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Poster 60

Look who's talking: Medical journals and podcasting

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> Background

- As demonstrated in our 2024 ISMPP poster, podcasts are important yet underutilized educational tools in the medical publishing landscape, in terms of both offering and volume of output[1]
- Thirty-eight percent of physicians reported listening to podcasts in the last month[2]
- Enhancing the uptake, accessibility, and engagement of journal podcasts has the potential to reach audiences who increasingly listen to content as part of medical training and continuing medical education (eg, nurses, medical trainees)
- Here, we expanded on a previous targeted analysis of high-tier medical journals to include all oncology journals reporting primary research

> Objectives

- To characterize podcast adoption by medical oncology journals
- To identify opportunities to enhance accessibility/ inclusion and innovation in medical education

> Methods

- Sylogent was used to identify oncology journals using filters that selected for original clinical research articles
  - Journals were excluded if they had an impact factor (IF) <1.0 or where IF was not reported
  - Audiences were identified using the Sylogent audience feature
- Journal impact factor, geography, and audience were assessed along with podcast frequency, platforms, and formats

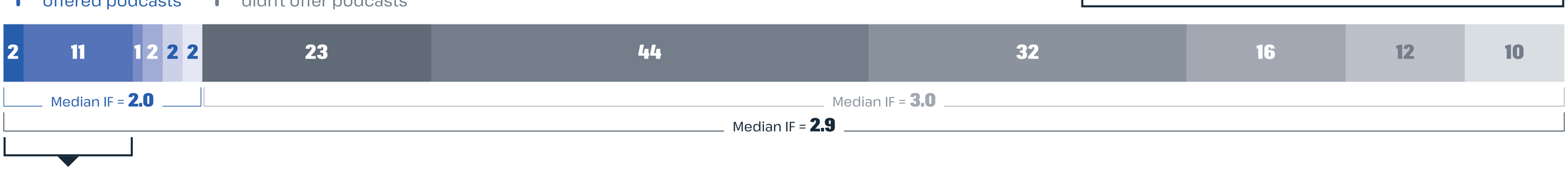
> Results

Number of oncology journals with or without podcasts by impact factor

Of **157** oncology journals analyzed,

20 offered podcasts

137 didn't offer podcasts



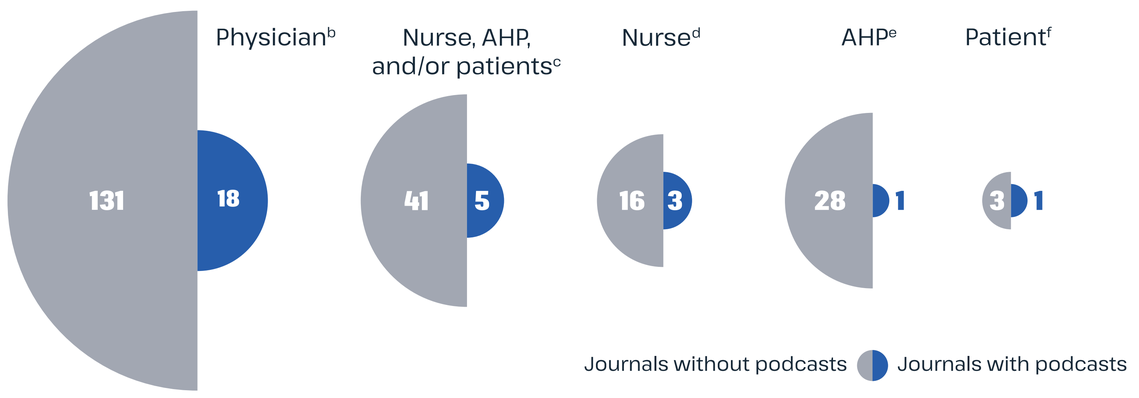
Most journals with podcasts had impact factor **<3**

Geographic distribution



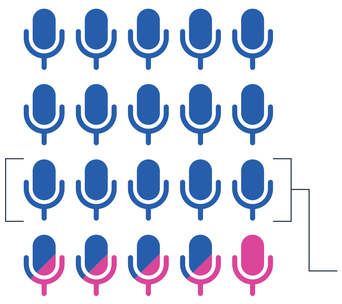
Although only **40%** of all journals analyzed were US based, they accounted for **65%** of the journals offering podcasts

