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MEDICAL STUDENT PODCASTS: AN INCIDENTAL TOOL FOR INTERPROFESSIONAL EDUCATION IN THE MDT?

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BACKGROUND

Podcasts are an increasingly popular learning tool for medical students. It was found by Young et al, who produced a podcast for teaching ophthalmology, that students found podcasts to be a useful and engaging supplementation to reading, especially during the commute (Young, 2021)

In addition, a scoping review of medical education podcasts done by Kelly et al suggested that podcasts may be key to circulating information about the most current evidence and best practice (Kelly, 2022).

There is however limited exploration of the utility of medical education podcasts for interprofessional education.
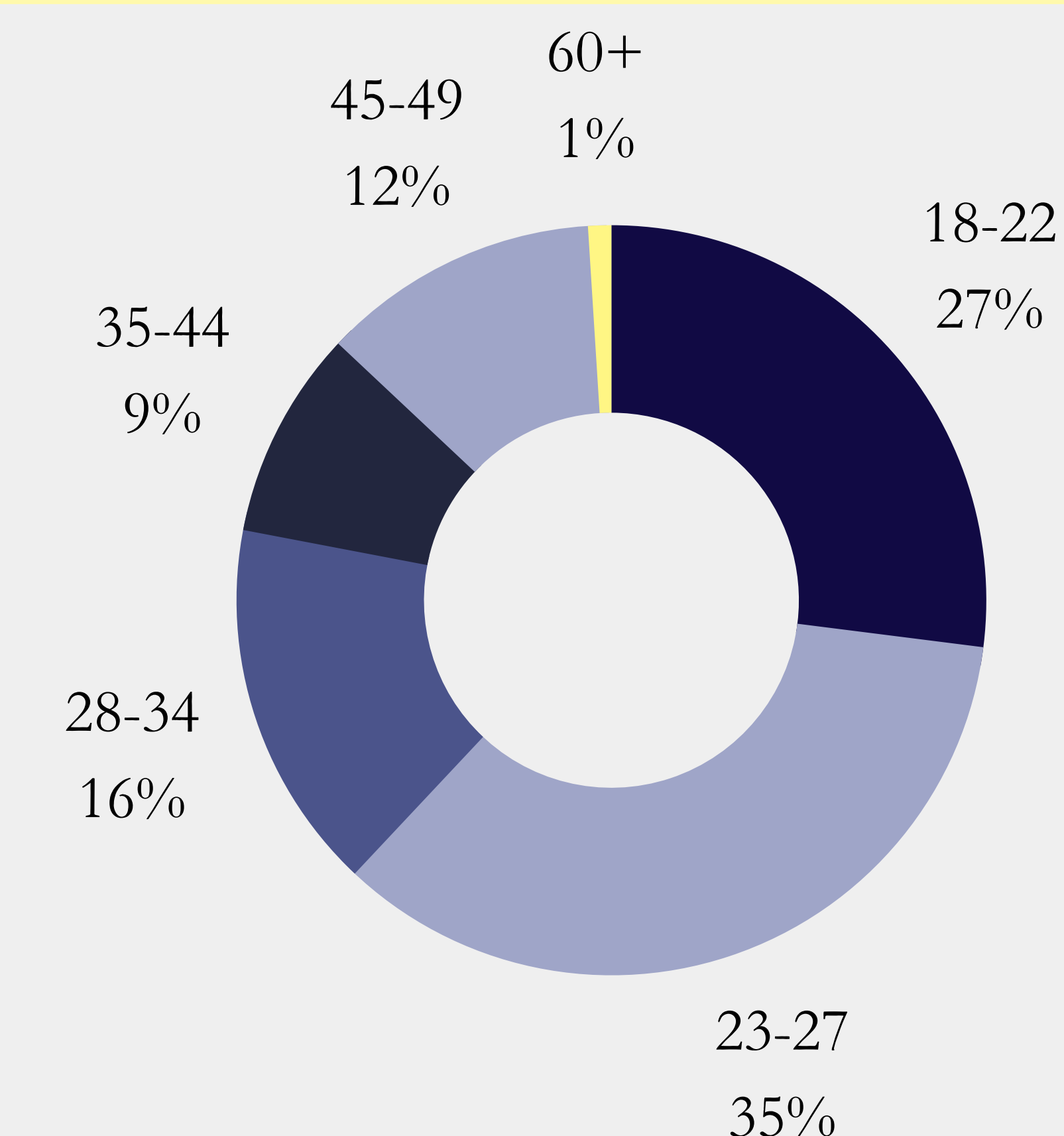
MedED
A Podcast for Medical School
A to Easy

