

The SMART Pharmacist Podcast:

Medication Safety Learning Anywhere Anytime



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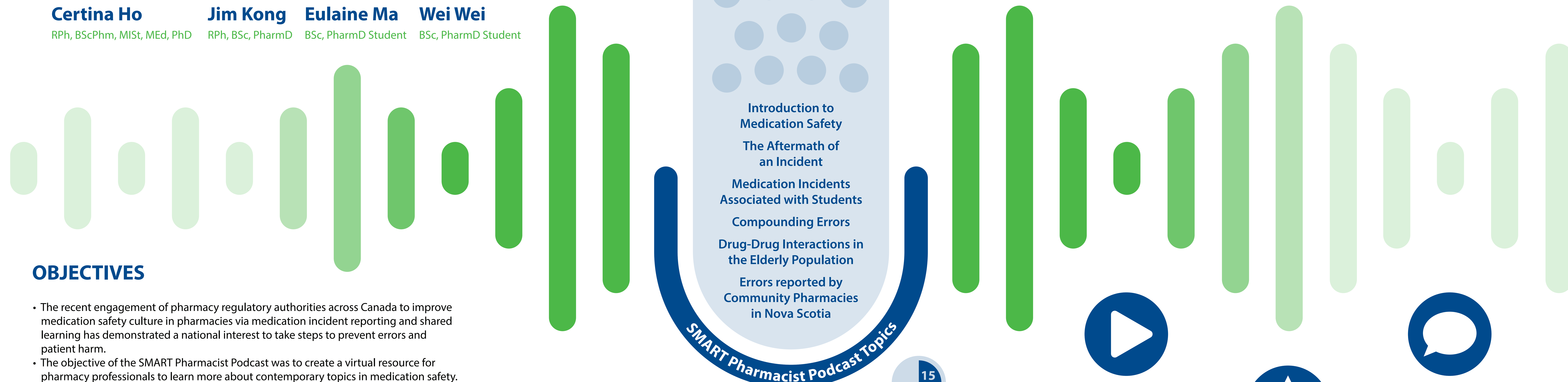
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OBJECTIVES

- The recent engagement of pharmacy regulatory authorities across Canada to improve medication safety culture in pharmacies via medication incident reporting and shared learning has demonstrated 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.

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 patient/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.

RESULTS

- 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.

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

<https://soundcloud.com/user-987300055>

FIGURE 2. User Engagement and Feedback

By the Numbers

A total of **2,785 plays** across all podcast episodes have been tracked through SoundCloud™ platform in one year since initial release in July 2018.



Most Popular

The **"Drug-Drug Interactions in the Elderly Population"** episode had the highest audience engagement: **884 plays** in total, representing **32% of total plays**.

Testimonial

One respondent summarized the overall key learning point of the SMART Pharmacist Podcast succinctly as: **"Error prevention is a team effort; everyone must understand the parts of a system that can contribute to errors and how to prevent them."**

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