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(312) 464-5000

AMA COVID-19 Update Podcast Series

The American Medical Association is physicians' powerful ally in patient care, amplifying physician voices and ensuring they have the resources they need to provide the highest quality care to patients. One of the ways the AMA achieves this is through podcasting.

The AMA recognizes podcasting as an integral part of our broader content marketing strategy to meet our physician audience on the channels they use regularly and, in turn, become part of their regular media consumption habits. With an "available where they listen" approach to media content, we're able to reach our audience in new ways in addition to YouTube and Roku. Throughout the COVID-19 pandemic, we have worked to ensure medical professionals have access to the latest resources through our podcast series: COVID-19 Update.

This year's podcasting goals were to reach 100,000 downloads and publish 100 episodes, as well as establish a baseline for dynamic ad insertion on the Simplecast platform for future years. We believe these KPIs will help set us up for expanded subscriber and download growth in 2022.

We encountered two main challenges in producing episodes this year:

1. **Team Size:** We have a relatively small content and editing team of three to fully produce COVID-19 content, and the equivalent of one full-time person for all podcast audio production and marketing.
2. **In-House Production:** All production is managed by our small team in-house, rather than through agency partnership.

About the COVID-19 Update Channel:

With a renewed focus on elevating the voices of physicians, the AMA launched the COVID-19 podcast series in early 2021. The best-performing AMA podcast channel, the COVID-19 Update highlights the latest news on the pandemic, vaccines, variants and more.

Initially, content for this series was sourced from "best of" audio taken from the AMA's week of COVID-19 Video updates. In June, however, we increased production to publish all COVID-19 video content in podcast form. This series features reliable information directly from experts and physician leaders, serving to elevate and amplify these important voices in public health conversations. This channel's audience is comprised of physicians, and its goal is to provide them with timely information about the pandemic.

The highest performing podcast episode from this series is [Andrea Garcia, JD, MPH, discusses Delta variant impact on both the young and the old](#). This episode was listened to by 56,635 unique listeners and downloaded 3,186 times.

Other top performing episodes from this year include:



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The COVID-19 Update was the most popular of the AMA's podcasts channel this year, attracting 56,000+ unique listeners, who combined listened for more than 93 million minutes.

The AMA's "available where they listen" approach to media content was effective in achieving its goal of putting AMA content in the hands of more physicians, students, and residents. To support the podcast channels, we built a strategic marketing plan utilizing the AMA's communication channels, and the success has been phenomenal, exceeding initial goals. So far this year, we've reached 200,000+ downloads and published 265+ episodes, which shows an incredible growth of over 500% YOY.

Multiple attachments are included with our submission to demonstrate the scope and impact of the AMA's COVID-19 Digital Response. The attachments include:

Materials/Resources to submit:

- [Top podcast content 2021.pptx](#)
 - [Andrea Garcia, JD, MPH, discusses Delta variant impact on both the young and the old \(highest performing\)](#)
 - [Dr. Sandra Fryhofer discusses boosters and the latest vaccine safety data](#) (top performing)
 - [Paul Offit, MD, discusses the importance of pediatric COVID vaccination](#) (top performing)