



FREQUENTLY ASKED QUESTIONS

● ● ● What are doctor podcasts/vodcasts?

Conversational chats with your doctors and leaders through podcasts/vodcasts (video podcasts) to educate and inform patients, highlight your main services, build brand awareness and improve the online experience for users. These podcasts/vodcasts can be used to market to patients, engage with referring doctors, or enhance internal communication.

● ● ● 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?

Your professionally hosted and produced podcast library can be seamlessly integrated into your website via a simple embed code. This allows us to display the audio, guest photos and bios, and transcriptions directly on your site. You can also share your podcasts/vodcasts across your website, social media, advertising campaigns, press releases, e-newsletters, publications, and direct mail. Additionally, we'll distribute your podcasts to all 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 lasts about 10-15 minutes, requiring only about 15-20 minutes of your doctors' time. This includes a short pre-interview discussion with the host.

● ● ● Will we receive analytics reports?

Yes, you'll get access to HIPAA-compliant analytics, including website play, podcast directory plays (Apple, Spotify etc ...) and download counts for each podcast.

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

The surge in podcast consumption shows that consumers prefer content they can enjoy on the go and while multitasking. Audio podcasts allow users to engage with your content without interrupting their activities.

Recognizing the impact of video, we now also offer video podcasts (Vodcasts). You'll receive both audio and video: we extract the audio and turn that into your traditional podcast, we then also edit the video, providing it as an .MP4 file for use on your website and social media.

● ● ● Can we produce our own podcasts?

You can opt for a DIY approach, but that doesn't mean you're on your own. We offer support in various aspects, such as recording (even with your own host), improving audio quality, editing, supplying promotional widgets, and distributing your podcasts to major platforms like Apple Podcasts, iHeartRadio, Pandora, YouTube, Spotify, and Pandora. Plus, we'll provide analytics and best practices to guide you.