



FREQUENTLY ASKED QUESTIONS

What are DOCTOR PODCASTS? Unscripted, talk radio-style conversations with your doctors and staff members that educate your patients, promote your key service lines and enhance the digital experience for your users.

Professionally hosted and produced, your Podcasts are presented in a scrolling, searchable podcast library that easily embeds on your website and is optimized for computers, tablets and smartphones.

The DoctorPodcasting System includes distribution of your exclusive, on-demand content to iTunes and iHeartRadio, and direct links for your social media, doctors' bios and other access points.

How does this help our hospital? By improving the patient experience and providing an outstanding physician relations tool as your organization competes for both patients and top doctors and adapts to changing needs.

Healthcare consumers are searching online for detailed yet easy to understand information on conditions, treatment options and specialists, and your doctors are their most trusted resource.

The DoctorPodcasting audio content product enables your community to easily access this information, and provides you with a consistent source of exclusive, on-demand content for your website and social media.

Where do consumers find our Podcasts? On your website, social media, doctors' bios, iTunes, and iHeartRadio (as well as other optional platforms including YouTube). First, you should provide as many easy access points as possible, leveraging your entire spectrum of marketing channels to generate awareness. Make sure not to hide your Podcasts; instead display them proudly.

We provide Best Practices and examples of how our clients creatively and consistently promote their podcasts, including their existing advertising campaigns, social media, news releases and e-newsletters, signage for cafeterias and waiting rooms, and direct mail and newsletters.

Links should be prominently displayed on your home page, landing pages, doctors' bios, and within relevant sections such as staff, services, community, news, and about. And use your Daily Healthcast widget as a tool to promote your Podcast series.

Your community can listen online or download your Podcasts to any device, and listen while driving, working, exercising . . . perfect for multi-tasking and convenient for the end-user.

Do our doctors need to go to a studio? No, that's another reason why doctors love this service! They only need a phone 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. Reason #2 for why your doctors will love this experience.

Will we receive analytics reports? Yes, you'll receive a Google analytics report each month, which includes demographics, and the number of plays and downloads for each podcast. Unique codes are available to help you track specific links or campaigns.

We already have video, why do we need Podcasts? Because video, and reading for that matter, tethers the user to her or his device. Audio frees up the user – a quality convenience allowing them consume your unique content while conducting other tasks like driving or riding a bike, jogging or mowing the lawn. The huge increase in Podcast consumption indicates that consumers want content that is mobile and multi-task friendly. Also, about 30% of people are "audio learners" that actually prefer to listen to information.

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.

The ability to complete the audio interview in about 15 minutes without leaving the office or having to worry about how they look is something your doctors will truly appreciate.