Number of journals by audience[a]



[a]3 journals did not include physician, nurse, AHP, or patient audiences. Audiences were not available for 2 journals, and 1 journal had other audiences, including researchers, educators, statisticians, health economists, and epidemiologists.
[b]Audience must include physicians; may also include other.[g]
[c]Audience must include nurses, AHP, and/or patients; may also include physicians and/or other.[g]
[d]Audience must include nurses; may also include physicians, AHP, patients, and/or other.[g]
[e]Audience must include AHP; may also include physicians, nurses, patients, and/or other.[g]
[f]Audience must include patients; may also include physicians, nurses, AHP, and/or other.[g]
[g]Other includes researchers, patient/nurse educators, public health officials, statisticians, pharmacists, policymakers, and economists.
AHP, allied health professional.

Podcast format



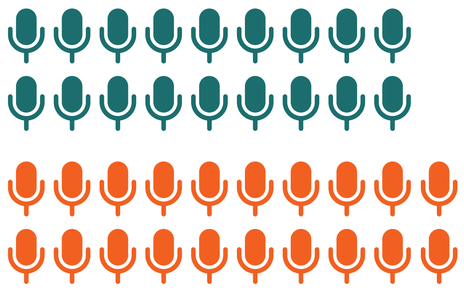
75% (15/20) had **audio** only

20% (4/20) of journals with podcasts had both **audio and video** options

5% (1/20) had **video** only

All journals with podcasts and nurse, AHP, and/or patient audiences were **audio** only (5/20)

Average number of podcast episodes per journal in 2024



18 (range 0–81) for all journals with podcasts

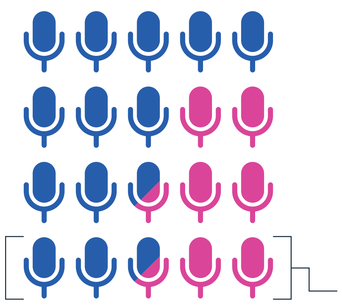
20 (range 0–51) for all journals with nursing, AHP, and/or patient audiences

The average number of podcast episodes was more than the **average number of issues** per year for journals with podcasts

12 (range 0-36)[a]

[a]1 podcast did not have episodes in 2024.

Podcast platform



60% (12/20) of journals with podcasts hosted podcasts via the **journals' sites**

10% (2/20) hosted through both the **journals' sites and other sites**[b]

30% (6/20) hosted through **other sites**[b]

Of journals with podcasts and nurse, AHP, and/or patient audiences

- **40%** (2/5) hosted podcasts on the journals' sites
- **20%** (1/5) hosted on both the journal's site and other sites[b]
- **40%** (2/5) were hosted through other sites[b]

[b]SoundCloud, Spotify, Apple Podcast, Amazon Music, Podbean, and YouTube Music

Most journals with podcasts...



> Conclusions

- Podcast adoption by oncology journals is influenced by journal IF and geographic locations, with US-based journals more likely to utilize podcasts as an educational tool
- Oncology journals that provided podcasts were viewed by a variety of audiences
- Diverse podcast formats and the use of multiple platforms enhance accessibility, enabling equitable knowledge dissemination across a broader range of healthcare professionals
- Limited metrics and supporting materials are available for podcasts, which may create accessibility barriers

> Recommendations for enhancing impact of podcasts

- Consider podcasts for journals with broad target audiences
- Ensure transcripts and multimedia elements are included to enhance accessibility
- Create a dissemination plan with authors and collaborate with podcast networks and key or digital opinion leaders to ensure enduring podcast visibility
- Highlight podcast on the article and journal page to ensure visibility
- Short, modular formats; easily accessible figures; and podcast summaries improve convenience and may increase engagement
- Identify and track key metrics pre- and post-podcast publication

References

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2. Kantar. Digital strategies to reach physicians: Medical podcasts. https://2247255.fs1.hubspotusercontent-na1.net/hubfs/2247255/Ad%20Intel%20-%20Campaigns/2022%20Digital%20Strategies%20to%20Reach%20Physicians.pdf. Accessed April 16, 2025.

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Disclosures

All authors are employees of HCG.

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