

Gilead's Guide To in Podcast

This podcast guide has been developed for internal use at Gilead Sciences



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1

Introduction





What is a podcast?

A podcast is a digital audio file made available on the internet for downloading to a computer or mobile device. Podcasts are typically available as a series and new episodes can be automatically received by subscribers.

Most podcast episodes typically last from 10–30 minutes. In healthcare, podcasts generally consist of information relating to a specific and explicit learning objective. Podcasts are an engaging and convenient way to deliver medical education.

Users can have both on-demand and offline access to podcasts, meaning they can listen to episodes whenever, wherever and how often they like.

“The Podcast series is an excellent way to bring people’s stories to life. In our first series of People in Podcast, our HIV patients were candid about living and aging with HIV.”

-Geraldine Reilly



Why produce a medical podcast?

Podcasts are being increasingly used as a form of medical education.^{1,2}

Medical podcasts have many benefits including:

- the freedom to listen anywhere and anytime, enabling one to multitask, which is especially important for busy healthcare professionals
- the gaining of new and different perspectives
- improving understanding, empathy and ability to listen
- being more engaging, less expensive and requiring no bookshelf space compared with textbooks.

Listeners have reported positive outcomes and improved learning from podcasts particularly because of repeatability and convenience.¹

Recording a medical podcast is also a great opportunity to meet experts in the therapy area and learn about important clinical practices and considerations.

“Podcasts are an effective and fast way to share knowledge.”

-Hassan Aladdin

1 Cho D, Cosimini M, Espinoza J.

Podcasting in medical education: a review of the literature. Korean J Med Educ 2017;29(4):229–239.

2 Malecki SL, Quinn KL, Zilbert N et al.

Understanding the use and perceived impact of a medical podcast: qualitative study. JMIR Med Educ 2019;5(2):e12901

About in Podcast



The in Podcast series is an educational initiative created by Gilead for the benefit of healthcare professionals and patients. It explores the latest innovations in healthcare by way of interviews and insights from some of the world's leading medical experts.

The in Podcast series was developed in Australia and has since expanded to the ACE region. Oxford PharmaGenesis was awarded a 3-year contract to support local affiliates who wish to produce a podcast series under the in Podcast umbrella. If you wish to create a podcast series outside of the in Podcast series you are free to do so.

in Podcast drives awareness of disease and treatment landscapes relevant to Gilead's portfolio and supports important communication objectives for the medical teams.

The in Podcast series is available as an Apple and Android app, which is hosted by Podbean. Podbean is a global podcast hosting platform that has been approved under the European General Data Protection Regulations (GDPR) and approved by the ACE legal team for use at Gilead. It has also been approved by Enterprise Services and IT Security.





The history of in Podcast

The idea for an educational podcast series came up in 2017 during a steering committee meeting with key HIV opinion leaders. Healthcare professionals are busy just like the rest of us and podcasts seemed to be a good way to share knowledge and address learning gaps. It is the perfect platform for learning on the go.

The in Podcast concept was developed from scratch with the help of our colleagues at Oxford PharmaGenesis. We built the platform from the bottom up. We soon learned that it was a wonderful way to share information from our customers with our customers.

All the discussion is on-label and there is no promotional messaging. We include hyperlinks to the respective, local PIs for any products that are mentioned. We also include a basic bibliography to references that may be cited by the speakers.

This highlights the educational value of the content and underscores its credibility. This approach has also allowed us to achieve continuing medical education accreditation. By keeping the information on-label we are also able to share the podcast series with our commercial team members. We have worked with local, national and international experts and have discovered that the information is valuable, interesting and well received too.

Over the past two years the podcasts have expanded from HIV in Australia to Virology in the Nordics, HCV in Russia with an IBD series planned for late 2020 in Australia. Switzerland and Turkey are developing their own podcast series. We have also developed a patient-focused podcast series called “People in Podcast,” which we plan to expand to provide patients and their caregivers with a unique resource.



The in Podcast family tree

The in Podcast platform sits at the top of the family tree (see next page).

The platform branches into country-specific or region-specific podcast groups, for example Australia and the Nordic region. New countries or regions can be added under the in Podcast platform as new branches.

Under each country or region, channels are created to host a specific podcast series. Multiple channels can be created within the one country or region. For example, the inaugural series, 'HIV in Podcast' was the first series established in Australia. If the medical manager chooses to initiate a new Australian podcast series in a different therapy area, a new channel under Australia can be created with help from the team at Oxford PharmaGenesis.

