



St George's University Hospitals
NHS Foundation Trust

Surrey and Sussex
Healthcare NHS Trust

NHS

MDTea Podcast

Multidisciplinary healthcare education on ageing for the 21st century

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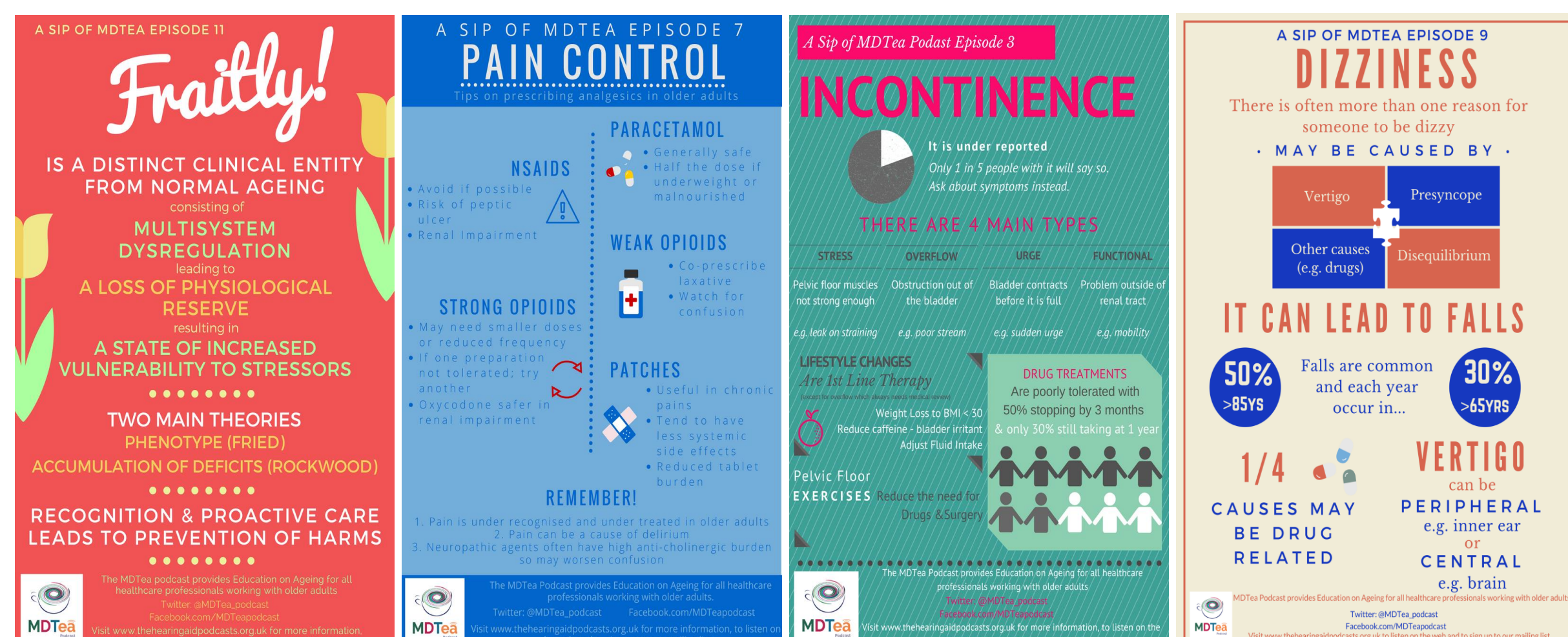
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Our aim was to:

- Develop free, open access educational material for the whole MDT on ageing.
- Develop a community of practice within the digital space, translating to better clinical working within teams in practice for older adults in all healthcare settings.

