

Using Podcasts to Respond to Rapidly Changing Healthcare Guidance



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Background

- For the past several years, the NCTCFP has produced podcasts (the Family Planning Files) as one of several online learning products for family planning clinicians
- With the advent of COVID-19, Title X and other family planning clinicians needed guidance on a variety of topics, in a manner that could be easily accessed and quickly available
- The NCTCFP responded with a series of 11 podcasts between April 1, 2020 and March 31, 2021, specifically addressing COVID-19 within the context of family planning
- The NCTCFP also expanded podcast availability by listing the podcast in multiple directories and enabling both browser and app-based listening

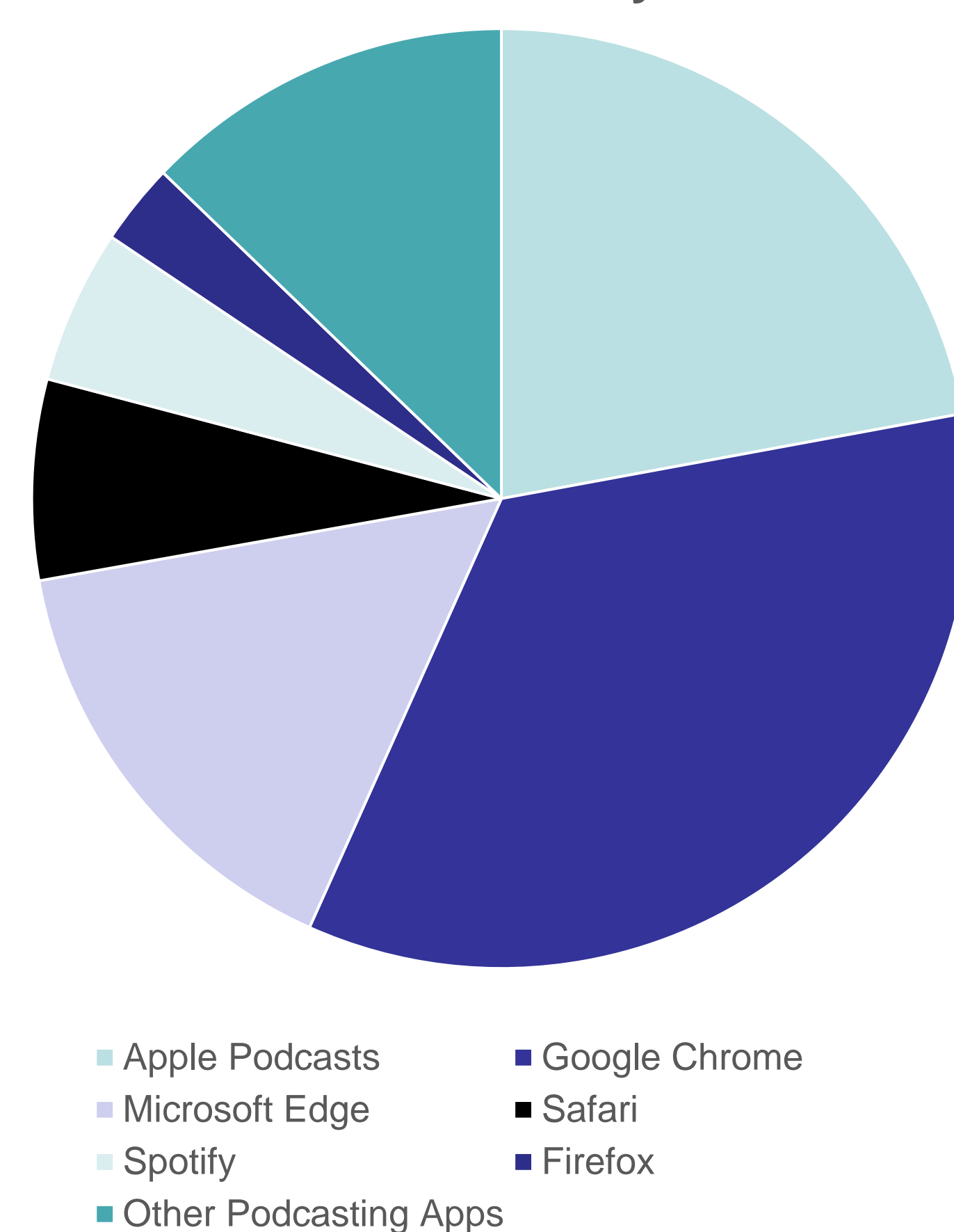
Topics

- “Notes from the Field”: interviews with family planning clinician managers about providing care during COVID-19 (x3)
- Telehealth Billing and Coding
- Screening for Intimate Partner Violence During COVID-19 Lockdowns
- Providing Patient Centered Counseling via Telehealth during COVID-19
- Providing Care for Adolescents via Telehealth During COVID-19
- COVID-19, Hormonal Contraception, and Hypercoagulability
- Providing Preconception and Interconception Care and Counseling within the Context of COVID-19
- An Overview of Disparities in COVID-19 Infection and Vaccination Rates
- Understanding Post COVID-19 Syndrome

Production

- A topic is chosen and guest subject matter experts (SMEs) are contracted to speak on podcast
- A podcast interview outline is drafted, including relevant grant disclosures, with aid of SME
- The podcast is recorded in mp3 format using online platform Squadcast; all recording is done remotely
- The podcast is then edited using Alitu online software, intro and closing music is added, and it is formatted into a final mp3 file
- To enable accessibility, the final mp3 file is uploaded to and transcribed by Rev.com
- The transcript is checked for accuracy and formatted according to NCTCFP styling
- The final mp3 file is uploaded to the NCTCFP hosting page on Podbean and podcast page on the NCTCFP website (with transcript)
- Through the RSS feed, podcast directories are updated with the new episode, and if listeners are subscribed through a particular app, they receive an alert