Any listener who registers and is verified within a country or region can access all therapeutic area channels.

People in Podcast is a new addition to the in Podcast family. It is created for patients to share stories about their healthcare journeys.



in Podcast





Before you start

To make your in Podcast series as successful as possible, there are some important factors that should be considered before you start on your podcast journey, including:

- What is the purpose of your in Podcast series?
- Does your in Podcast series align with organizational strategic objectives?
- Does your country or region already have an in Podcast series and a registration page?
- What therapeutic area do you want to cover?
- Who are your customers or target audience?
- When would you like to launch your series?
- Do you have a host in mind?
- Do you have a consented list of healthcare professionals (HCPs) available?
- Have you established a team available to help with local legislation, codes and to ensure compliance with the BC manual?
- What information will be important to measure the success or impact of your in Podcast series?

“Through podcasts, healthcare professionals provide you with the latest updates on important medical topics.”

-Hassan Aladdin



2

Framework Services





What are framework services?

Framework services have been established to provide the internal Gilead 'infrastructure' required for you to host and distribute the podcasts in your series to your specific target audience. Broadly speaking, these include:

- licence purchase and vendor management
- establishing target audience and electronic direct mail (eDM)
- centralized project management.

"I believe that in this era of social media and technology the podcasts in HIV are a great tool to create a network among the HIV health providers and share our knowledge. I can't wait to listen to the upcoming episodes, that I'm sure will be as informative and innovative as the previous ones."

-Australian General Practitioner



The Master Services Agreement

The framework services have been established in accordance with a Master Services Agreement (MSA) between your podcasting agency partner, Oxford PharmaGenesis Ltd and Gilead Sciences Europe Ltd, to cover requirements for developing podcasts in several countries.

Oxford PharmaGenesis will manage most services on your behalf as you plan your series.

Framework services have already been funded by Gilead Sciences and may already exist in your country. However, check that the services are up-to-date as funding is often given for a limited time period.

If framework services have not yet been established in your country, or the initial funding period has passed, then additional funds may be required, and you will need to raise a work order under the MSA with Oxford PharmaGenesis.

Relevant Gilead medical, regulatory, business compliance and legal stakeholders in your country/region and therapy area will need to be involved.

What framework services do you need?



Which framework services you require will depend on whether in Podcast already exists in your country.

If a specific Gilead podcast series already exists in your country, then a new therapy area channel can simply be added to the group for that country. No new group or country-specific registration page will need to be created.

If in Podcast doesn't already exist in your country, then Oxford PharmaGenesis will help you set up:

- a new country- or region-specific group
- a channel specific to the therapeutic area
- a registration page specific to the country/region.

“Podcasts are a great way of communicating important topics to health care professionals. Podcasting offers the opportunity to listen to educational content at any time and wherever you are – it is a flexible way of learning.”

-Janniche Hammer



Creating a country- or region-specific group

There is one in Podcast app. Within the app, Oxford PharmaGenesis will help you create a country- or region-specific podcast series group.



Creating a therapeutic area channel

Once a country- or region-specific group is established within the in Podcast app, Oxford PharmaGenesis can help you create a medical speciality channel for the group.

You can have more than one speciality per country by creating a different channel per speciality. For example, Russia is launching two podcast channels, one for HIV and one for Hepatitis.

To check which channels already exist in your region, contact the in Podcast support team at inpodcast@pharmagenesis.com



Creating a registration page

You can choose to permit the general public or only allow approved users (e.g. healthcare professionals) to have access to your in Podcast series.

There can be risks depending on local legislation and/or codes, so you will need to work closely with your legal/business compliance team to comply with local legislation and privacy requirements.

A registration page will help you manage access to the app and the podcast series. If you choose to make your in Podcast series exclusive to healthcare professionals, they will need to be verified as a healthcare professional upon registration.

In some countries this can be done by self-verification (ticking a check box) or manual verification (the healthcare professional's registration or prescriber number). Please work with your local legal team to determine whether self-verification is sufficient or whether manual verification (using provider numbers) is required.

The registration process for the public app is described on the following pages.

Local legal requirements such as regional privacy regulations and consent are needed!

Be sure to work closely with your local business compliance team. When in doubt, ask your Gilead legal team and Oxford PharmaGenesis.

