

eHealthcare

STRATEGY & TRENDS

Podcasting Made Easy: You Don't Have to Start from Scratch

Learn how Henry Mayo Newhall Hospital launched a successful podcast, and how it keeps the content pipeline filled.

Presented by:

Bill Klaproth
DoctorPodcasting

Patrick Moody
Henry Mayo Newhall Hospital

Your Panelists



Patrick Moody

Director of Marketing, Public and
Community Relations

Henry Mayo Newhall Hospital



Bill Klapproth

Director of Marketing
and Production

DoctorPodcasting by RadiMD

- **Common challenges Hospital Marketing Directors Face**
- **The burden of building content and keeping the pipeline filled**
- **How you can tap into the power of podcasts to solve your content needs**
- **Examples for Consumer, Peer and Internal Audiences**
- **A sit down with Patrick Moody of Henry Mayo Newhall Hospital**



Marketers like you are under pressure

- Lack of resources—whether financial or personnel
- The difficulty of tracking effectiveness of efforts
- Competition across the street
- If you're in a smaller market - leakage to the bigger markets

Marketers like you are under pressure

- More revenue/service line growth
- More new patient acquisition
- More loyalty/return visits
- More awareness
- More engagement







More Content

More Content



**Without content you have nothing for your social media outlets,
without content you have nothing for your website,
nothing for your blogs, nothing for your YouTube channel,
nothing for your newsletters, publication etc ...**

You have nothing.



So how do you keep the content pipeline filled?







Website



**Social
Media**

Website



**Social
Media**

Website

Blogs



Newsletters

**Social
Media**

Website

Blogs



Newsletters

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Blogs

YouTube



**Radio/
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Newsletters

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**Radio/
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**Print
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Newsletters

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Mobile

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Newsletters

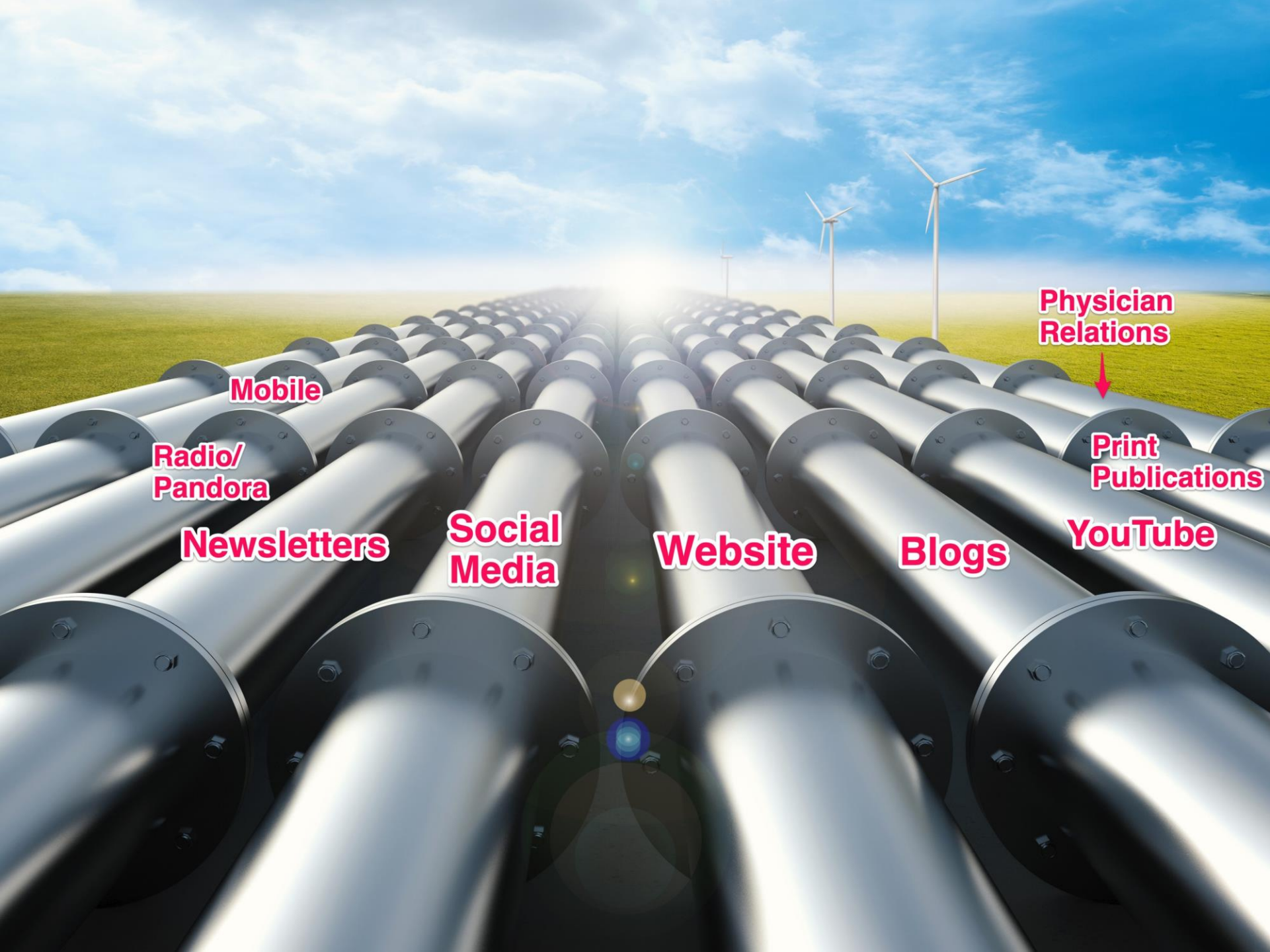
**Social
Media**

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PODCASTS




Podcasts give your doctors a
Voice
and steady stream of
compelling content to fill all of
your marketing channels



Website:

BILLING & INSURANCE



Health Care Home / The Scope

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PROVIDING CARE, BUT PROTECTING THE PEOPLE YOU LOVE


Clinical takes you deep into the heart of the institution that is a hospital. Hosts Stephen Dark and Mitch Sears delve into the hidden corners of a hospital, where vital roles are performed by people whose untold, compelling lives and remarkable efforts reveal the human dimension to those we turn to when we fall sick.

Latest Episodes




Unit on the Brink: E8 - Saying Goodbye
APR 14, 2021
During our visit to the MICU, the strain and struggle against an increasingly mortal virus was painfully apparent. During the Winter surge of 2020, nurses and frontline workers faced death in a volume that few had experienced before; whether accompanying relatives and patients in their final moments...

[▶ Play Now](#)




Unit on the Brink: E7 - Here with the COVID
MAR 31, 2021
By December of 2020, the winter surge of COVID-19 patients had finally arrived in Utah and frontline workers at University Hospital were bearing the brunt of a new wave of critically ill patients. Producers Stephen Dark and Mitch Sears visited the



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[Clinical Update: Low Grade Glioma](#)

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[Complex Congenital Anomalies and the CARE Clinic](#)

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Featured Speaker:
Rupal Mehta, MD

Website:

26

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MercyOne Podcast

Introducing "Your Best Life," a podcast powered by MercyOne! Join us as we discuss many various topics about living well – everything from exercise and strength training to annual screenings, flu shots, stress and heart health. Listen to any of our episodes using the player below or find us on your favorite podcast app by searching for "MercyOne."

We welcome your feedback! Send your questions and ideas for future topics through email to podcast@mercyhealth.com or fill out the form at the bottom of this page.

MERCY ONE Your Best Life
Revolutionizing Health Care with Technology

Your best life. Our one purpose.

▶ Revolutionizing Health Care with Technology 28:50

▶ Maternal Mental Health - Dr. Tyler Van Milligen 22:30

▶ Check out Make It OK Stories: The Podcast 1:41

Henry Mayo Newhall Hospital MyHealth Patient Portal Healthcare Professionals COVID-19 (661) 200-2000 Search

HENRY MAYO NEWHALL HOSPITAL AND KECK MEDICINE OF USC JOINT VENTURE ABOUT US OUR SERVICES PATIENTS & VISITORS COMMUNITY FIND A DOCTOR SUPPORT HENRY MAYO

It's Your Health – Podcast

Community / It's Your Health – Podcast

It's Your Health Radio Podcast

The *It's Your Health Radio Podcast*, presented by Henry Mayo Newhall Hospital in Valencia, CA is a bi-monthly podcast bringing you the latest health information and topics. We also publish a magazine, *It's Your Health* to the Santa Clarita Valley that features the latest healthcare news in the Santa Clarita Valley, multiple times a year.

