



## THE MED THREAD - PODCASTING AND PHARMACY EDUCATION

Cathy Balsom, Mike Chong, Heidi Wicks, *Pharmacy*

### ABSTRACT: Poster (3A)

- Purpose:** Pharmacy students are tasked with understanding the constantly changing and increasing amount of drug information while being able to counsel patients. We created a podcast called the Med Thread as a platform for accurate, evidence-based information that is accessible and applicable to pharmacy practice in today's communication outlets. As part of preliminary development, this project was conducted to evaluate the reach and subjective benefit of our podcast.
- Methods:** Data has been collected up to September 02, 2018. Total play counts were obtained from the main distributor, Soundcloud™, as well as Apple™ Podcasts. A short survey was circulated through social media to gather episode popularity, educational value, and comments. Twitter™ and Facebook™ analytics were collected to assess the reach of social media posts.
- Results:** The podcast is currently in episode 4 of an 8 episode trial. Play counts from May 10 to September 02, 2018 average 264 per episode but is skewed towards our pilot episode on insomnia. Twitter posts average 2627 impressions and a 1.7% engagement rate. Facebook posts average 499 impressions and an 8.9% engagement rate. While limited, survey responses show fairly even popularity among episodes. Participants indicated that they learned something new from the episode and enjoyed the intertwining of history, culture and pharmacy.
- Conclusion:** Our podcast aimed at engaging students to step outside the curriculum by using history, culture and conversation to navigate pharmaceutical care. While overall impressions are positive, the low number of responses from students could be related to timing of our launch outside of the academic year. Given the episodic nature of podcasting and the challenges of using social media and word of mouth to promote content, it would be rash to conclude any specifics from our results. However, play counts and social media analytics are promising and encourage continuation of the project. We will be conducting a more thorough evaluation of our project as it continues.

