Quick Takes:
Bringing Medical Education Directly to Physicians' Ears Through Podcasting

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Background

Engaging physicians in education can be challenging. A growing literature suggests that doctors respond well to podcasts.[1] With that said, there is a scarcity of this type of educational material in the mental health field. Indeed, while podcasting is common in areas like emergency medicine,[2,3] little has been done to create accessible and easy-to-follow professional learning and knowledge exchange in psychiatry.

To fill this void, a new podcast series, "Quick Takes: A Podcast for Physicians by Physicians," launched in October 2018 with Dr. David Gratzer, an award-winning educator, serving as host, with production support from CAMH Education. In each podcast, Dr. Gratzer interviews experts, offering information in a question-and-answer format.

FEEDBACK

"I'm truly impressed by this podcast. I'm a recent psychiatry residency graduate (started practice 12 months ago), and I've been recommending it to all my colleagues. I wish this would have been available when I was a student and resident."

"Very informative. A nice just in time resource."

"Easy. Fast. Relevant. Engaging. Thanks!!"

"Great podcast with a focus on practical advice. Highly recommended for specialists and family physicians. Thanks guys."

"Love the quick conversation on our current issues!"

"Another excellent, synthetic podcast. Great interview. Very helpful."

About the podcast

The goals of the podcast are to:

- Create and evaluate a podcast series to educate time-limited CAMH physicians, residents and hospitalists
- Focus on mental health and addiction issues that are relevant to physicians
- Be short and easily digestible, while delivering quality training that physicians can immediately implement in their practices
- Promote ongoing knowledge exchange activities within CAMH: the podcast will be hosted on the Portico Network, with each episode linked to additional resources.

The podcasts run an average of 17 minutes and conclude with one minute of rapid-fire questions. In-depth discussions on a topic are sometimes released as bonus episodes.

Impact

The podcast series is evaluated on an ongoing basis using several metrics (including downloads, Twitter engagement, the reach of our promotional e-mails), as well as learner feedback (through short surveys, which include the opportunity for comments).

Next steps

In addition to the on-going production of this podcast we will simultaneously be evaluating it on a regular basis.

We will use all data collected on user behaviour and consumption, and the feedback received from our short survey responses, to better understand the impact of the podcast series on clinical practice and to determine future topic areas.

9,863 Downloads

TOP 10 EPISODES

EP1. Cannabis Legalization [2]
Released: Oct. 17, 2018
22,525 **Twitter impressions
1,008 *Downloads

EP3. Digital Psychiatry [8]
Released: Feb. 27, 2019
15,645 Twitter impressions
509 Downloads

EP6. Technology and Education [3]
Released: Sept. 25, 2019
10,223 Twitter impressions
1,002 Downloads

EP9. Rapid Virtualization
Released: July 8, 2020
19,783 Twitter impressions
424 Downloads

EP12. Race and Racisim [10]
Released: Mar. 3, 2021
29,051 Twitter impressions
502 Downloads

EP15. Innovations in mental health care
Released: Sept. 22, 2021
6,625 Twitter impressions
298 Downloads

EP4. Global Psychiatry
Released: May 22, 2019
17,405 Twitter impressions
272 Downloads

EP7. Cannabis Use [4]
Released: Nov. 28, 2019
14,968 Twitter impressions
846 Downloads

EP10. Suicide Prevention [7]
Released: Sept. 23, 2020
10,887 Twitter impressions
526 Downloads

EP13. Ramadan clinical implications
Released: Apr. 12, 2021
23,362 Twitter impressions
391 Downloads

EP16. Wearables (and tech)
Released: Nov. 17, 2122
8,067 Twitter impressions
229 Downloads

EP2. MTO Reporting Guidelines [6]
Released: Dec. 12, 2018
28,041 Twitter impressions
527 Downloads

EP5. Physician Burnout [1]
Released: June 19, 2019
26,071 Twitter impressions
1,489 Downloads

EP8. Telemental Health [5]
Released: Mar. 25, 2020
12,546 Twitter impressions
640 Downloads

EP11. Mental Health Apps [9]
Released: Nov. 18, 2020
19,400 Twitter impressions
506 Downloads

EP14. Transgender-inclusive care
Released: Jun. 9, 2021
28,892 Twitter impressions
408 Downloads