Listen on Apple Podcasts, Podcast, iHeart, STITCHER, tunein, Google Podcasts, Spotify

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Podcasts

- Bringing New Services to the Santa Clarita Valley**
Featured Speaker: **May Lin Tao, MD, MS**
- Alzheimer's Disease - What You Need Know**
Featured Speaker: **Susan Howland**
- Caring for Your Heart at Every Age**
Featured Speaker: **Samuel Kojoglanian, MD**
- The Omicron Variant and Kids; What You Need to Know**
Featured Speaker: **Neela Sethi, MD**
- The Omicron Variant**

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COVID-19 Resources and Statistics

Southwest General
University Hospitals

440-816-8000 PATIENT PORTAL CONTACT US

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> Services > Cancer Care

Cancer Care

A Leading Provider of Cancer Care in the Greater Cleveland Region

When it comes to cancer care, [University Hospitals \(UH\) Seidman Cancer Center](#) at Southwest General is recognized and respected for delivering comprehensive, patient-focused care close to home. The Center features a [skilled team of clinical professionals](#) committed to helping patients fight and manage this disease. Through a combination of physician and staff expertise, state-of-the-art technology and clinical trials, the Center provides some of the highest quality care available for the best possible outcomes.

Comprehensive Services Designed for Your Individual Needs

Our knowledgeable team of cancer specialists includes oncologists, radiologists, nurses, therapists, social workers and dietitians who work together to create personalized treatment plans for cancer patients in the Greater Cleveland area.

Because each cancer patient is unique, and there is no "one size fits all" solution for cancer care, we offer a wide range of cancer services so patients can benefit from the treatments that best improve their quality of life.

Our quality cancer services include:

- Chemotherapy
- Access to clinical trials
- Dedicated services
- Gynecologic (management)
- Hydration therapy
- Infusion therapy
- Nutrition counseling
- Pain management
- Resource Center featuring information on cancer and its treatment
- Social and therapeutic activities for patients and families
- Cancer screening services
- Support groups
- Radiation therapy

In addition to the above services, the UH Seidman Cancer Center at Southwest General provides patients with access to:

Cancer Care

- Colon Cancer Screenings
- UH Seidman Cancer Center
- Patient Stories

Related Providers

Find a Cancer Care Provider

Podcasts

HPV Protection, Screening and Vaccination

Dr. Emily LaSeta, who is a Board-certified obstetrician/gynecologist on the Medical Staff at Southwest General, discusses what HPV is, how it's transmitted, prevention, and treatment options.


Give us your feedback on this podcast!


Our Locations



Website:






[Home](#) > [Care & Treatment](#) > [Stroke](#) 

Care & Treatment

Stroke

Is it a Stroke? Acting FAST Can Make a Difference

A Podcast with James Bobenhouse, MD, Neurology Associates



Stroke

Know stroke warning signs and act F.A.S.T. to save yourself or your loved one

Every 40 seconds someone in the United States has a stroke, caused by a loss of blood to the brain or the rupture of a blood vessel supplying the brain. Suffering a stroke can lead to long-term disability and life changes.

Whether you or your loved one needs immediate care after suffering a stroke, or you've experienced early warning signs and need expert care to identify and control your risk, Bryan Medical Center is the place to turn. As a certified Stroke Center, health care experts offer the area's most comprehensive range of stroke treatment services. ED physicians, neurologists, radiologists, a neurohospitalist as well as specially trained nurses are available 24/7 to provide you or your loved one with the most advanced care.



Website:



downtown Baltimore.

Treatment programs include [physical therapy](#), [occupational therapy](#), [speech language pathology](#) and [pediatric rehabilitation](#). Pain management for any injury is also included in outpatient rehabilitation.

Inpatient Rehabilitation

Our therapists also help care for patients who have longer stays at UMMC.

UMMC is the only hospital system in the state that has an physical therapists in the [emergency department](#). This dedicated service provides intervention and support to decrease our patients' length of stay.

Our team also supports the [Neonatal Intensive Care Unit](#), which provides care for the smallest and most critically ill babies, and the [University of Maryland Greenebaum Comprehensive Cancer Center](#).

Need to reach inpatient rehabilitation? Call **410-328-7667**.

Live Greater Podcast Episodes

Learn more about how rehabilitative services can help you or a loved one recover from illness or injury.

-  [What is Sacroiliac Joint Dysfunction?](#) 
Featuring: Hugo Benalcazar, MD
-  [What Can Rehab Do For You in the Midst of Cancer Treatments?](#) 
Featuring: Gregory Mesa, MSPT, COMPT
-  [Recovering From Endurance Sports Injuries](#) 
Featuring: Amol Bakre, PT, MS, OCS
-  [What You Can Do to Treat Urinary Incontinence](#) 
Featuring: Kelly Huestis, PT, MPT
-  [The Value of Neurological and Orthopedic Perspectives on Spine Surgery](#) 
Featuring: Clifford Solomon, MD | Steven Ludwig, MD

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COVID-19 treatment and vaccine information

SVMC Blog Volunteers Donate Careers Billing & Insurance 831-757-DOCS

Salinas Valley Memorial Healthcare System ABOUT US PATIENTS & VISITORS LOCATIONS SERVICES FIND A PROVIDER


HOME > FIND A PROVIDER > RICHARD S. GERBER MD

RICHARD S. GERBER, MD

PRIMARY SPECIALTY: [Interventional Cardiology](#)

LANGUAGES SPOKEN: Spanish

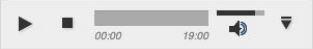
GENDER: Male



Urgent Care / ER Check-in

About Richard

Ask The Experts Podcast: COVID-19 and Cardiovascular Disease



Affiliations
SVMC Central Coast Cardiology

Education

Location Information

SVMC Central Coast Cardiology
230 San Jose Street
Salinas, CA 93901



Website:





Blog:

PODCAST

Tune in to Health Works Here, the podcast series of Emerson Hospital, to get the latest health and wellness information from our team of medical experts. Each podcast can be downloaded so you can listen at your convenience, or simply click the "play" button.



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Podcasts

-  [Advance Directives: Planning Your Future Medical Care](#)
Featuring: Lee Holbrook, LICSW | Mary Crowe, LICSW, ACHP-SW, C.D.S., CDP
-  [Benefits of Hyperbaric Oxygen Therapy](#)
Featuring: Diana Cuypers, BSN, RN
-  [When are Bellyaches More than Just Bellyaches: A Conversation with a Gastroenterologist](#)
Featuring: John Dowd, DO
-  [When Is Heartburn More Than Just Heartburn? A Conversation with a Gastroenterologist](#)
Featuring: John Dowd, DO
-  [Colon Cancer Screenings – Understanding the Options](#)
Featuring: Michael Desimone, MD
-  [Holistic Approach to Managing IBS](#)
Featuring: Michael Desimone, MD
-  [Your First Visit to the GI Doctor](#)
Featuring: Jennifer Naylor, MD



Blog:



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Colon Cancer Screenings: Why Being Proactive Saves Lives

Reviewed by Dr. Michael DeSimone

3/18/2021

Michael DeSimone, MD, of Concord Gastroenterology Associates sat down with the host of [Emerson's Health Works Here podcast series](#) to provide insights on colon cancer screenings. Read his insights on the screening and [listen to the podcast below](#).

Colon cancer is one of the most common cancers among both men and women. [The American Cancer Society estimates there will be approximately 150,000 new cases of colon and rectal cancer this year and about 50,000 people will die from the disease](#). To put these numbers in perspective, the lifetime risk of developing colon cancer is just over four percent. This means about one out of every 25 Americans will be diagnosed with colon cancer at some point.

