

# The DoctorPodcasting System

DoctorPodcasting provides a turnkey system for creating your hospital's own podcast library. The podcasts feature your doctors, reach your target audience, and live on your website, social media, and aggregators.

**Podcasts are a powerful tool for marketing to patients, engaging referring physicians, and communicating quickly during a crisis.**



You and your physicians will love  
**our turnkey process:**

- 1.** You choose your audience. Podcasts can effectively reach potential patients, referring physicians, or your internal staff. Or all three!
- 2.** Tell us who you'd like to interview and on which topic.
- 3.** We schedule the interview with your doctor.
- 4.** We provide a professional talk host to conduct the interviews and your providers may participate easily by phone or by online connection. Our studios record the podcasts.
- 5.** We edit the podcast and send to you for approval.
- 6.** We post the podcast on your website via an iframe library platform, and to all the major podcast platforms (Spotify, Apple Podcasts, TuneIn, iHeartRadio, Pandora, etc).
- 7.** You share the podcasts across your website, social media, and other marketing outlets.

To schedule a demo of the DoctorPodcasting System, visit [doctorpodcasting.com](http://doctorpodcasting.com).

