



UNIVERSITY OF TORONTO  
FACULTY OF MEDICINE



# Developing and Evaluating



**healthydebate**  
unbiased facts. informed opinions.

Amol Verma, Hareem Naveed, Nathan Zilbert, Travis Murdoch, Janice Kwan, Anthony Maher, Fahad Razak



# Needs assessment



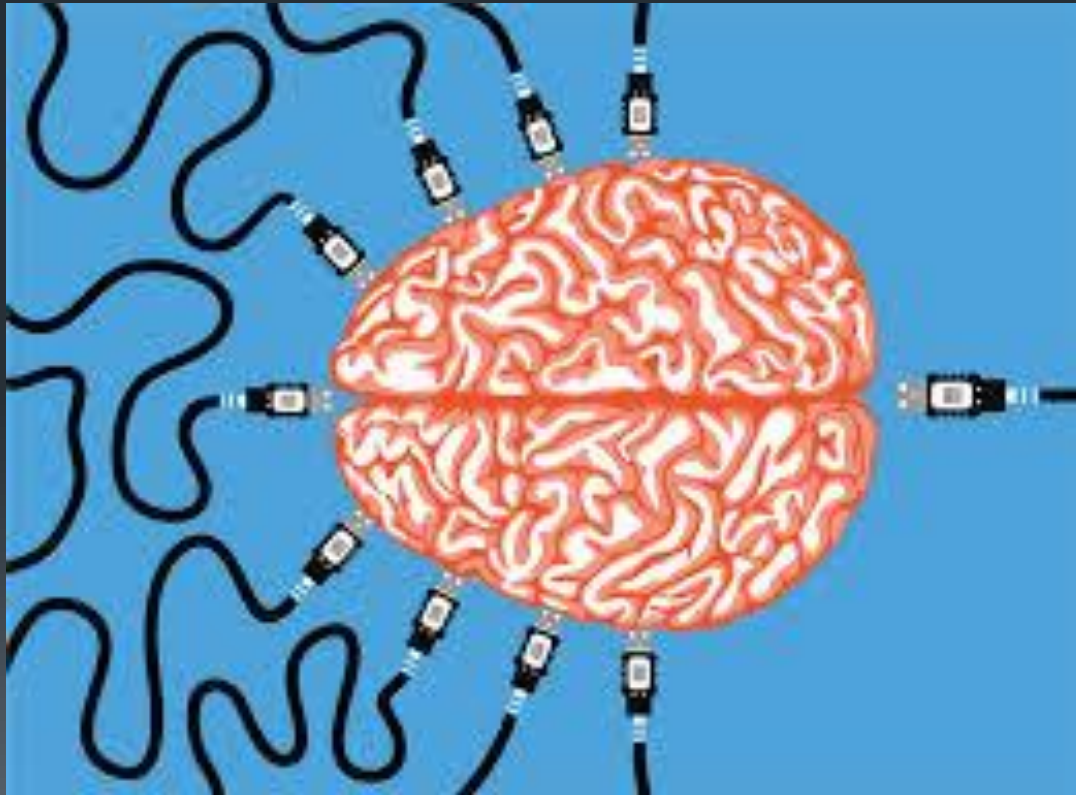
# Needs assessment

- 1) It is difficult to stay current with academic literature.