Registration pages

Subscribers verify that they are a healthcare professional by checking this box.

in Podcast app for healthcare professionals

Currently available for professionals in Australia, Denmark, Finland, Norway and Sweden only on Apple and Android devices.

Title *

Please select ▼

First name *

Last name *

Email address *

In Podcast is intended for healthcare professionals only.

☒ By clicking this box, I confirm that I am a healthcare professional** resident in Sweden

☐ By clicking 'Register' I agree to the [Terms of service](#)

Register

* Required fields.

**The European Federation of Pharmaceutical Industries and Associations (EFPIA) Disclosure Code defines healthcare professionals as any member of the medical, dental, pharmacy or nursing professions, or any other person who, in the course of his or her professional activities, may prescribe, purchase, supply or administer a medicinal product.

Subscribers must enter their professional registration ID and profession. They will then be verified by Oxford PharmaGenesis.

in Podcast app for healthcare professionals

Currently available for professionals in Australia, Denmark, Finland, Norway and Sweden only on Apple and Android devices.

Professional registration ID

Profession *

Please select ▼

Title *

Please select ▼

First name *

Last name *

Email address *

☐ By clicking 'Register' I agree to the [Terms of service](#)

Register

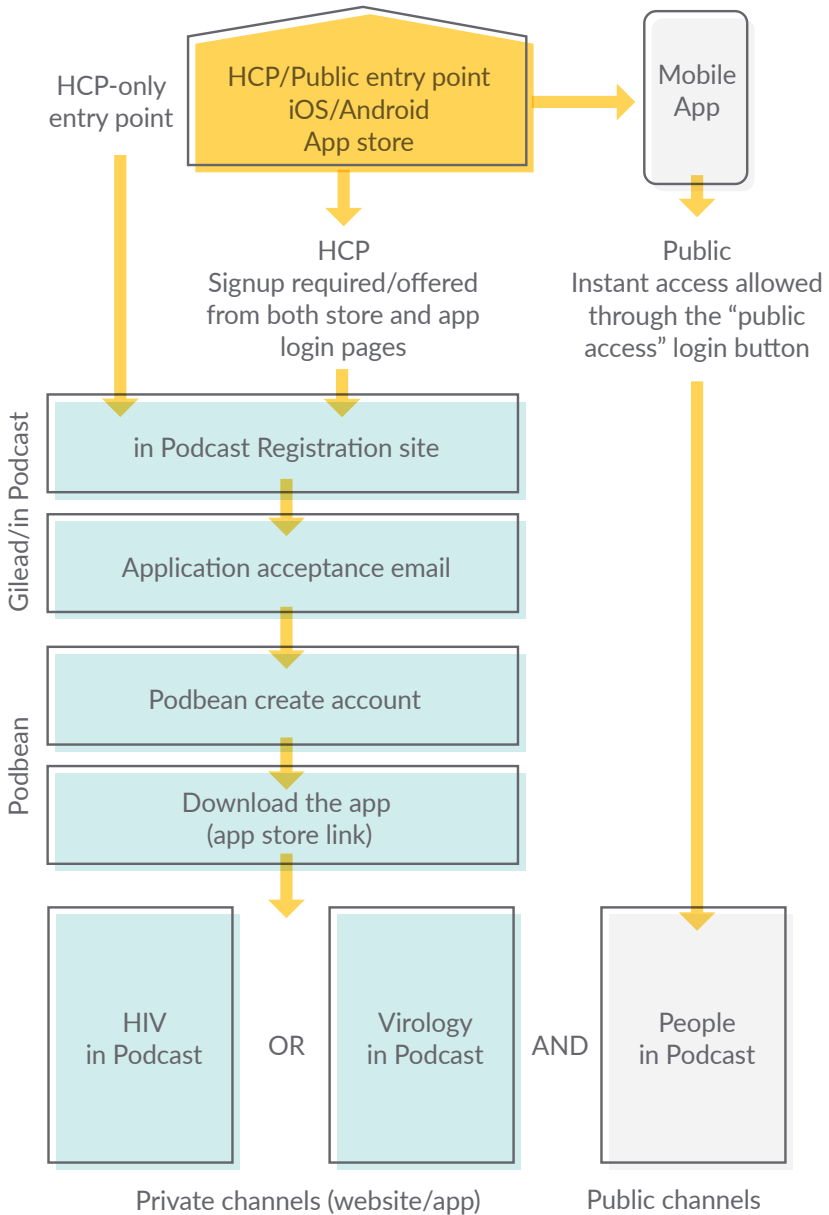
* Required fields.

