



Content landscape of pharma-owned and association-owned podcasts

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RESULTS

Pharma-Owned Podcasts

- 24 podcasts from 9 medical/professional associations across 5 specialties were identified (**Table 1**)
 - Oncology associations produce the most podcasts out of all the medical associations

Specialty	Association	No. of podcasts
Urology	AUA 3	AACU 0 EAU 0
Oncology	ASCO 9	ESMO 3 ONS 1 APSHO 1
Rheumatology		ACR 2
Allergy/Immunology		AAAAI 1
Neurology	AAN 3	ANA 1

- Only 2 associations currently have opportunities for pharma podcast content collaboration, while the remaining only offer sponsorships or do not allow industry participation
 - The American Urological Association allows industry-developed, non–continuing medical education, informational podcasts, which includes hosting and elevated awareness to members via association newsletter and email as well as metrics over 10 months
 - The Advanced Practitioner Society of Hematology & Oncology allows fair-balance podcast content developed in partnership with a pharma company (with MLR review if needed), which includes development, hosting, and elevated awareness to members via association website and channels for 6 months
 - Traditional sponsorships consist of 15- to 30-second audio to be played prior to the podcast
- Some association podcasts are open to suggested topics from pharma but do not guarantee the suggested content will be developed

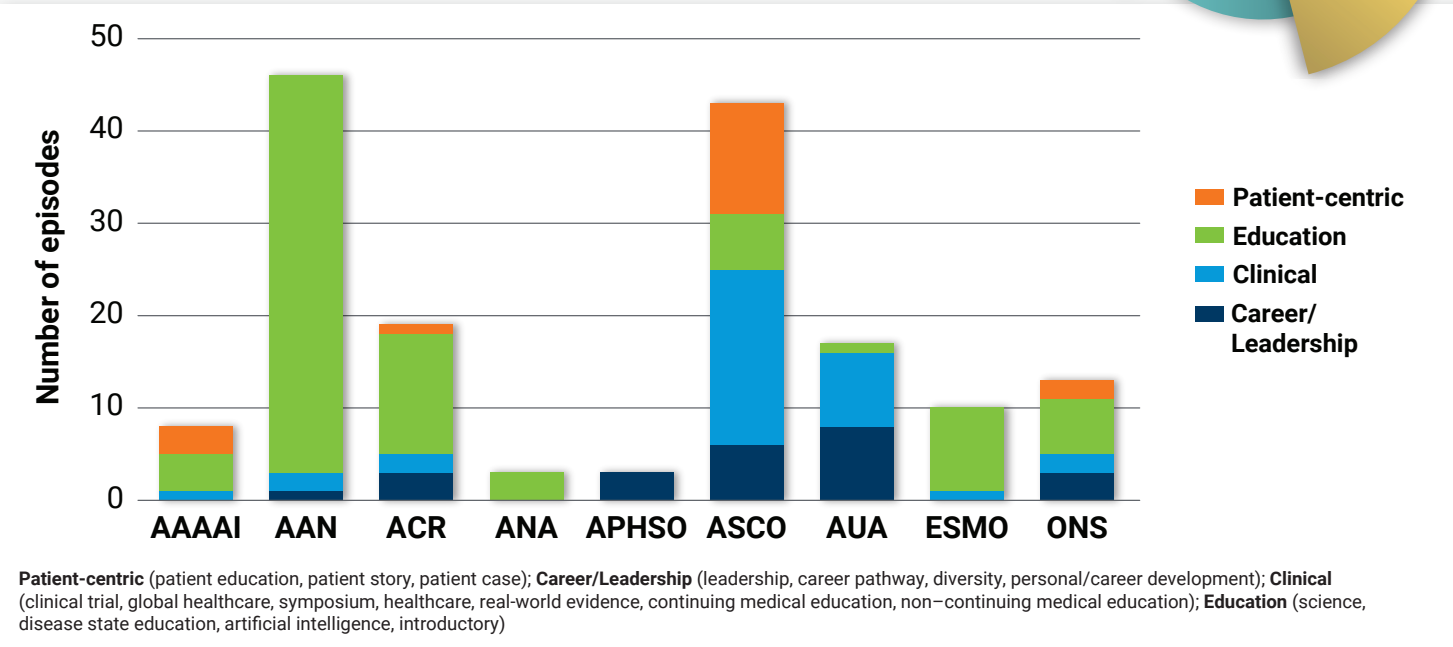
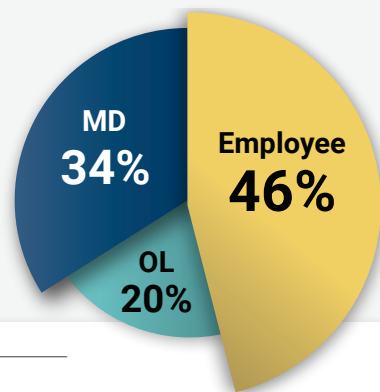
***"...we do not take
outside podcast requests."***

American Academy of Allergy,
Asthma & Immunology

"ASCO along with most healthcare associations do not allow pharma to provide content on their websites, just sponsorship opportunities."

