces the risk* of contracting HIV if exposed to the virus

Findings:

1 Only **54%** of practitioners reported ever prescribing PrEP

WOMEN FACE BARRIERS TO ACCESSING OPIOID TREATMENT, ESPECIALLY WHEN PREGNANT

Treatment with medication improves outcomes for **women with opioid use disorder (OUD)**, yet many women - especially pregnant women - face barriers when seeking addiction treatment.

Medications like methadone and buprenorphine:

- Reduce relapse
- Reduce overdose death
- Reduce risk of preterm birth

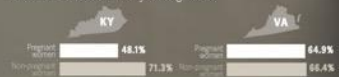
This study sought to determine treatment access for pregnant vs. non-pregnant women in 10 U.S. states.



Results showed pregnant women were less likely than non-pregnant women to get an **appointment with a buprenorphine prescriber**.



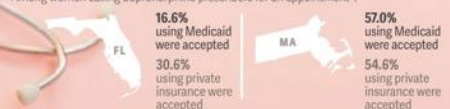
This difference varied widely among states.



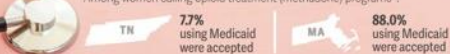
There was no significant difference in appointment access to opioid treatment programs, who dispense methadone, either overall or within states.

Appointment access was also associated with **insurance acceptance**, which varied widely by state.

Among women calling buprenorphine prescribers for an appointment*:

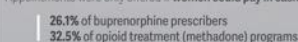


Among women calling opioid treatment (methadone) programs*:



*The remainder of women were refused an appointment or had to pay in cash

Appointments were only offered if **women could pay in cash** at:



Median out-of-pocket costs for initial appointment:



The "secret shopper" study used trained actors to attempt to make appointments for opioid use disorder treatment.

Phone numbers were obtained from the Substance Abuse & Mental Health Services Administration's (SAMHSA) publicly available treatment locator.



Even for callers who reached a clinician, **appointments were granted on the first attempt in less than one-half of completed calls**.

There remains an urgent need to systemically improve access to medications for opioid use disorder among all women, and in particular, pregnant women.

Recommendations:

- Policy makers should increase outreach, training, & incentives to increase the number of clinicians willing to **treat pregnant women with OUD**.
- States should implement & enforce policies that **prioritize pregnant women** for substance use treatment & encourage insurance acceptance.
- The Substance Abuse & Mental Health Services Administration (SAMHSA) should update or audit publicly available provider lists.

Patrick DR, Richards ML, Dupont WD et al. Association of Pregnancy & Insurance Status With Treatment Access for Opioid Use Disorder. JAMA Network Open. 2020;3(9):e2013456. Supported by NIDA R01DA045729

Leech AA, Christiansen CL, Linas BP, Jacobsen DM, Morin I, et al. (2020) Healthcare practitioner experiences and willingness to prescribe pre-exposure prophylaxis in the U.S. PLOS ONE 15(9): e0238375. <https://doi.org/10.1371/journal.pone.0238375>

We studied practitioners focused on providing HIV care across 5 U.S. locations to *assess their experiences* prescribing PrEP

Age, sex, and years of training were significantly associated with prescribing behavior

Summary:

Even among a subset of HIV-focused practitioners, PrEP prescribing is not routine. Targeting prescribing behaviors could help those who could most benefit from PrEP