“It is a serious condition. There is a lot of potential harm, and therefore a lot of benefit to trying to prevent it with screenings,” states [Dr. Michael](#)



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[Baby After Miscarriage ... From Risk to Rainbow Babies](#) 

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Featured Speaker:
Lucy O'Brien, DO
[The Differences Between Seasonal Influenza, Allergies and COVID-19](#) 

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Featured Speaker:
Maureen Moore, RN
[Stroke Awareness & Prevention](#) 



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Southwest General

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Southwest General
November 20, 2020 · 🌐

In our recent episode of "Southwest General Health Talk," Dr. Lucy O'Brien breaks down the differences between seasonal allergies, influenza and COVID-19. To listen to the full podcast, visit swgeneral.com/podcasts or subscribe in Apple Podcasts, Spotify or wherever you're listening now.

The Differences Between Seasonal Allergies, Influenza and COVID-19 with Lucy O'Brien, DO

2 Shares

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For some, issues such as endometriosi...

👍 2

99 Views · a day ago

Page Transparency See All

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

- Page created - December 10, 2009
- Page manager location: United States



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Shriners Hospitals for Children - Chicago



November 5 at 1:08 PM · 🌐

Have questions about speech therapy or feeding issues in your child? Patients at our hospital have access to a variety of speech therapy services. Learn more about Speech Therapy in Children in a podcast with

Kathryn Hess, MS, CCC-SLP, from our pediatric rehabilitation team, and Sarah Richards, MS, CCC-SLP, with our cleft lip and palate service.

<http://bit.ly/ShrinersPodcast>



Shriners Hospitals
for Children
Chicago

Podcast: Speech Therapy in Children



Sarah Richards, SLP



Kathryn Hess, CCC-SLP



83

2 Comments 35 Shares



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SparrowHealth @SparrowHealth · Sep 17

...

In the new Sparrow Speaks podcast episode, SMG Urologist Jamie Bartley, D.O., discusses signs and symptoms of the loss of bladder control and treatment options available for pelvic disorders in women. Stream or download at bit.ly/3ySIZOr.

Sparrow Speaks

Podcast Episode:
Pelvic Floor Disorders
in Women

Jamie Bartley, D.O.
*Urologist with
Sparrow Medical Group (SMG) Urology*

Sparrow Sparrow.org/SparrowSpeaks



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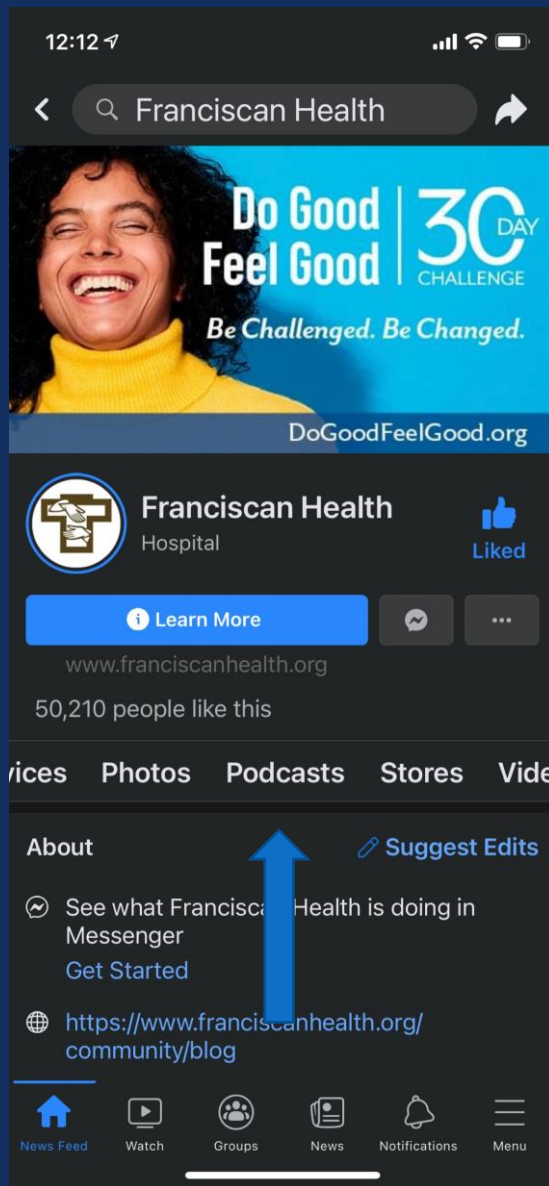


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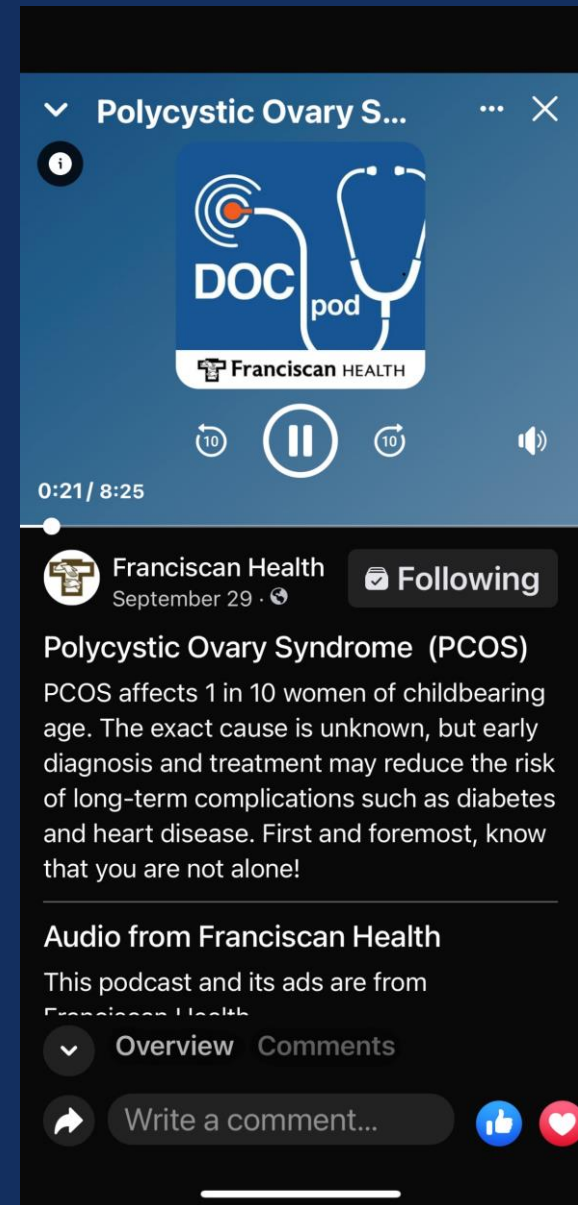
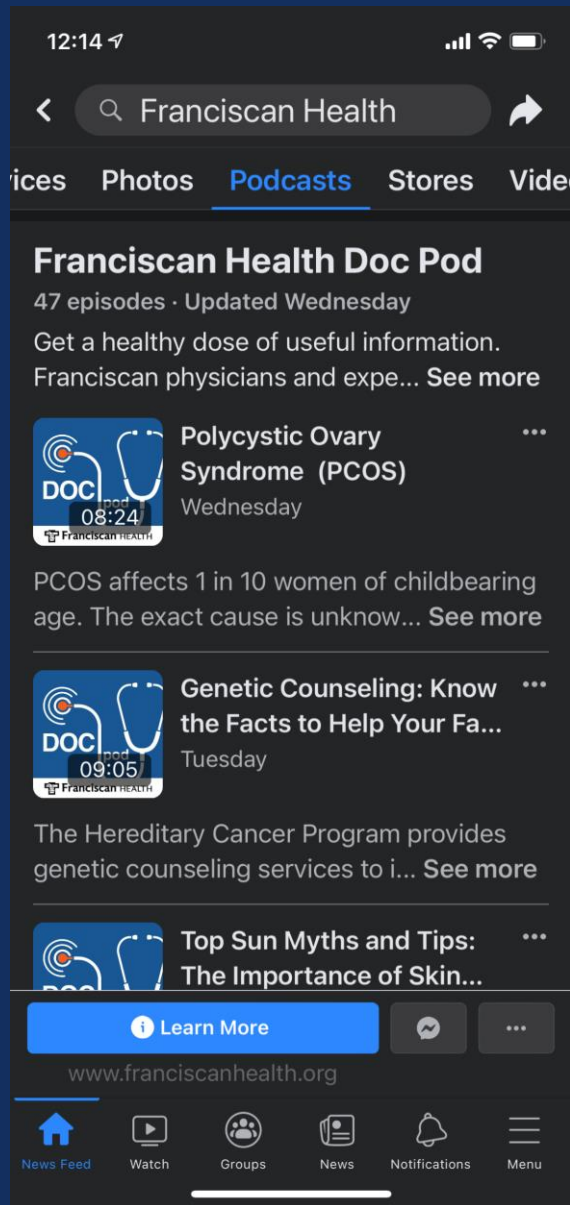
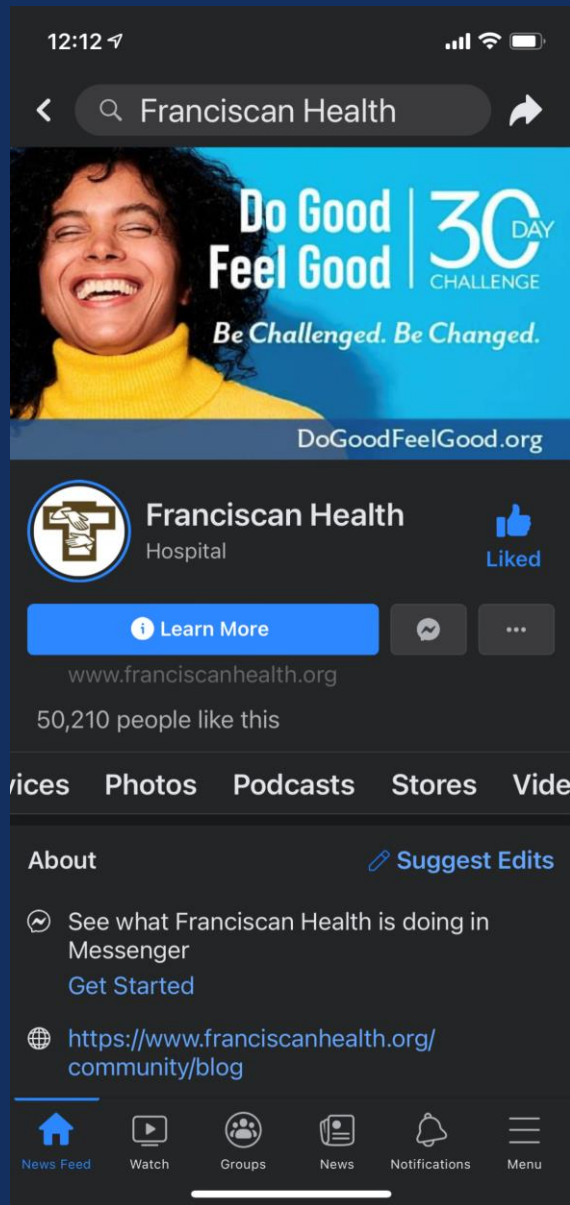
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11:16 uamshealth.com

