@InternAtWork: Learner generated podcasts with worldwide reach

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I do not have an affiliation (financial or otherwise) with a pharmaceutical, medical device or communications organization.

Je n’ai aucune affiliation (financière ou autre) avec une entreprise pharmaceutique, un fabricant d’appareils médicaux ou un cabinet de communication.
Objectives:

- Growing use of medical podcasts
- The Intern at Work
  - What we are
  - Why we are different
- Analytics
- Moving forward
Podcasts:

• Episodic digital audio recordings¹

• Why do residents listen to medical podcasts?²
  ➢ Opportunistic engagement
  ➢ Community
  ➢ Facilitate personalized learning

   http://mediaincanada.com/2019/05/06/by-the-numbers-fine-tuning-the-podcast-game/

Resident-centered, peer reviewed

Uniquely Canadian

Core internal medicine topics

Short episodes
Creation:

- Residents use a standardized podcast structure to write a script
- 2 faculty members individually review the podcast
- Recorded on Blue Yeti Microphone and produced using GarageBand
- Uploaded to Buzzsprout every 2 weeks

- Analytics retrieved from Buzzsprout, Apple Podcasts and Twitter
Dissemination:
INITIAL MANAGEMENT

1. Obtain IV access
2. 2 sets of blood cultures
   - CBC, Lytes, Cr, VG, lactate
3. Empiric antibiotics
   - (ideally within 1hr)
4. Fluid resuscitation
   - 30-40 mL/kg
   - Crystalloid within 3hrs

REASSESS

Blood pressure ↑ / Cardiac output ↑
Lactate ↓
Urine output ↑
IVC compressibility, echo, passive leg raise

MORE FLUIDS?

Vasoactive agents

FURTHER MANAGEMENT

1. Narrow spectrum antibiotics when causative organism identified
2. Source control
Progress

43 Episodes
- 34 core episodes
- 7 ask a fellow
- 2 other

- 37 Resident Writers
- 55 Faculty Reviewers
- 4 Canadian Universities
Each episode expected to receive 2,112 unique downloads within 90 days of release.

All time total plays

95 200
Last 10 episodes...

6 continents, 122 countries, 1993 different cities
LENGTH OF PODCAST VS. TOTAL CONSUMPTION

AVERAGE CONSUMPTION

LENGTH OF PODCAST (IN MINUTES)
The Intern At Work @InternAtWork - Jan 27
Written by Dr. Laiya Carayannopoulos (@KallirroiLaiya, Internal Medicine Resident), reviewed by Dr. Alison Fox-Robichaud (@drfoxrob), Dr. Waleed Alhazzani (@AlhazzaniW) & Dr. Rebecca Kruisellebrink (@kruisrr).

Infographic by Rachel Ahle (PA Student)

Life threatening organ dysfunction caused by a dysregulated host response to infection

**Identification**

- Systemic Inflammatory Response Syndrome (SIRS)
- Raises suspicion for infection
- Look for at least 2 of the following:
  - Temperature >38°C or <36°C
  - HR >90
  - RR >20 or PaCO₂ <32mmHg
  - WBC >12x10⁹ or <4x10⁹ or >10% bands

**Buzzsprout©**
- 2352 listens

**Twitter©**
- 2950 impressions
- 511 engagements

**Website Infographic**
- 186 page clicks
Lessons learned:

• Listenership grows based on amount and timing of episode releases

• Ideal length of podcast: 10-15 minutes

• Twitter has been a successful platform to heighten podcast engagement

• www.theinternatwork.com is currently under-utilized

*data limited by information available from various analytic sources
The Intern at Work is an accessible form of open access medical education. By using analytics, we confirmed global dissemination and identified areas of future growth.
Next Presentation:
Laiya Carayannopoulos

15:30-17:00
211, Shaw Centre
Top What Works Paper Session
“The Intern At Work”: A Canadian Resident-Driven Podcast Initiative

THANK YOU

McMaster University Team:
• Dr. Cara Pray
• Dr. Nischal Ranganath
• Dr. Daniel Brandt Vegas

University of Toronto Team:
• Dr. Arnav Agarwal
• Dr. Catherine Leurer
• Dr. Jennifer Fu
• Dr. Lindsay Melvin

Queens University Team:
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www.theinternatwork.com
Help us improve. Your input matters.

• Download the ICRE App, or
• Go to: www.royalcollege.ca/icre-evaluations to complete the session evaluation.

Aidez-nous à nous améliorer. Votre opinion compte!

• Téléchargez l’application de la CIFR
• Visitez le www.collegeroyal.ca/evaluationscifr afin de remplir une évaluation de la séance.

You could be entered to win one complimentary registration for ICRE 2020 in Vancouver. Vous pourriez participer au tirage d’une inscription gratuite à la CIFR 2020 à Vancouver.
Supplementary Slides...
Future:

- Increase traffic to website
- Aim for 10-15 minute episodes
- Add more Canadian sites
Media Platforms
(last 10 episodes)

<table>
<thead>
<tr>
<th>Platform</th>
<th>Usage %</th>
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<tbody>
<tr>
<td>Mobile</td>
<td>86%</td>
<td>17,400</td>
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<tr>
<td>Desktop</td>
<td>10%</td>
<td>2050</td>
</tr>
<tr>
<td>Tablet</td>
<td>4%</td>
<td>720</td>
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</tbody>
</table>
1,914 audience follower size (2 new followers a day)

31.1K impressions (1k per day)

127 likes

28 retweets

7 replies

(last 28 days)
In the last year...

TRAFFIC SOURCES

- Direct Link: 50%
- Search Engine: 30%
- Social Media: 20%

5,034 unique visitors
16.1k Page views

www.theinternatwork.com
## Last 10 episodes...

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<thead>
<tr>
<th>City</th>
<th>Number of Listens</th>
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<tr>
<td>Toronto, Ontario</td>
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<td>Hamilton, Ontario</td>
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<td>Chennai, Tamil Nadu</td>
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<td>Ottawa, Ontario</td>
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