Fig 1. Listenership by age group on Spotify

- 60+ 1%
- 45-49 12%
- 18-22 27%
- 35-44 9%
- 28-34 16%
- 23-27 35%

METHODOLOGY

A free podcast, "A to Easy", exploring common clinical conditions, aimed at first clinical year students at Imperial College London, advertised using social media groups and the Bedfordshire Social Care Providers Newsletter. Final- year medical students produced the podcast and local senior clinicians vetted episodes for quality. Podcast performance measures and audience demographics were collected using the hosting platform, Anchor®.
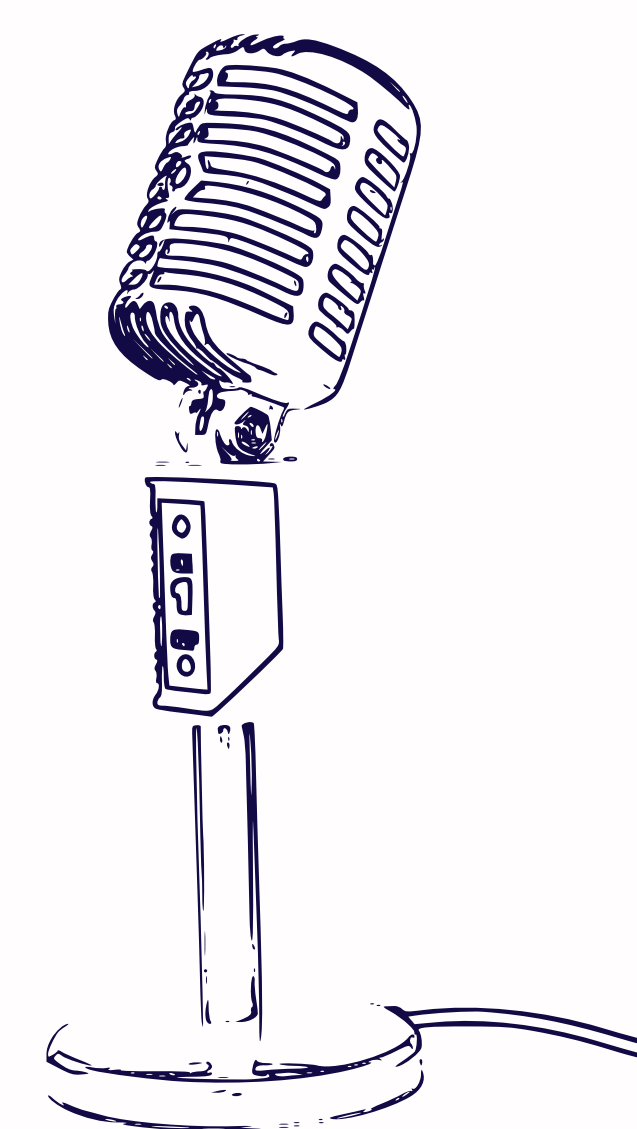
RESULTS

- Thirty-two episodes with **19,291** cumulative listens.
- Most listeners were from the UK (63%), Australia (8%) and the US (7%) - overall listenership spanned **>100 countries**.
- Most listeners used Spotify® (62%) where the podcast has **1,281 followers** and **~3,232 individual listeners**.
- Of the Spotify® listeners , 60% identified as female and 33% as male. Most were aged ≤27 (61%) [Fig 1].
- Anecdotal feedback suggests several multiple listeners were allied health professionals (AHPs). A poll is being conducted to evaluate this further.