Podcasts

- Maintaining Mental Health in Uncertainty**
Isis Pettway, MS, LAC
- What You Need to Know about Variants**
Keyur Vyas, MD
- Back-to-School in a Surge: Tips for Parents**
Robert Hopkins, MD
- Birth Control Benefits Beyond Pregnancy Prevention**
Nirvana Manning, MD
- Clinical Trial Results for Treatment for Painful Diabetic Neuropathy**
Erika Petersen, MD
- UAMS' Brain Tumor Bank**
Analiz Rodriguez, MD, PhD
- Addressing Burnout in Leadership Roles**
Erick Messias, MD, MPH, PhD
- COVID-19 questions? Talk with our Virtual Assistant.**
- Diet**
Reza Bakkar, PhD

11:20 aspireallergy.com

To learn more about our new ExACT Immunoplasty™ allergy treatment, click here.

Do You Still Believe These Allergy Myths?

Dr. Richard Wachs discusses and debunks common allergy myths, like if pets are truly hypo-allergenic, does local honey actually work, and more!

00:00 12:10

Why Are My Allergies Worse in the Morning?

Do you wake up with morning headaches, feeling congested, or sniffing? Dr. Sommerhalder explains why your allergies may be worse in the morning and what you can do about it.

11:21 aspirus.org

Healthy Eating • Healthy Living • Women's Health

Katrina Mattek, PA-C, MPAS

Renew & Restore Intimacy & Control

Let's talk about it, ladies. You know what we're talking about – it's that subject we keep to ourselves and sometimes only talk to our gynecologist about. We're talking about yo...

[Full Details](#)

00:00 05:16

Plastic Surgery

Kirk Klemme, MD

Coping with Addiction While Social Distancing

Dr. Kirk Klemme, an addiction and pain management physician, discusses ways to cope with and seek help for addiction while still maintaining social distancing....

[Full Details](#)

[Search Our Podcasts](#)

10:14

Bringing New Services to the Santa Clarita Valley

Henry Mayo Newhall Hospital and Keck Medicine of USC are collaborating on a new joint venture to bring advanced healthcare services to the Santa Clarita Valley. Dr. May Lin Tao discusses this partnership and the new services that will be offered.

[Play Podcast](#) [Download Podcast](#)

Featured Speaker:

May Lin Tao, MD, MS
May Lin Tao, MD, MS is the Medical Director of the Keck Medicine of USC Henry Mayo Newhall Hospital Cancer Program.

