Healthcare Unplugged Navigating the World of Podcasts and Webcasts

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Abstract

Podcasts and webcasts have become extremely effective tools in the healthcare industry, providing an innovative medium for information dissemination, patient and professional education as well as communication within healthcare communities. Its increased utilization for medical education, patient involvement, research dissemination and professional growth has been well established in recent times. The advantages with podcast and webcasts include easy accessibility, flexibility and scalability while Quality Control (QC) and information overload remain its two common issues. All things considered, podcasts and webcasts have enormous potential to revolutionize healthcare delivery instructions as well as communication and provide a vibrant forum for knowledge exchange and teamwork throughout the healthcare systems.

Introduction

A PODCAST is a well-known digital audio file that can be downloaded from internet on computer or mobile device that relate to a specific theme [1]. In current times it has entered one of the most interesting and major themes and that is 'HEALTH'. While many forms of media have obstacles to access, a podcast is simple to create. It is a combination of the terms 'ipod' and 'broadcast' used firstly by Ben Hammersley, a guardian columnist and BBC journalist [1,2]. Whereas WEBCAST is an events video broadcast that is sent over the internet or in other terms a webinar. The webinar are not just restricted to corporate world, now it's in healthcare too [2]. A way to grow networks and gain credible noteworthy reputation.

Podcast And Webcast In Medical Education

Podcasts have begun to hammer down doors in the educational sector after establishing themselves firmly in the entertainment industry. As medical education is all about books which makes subjects boring and less understandable at times, podcast acts to turn the table around by inducing interest and also creates more indulgence for the specific topic and indeed a better understanding [3]. With these busy schedules, medical podcasts can help to stay up to date and maximise efficiency, from advice for medical students to excel in their carriers to knowing about what's new in healthcare fields is all provided by podcasts and webcasts in a precise manner. The popularity of podcasts among students seems to be well-established, as seen by the numerous accounts

of students who are successfully accessing the content and expressing satisfaction, particularly with the convenient delivery method and replay feature [3]. As the podcasts and webcasts involve many top notched professional speakers it provides the best of the informations and to remain up to date with the excels in medical fields [4]. This too helps to interact with many health professionals from different corners of world at just one platform that provides a ultimate exposure to individual. However lack of major academic currencies: prestige, perceived importance, funding can make it a weaker option for both learners and teachers.

Podcasts Webcasts Healthcare and Covid

Covid was the best time to witness the emergence of podcasts and webcasts in human life, when physical interactions were not available but one on one communication was virtually available.
Some of the podcasts were:
1. The Distance: Coronavirus Dispatches,
2. Telescope
3. Science Vs
4. Master of Scale: Rapid Response
5. Reveal
6. in the Dark
7. Social Distance Assistance
Also webcasts helped to organize meetings to deal with the situations created at the times, THE EPI –WIN webinar by WHO is one such good example of it [5].

Podcasts and Webcasts for Patient Interaction

Podcasts and webcasts help to better explain the things to patients and also it helped the patient to get more educated about the problem they are in. Also, it provides them a platform to discuss about their personal thoughts about the health issues they have and helps them to interact openly with the healthcare professionals [6]. Talking with patients about podcasts can help them stick to their treatment plans since it can help them understand how important it is to adjust their lifestyles in order to achieve better health results. Podcasts and webcasts make it easier to handle patient and make them comfortable with the situations they are in [7]. For certain patients, podcasts could be an excellent way to provide general health information.

The World Health Organization and the Latest Podcasts and Webcasts on Health

Science in 5: WHO'S longest running video and audio series which was Created in the late 2020 with the intention of elucidating the science behind COVID-19, it has now grown to encompass a far wider range of health-related subjects [8].

No Excuse: There is no excuse for sexual misconduct in the humanitarian or development sectors.
Shining a light on this dark and painful topic is an important step to addressing it. Changing how we view the issue is half the battle. It is with these points in mind that the #NoExcuse podcast was born.

EYE on yellow fever: In 10 installments, the Yellow Fever podcast series immerses listeners in a coordinated worldwide endeavor to prevent yellow fever from becoming as the next major global health concern. The Eliminate Yellow fever Epidemics (EYE)

Awake at Night: WHO personnel can be heard on a podcast hosted by Melissa Fleming, the UN's chief of communications. 'Awake at Night' is a podcast that features in-depth interviews with exceptional frontline United Nations employees who have committed their life to providing aid to people in places affected by pandemics, battlefields, refugee camps, and impoverished communities.

The global health matters: This podcast provides a forum for discussing the most important global health topics of the day. This podcast's host, Dr. Garry Aslanyan, talks about several interesting subjects, including diversity in global health, science diplomacy, public health programs after a pandemic, and access to medications. With an emphasis on the viewpoints of low- and middle-income countries, this also features well-known specialists and up-and-coming voices [9].

PAHO call to action: The Pan American Health Organization (PAHO) together with its numerous collaborating centres and other international organisation such as the inter-American Development Bank and in consultation with its member countries presented a call to action on digital transformation of health sector in era of digital interdependence. It is based on report from group known as the "HIGH LEVEL PANEL ON DIGITAL COOPERATION" convened by the secretary general of United Nations in 2020 to identify new proposals to strengthen digital cooperation and ensure that the benefits of digital technologies reach everyone in the world. There are 8 episodes of this series.
Webinar: strategic conversation with female executives in the health sector's digital revolution

Information system and Digital health during ad after the covid-19 pandemic.

