



Quick-Start Guide to CREATING A GOOD PODCAST

Podcasting has rapidly established its value in the health professions educational realm. Unfortunately, the literature does not provide much guidance in how to proceed with developing audio-only products to fill educational gaps. Here are a few tips to follow when planning your podcast:



Podcast Purpose

- » **Patient education**—create content to answer common questions patients ask
- » **Learner education**—figure out what topics could augment trainee experience or what pieces of existing lecture could be converted
- » **Continuing education**—see what topics would be of interest to your peers
- » **Community building**—do something on a topic impacting your community

Over 50% of the US population has listened to a podcast—up from 44% in 2018.

(Infinite Dial Study, 2019)

Podcast Benefits

Instead of requiring individuals to sit in one spot to learn, podcasts are portable and can be combined with routine activities (like driving or exercising), making it easy to fit into a learner’s schedule.

Because podcasts are strictly audio only, they create mental images and shared experiences, often through stories. This learning technique links complex facts to imagery and emotions, resulting in higher retention and recall.

Podcasts can increase your visibility and influence in your profession, and allow you to reach a wider audience.

Additional Resources

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Suzuki, W.A., Felu'-Mo'jer, M.I., Hasson, I., Yehuda, R., & Zarate, J.M. (2018). Dialogues-the science and power of storytelling. *The Journal of Neuroscience*, 38(44), 9468 -9470.



HEIDI KEELER, PhD, RN
@DrHJKeeler