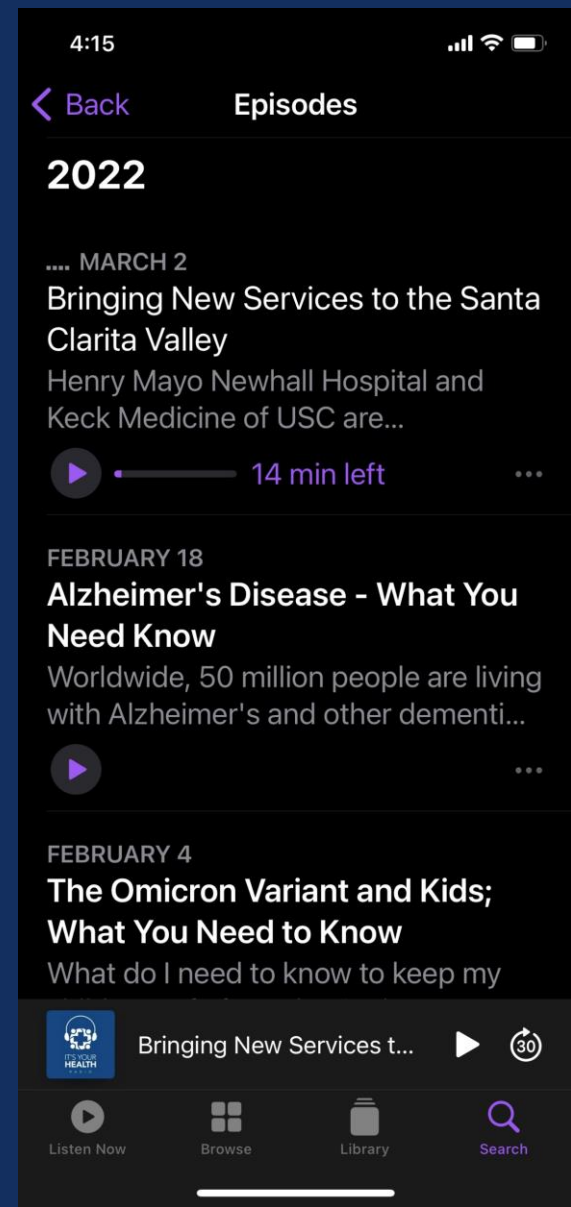
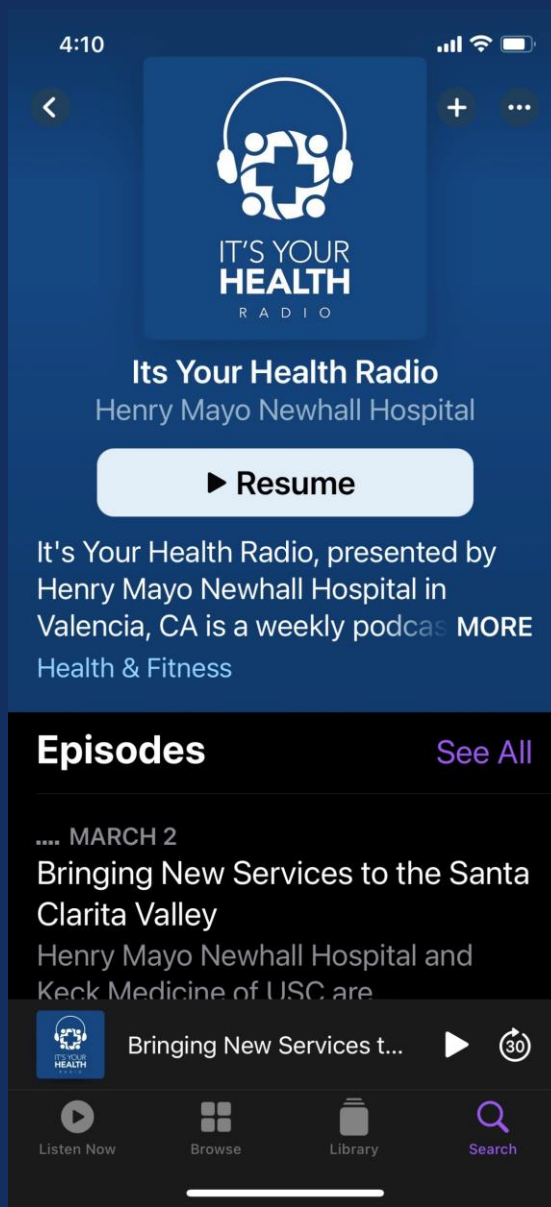
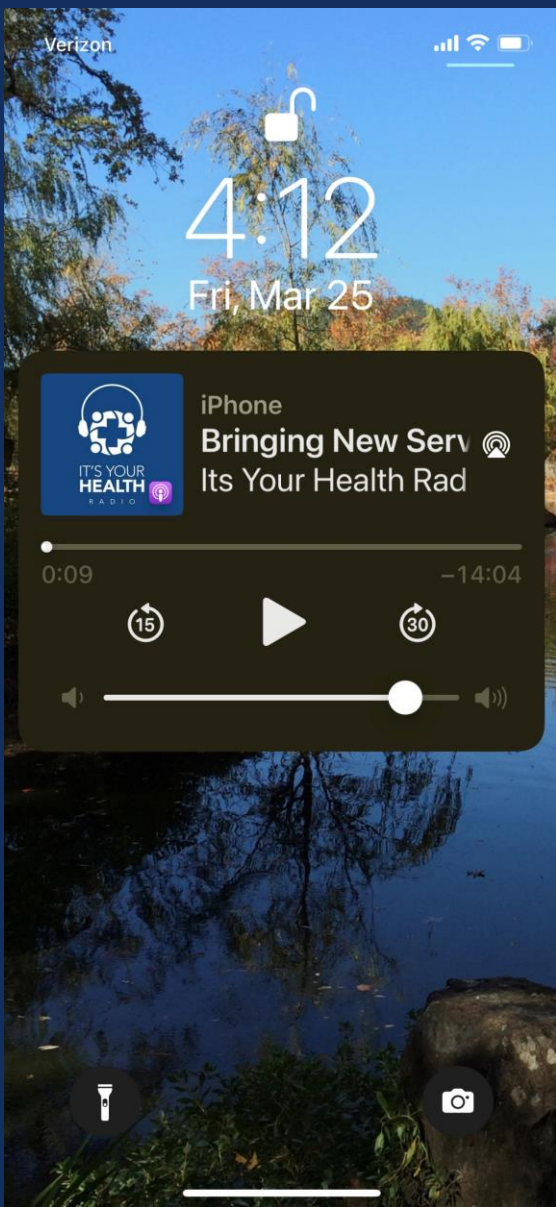
[Learn more about May Lin Tao, MD, MS](#)

Transcription:

Melanie Cole (Host): Henry Mayo Newhall Hospital and Keck Medicine of USC are collaborating to bring advanced healthcare

AA [henrymayo.com](#)





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PUBLICATIONS:

LISTEN UP: IN GOOD HEALTH PODCAST.

Take advice from the doctor without having to make an appointment.

Gaining the expert knowledge of McLaren Macomb physicians and surgeons is now as easy as browsing on your smart phone.

Introducing the In Good Health Podcast – quick-listen interviews with experienced clinical experts on the health topics impacting your life.

- What are the options for the chronic pain in your knee?
- Who is at risk for multiple sclerosis, and what are the early symptoms?
- How do I choose the right pediatrician?
- Who should consider a lung cancer screening?

Listen as McLaren Macomb physicians provide answers to common situations while offering advice on how to navigate these health care concerns.

Listening is easy. To browse the topics, visit mclaren.org/podcast and simply push PLAY.

Learn more about the services offered by McLaren Macomb at mclaren.org/macomb.



UPCOMING EVENTS

All seminars are FREE to attend, but registration is required and can be made online at mclarenmacomb.eventbrite.com or by calling (855) 362-5273.

FEBRUARY 13

Free seminar: Advanced treatment for aortic stenosis
5:30 p.m.
McLaren Macomb

MARCH 26

Free seminar: Hand pain diagnosis and treatment
5:30 p.m.
McLaren Macomb

APRIL 16

Free seminar: Hip and knee pain treatment options
5:30 p.m.
Location to be determined – please visit mclarenmacomb.eventbrite.com for updates



Mission statement: McLaren Health Care will be the best value in health care as defined by quality outcomes and cost.

Please sign up at mclaren.org/macombgreen to be added to the email list to receive the digital version of In Good Health on your smart phone or tablet.

4 1000 Harrington Blvd., Mount Clemens, MI 48043

HEALTH WORKS



SUMMER 2020



INSIDE THIS ISSUE

Students Under Pressure: How You Can Help

Joint Replacement Without the Hospital Stay

Stress and Gastrointestinal Health

THANK YOU!



 Publications:



IN GOOD HEALTH

WINTER 2020



LET EVERY BEAT COUNT.
EXCEPTIONAL HEART PROCEDURE OUTCOMES.

McLaren Macomb has reported exceptional clinical outcomes for patients who have undergone a transcatheter aortic valve replacement (TAVR).

Performed in the Mat Gaberty Heart Center cardiac catheterization lab, patients living with severe aortic stenosis receive a TAVR to replace a malfunctioning aortic valve with an organic valve supported by a metallic stent.

A minimally invasive procedure, TAVR was originally introduced to replace the heart valve in patients deemed a high or intermediate risk for heart surgery.

McLaren Macomb cardiologists launched the TAVR program in the spring of 2018, and in the months since, quality of life indicator data has supported enhanced clinical outcomes for those patients who have undergone the procedure to replace the critical heart valve.

Patients who received TAVR reported an average quality of life increase of 56.25 when returning the Kansas City Cardiomyopathy Questionnaire (KCCQ). The industry standard, the KCCQ is a measurement in which patients self-report the impact their heart disease symptoms are having on their quality of life, generating a score on a scale of 0 to 100.

Outcomes continued on page 2



DOING WHAT'S BEST



Since her weight-loss surgery, Heather Haaz has completed the Maine Coast Marathon, the Pan-Mass Challenge, and many other races.

To learn more about Heather's ride, visit her site at <http://profits.pmc.org/HH0035>.

FAST FACTS

- Emerson's Center for Weight Loss is the second largest program in the state in terms of bariatric surgery cases. The steady growth is due to the surgeons' expertise in performing several different procedures, including revisions.
- People come from all over to have weight-loss surgery at Emerson. The program has earned a reputation for supporting each patient holistically—as a whole person—and not turning patients away.
- We are proud to provide a state-of-the-art patient care experience. This includes patients meeting with a navigator and a mental health coordinator. The front desk staff welcomes patients and looks forward to seeing them at their regular appointments. The Center for Weight Loss follows strict protocols established by the Centers for Disease Control and Prevention for optimal health and safety.

other—he signed up to do a 100-mile bike ride and I registered to do the Shipyard Maine Scenic Coast Full Marathon in May 2019.