"I very much enjoyed the whole podcast experience!"

-Dr. Ole Sogaard



App registration flow





Setting up a work order

Once you have evaluated which framework services are required for your podcast series, Oxford PharmaGenesis will provide you with a cost estimate for additional services that may be required, as per the costs agreed in the MSA.

They will then prepare the work order to cover these specific items for your execution.

Once the scope is approved, the work order is submitted for approval, and a purchase order is issued. Always refer to your local finance and legal teams when setting up a work order.

Be sure that you are using the most up-to-date work order form. Double-check with your local business compliance representative.

Framework services checklist



Consult with your local legal and compliance Gilead team members

☐

Create country or region series

☐

Create therapy area channel

☐

Create a registration page

☐

- public or healthcare professionals?

☐

- manual- or self-verification?

☐

- regional privacy requirements

☐

- consent requirements

☐

Set up work order if additional services are required

☐

“Podcasts are rapidly becoming the hottest medium in medical education!”

-Julie Newman



3

Core Services: Series



Once you have established your framework agreement, you can begin setting up your in Podcast series. 'Core services' have been established under the MSA for the delivery of a podcast series. These core services are bundled into a package and are described on the following pages.

Core Services: Series



Establishing a work order

Oxford PharmaGenesis will evaluate your needs and help you customise the core services required for your specific series and develop a work order for your approval.

"Powerful story telling is an essential part of medical affairs and stories told through podcasts can truly help our understanding of patients' needs."

-Geraldine Reilly



Finding a host

What is a podcast without a host? It is important to find a host for your in Podcast series who:

- has an in-depth knowledge of the designated therapeutic area
- has good interpersonal and communication skills
- is a confident and engaging speaker or is prepared to have voice coaching sessions
- is organised and reliable

Finding the right host is key to your podcast success!

76% of podcast listeners enjoy podcasts because of a particular host.³

Oxford PharmaGenesis will help conduct a kick-off call with the potential host. Make sure you highlight the benefits for him/her in hosting the series. Benefits include an opportunity to:

- meet other healthcare professionals and experts in the same medical field
- increase knowledge in the area
- practice public speaking (voice coaching can be undertaken if necessary).



Identifying speakers and topics

It is essential that you first identify communication objectives, then your strategic objectives, followed by speakers and topics. Ideally, you will need to think about these for a 12-18 month period.

Ensure your topics and speakers are aligned with the indication strategies and your podcasts episodes are incorporated as part of a new indication plan. When finding speakers for your series, think about experts in the area and what their specialities are. Oxford PharmaGenesis can help source key experts in the therapeutic area and region/country if required.

There are two options for engaging speakers in Podcasts:

1) There may be opportunities to engage guest speakers at meetings and conferences, including international guest speakers. It is important to consider any extra time needed before or after the meeting and any logistics that need to be arranged (e.g. flights, taxis, a quiet recording room).

2) Alternatively, you can arrange a separate recording session, whereby the speaker agrees to meet in a professional recording studio.

All speakers must sign a services agreement before recording a podcast episode. Gilead's legal team have developed services agreements and consent forms for in Podcast speakers. By signing the consent form, the speaker also gives consent for their recording to be used for other purposes such as translations and marketing. Recording podcasts with patients as guest speakers will involve different consent and legal requirements.

3.3



Make sure you are using the most up-to-date forms.

Work with your internal team to identify topics in advance. This is a good opportunity for medical to liaise with local and international experts.

Consider recording podcasts LIVE at international meetings! It is easier than you think and a bit of fun!

Take the opportunity to record podcasts with international speakers visiting your country.



Approving podcast material

All podcasts and associated supplementary material must be reviewed and approved before they are released. This ensures no conflicting, unethical or inaccurate information is released, including any mention of off-label drug use. Requests for approval (RFAs) regarding speakers' contracts will also need to be approved.

An approval system, Veeva Vault PromoMats, has been established whereby the items can be easily uploaded, reviewed and approved. This will include a job bag for each item within each episode. Once you have completed the RFA for the podcasts, Oxford PharmaGenesis will implement the speaker agreements, obtain signed consent forms, and oversee the production process, including payment and recording any transfer of value.