Concerns of Georgia parents vary by **rurality**

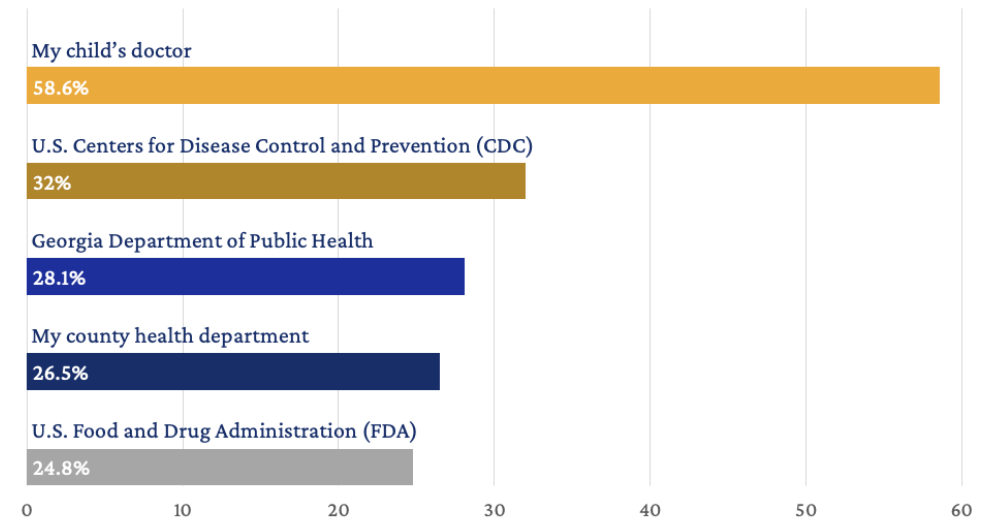
- **DRUG A**
BUT NO
- **GUN VIC**
NOT FOI
- 23% OF
BE REQU

Medical
coverage
also var
by rural
status

Compared to
10 years ago,
60% of pare
think school
are now *less*

3 out of 5
Georgia parents
trusted their
children's
doctor *a great*
deal to provide
accurate safety
information
about **vaccines**

Vaccine information sources with a **high level of trust** among Georgia parents, %



TIPS & TRICKS

- Color Scheme
 - <https://colors.co/> Color Palette Generator
- Icons
 - [Google Image Search](#) -> Tools -> Usage Rights -> Creative Commons license
- Charts & Graphs
 - Easy to create in Excel or PowerPoint, save and place into design
- Custom Fonts
 - www.1001freefonts.com
- Utilize ChatGPT

DATA VIZ & PRESENTATION RESOURCES

Storytelling with Data
Cole Nussbaumer Knafl

Visualize This: The FlowingData Guide to
Design, Visualization, and Statistics
Nathan Yau

Resonate: Present Visual Stories that
Transform Audiences
Nancy Duarte

The Functional Art: An Introduction to
Information Graphics & Visualization
Alberto Cairo

Better Presentations: A Guide for
Scholars, Researchers, and Wonks
Jonathon Schwabish

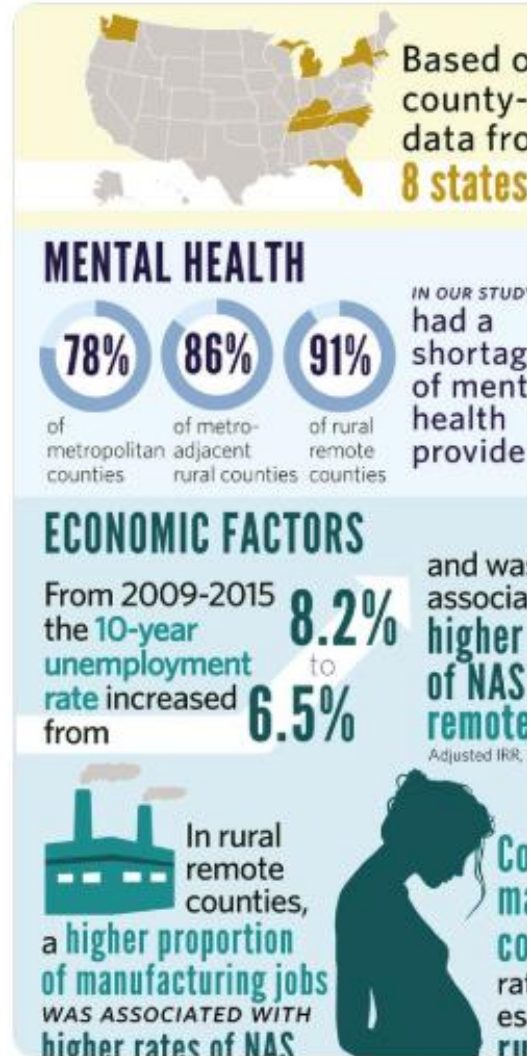
Important new research from @VUMCchildpolicy Jan. 20 in JAMA is the first to show the economic conditions, healthcare providers, and food security in rural remote counties. Learn more here bit.ly/2RWNOUD