LEARNING POINT AND TAKE-HOME MESSAGE

- Educational podcasts are an accessible, adaptable and low-resource method of reaching an international and professionally-diverse audience
- The podcast developed and superseded its target UK audience, with many listeners above the typical age range of medical students [Fig 1] - plausibly representing an AHP listenership (Garraud, 2011; Association of American Medical Colleges, 2017; Medical Deans Australia and New Zealand, 2022) among the MDT.
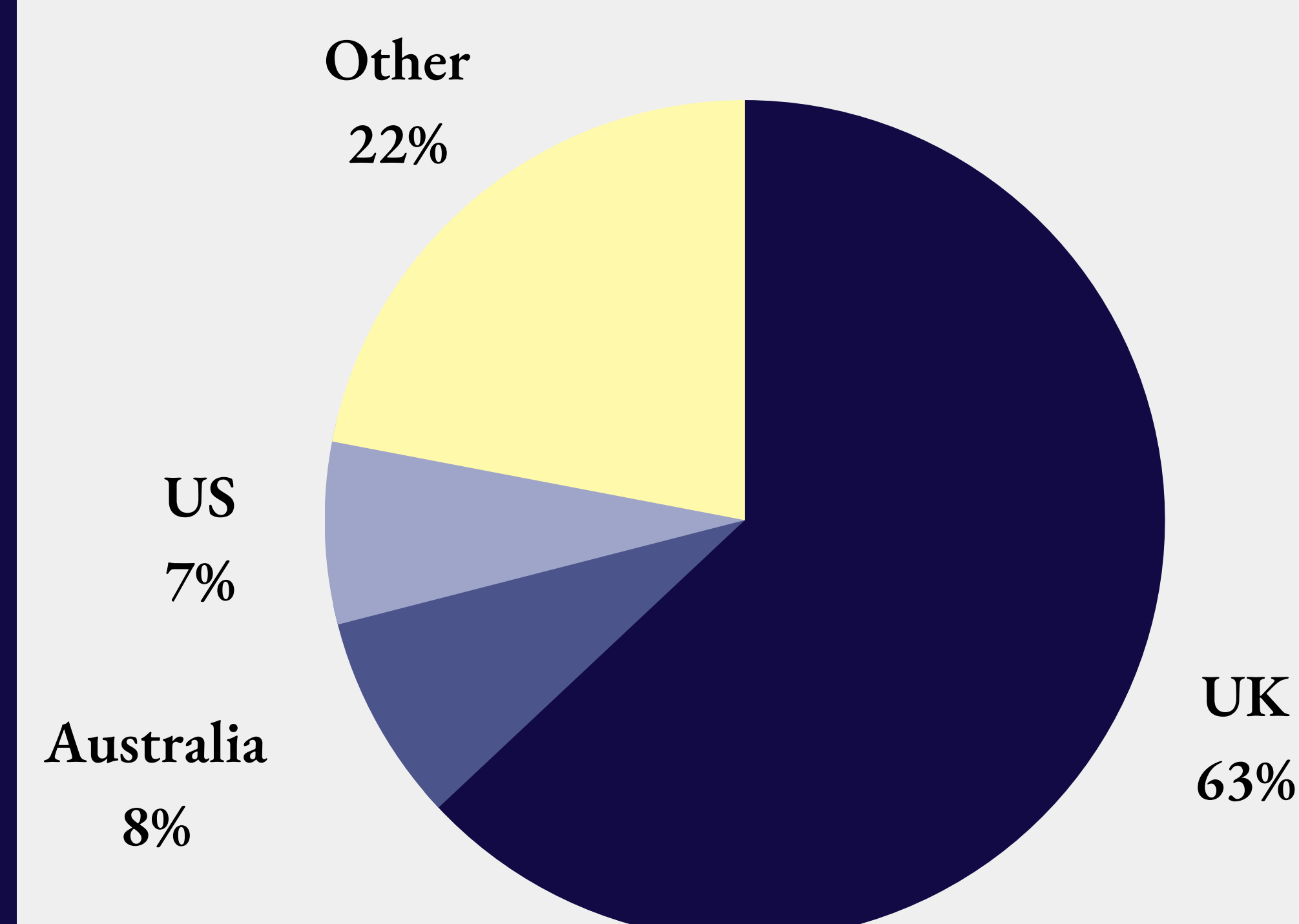- These analytics may demonstrate an appetite for further interprofessional education podcasts relevant to AHPs.

Fig 2. Listenership by country

- Other 22%
- US 7%
- Australia 8%
- UK 63%

Listen on **Spotify**

References:
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