EP17. Burnout and Recovery
Released: Dec. 15, 2021
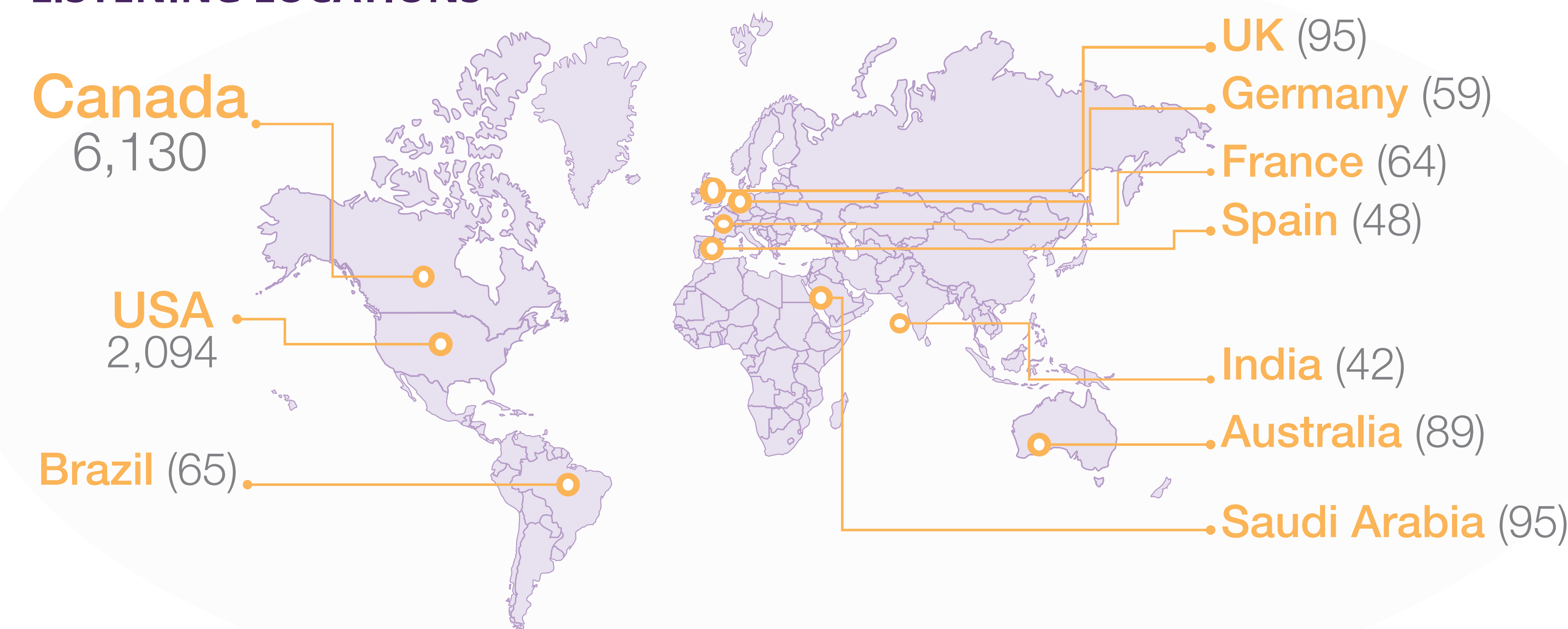9,709 Twitter impressions
250 Downloads

All data captured January 20, 2021
@camhEdu (13.8K Twitter followers)
*Episode download totals include bonus episode when applicable.
**Twitter impressions represent the number of times a user is served a tweet in timeline or search results. Retweets, likes and other interactions form "engagements," and help increase the reach of a tweet.

LISTENING LOCATIONS

Canada 6,130
USA 2,094
Brazil (65)
UK (95)
Germany (59)
France (64)
Spain (48)
India (42)
Australia (89)
Saudi Arabia (95)

REFERENCES
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2 Cadogan, M., Thoma, B., Chan, T.M. & Lin, M. (2014). Free Open Access Meducation (FOAM): The rise of emergency medicine and critical care blogs and podcasts (2002–2013). *Emergency Medicine Journal, 31*(1).

3 Mallin, M., Schlein, S., Doctor, S., Stroud, S., Dawson, M. & Fix, M. (2014). A survey of the current utilization of asynchronous education among emergency medicine residents in the United States. *Academic Medicine, 89*(4).

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D0002L 02-2022 ©