VUMC Insights
@VUMC_Insights

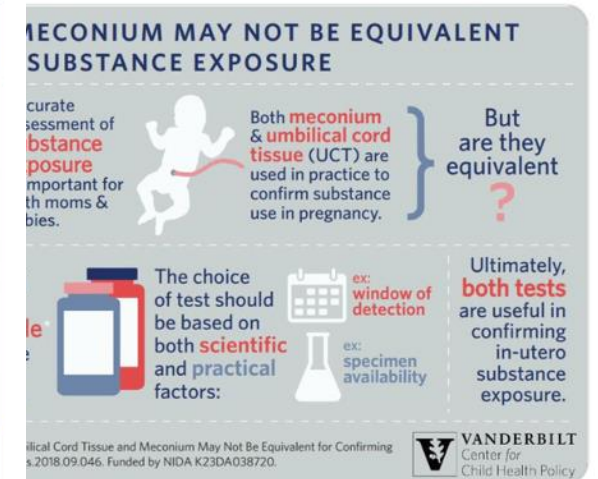
Following

Parents and children across the U.S. are struggling under the torrent of disruptive #COVID19 changes. The pandemic has worsened physical and #mentalhealth + destabilized food security and routines, @VUMCchildpolicy @LurieChildrens report in @AAPJournals.



Health, well-being and food security of families deteriorating under COVID-19... The ongoing disruptive changes from efforts to reduce the spread of COVID-19 are having a substantial negative impact on the physical and mental well-being...
news.vumc.org

is the gold standard in #newborns. Is cal cord tissue equally effective in a study funded by @VUMCchildpolicy to assess terosubstanceexposure



We are proud of our support for this important work on neonatal abstinence syndrome and its association with unemployment and mental health

clinician sh
@stephenw
@VUMCchi
@DrLaura1



Robert Wood Johnson Foundation @RWJF · Jul 14

Research offers the first evidence that protecting marriage equality is good health policy. More men in same-sex households gaining access to care under same-sex marriage laws. on.mktw.net/2ucZCEo

Using BRFSS data on same-sex households from 2000-2016, researchers at Vanderbilt University found that



Legal Access to Same-Sex Marriage:

1. Increased marriage take-up among individuals in same-sex households

3.7
pp* increase
in **women**
marrying



5.7
pp* increase
in **men**
marrying



2. Increased health insurance & health care utilization among **men** in same-sex households



4.2
pp* increase in having health insurance



4.2
pp* increase in having a usual source of care



7.3
pp* increase in having a check up

3. Did not affect access to health care for **women**



More research on LGBT people and policies is critically needed



VANDERBILT UNIVERSITY

LGBT Policy Lab

*percentage point (pp) = the difference between two percentages, for example moving from 20% to 25% is a 5 pp increase

Effects of Access to Legal Same-Sex Marriage on Marriage and Health: Evidence from BRFSS. Christopher Carpenter, Samuel T. Eppink, Gilbert Gonzales Jr., and Tara McKay. NBER Working Paper No. 24851, July 2018.

Support for this research was provided by the Robert Wood Johnson Foundation. The views expressed here do not necessarily reflect the views of the Foundation.