As a bariatric patient, my training included not only the running, but also the nutritional balance that was critical to success. Dr. Lautz's team was great and answered all my questions throughout my training. When I crossed the finish line, there was not a dry eye in sight. It was a lifetime achievement. Since then, I have completed four half marathons (including the Shipyard Maine Scenic Coast Half Marathon in May 2020) and many other 5 and 10Ks. I am living a life I did not know I was missing before surgery. I feel like the universe is rewarding me for life's challenges.

Conquering a New Goal

Our family has supported the Pan-Mass Challenge for the last 12 years. This is a

» HEATHER'S TIPS IF YOU ARE CONSIDERING BARIATRIC SURGERY

- **Have support in place.** Whether it is family, friends, or professional support, it is important to have someone you trust when you need to talk.
- **Be honest in your preoperative journey.** If you journal what you eat, write everything down. If you are honest from the start, the recovery and success will be better.
- **Know your goals for the surgery.** Think about what you want to accomplish. Perhaps it is to sit on a plane comfortably, train for a 5K, gain confidence in your professional and personal life, etc.

the last six years. This year, I decided to conquer a new goal and help beat cancer by participating in the Pan-Mass Challenge as a biker. Even though the event was reimaged due to the pandemic, I biked the 50 miles on August 1.

Running and biking during the pandemic were essential for my mental and physical health. Having these fitness goals and events kept me accountable during the long months spent at home this spring. I am the healthiest I have ever been as an adult and down nearly 100 pounds since my surgery!"

» LISTEN TO A PODCAST

about bariatric surgery featuring Dr. Lautz at emersonhospital.org/podcast.



Photo courtesy of Gurelsoo Media

SUMMER 2020 | 11



EMAIL NEWSLETTERS



Welcoming back our volunteers

Salinas Valley Memorial Healthcare System's volunteers were greeted with [thank you signs and smiles](#) during an appreciation drive-thru event last week. Our incredible volunteers have made such a difference over the years in the lives of our staff, patients and community. We are so appreciative of them!

HEAR FROM OUR EXPERTS



Aimee Paik, MD
Preventing Skin Cancer & Treatments



Preventing skin cancer

[In this SVMHS Ask The Experts podcast](#), local dermatologist Dr. Aimee Paik, MD, describes what melanoma looks like on the skin and how this cancer invades other organs. She also discusses risk factors, treatments, the importance of using sunscreen and why we shouldn't use tanning beds.



Email Newsletters:



[OTC Medication for Your Kids: What to Grab and Avoid](#)

By Crystal Gravatte, MD on Oct 19, 2021 05:44 pm



Your child wakes you up at 3:00 a.m. coughing. Great, so much for those eight hours of sleep you promised yourself! You give your child the last dosage of Tylenol you have in the medicine cabinet and plan for a trip to your local pharmacy in the morning. You plop your sick child in the... [READ MORE](#)

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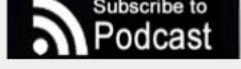
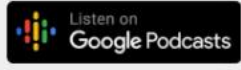
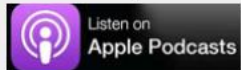


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FEATURED SPEAKER: **Jason Vice, MS, OTR/L, SCLV | Dawn DeCarlo, OD | Marissa Locy, OD**
Low Vision Awareness

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FEATURED SPEAKER: **Sam Windham, III MD**
Catastrophic Brain Injury Guidelines & Organ Donor Management

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Physician Relations:



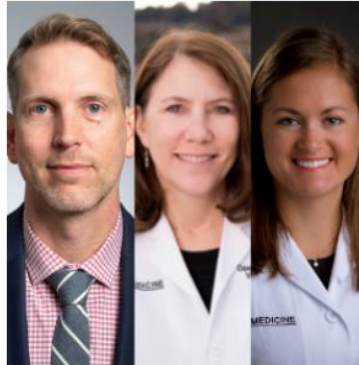
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Challenges Among the Low-Vision Population during COVID-19

In this podcast, Marissa Locy, OD; Dawn DeCarlo, OD; and Jason Vice, MS, OTR/L, SCLV, discuss Low Vision Awareness Month and how mental health issues such as depression have increased during the pandemic among those with low vision.



Inferior Vena Cava (IVC) Filters & IVC Filter Retrieval

Hear from Andrew Gunn, MD, on the intricacies of the inferior vena cava filter, one type of treatment for deep vein thrombosis or pulmonary embolism.



Explore Occupational Therapy's Role in Achieving Independence

Listen as Bailey Griffin, OTR/L, and Alex Hodges, OTR/L, examine occupational





UAB Medicine

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UAB Medicine

May 7 at 3:01 PM

This #LowVisionAwarenessMonth learn more about how delays in getting patients in for treatment can impact their vision and how mental health and depression within the low vision population have increased during the pandemic. <https://fal.cn/3feHy>



2

1 Share

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Write a comment...



UAB Medicine

May 7 at 3:00 PM

Hospital patients with diabetes and other chronic conditions often face more difficulty with COVID-19. So, UAB Medicine created an Inpatient Diabetes & Glycemic Management Service (IGMS) to better manage patients with diabetes and/or hyperglycemia. Learn more about how this team has played an important role in caring for patients with COVID-19. Learn more here: <https://fal.cn/3feH1>



Physician Relations:





QUALITY & OUTCOMES

**DAWN DECARLO, OD
JASON VICE, MS, OTR/L, SCLV
MARISSA LOCY, OD**

LOW-VISION AWARENESS

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Update on the Management of Skin Cancer of the Head and Neck

William Carroll, MD, and Harishanker Jeyarajan, MD, provide updates on demographics and rates of skin cancer in 2021. They discuss predictors of high risk lesions, imaging techniques, the importance of salivary glands and lymph nodes management, and t...



May 17 · 22 min



Occupational Therapy's Role in Reaching Independence

Bailey Griffin and Alex Hodges examine occupational therapy's role in reaching independence.



May 10 · 13 min



Low Vision Awareness

Marissa Locy OD, Dawn DeCarlo OD and Jason Vice MS, OTR/L, SCLV discuss low-vision awareness month. They share some of the challenges patients have faced, how delays getting patients in for treatment can impact their vision and how mental health and...



May 3 · 18 min

About

The official podcast of UAB Medicine, moving medicine forward.



Physician Relations:





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Upcoming Guests



Mohamed Kazamel, MD
Assistant Professor
 Department of Neurology

"Autonomic Function Testing"

Neurologists often need to evaluate the functions of the thinly myelinated and non-myelinated small nerve fibers. These population of fibers cannot be assessed by routine nerve conduction studies or electromyography. Dr. Kazamel explains that presence of autonomic dysfunction is a key criterion for the diagnosis of a life threatening condition like multiple system atrophy, distinguishing it from other more benign parkinsonian syndromes.



Warner Huh, MD
Director
 Division of Gynecologic Oncology

"Guidelines for Pap Smear Screenings"

At present, the standard way to screen for cervical cancer is a Pap smear alone, or co-testing using both a Pap smear and a human papillomavirus (HPV) test. Under the new guidance, the Pap smear, which dates back more than 80 years, would still be used for follow-up tests if an HPV test is positive and will still be used for primary screening of women under age 25. Dr. Warner Huh discusses these updates in the guidelines for Pap Smear Screenings for Cervical Cancer.



Mark Sasse, MD
Associate Professor
 Interventional Cardiology

"Dissolving Heart Stents"

While stents are traditionally made of metal, the Absorb stent is made of a naturally dissolving material called poly(lactide), similar to dissolving stitches or sutures. Dr. Mark Sasse explains that since the Absorb stent gradually dissolves, this may be a safer long-term option for patients because metal stents can clot and occlude the artery.