A podcast review team needs to be established within Gilead to review and approve all material. The approval team will include the Gilead medical, regulatory and country lead on the project. It is useful to get those reviewers onboard with the project and access to existing podcasts so they can understand in Podcast better and will be excited to be involved.

"I love these podcasts. Very consistent with nano learning principles – bite size ways to get great insights."

-Mike Elliott



It is important to notify Oxford PharmaGenesis who the members of the podcast approval team are, as there will be regular communication between the team and Oxford PharmaGenesis with every episode.

Podcasts must be on-label, accurate, and fair and balanced. This is accomplished by review in PromoMats by medical, regulatory and, in some cases, your local legal/business compliance representative.



Raising awareness

It is important to consider how you will direct your target audience to the in Podcast series in your country.

In some countries, Gilead holds approved lists of contact details of healthcare professionals who have consented to receiving marketing materials from Gilead.

In such cases, one key mechanism by which you can raise awareness of the in Podcast series is by sending electronic direct mailouts (eDMs) inviting the recipients to register for and download the in Podcast app. Oxford PharmaGenesis will help generate eDMs. However, it is essential to have consent from the healthcare professional to send eDMs to them.

It is also a good idea to raise awareness of the in Podcast series via other means, such as at congresses or other meetings that healthcare professionals attend. Oxford PharmaGenesis will work with Gilead to design and produce material (e.g. banners, flyers, videos) that can be used to promote the in Podcast series and app at meetings and conferences.

Another great way to create awareness of your in Podcast series is to partner with a professional healthcare society who can support your series and help spread the word. You could also generate interest in your series by linking the episodes to continuing professional development (CPD) accreditation.



Monitoring and metrics

The Oxford PharmaGenesis team will work with you to proactively identify what measures of success might look like for your podcast series and can then triangulate those measures with metrics that will be available. The team can also provide you with information about the success of your in Podcast series through Podbean, which monitors usage of the episodes including the number of downloads, user engagement and listener retention (i.e. the fraction of the episode a user listened to).

Privacy requirements related to GDPR prevent us from collection of any personal metrics, so you can see what is listed on Podbean, but not much beyond that. To help understand who your listeners are, you may ask general questions on the registration page, for example, “are you a physician, nurse, pharmacist, GP, S100, ID specialist or sexual health specialist?”

It is a good idea to also conduct a survey every 6–12 months to understand if and how your listeners are enjoying the series. This will help you continuously improve your podcast series and successfully develop podcasts in the future. Oxford PharmaGenesis will help conduct the survey. Make sure the survey is brief and easy to complete by using Likert scales and short-answer questions. A survey can be created using Survey Monkey or Microsoft Office365 Forms.

Your series will require time to develop a subscriber base from your awareness activities and campaigns. Therefore, we’d advise that you plan metric check points after 6-months and 12-months after the release of your series.



Core Services: Series Checklist

Find a host	<input type="checkbox"/>
• conduct kick-off call	<input type="checkbox"/>
• establish consulting agreement	<input type="checkbox"/>
Identify meetings or conferences	<input type="checkbox"/>
Identify speakers	<input type="checkbox"/>
• establish consulting agreements	<input type="checkbox"/>
Identify topics for therapeutic area	<input type="checkbox"/>
Establish Gilead approval team	<input type="checkbox"/>
Raise awareness of in Podcast	<input type="checkbox"/>
• eDMs	<input type="checkbox"/>
• banners/flyers at congresses/meetings	<input type="checkbox"/>
• partner with an organization or society	<input type="checkbox"/>
• CPD accreditation	<input type="checkbox"/>
Monitor metrics	<input type="checkbox"/>
• monitor episode metrics	<input type="checkbox"/>
• metric reports at agreed intervals	<input type="checkbox"/>

Available metrics include number of subscribers, number of downloads, user engagement and retention (how long they listen on average).



4

Core Services: Episode





Recording a podcast

Oxford PharmaGenesis will provide support around the recording process and logistics. A recording venue will be booked and any logistics arranged, such as transport and/or accommodation for the host and speakers. An on-site audio engineer may be needed if the podcast is to be recorded at a conference or other meeting.

An experienced medical writer from Oxford PharmaGenesis will be on site during the recording session to ensure the content remains on-label and compliant. He or she will note any stumbles, incorrect pronunciations, undefined acronyms, unverified claims and mentions of off-label drug use, so that a re-take can be recorded at the end of the conversation.