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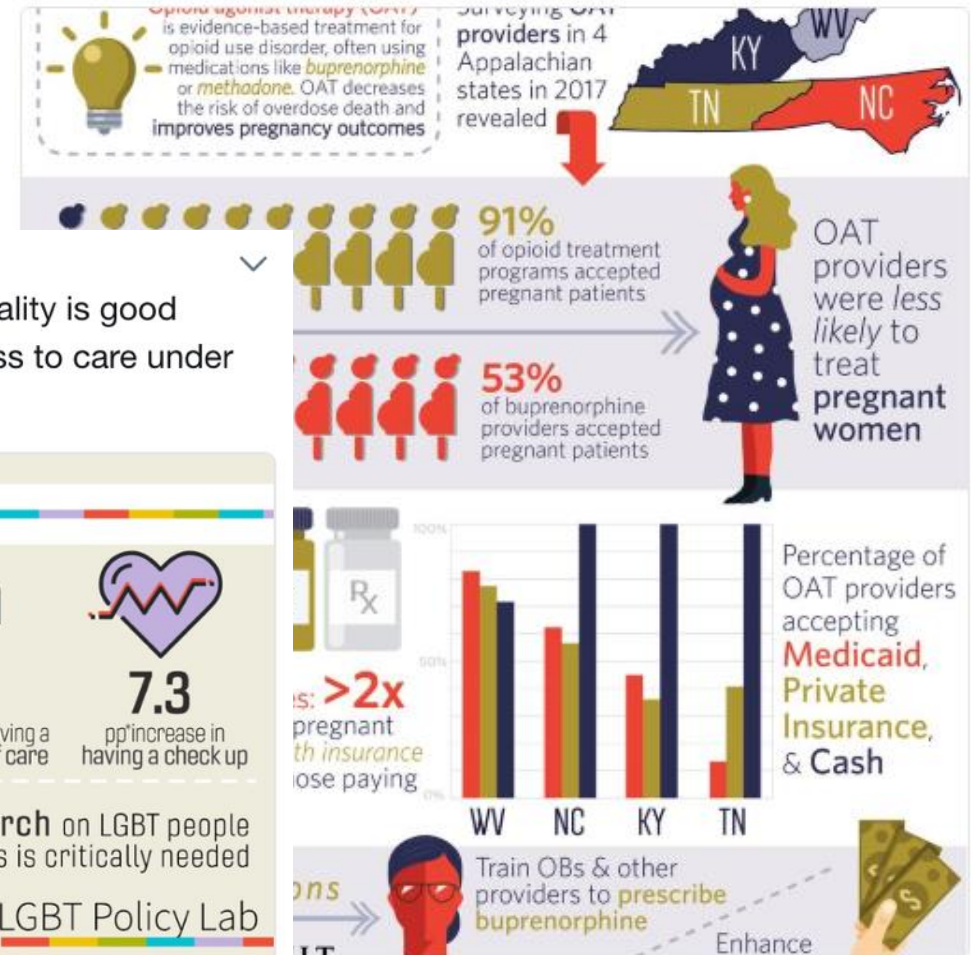
36