Percentage of Podcast Downloads/Listens By Medium



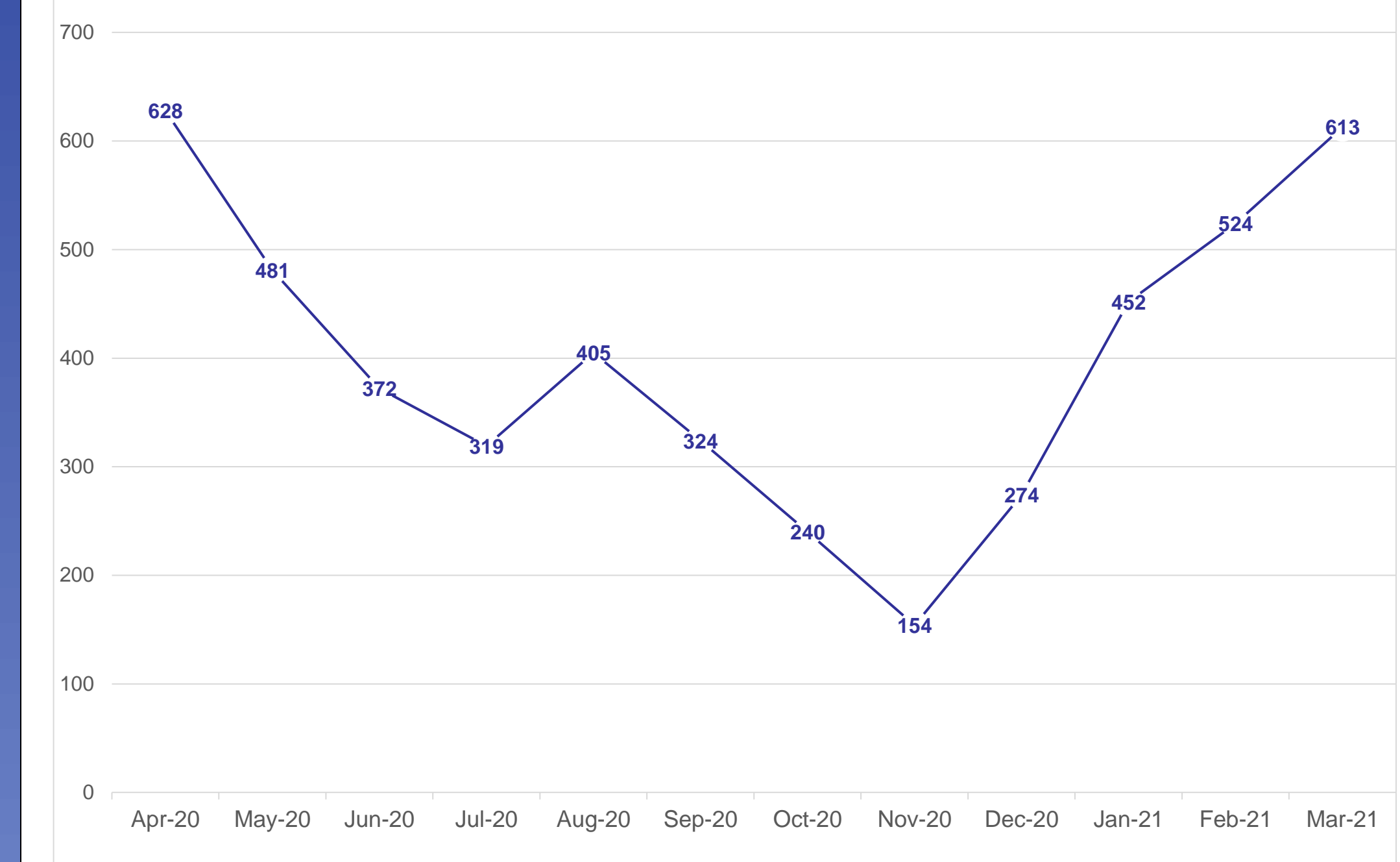
Podcast Locations

- A podcast is “hosted” on a particular site, which is where the mp3 files are stored on the internet; most hosting sites also function as podcast directories
- A podcast directory simply lists the podcast and makes it available for listening; it is updated through an RSS feed linked to the host site
- Most directories allow for listening through apps for mobile devices and via Internet browser for desktops, allowing multiple points of access
- The Family Planning Files is available on Apple Podcasts, Google Podcasts, Spotify, Stitcher, Podchaser, and Podbean, in addition to being posted on the NCTCFP website
- All episodes of the Family Planning Files can also be downloaded to a mobile device or computer, to listen to later in areas where internet or mobile data is not available

Results

- Each COVID-19 themed podcast averaged a total of 106 listens/downloads within the first 30 days of release
- Between April 1, 2020 and March 31, 2021, the Family Planning Files podcast had a total of 4,786 downloads/listens of all episodes available (43 total), representing a 160% increase in listenership over the previous year
- Since making the Family Planning Files available through podcast directories with app-based listening options, approximately 30% of listens/downloads each month are done through mobile apps
- The most popular medium to listen to the podcast is through the Google Chrome browser, representing 34.6% of total listens/downloads, followed by the Apple Podcasts app, representing 22.2% of downloads.

PODCAST DOWNLOAD/LISTEN TOTALS BY MONTH



Summary

- Based on the initial digital analytics, NCTCFP staff have determined that podcasts are an efficient and well-received mode of quickly disseminating clinical guidance
- Additionally, by making podcasts available through mobile-based apps, the Family Planning Files has increased listenership
- Listenership continues to be robust, and with current systems in place, the NCTCFP is well-prepared to respond to other health crises or rapid changes in clinical guidance

Next Steps

- Continue monitoring podcast analytics from Podbean in regard to listening trends
- Compare podcast analytics to the analytics and responses to other learning modalities from the NCTCFP
- Conducting satisfaction surveys and focus group of clinicians to learn about listening habits and future podcast topics

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