The SMART Pharmacist Podcast: Medication Safety Learning Anywhere Anytime

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METHODOLOGY

• The SMART Pharmacist Podcast offers an asynchronous mode of delivery of medication safety education and information that can be accessible anywhere, anytime. It consists of a series of educational podcast episodes on different patient/medication safety-related topics (Figure 1).
• Details pertaining to the development of the SMART Pharmacist Podcast are as follows:
  - The introduction and outro clips summarized the goals and learning objectives of each podcast to the audience. These are 60 seconds each.
  - A professional tone, along with a short duration of approximately 15 minutes per podcast was maintained to optimize audience engagement.
  - All episodes contained specific learning objectives and take-away key learning points.
  - Besides the host/moderator of the podcast series, a guest speaker or a subject matter expert was invited for each of the episodes in order to create a professional dialogue on medication safety topics, which was also integrated with real-life medication incident or quality related event examples (that have been anonymously reported to the Institute for Safe Medication Practices Canada) and preventative solutions for best possible medication safety practices.
  - The guest speaker can either be a medication safety analyst, a registered pharmacist, a physician, or a nurse in primary care.
  - We released the episodes on SoundCloud and iTunes. First episode was released in July 2018.
  - We used SoundCloud’s integrated analytics to track user engagement through total number of downloads, total number of online plays, number of reposts, and other statistics. An RSS feed was created for the iTunes podcast platform to allow user subscription to the podcast.
  - We administered a 12-item online questionnaire in June 2019 to pharmacy professionals across Canada to obtain feedback from listeners.

OBJECTIVES

• The recent engagement of pharmacy regulatory authorities across Canada to improve medication safety culture in pharmacies via medication incident reporting and shared learning has manifested a national interest to take steps to prevent errors and patient harm.
• The objective of the SMART Pharmacist Podcast was to create a virtual resource for pharmacy professionals to learn more about contemporary topics in medication safety.
• We developed 6 podcast episodes (Figure 1).
• We collected 13 responses from listeners within a month of dissemination of the online questionnaire (Figure 2).
  - They were from Ontario, Nova Scotia, Saskatchewan, and New Brunswick.
  - Responses with respect to the accessibility, information accuracy/validity, relevance of information to pharmacy practice, and scope/coverage of information of the podcast were generally very positive.
  - Respondents perceived that the podcast episodes contained information that has an impact on pharmacy practice and the medication safety recommendations presented are feasible and effective.

RESULTS

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CONCLUSION

• The SMART Pharmacist Podcast is an educational resource that can be utilized by any healthcare professionals who wish to learn more about effective and feasible (i.e., SMART - Specific, Measurable, Attainable, Relevant, and Time-based) medication safety education and information of the podcast were generally very positive.
• Medication safety learning through podcast will provide pharmacy professionals with a dynamic and engaging educational resource that can be accessible anywhere anytime.

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REFERENCES