43

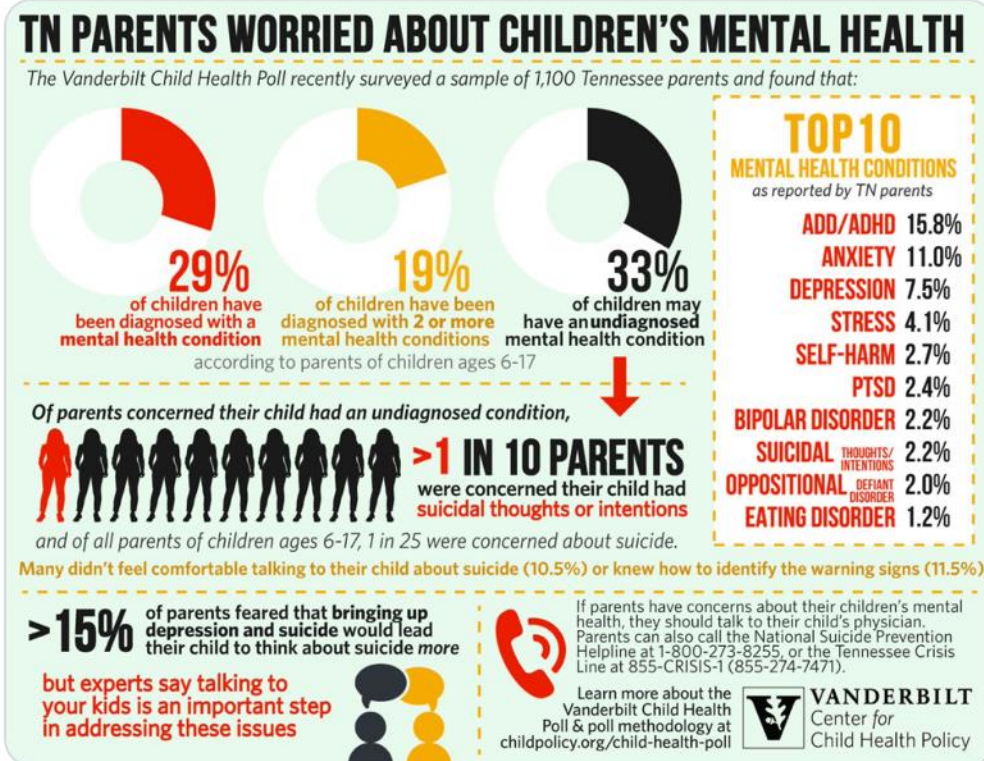


Pregnant women in Appalachia face barriers to opioid treatment:
drugabuse.gov/news-events/la... #NIDAscience



9:38 AM - 30 Jan 2019

One third of Tennessee parents with children aged 6-17 are worried their child has an undiagnosed mental health condition, a new poll from the @VUMChealth Center for Child Health Policy found. Learn more: vumc.org/childhealthpol...



Vanderbilt Health

9:35 AM · Jul 15, 2020 · Twitter Web App

14 Retweets 5 Quote Tweets 17 Likes

#Tweetiatricians, this is why we need #WellChildWednesdays. Thanks to @VUMCchildpolicy for highlighting impact of COVID-19 on families. >1/3 of families reported cancelling/delaying their child's health care as a result of the pandemic. 49% cancelled/delayed well-child visits.

Center for Child Health Policy @VUMCchildpolicy · Jul 24

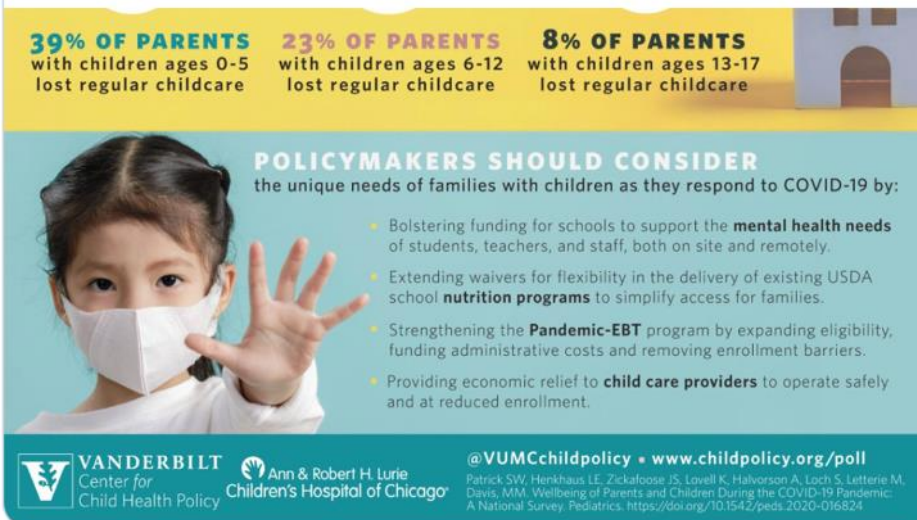
New! Vanderbilt Child Health #COVID19 poll sheds light on challenges faced by parents & kids during the pandemic.

>1 in 4 parents reported worsening mental health, >1 in 7 worsening behavioral health for their children.

Full results in @AAPJournals:

pediatrics.aappublications.org/content/early/...

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- Know your **audience** and what motivates them to action
- Always take into account the historical, cultural, and political **context** in which you're communicating.
- Share personal **stories** of your own, or of others, to generate emotional connection to an issue
- Use visual and other creative **tools**, online and in print, like infographics, videos, and data viz to make your case clearly and concisely



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CONTACT