



Using Podcasts to Reach Referring Physicians

A Case Study by University of Alabama at Birmingham

SITUATION

University of Alabama at Birmingham (UAB Medicine) is one of the largest academic medical centers in the country and has 1,147 physicians.

The marketing team was seeking to: boost the brand reputation by showcasing clinical and research expertise, educate potential referring providers on the services offered, and promote clinical trials.

Market research was conducted to explore the best method of reaching referring physicians. Podcasts were determined to be the most effective, over live courses, videos, or written courses.



SOLUTION

UAB MEDCAST was created. The podcast features UAB Medicine providers speaking on clinical specialties and research, and offers CME credits. Users can access the podcast library on the UAB website and through podcast aggregators.

Podcasts are promoted through a mix of social media, paid ads, e-newsletters, and materials distributed by physician liaisons.

SUCCESS

Measured two-and-a-half years after launching the podcast, UAB Medicine has created more than 100 podcasts covering at least 30 specialties.

Their podcasts have received over **140,000 listens** – a strong and successful outcome that continues to grow.

Learn more at uabmedicine.org/medcast.