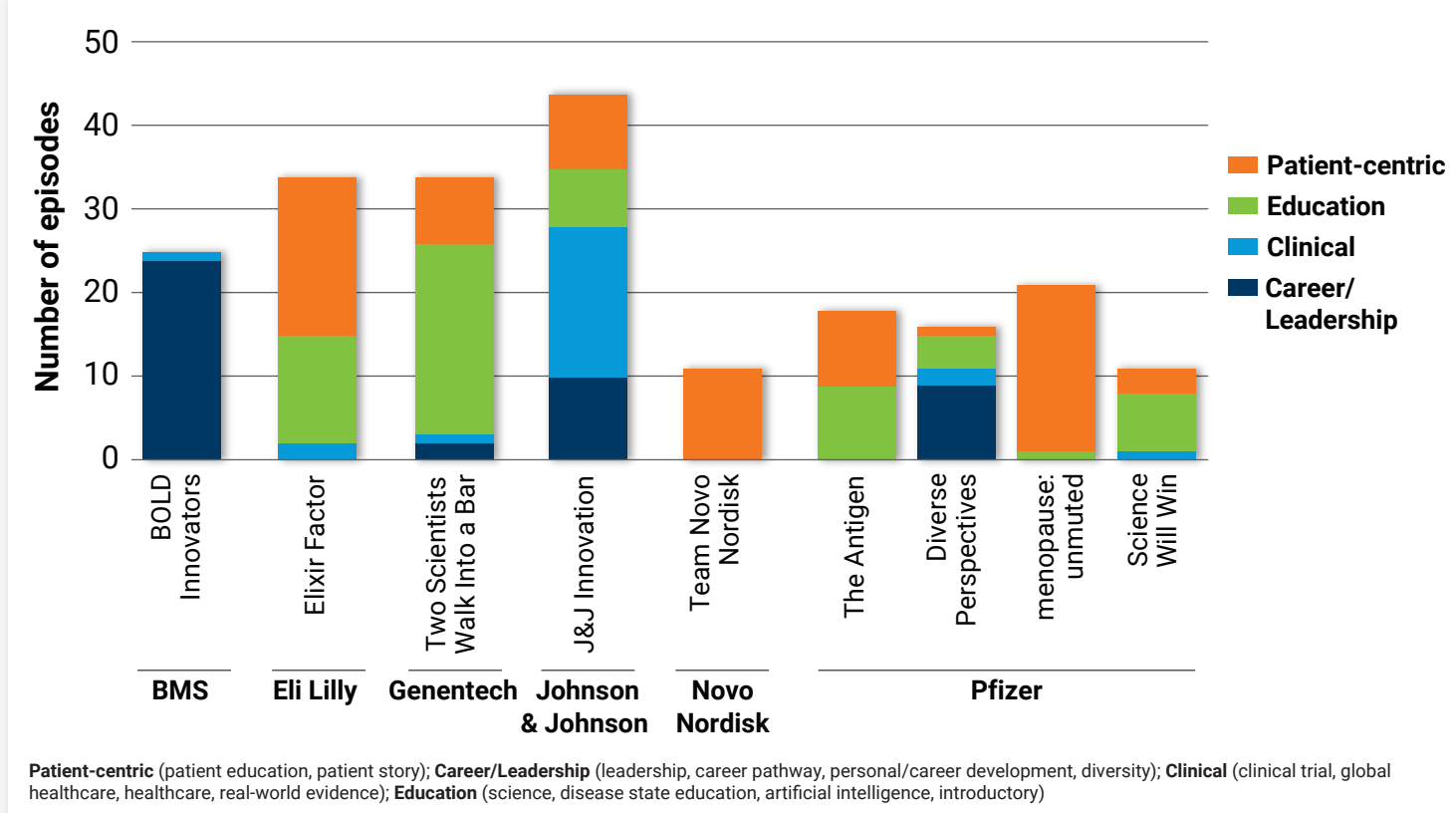
American Society of Clinical Oncology

- Association-owned podcast hosts were generally practicing physicians or OLs
 - Association-affiliated hosts were also practicing physicians and sometimes journal editors
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- | Role | Percentage |
|----------|------------|
| MD | 34% |
| OL | 10% |
| Employed | 56% |