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Daily COVID-19 Employee Update

Join us each day for a COVID-19 update from one of the following WakeMed leaders:



Donald Gintzig
President & CEO



Cindy Boily, MSN, RN
Senior Vice President &
Chief Nursing Officer



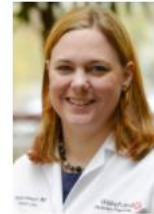
Chris DeRienzo, MD
Senior Vice President,
Quality & Chief Medical
Officer



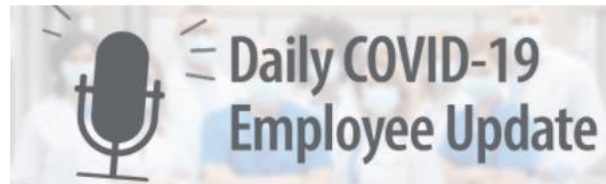
David Kirk, MD
Executive Medical
Director, Critical Care
Medicine WakeMed
Physician Practices



**Barb Bisset, PhD,
MPH, MS, RN**
Executive Director of
Preparedness &
Innovative Learning



Theresa Amerson, MD
Executive Medical
Director, WPP Primary
Care



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  2020 - The Year of the Nurse and National Nurses Week 
Featuring: Cindy Boily, MSN, RN | Senior Vice President & Chief Nursing Officer



Internal Communications:



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University of Maryland Upper Chesapeake Health (UM UCH) Podcast



The HERO Podcast is a series of informative discussions with experts from UM Upper Chesapeake Health. Topics may range from Epic Portfolio to updates on campus construction. All discussions fall under the umbrella of our journey to becoming a highly engaged and reliable organization (HERO).



Internal Communications:





MCLAREN LEADERSHIP PODCAST



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Internal Communications:



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Tom Brisse on the McLaren Leadership Podcast

McLaren Health Care is pleased to launch the McLaren Leadership Podcast. Listen to our executive leaders share their insight and perspectives on various leadership topics. Useful information for any industry.

Listen at <https://lnkd.in/dX46teP>




McLaren Leadership Podcast

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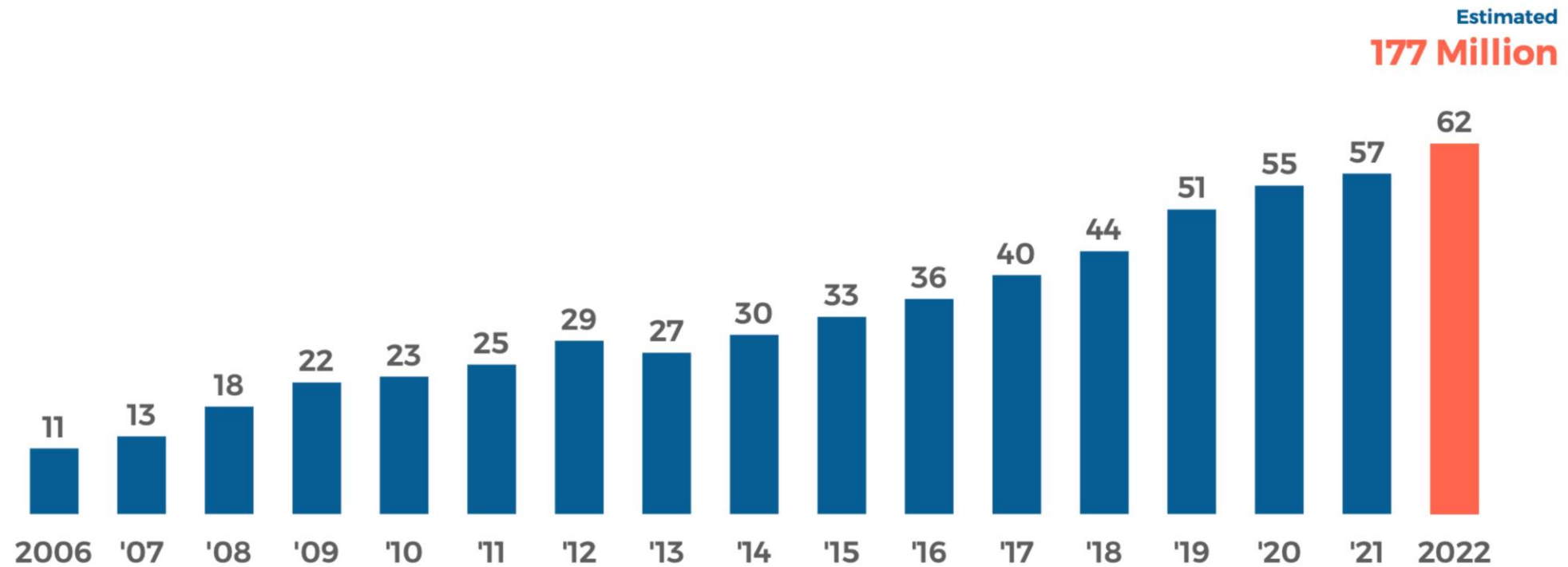




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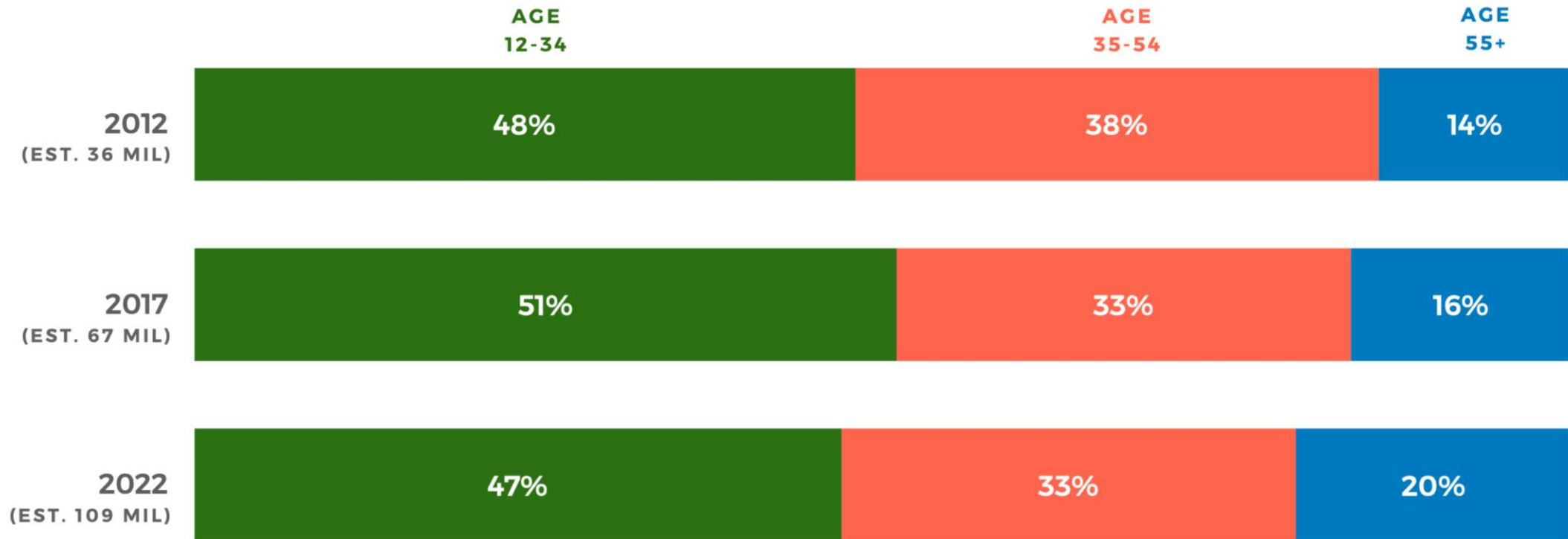
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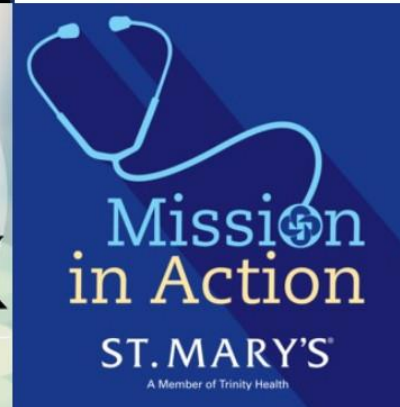
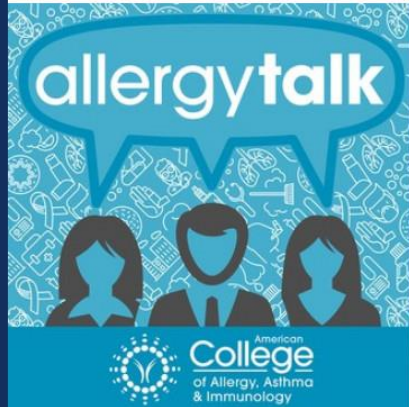
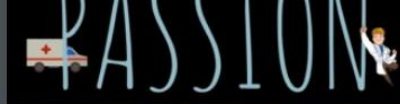
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Podcasting Made Easy: You Don't Have to Start From Scratch

