



# Content Buffet

Additional services that **extend the reach** of your podcasts.



### Articles/Blogs

Our journalists will write custom articles based on your podcasts. Since the content is truly unique to your organization, these articles can be used in your publications, newsletters, and blogs. You may even choose to add your physician's byline to the piece and submit to a local media outlet.



### Audio-to-Social Players

These branded players can be posted on your social media channels, offering users the option to listen to your podcasts directly in their newsfeeds.



### Medical Minutes

We will edit your podcast to create a 60-second spot, complete with an intro, outro, and call-to-action. These are ideal for audio advertising (radio, Pandora, etc.) or to promote the episode on your website and social media.



### Podcasts "On-Hold"

Use your podcasts to engage your callers while they are on hold. We will create an on-hold message loop that feature short snippets from your podcasts with interludes from our voiceover talent, thanking the caller for waiting and promoting your podcast library.



### Physician BioPods

These short-form "audio-biography" segments can help introduce your physicians to the consumer, building trust before the appointment is even scheduled. These audio features bring the physician profile to life, without the high cost of traditional videos.



### Spanish-Language Services

All of our services are available in Spanish. We can provide transcripts, articles, and all written content in Spanish, as well as Spanish-speaking hosts to interview your physicians. If your doctors don't speak Spanish, we can convert their English-language podcast to Spanish by replacing-word for word-what was said on the original podcast with Spanish-speaking voiceover talent. We keep the original podcast guest's voice in the production for authenticity.