

A NEW AUSTRALIAN CLINICAL PHARMACY PODCAST:

OUR EARLY EXPERIENCES

Daniel Guidone and Jane Booth



The Purple Pen Podcast is an Australian clinical pharmacy podcast that launched in October 2016.

Podcasts are a digital audio medium which allow listeners to subscribe and download on-demand.

Podcast episodes featuring the hosts (Jane Booth and Daniel Guidone) interviewing experts, are released at least fortnightly.

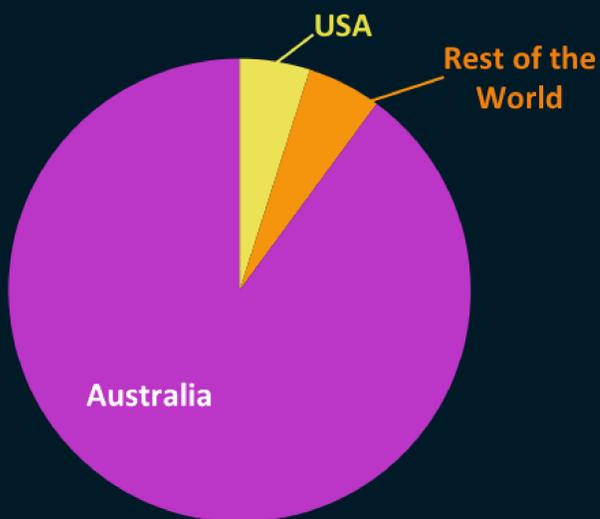
Here we describe the listenership and our experiences from the first twelve months the podcast.

34

34 Episodes have been released since October 2016

22 Episodes have been clinical topics, on a broad range of topics including paediatrics, geriatrics, toxicology, biosimilars, cardiology and antibiotics.

12 episodes have been about pharmacy practice. We have discussed inter-disciplinary education, residencies, the SHPA Constitution and several national conferences.



Most of our audience lives in Australia

The podcast was most popular in Australia, with 40,106 downloads (90%) and the USA with 2,194 downloads (5%).

44 610

The podcast has been downloaded 44 610 times

On average, each episode is downloaded 1 312 times. Downloads typically peak within 3 days of an episode being made live. All episodes continued to be accessed beyond this period as new listeners discover the podcast. Spikes in download numbers were also observed when specific episodes were promoted on social media..



We reach a large proportion of registered pharmacists

The podcast is most popular in the ACT, Victoria and Tasmania, with more than 155 downloads for every 100 pharmacists.



Our listeners like Cardiology, Toxicology and ID

Our most popular episode is about antibiotic allergies. Other popular episodes have been about anticoagulants, smoking cessation, heart failure and serotonin toxicity.



Clinical episodes are the most popular

Clinical episodes were significantly more popular, with a median download frequency of 1499 per episode vs 1042 for Practice (p<0.01).

WWW.PURPLEPENPODCAST.COM

All statistics sourced 30/10/17 from www.libsyn.com and www.pharmacyboard.gov.au

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