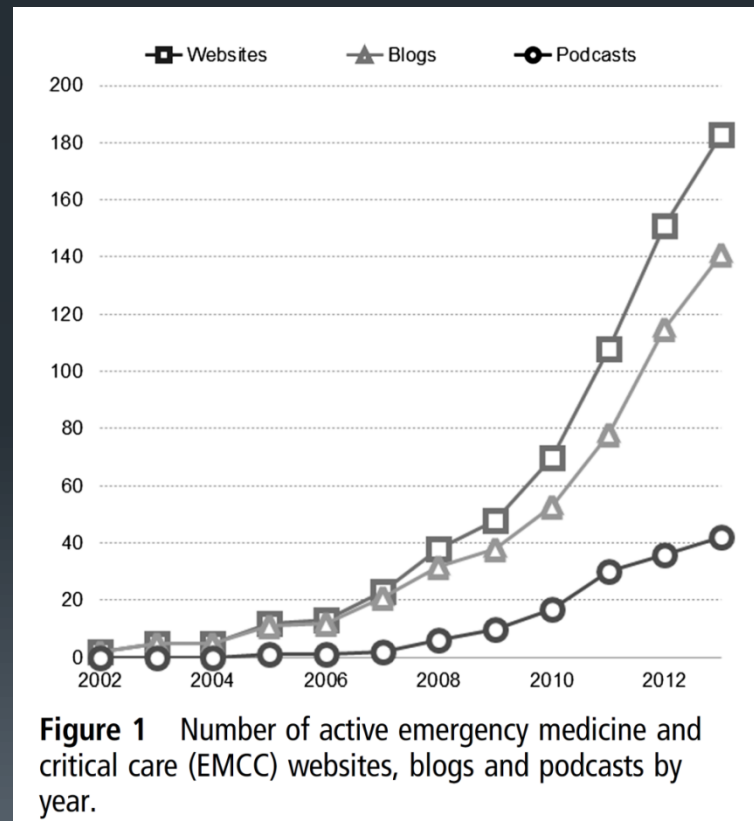
# Needs assessment

- 2) Web-based educational materials can facilitate CME<sup>1,2</sup>



# Needs assessment

3) Podcasts are typically produced by journals or specialty groups<sup>3</sup>



# Needs assessment

- 4) Many medical podcasts are dry and difficult to digest.<sup>4</sup>



# Needs assessment

- 5) There are criteria for high quality social media-based scholarship.<sup>5</sup>

## Criteria for social media-based scholarship in health professions education

Jonathan Sherbino,<sup>1,2</sup> Vineet M Arora,<sup>3</sup> Elaine Van Melle,<sup>1</sup> Robert Rogers,<sup>4</sup>  
Jason R Frank,<sup>1,5</sup> Eric S Holmboe<sup>6</sup>



# Needs assessment

5) There are criteria for high quality social media-based scholarship.<sup>5</sup>

- Be original
- Build on theory, research or best practice
- Be archived and disseminated
- Provide a mechanism for comment and feedback





# Objectives

1. Develop a scholarly podcast that can be sustainably produced by busy clinicians.
2. Offer rigorous analysis about new research in general adult medicine.
3. Target a diverse audience of clinicians.
4. Provide content that is entertaining and easy to listen to.

# Design

- Weekly episodes
  - 20-30 mins
  - 2 Presenters
  - 2 Papers
  - 2 “Good Stuff”
- Conversational
- Repetitive
- Simple