**"I enjoyed the afternoon
in the studio. A whole new
experience for me."**

-Dr. Terese Katzenstein

**An outline is prepared before the podcast is
recorded. It guides the discussion by highlighting
key topics and discussion points.**



Podcasts are supposed to be naturally flowing conversations, so no scripted speeches are needed. However, it is good to develop an outline that can be used to guide the conversation.

Ideally the host and guest should help develop the outline, so that they feel comfortable with the topic and structure of conversation. This outline must be reviewed and approved by the medical manager through PromoMats or via the current document review/approval system to ensure that the proposed discussion is on-label and aligned with your strategic objectives.

Speakers must be briefed on legal/code requirements in advance and be made aware that final content may be edited to ensure compliance.

Intros and outros will also need to be devised and recorded at the end of the conversation. These are used to introduce and exit the episode parts. 'Teaser' clips, which are short segments introducing the speakers and the episode topic, are also recorded to help create awareness of the new episode release.

Transcripts are prepared after the recording is edited. The transcript is used for internal review and approval.

Producing a podcast



Once the podcast has been recorded, Oxford PharmaGenesis will support the production of the audio and collateral material.

The audio file will be broken into smaller nano-learning parts (< 10 min). Intros, outros and music will then need to be added to each part. The audio editing will also involve removing any stumbles, unverified claims and off-label discussions. The audio will be transcribed and then reviewed for spelling and grammatical errors.

Oxford PharmaGenesis will develop the following supplementary materials:

- host and speaker disclosures
- links to product information as required
- minimum prescribing information for Gilead products mentioned
- supporting references
- an eDM to send to all registered users.

An experienced medical writer from Oxford PharmaGenesis will find evidence to support studies, statistics or claims that are mentioned.



Review and Approval

Oxford PharmaGenesis will upload the supplementary materials to Veeva Vault PromoMats.

The Gilead approval team must review and approve the materials before the episode is released.



Release of the episode

Oxford PharmaGenesis will upload the fully approved podcast episode to Podbean for listeners to access via the app and send an eDM to all registered users to notify them of the new release.

Podcasts are kept for a maximum of 2 years, after which the episode is retired. Note: in some cases, a podcast may need to be retired earlier if the content no longer reflects the current situation or if related product information has changed.

**Hooray! You have released an episode!
Welcome to the Podcast family!**

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The background is a vibrant orange with a stylized, pixelated illustration of DJ equipment. At the top, there are various rectangular blocks and lines. In the center, a pair of headphones with white earpads and a black headband is shown. Below the headphones, a turntable with a glowing yellow center is visible. At the bottom, there are more rectangular blocks and lines, suggesting a mixer or other audio equipment.

5

FAQs

1. What is a podcast group?

A podcast group is the country or region in which a podcast series is created.

2. What is a podcast channel?

A podcast channel is the therapeutic area within a country- or region-specific group in which a podcast series is created.

3. How do I find out whether the podcast app is already in use in my country?

Ask the friendly in Podcast support team at Oxford PharmaGenesis:
inpodcast@pharmagenesis.com

4. What is a podcast registration page?

A podcast registration page is required for users to subscribe to listen to podcasts within a country- or region-specific group.

The registration page can be developed to verify healthcare professionals either by self-verification or manual verification (see section 2.6).

5. Why do healthcare professionals have to register to gain access to the podcast?

Healthcare professionals need to register for the app when content is not available to the public and is only available via the private app. In addition, they can gain CPD accreditation (if available) from listening to a podcast if they register for the app. The healthcare professional will be verified through the registration process.

6. What information do I need to build the registration page?

The registration and verification process for healthcare professionals is outlined on pages 15–18. Ask your legal and regulatory leads about the requirements specific to your country/region.

7. Where is the app available to download?

Users can register for the private app via inpodcast.com, after which further instructions will be sent on how to download the app. The public app is available to download via the App Store for Apple devices and Google Play for Android devices.

8. How do I translate an existing podcast into another language?

Ensure that speakers have first given their consent in the contracting stage for their recording to be used for other purposes such as translations. Oxford PharmaGenesis will use certified professional translators and voice artists to translate and record the content in another language.

