THE SMART PHARMACIST PODCAST: MEDICATION SAFETY LEARNING ANYWHERE ANYTIME

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PROJECT OVERVIEW

- The SMART Pharmacist Podcast consists of educational podcast episodes
- Different patient/medication safety-related topics
- A short duration of approximately 15 minutes per episode
- Each episode contains specific learning objectives and take-away key learning points
- The guest speaker can either be a medication safety analyst/specialist or a healthcare provider.



PODCAST TOPICS

Season I	The SMART Pharmacist Podcast
T	Introduction to Medication Safety (10 minutes)
2	The Aftermath of an Incident (14 minutes)
3	Medication Incidents Associated with Students (14 minutes)
4	<u>Compounding Errors (16 minutes)</u>
5	Drug-Drug Interactions in the Elderly Population (16 minutes)
Season 2	The SMART Pharmacist Podcast
I	Errors reported by Community Pharmacies in Nova Scotia (12 minutes)

SoundCloud: <u>https://soundcloud.com/user-987300055</u> iTunes: <u>https://itunes.apple.com/us/podcast/smart-pharmacist-podcast/id1417535258?mt=2</u>

USER ENGAGEMENT AND FEEDBACK

- A total of 2,785 plays across all podcast episodes have been tracked through SoundCloud[™] platform since initial release in July 2018
- Episode #5 "Drug-Drug Interactions in the Elderly Population" had the highest audience engagement
 - 884 plays in total
 - Representing 32% of total plays
- We administered a brief, I2-item online questionnaire to pharmacy professionals across Canada
- A total of **13 responses** were collected within a month

USER ENGAGEMENT AND FEEDBACK

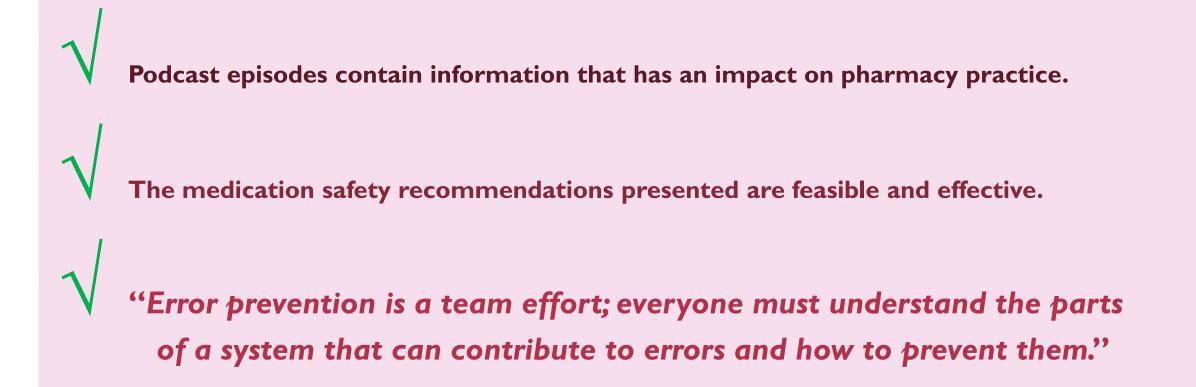
Respondents:

- Ontario
- Nova Scotia
- Saskatchewan
- New Brunswick

Responses:

- Accessibility
- Information accuracy/validity
- Relevance of information to pharmacy practice
- Scope/coverage of information

USER ENGAGEMENT AND FEEDBACK



SUMMARY

SMART = Specific, Measurable, Attainable, Relevant and Time-based

The SMART Pharmacist Podcast is an accessible, evidencebased educational resource that can be utilized by any healthcare professionals to learn about medication safety prevention strategies.

Medication safety learning through the podcast medium will provide pharmacy professionals with a dynamic and engaging educational resource that can be accessible anywhere anytime.

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