

The Meaningful Medicine Podcast

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Overview

We have upgraded our recording equipment and we expanded our platform to include video recordings and have started a YouTube channel. We have expanded our social media presence and have created advertising materials to promote the show! We also advertised the show and spread the word that we are looking to expand our podcast team via multiple UCSF channels.

Data Snapshot

Our podcast has over 2,000 downloads and we are working to find new ways to engage and continue to grow our audience! Our audience has given us 5 stars all around so far! The podcast is available on Apple Podcasts, Spotify and Youtube. Our podcast ranked 31st for medical podcasts in Chile and 119th for medical podcasts in Japan!

Resources

<https://podcasts.apple.com/us/podcast/meaningful-medicine/id1615882893>

<https://open.spotify.com/show/6yVoUxo9bDDgvg8LzoQxo?si=af03b140bb314544>

<https://www.youtube.com/channel/UCWx2oRIP53dQdu87kj-KMbg>

UCSF Wellness and
Community
Campus Life Services



Meaningful Medicine

Project Details

Meaningful Medicine is a podcast that highlights stories of healthcare professionals who have found a sense of meaning, resilience and joy in their work. In an unpredictable and challenging world with high burnout rates, this is a podcast where incredible individuals share their most meaningful patient experiences and focus on those moments of positivity and joy that sparked their love of healthcare and changed the way they practice medicine.

Over the past year, we've created 30 episodes and had the opportunity to interview Dr. Glaucomflecken to discuss laughter in medicine, Dr. Volberding to discuss the history of the HIV epidemic, Dr. Tooley on motherhood in medicine and we've had the opportunity to tackle important topics such as mental health, burnout, wellness, imposter syndrome, climate change, microaggressions, veteran health, palliative care, infertility, joy in medicine and much more!

Our team includes eight people made up of UCSF attendings, residents, medical students and non-UCSF fans of the podcast. Podcasting truly takes a village! Our team is made up of producers, editors, researchers, social media managers and podcast hosts. We are passionate about tackling interesting and sometimes tough topics in medicine and shedding light on topics that promote wellness and remind people why they first fell in love with the field of medicine.

Project Challenges

One of the hardest aspects of having a podcast, is finding creative way to advertise and spread the word about the podcast. One strategy that we came up with was to have more well-known doctors with a large social media presence join the podcast and help spread the word. This has been somewhat successful. We are also trying to include guests from all around the country/world to help spread the word. Given our budget, we were unable to afford advertisements on Facebook/linkedin/instagram which was our original plan. We also created some advertising material (stickers, shirts and magnets) to help advertise the podcast.

Lessons Learned

Podcasting is a large job and when interviews happen remotely- it often involves MANY technical difficulties. We do our best to try and prep our guests with recommendations on technology and wifi and interview prep ahead of time, but we always seem to encounter one problem or another. We decided to change recording platforms from Podcastle to Riverside FM and since the move we have encountered a lot less technical difficulties. Eventually, we also want to start incorporating live podcast streaming events and involve the UCSF community more directly in those events, we just need to expand our team to help make the podcast creation sustainable and continue to grow our show.