Contact information



Julie Newman

Associate Medical Director
Gilead (Melbourne, Australia)
Julie.Newman@gilead.com

Oxford PharmaGenesis

inpodcast@pharmagenesis.com



Checklist Tear Out



Framework Services Checklist

Consult with your local legal and compliance Gilead team members

☐

Create country or region series

☐

Create therapy area channel

☐

Create a registration page

☐

- public or healthcare professionals?

☐

- manual- or self-verification?

☐

- regional privacy requirements

☐

- consent requirements

☐

Set up work order if additional services are required

☐

Core Services- Series Checklist

Find a host

☐

- conduct kick-off call

☐

- establish consulting agreement

☐

Identify meetings or conferences

☐

Identify speakers

☐

- establish consulting agreements

☐

Identify topics for therapeutic area

☐

Establish Gilead approval team

☐

Raise awareness of in Podcast

☐

- eDMs

☐

- banners/flyers at congresses/meetings

☐

- partner with an organization or society

☐

- CPD accreditation

☐

Monitor metrics

☐

- monitor episode metrics

☐

- metric reports at agreed intervals

☐



Checklist Tear Out

Core Services- Episode Checklist

Pre-recording

- arrange logistics for recording
- book venue for recording
- book transport and/or accommodation if needed
- hire audio engineer if needed
- develop outline with host

During recording

- monitor stumbles, acronyms, claims
- record re-takes
- record intros, outros & teaser

Post-recording

- edit audio into bite-size parts
- transcribe audio & edit transcript
- supporting evidence
- collate collateral
- transcript
- product information
- eDM (electronic direct mail)

Approval

- submit items to approval system
- review and approve material

Release episode

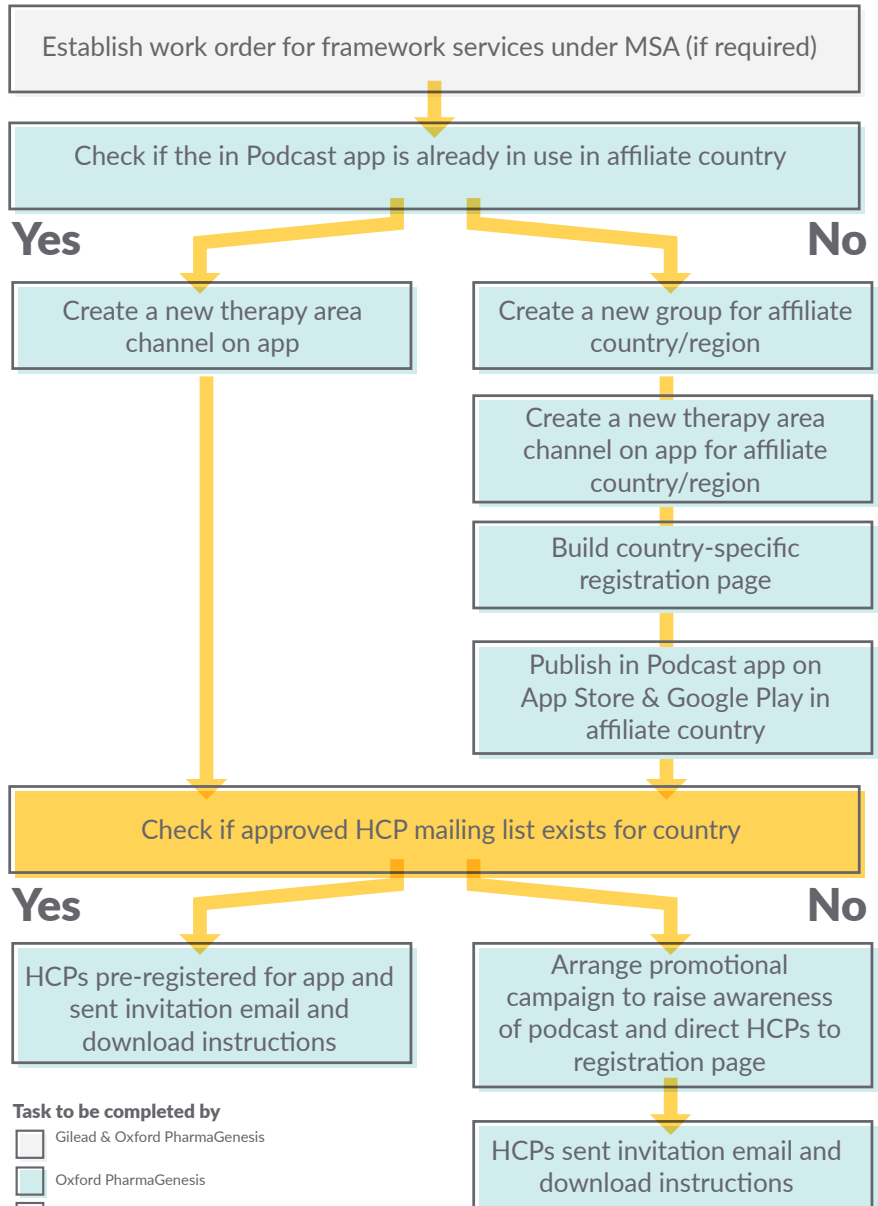
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Flowchart Pull Out