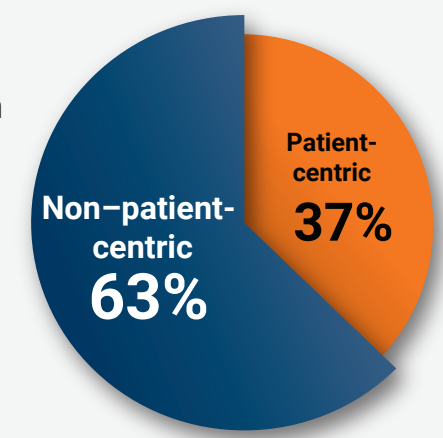


- | Company | Podcast | Target audience |
|----------------------|---|-----------------|
| Pfizer | Diverse Perspectives Science Will Win
The Antigen menopause: unmuted | Patients |
| Novo Nordisk | Team Novo Nordisk | Patients |
| Bristol Myers Squibb | BOLD Innovators | Other |
| Eli Lilly | Elixir Factor | Patients |
| Genentech | Two Scientists Walk Into a Bar | Patients |
| Johnson & Johnson | J&J Innovation | Patients |

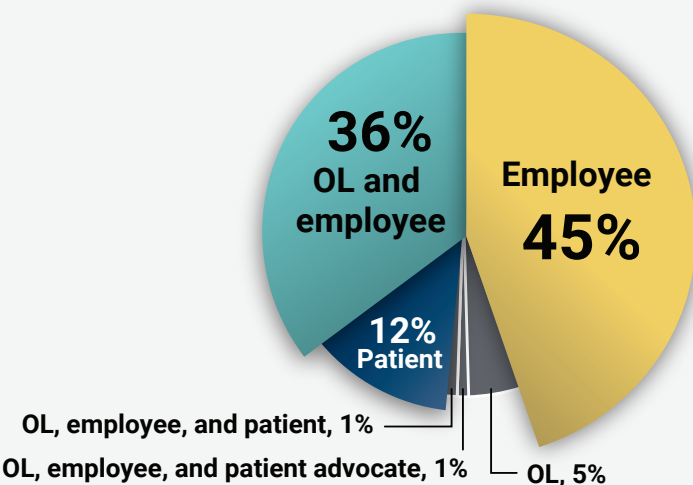
- Common themes included patient stories, general science education, and patient education about specific diseases and clinical trial process
 - Patient stories were a main theme in the *Team Novo Nordisk* podcast from Novo Nordisk and the *menopause: unmutted* podcast from Pfizer
 - Almost all episodes (96%) from the Bristol Myers Squibb *BOLD Innovators* podcast focused on career development



- Across the pharma-owned podcast landscape, patient education and patient stories comprised a large portion of the podcast themes, with 37% (80) of podcast episodes falling into 1 of these 2 categories
 - Patient stories and patient education were main themes in 7/9 (78%) of the podcasts



- Of 214 podcast episodes, 96 (45%) were hosted only by employees, 77 (36%) by OLs and employees, and 26 (12%) only by patients



REFERENCES: 1. Karatzi AS. <https://www.goarch.org/-/home-and-the-greek-oral-tradition>. Accessed March 6, 2024. 2. Tobin SJ, Guadagno RE. *PLoS One*. 2022;17(4):e0265806. 3. spotifyads. <https://www.youtube.com/watch?v=mkBlucxv5-48t>:160s. Accessed March 6, 2024. 4. Parkinson J. <https://www.contagionlive.com/view/podcasts-an-emerging-communication-medium-for-storytelling-disseminating-health-information>. Accessed December 6, 2023. 5. Group DR. Taking the Pulse[®] physician survey. 2020. 6. Interactions MMKMHR5. 2023 Medical/ Surgical Edition; 2023. 7. Mahoney S. <https://mmm-online.com/home/channel/features/the-secrets-behind-3-successful-pharma-podcasts/>. Accessed March 6, 2024. 8. Zak PJ. *Cerebrum*. 2015;2015(2): 9. Kiernan MA, Mitchell BG, Russo L. *Antimicrob Steward Healthc Epidemiol*. 2023;3(1):e98.

In specialties that do not have as many podcasts, there could be an opportunity for pharma to fill the gap in disease state education

However, pharma should continue to develop podcasts independently of associations while seeking to integrate clinical OLs into their content