



# FREQUENTLY ASKED QUESTIONS

## ● ● ● What are doctor podcasts?

Unscripted, casual conversations with your doctors and leaders that educate your patients, promote your key service lines, and enhance the digital experience for your users.

Podcasts may be used to market to patients, engage referring physicians, or boost internal communications.

## ● ● ● How does this help our hospital?

Your podcasts provide on-demand health information straight from your doctors. This helps build trust in your experts and in your brand, across your target market. Many clients report higher physician satisfaction with their marketing efforts, as physicians feel supported and engaged.

Through the turnkey system, your team can produce a constant stream of relevant content without the burden of producing it all in-house.

## ● ● ● Where do consumers find our podcasts?

Professionally hosted and produced, your podcast library easily embeds onto your website. Through this Iframe, we post the audio, guest photos and bios, and transcriptions. You can share your podcasts throughout your website, social media, existing advertising campaigns, news releases, e-newsletters, publications, and direct mail.

We also distribute your podcasts to all the popular podcast platforms and apps:



## ● ● ● Do our doctors need to go to a studio?

No, that's another reason why doctors love this service! They only need a phone or internet connection, and a quiet room, to connect with our state-of-the-art digital studios where our professional talk host will conduct the interviews.

## ● ● ● What amount of time is required by the doctors and other show guests?

Each interview is about 10 minutes in length, and the amount of real time required from your doctors is only about 15 minutes, which includes a brief pre-record conversation with the host.

## ● ● ● Will we receive analytics reports?

Yes, you will have access to real-time analytics, which includes demographics, and the number of plays and downloads for each podcast.

## ● ● ● We already have video, why do we need podcasts?

The huge increase in podcast consumption indicates that consumers want content that is mobile and multi-task friendly. Audio frees up the user to consume your unique content while conducting other tasks.

Further, quality video production requires significantly more time and resources to produce. Many professionals, including doctors, are more comfortable communicating via audio, where they can focus on their content and not on their appearance and mannerisms.

## ● ● ● Can we produce our own podcasts?

You can, but DIY doesn't mean *all by yourself*. We can help in several areas, including recording the podcast (even if you use your own host), enhancing the audio quality, editing the audio, providing easy widgets for promotion, and distributing your podcasts to Apple Podcasts, iHeartRadio, TuneIn, Stitcher, Google Play, Spotify, and Pandora. And we'll provide analytics and best practices.