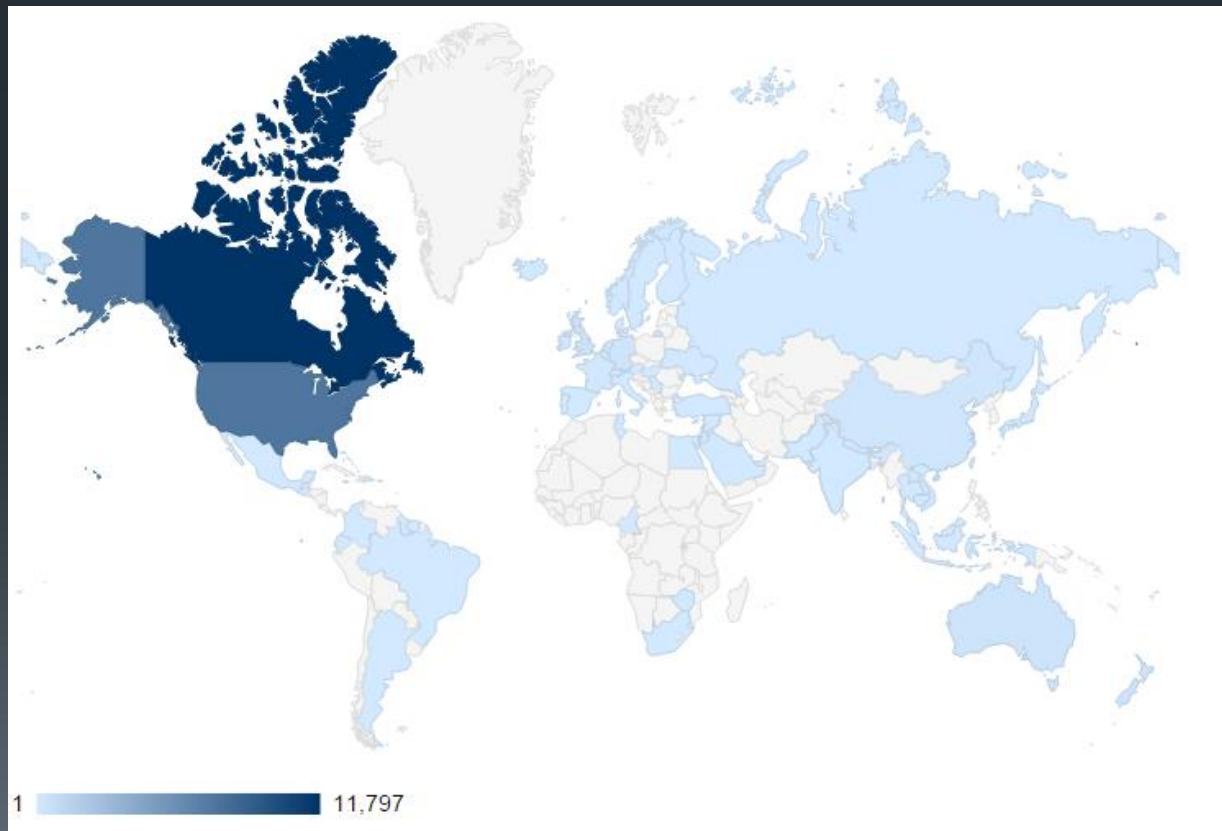


# Evaluation



# Evaluation – Analytics

56 New Episodes since March 2014  
2,100 – 4,000 monthly downloads  
71 countries





# Evaluation – Survey

Web-based, 8 weeks (Nov 2014 – Jan 2015)  
26 Responses, 96% Canada/US  
73% from Academic Centres



- Resident/Fellow
- Medical Student
- Staff Physician
- Health Professional/Student
- Nurse
- Other



# Evaluation – Survey



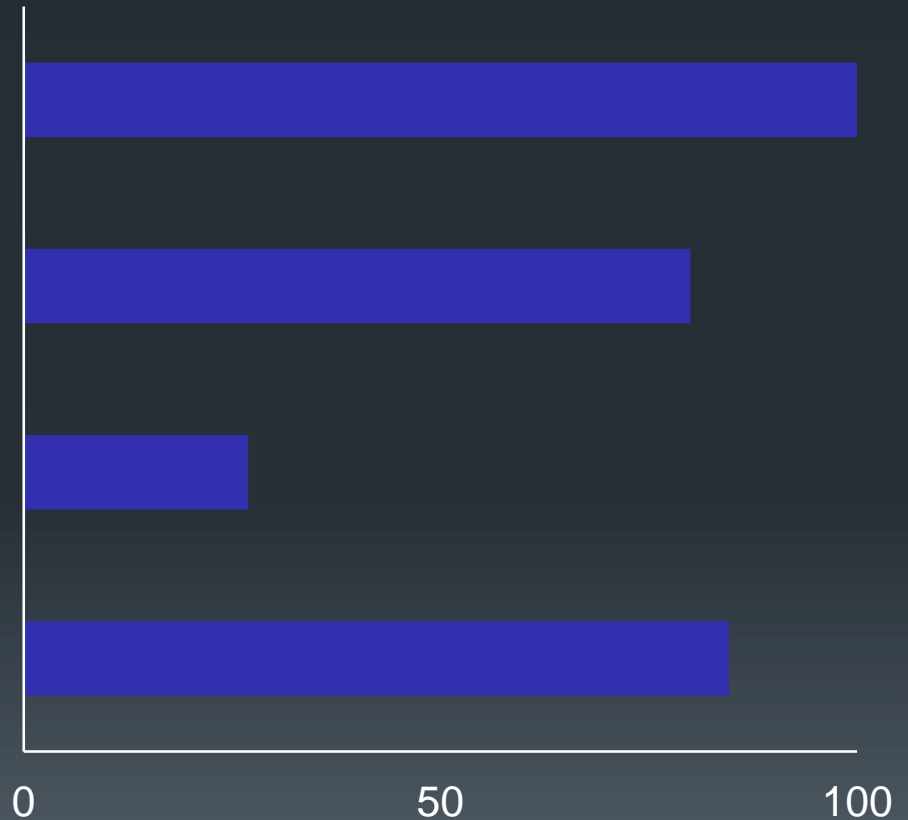
Listening has introduced me to new topics

Listening has improved my practice or education

After listening, I read the papers or visit websites

I find the podcast entertaining

Strongly Agree or Agree (%)



# Evaluation – Survey

## Has listening affected your professional practice?

### Affects Clinical Care

- “I change the way I deal with patients. I don't refer to NNT anymore with patients.”

### Introduce New Topics

- “When probiotics came up in class recently, I remembered an episode that discussed their use in treating C. diff. I re-listened to the segment and went to find the paper that had been talked about.”

### Subject Overview

- “Recent review of articles relating to the use of DAPT ... after PCI has made more comfortable.”