Podcasts and Webcasts for Healthcare Information and Marketing

Podcasts provide an access to experts in a range of area within healthcare including clinicians workers and policy makers

which can make things get managed in a better way. Not only the people who are in medical fields but also in this era of getting aware about each and every matter many people find it interesting to listen to podcasts which can impact their health and hence lifestyles. As everyone is time bound yet wants to be up to date the podcasts comes to a play. It can also provide information for the pharmaceutical industry to combat the competition and to know the demands of this new era which can be beneficial in business front too. Podcasts are a particularly useful tool for healthcare marketing to reach populations who they could otherwise not reach or reach less successfully-with other channels [10].

Physicians meet the demographic profile of podcast users perfectly. Marketers could use podcasts to deliver:
- Continuing medical education information
- Medical staff updates
- Facility updates
- Device training modules

The Growing Trends of Podcasts and Webcasts in Healthcare

Multitasking and Podcasts Go Together: The fact that podcasts are the best multitasking content format is one of the main factors contributing to the development in podcast consumption. It's simple to listen to podcasts while performing other tasks. Choose to multitask while gaining new knowledge. While going on a jog, you can read through the latest medical lingo, and while folding laundry, you can pay attention to patient experiences.

Listening Improves Empathy with Patient: Podcasters frequently provide in-depth, brutally honest narratives. You can develop your own empathy by hearing people relate their tales because you will gain a greater knowledge of what your patients might be going through. Furthermore, a lot of the widely-listened-to podcasts are also being listened to by your patients. In the past 30 days, 109 million Americans enjoyed listening to podcasts, according to the most recent data on podcast statistics [10].

Can Help Manage Stress Levels: Working in the medical industry can be very rewarding but also very stressful. Luckily, listening to a podcast related to stress management and mindfulness can be an effective stress management technique.

Convenience Viewing and Listening: Webinars can be recorded for later viewing OnDemand, depending on your virtual event platform. The recording link can then be shared via email or posted by medical experts.

Save Money: When hosting an in-person event, there are many overhead costs you don't think about during the planning stages. Both hosts and guests may end up spending more than they had budgeted for due to venue fees, catering, and travel and lodging expenses [11].

Reach Audience and Customers Over a Wide Geographic Area: Health professionals can attend from anywhere they can access the Internet, including mobile devices. According to a 2020 study by the American Medical Association, nearly nine out of ten doctors said adopting digital health tools was beneficial.

Podcasts Deliver Cutting Edge Educational Information: Since expert interviews are a common format for podcasts, listeners can obtain trustworthy information directly from the source and are then at liberty to form their own opinions. IHeartRadio and NPR are the two most well-known podcast publishers nowadays [12]. Both provide podcasts in the style of interviews, frequently including prominent figures in the business who share their knowledgeable viewpoints and thoughts on complex topics. Thus, the content is authentic, novel, and high quality.

Some of the Disadvantages of Podcasts and Webcasts

Internet-reliant: Webcasting is entirely dependent on accessibility to a decent internet connection. Those of your target audience who live in regions with bad connectivity or frequent network outages will most likely not be able to participate, and even the quality of the on-demand version may be severely impacted [13]. Poor internet connections can cause audio loss, video distortion or poor video quality, and audio-video desync-all of which will negatively affect the viewing experience.

Little to no audience input: Regardless of your webcast's scale-whether you're planning an entire digital conference or one brief course-there is a great deal of planning and preparation involved that makes it extremely difficult to adapt to external input during production. During the actual recording, it becomes impossible to integrate viewer input-even if you have a chat available alongside the stream-into anything beyond a designated Q&A session.

Requires tech specialists: To make a high quality webcast, you need to hire audio and visual experts that know what they're doing when it comes to cameras, lighting, recording equipment, bandwidth specifications, and whatever streaming program you're using. This can be a major expense, though you run the risk of delivering a poor webcast-and

earning yourself a fair few unhappy customers-if you try to do without [13].

Difficult To Protect IP and Content: Because podcasts are audio-only, it's impossible to keep others from duplicating the content & publishing it after making minor changes, and it can be exceptionally difficult to legally prove that it was stolen in the first place.

Accessibility Concerns: Unlike with webcasts, there are no visual elements whatsoever with podcasts, which rules out the possibility of disabled participants being able to experience your content as intended, even if you provide written transcripts alongside your podcasts [14]. However, as podcast popularity continues to rise, it is very likely that these concerns will be addressed in due time.

Search Ability: Text-based' blogs are completely searchable. Well written descriptions of videos can help to drive traffic through platforms like YouTube (the #2 search engine after Google). Podcasts are tough to find in search.

Conclusion

There's been a dramatic increase in podcast popularity. Approximately 62% of Americans aged twelve and older reported having enjoyed listening to a podcast as of 2022. Today, there is more free and subscription-based medical audio content than ever before. For instance, audio summaries and briefs of the most recent medical research are currently produced by the American Medical Association (AMA), the Lancet, and the New England Journal of Medicine. Audio archives (NEJM audio archives) are undeniably more convenient than their printed and mailed counterparts. You can listen to something for ten to 15 minutes in the car on the way to work instead of taking time out of your busy day to sit down and read an article. Because the technology necessary to create a podcast is relatively easy to use and can be affordable many people are not only listening to content but becoming content creators and sharing their expertise through podcasts they create, edit, and publish.

It's certain that podcasts are popular, and their appeal can only grow. According to Kantar's 2019 Digital Insights survey, 36% of healthcare professionals surveyed reported using a podcast within the previous 30 days.This finding implies that there's an even bigger audience waiting to be tapped. The statistics also imply that market space exists for additional podcasters to deliver their messages to healthcare professionals. So, Podcasting is a tried-and-true medium that keeps growing in popularity, whether your goal is to utilize it to inform your audience in the healthcare sector or

just to convey a message in a clear and concise manner. Its usefulness is only just starting to be appreciated by many healthcare marketers.

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