Framework Services Flow

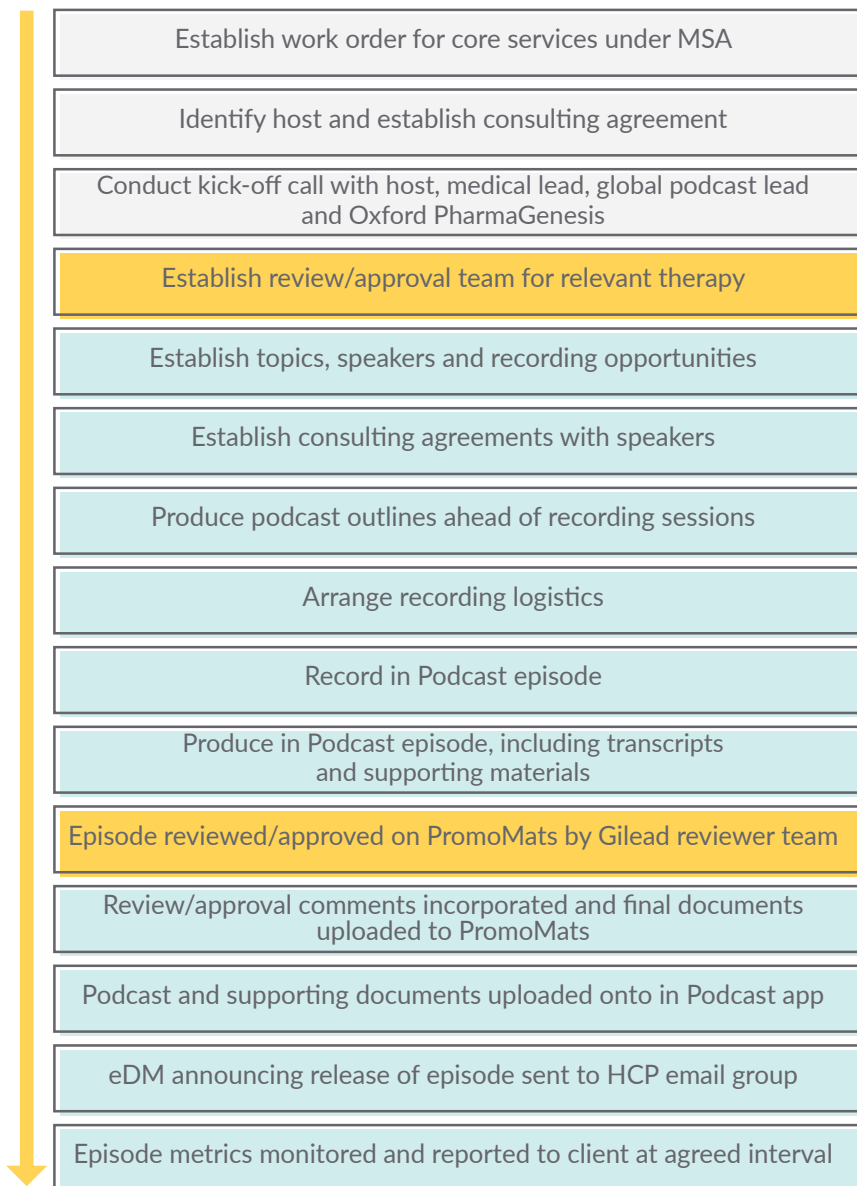
eDM = electronic direct mail
HCP = healthcare professional
MSA = Master Services Agreement





Flowchart Pull Out

Core Services Flow







GILEAD