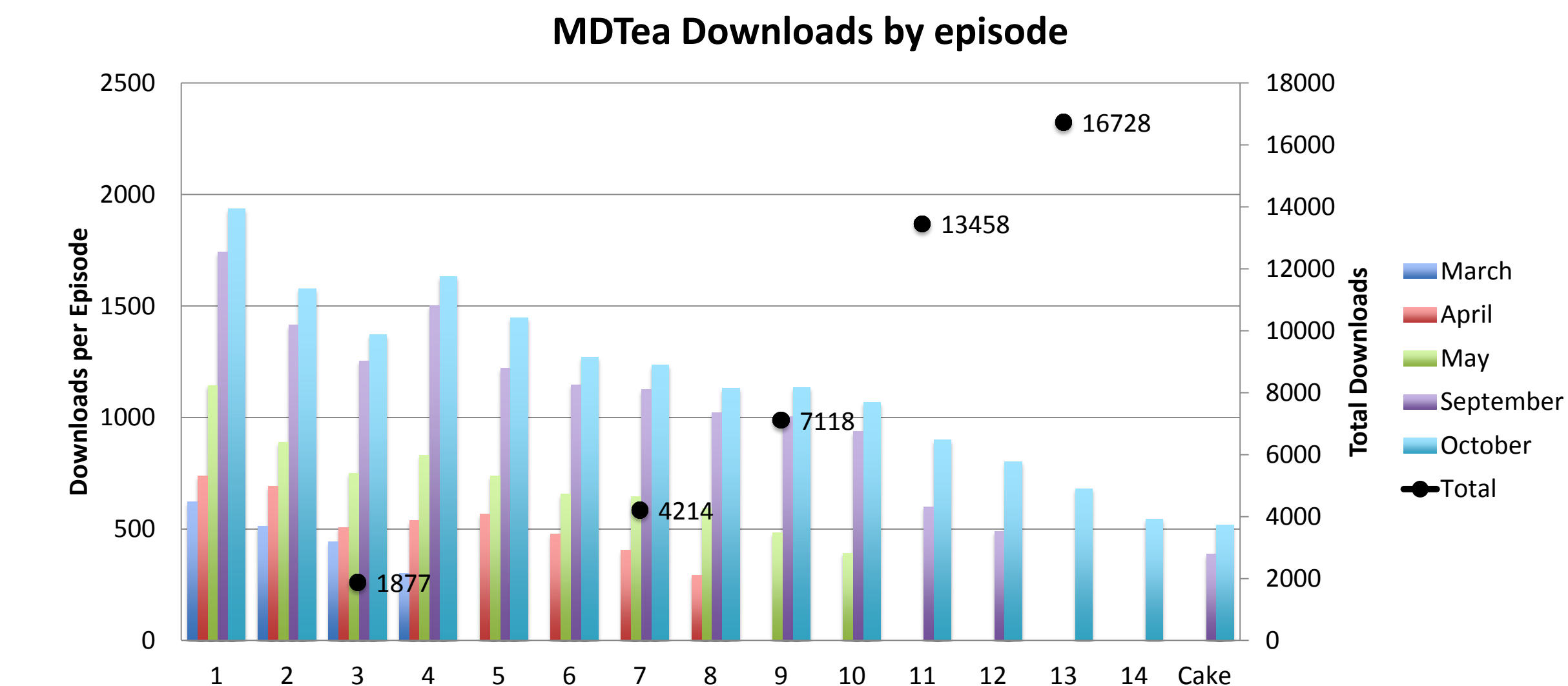
Approach:

- The MDTea podcast produces short (30min) episodes on topics commonly encountered when working with with older adults such as falls, dizziness, continence and pain control.
- An MDT faculty representing physiotherapy, occupational therapy, pharmacy, physician associates, social work, Geriatrics, General Practice and nursing governs the content.
- Each episode maps to curriculum frameworks for each MDT discipline so they can be used as CPD for revalidation.



Each episode is freely available on a website, through free subscription platforms such as iTunes, stitcher, TuneIn radio or a mailing list - thus ensuring all levels of digital literacy are accounted for. Active engagement with social media is used to develop the online community of practice.

Results: In the first 7 days following release, the podcast received 250 downloads, and trended in iTunes charts (science and medicine). Numbers of listeners has continued to rise steadily with over 17,000 downloads after 15 episodes and our audience continues to grow.



Outcomes, Impacts & Implications

- Funding granted from Health Education Kent Surrey and Sussex to produce 40 episodes.
- Established a multi-professional faculty to oversee the podcast development and content.
- Show structure based on educational theory.
- A growing audience of multi-professional learners from around the world engaging to develop a community of practice through social media platforms.
- Endorsements from several professional societies including International Association of Physical Therapists Working with Older People and the British Geriatrics Society.
- Informal feedback in form of tweets and emails from individual listeners regarding relevance of podcasts and use in their workplace to date.
- Steadily increasing listeners and followers
- An educational resource directly relevant to the day to day practice of physiotherapists and the teams they work within.

Discussion and conclusions:

We have demonstrated that free open access educational materials are a useful and relevant tool for the multidisciplinary team, which has not been attempted before.

There is a significant disparity between the formal learning structures in healthcare (disciplinary based) and the workplace and situational learning that takes place (in teams of healthcare professionals). Podcasts are one means of straddling this divide to provide useful healthcare education to all members of the multi-disciplinary team.

Podcast audience numbers tend to grow over the first year of development as the audience ‘finds’ the content. However, we have gained a large audience quickly, demonstrating that there is a real desire for multiprofessional education, directly relevant to the workplace.

Find us free on iTunes, Stitcher and TuneIn Radio or head to our website: thehearingaidpodcasts.org.uk to stream episodes, check out our downloadable infographics and show notes.

- To date our followers on twitter and Facebook total 902 and 203 respectively. Tweets gain around 40,000 impressions monthly with a peak engagement rate of 11.8%.
- While the majority of our audience is currently UK based, 24% are from other English speaking countries and 1% in Spain.
- Mailing list analysis shows a range of MDT members subscribed, 41% of whom do not identify ‘Geriatrics’ as their primary specialty.