- **Common challenges Hospital Marketing Directors Face**
- **The burden of building content and keeping the pipeline filled**
- **How you can tap into the power of podcasts to solve your content needs**
- **Examples for Consumer, Peer and Internal Audiences**
- **A sit down with Patrick Moody of Henry Mayo Newhall Hospital**





About Henry Mayo Newhall Hospital

- Nonprofit independent community hospital
- 358 beds
- 2,000 employees
- Nearly 520 affiliated physicians
- 200 volunteers
- In 2020 we:
 - Treated over 12,000 inpatients and over 106,000 outpatients
 - Delivered almost 1,400 babies
 - Treated nearly, 60,000 people in our Emergency Department

Henry Mayo and Doctor Podcasting

- Client since 2016
- Have published 140 podcasts
- Release a new podcast every other Friday



It's Your Health – Podcast



Henry Mayo
Newhall Hospital

Why Podcasts?

- At the time it was an emerging and rapidly growing medium
- Used as a supplement for patient and community education
- Is now a linchpin communication channel



Topic Generation

- Standing monthly meeting to brainstorm topics
- Other topics (e.g. COVID) are more urgent.
- Doctor Podcasting provides suggestions.



Topics – What Works

- Topical subjects (of course)
- COVID
- Almost anything to do with kids
- A guest who has a large social media following
- Topics that have built-in cross promotion



Topics – What Doesn't Work

Push Content “We really need to let the community know that we are doing a new procedure.....”

Almost anything tied to a “month.”



Recruiting Guests

- Generally guests are eager
- Only takes 15 minutes
- Shout out to Brittney Brown and Melanie Cole
- A very small percentage of guests don't work out.



Promotion

- The grand slam tactics:
 - Community magazine
 - Guest who has a large following

TAVR
— A Life-Changing Procedure —
Gives Patients a New Beginning

AFTER MINIMALLY INVASIVE HEART SURGERY, RICHARD "DICK" SEARS LIVES WITH MORE JOY AND EASE.

In 2016, Henry Mayo's Richard Sears, 78, was diagnosed with aortic stenosis, a condition that narrows the opening of the heart's aortic valve. Sears had been living with the condition for several years, but his symptoms were worsening. He had been advised to have open-heart surgery, but he was concerned about the risks and recovery time. He decided to try TAVR, a minimally invasive procedure that allows patients to receive their new valve through a small incision in the chest or groin. Sears underwent the procedure in 2017 and is now enjoying life with more energy and ease. He is now able to walk and enjoy his garden again.

Richard "Dick" Sears, a 78-year-old Clark County resident, was diagnosed with aortic stenosis in 2016. He was advised to have open-heart surgery, but he was concerned about the risks and recovery time. He decided to try TAVR, a minimally invasive procedure that allows patients to receive their new valve through a small incision in the chest or groin. Sears underwent the procedure in 2017 and is now enjoying life with more energy and ease. He is now able to walk and enjoy his garden again.

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Promotion

- Weekly all-staff e-mail
- Social media with snippet



On our most recent episode of "It's Your Health Radio Podcast," Julia Kerner...

12 weeks ago · 111 views



6



It's the holiday season and the need to remain vigilant in our battle against...

16 weeks ago · 101 views



2



We know that more and more people are returning to in-person work instea...

17 weeks ago · 120 views



3



In observance of Breast Cancer Awareness Month, Dortha Chu, M.D.,...

23 weeks ago · 72 views



The most effective way to prevent colon cancer is to get colonoscopies as...

25 weeks ago · 117 views



Melinda Nims, MSN, Clinical Manager of Henry Mayo's Telemetry Services...

27 weeks ago · 336 views



Henry Mayo
Newhall Hospital

Metrics

Robust Dr. Podcasting Analytics

Analytic Totals

These are your total interactions and total page views by page title episode number for your podcast.

Analytic Total Summary (Default: 1 Year)

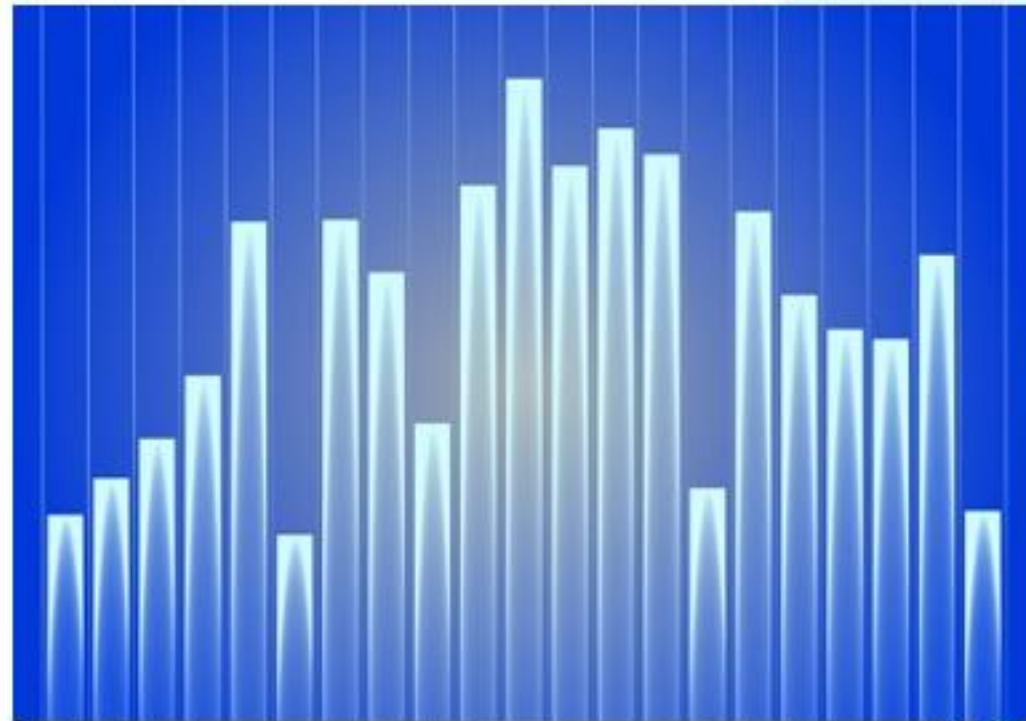
Mar 15, 2021 - Mar 15, 2022

Action	Client Name	Total Interaction
Aggregator Downloads	Henry Mayo Newhall H.	10,955
Website Download	Henry Mayo Newhall H.	1,894
Website Play	Henry Mayo Newhall H.	300
Grand total		13,291

Ep Key	Episode Title	Client Name	Total Interaction
44643	COVID-19 Vaccine - The Facts	Henry Mayo Newhall H.	871
44649	Pandemic Tips for Parents with Young Kids as Restrictions are Lifted	Henry Mayo Newhall H.	541
44655	Tips for Safe Travel As Pandemic Restrictions Ease	Henry Mayo Newhall H.	210
44654	Good Eye Care	Henry Mayo Newhall H.	487
45127	Community Education Classes - Online and in Person	Henry Mayo Newhall H.	441
44649	Return Home of Your Choice in a Post-COVID World	Henry Mayo Newhall H.	479

Metrics

- 500 interactions is a hit for us
- Nearly 14,000 downloads or plays over the last year



Best Practices

- Topics, Topics, Topics
- Promote internally and on social media
- Consistent publication schedule

What We Could Do Better

- Smooth out the supply curve
- Promote better