# Discussion

- Balance “loose” style with “tight” content
- Difficult to engage interaction online
- Improve evaluation



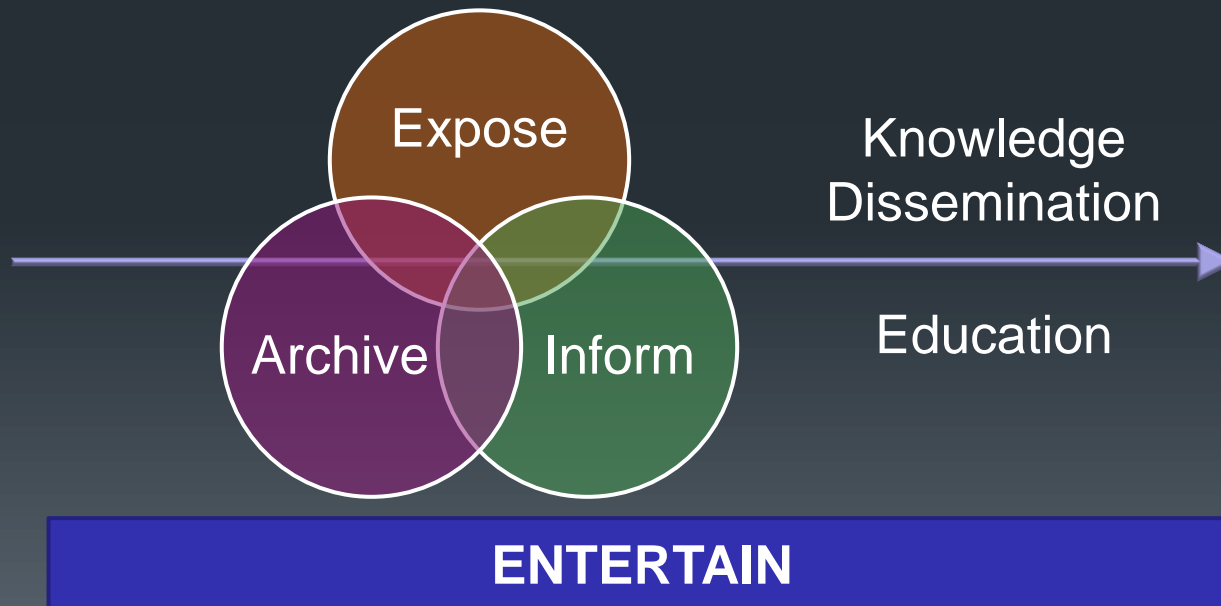


# Discussion

- Teamwork makes weekly schedule feasible
- Podcasts are a powerful medium
- Beyond traditional curricula or even CME

# Discussion

- Teamwork makes weekly schedule feasible
- Podcasts are a powerful medium
- Beyond traditional curricula or even CME





# Acknowledgements

**Editorial Team:** Andreas Laupacis, Joshua Tepper, Jeremy Petch

**Interns:** Hareem Naveed, Anthony Maher

**Co-Founder:** Fahad Razak

**Co-Hosts:** Janice Kwan, Travis Murdoch, Reena Pattani, Rebecca Stovel, Shail Rawal, Samir Grover, Nathan Zilbert

**Sponsors:** Healthy Debate, CSIM, University of Toronto Office of Continuing Professional Development

# References

1. Zanussi et al. Podcasting in medical education: can we turn this toy into an effective learning tool? *Adv in Health Sci Educ* 2012.
2. Purdy et al. The use of free online educational resources by Canadian emergency medicine residents and program directors. *CJEM* 2015.
3. Cadogan et al. FOAM: the rise of emergency medicine and critical care blogs and podcasts (2002-2013). *Emerg Med J* 2014.
4. Wilson et al. After the gold rush? A systematic and critical review of general medical podcasts. *J R Soc Med*
5. Sherbino et al. Criteria for social media-based scholarship in health professions education. *Postgrad Med J* 2015.



SUBSCRIBE AND TELL US WHAT YOU THINK!

[www.healthydebate.ca/theroundstable](http://www.healthydebate.ca/theroundstable)

Search "The Rounds Table" in iTunes



# Recent Topics

- EMPA-REG OUTCOME RCT
- Takotsubo cardiomyopathy cohort
- Clinical summary of Lyme disease
- Filtered sunlight for neonatal jaundice RCT
- Text Messages for Lifestyle Modification RCT
- BRIDGE Trial
- Breast Cancer screening decision aid RCT
- REVERT Trial
- eCigarette use in adolescents survey