

Shukravar Ki Shaam Doctors Ke Naam



Background

"Shukravar Ki Shaam Doctors Ke Naam" is a first-of-its-kind digital health initiative, providing an easier and more direct way to address medical concerns of the most remote and underserved target audience through live broadcasts. The podcast targets medical staff, paramedical staff, students, support staff, counsellors, pharmacists, and the general population as part of a continuous medical education program, ensuring they stay updated with the latest advancements and best practices in the field of healthcare. Shukravar Ki Shaam Doctors Ke Naam is organized by the Health Department and the State Institute of Health & Family Welfare (SIHFW) with the support of the Uttar Pradesh Technical Support Unit (UP-TSU). Shukravar Ki Shaam Doctors Ke Naam is hosted on SIHFW's YouTube channel every Friday.



Rationale

YouTube provides a vast audience base, making it a powerful platform for disseminating health information globally, transcending traditional boundaries. Eighty-five percent of Indian video viewers believe YouTube helps them learn or develop skills that interest them, and search



patterns reflect this enthusiasm for e-learning. Since 2019, search interest in online education has climbed by 50%, e-learning participation has increased by 75%.

YouTube was conceptualized as an effective capacity-building platform for medical as well as paramedical staff across the state due to its extensive reach and accessibility. This platform allows healthcare professionals to access valuable content anytime and anywhere, facilitating continuous education and skill enhancement. Its capability to host diverse

multimedia resources supports dynamic learning styles, thus enhancing the overall education experience as well as improving knowledge retention. Additionally, YouTube's interactive features, such as comments and live chats, foster a collaborative learning environment, promoting the exchange of knowledge and best practices among healthcare professionals.

Live podcasts on YouTube facilitate real-time two-way communication, enabling participants to ask questions and receive immediate responses from experts. This interactive format ensures that individual needs and queries are promptly addressed, enhancing the learning experience and fostering a dynamic dialogue between experts and the learners. Immediate clarification of doubts during live sessions makes the learning process more effective and engaging.

Moreover, YouTube's real-time analytics allow for the monitoring of reach and engagement metrics during the live podcasts. The data enables organizers to assess the effectiveness of the sessions, identify areas for improvement, and tailor future content to better meet the audience's needs. By analysing viewer engagement, feedback, and interaction levels, the delivery of such initiatives can be continually refined and optimized for greater impact.

Target Audiences

The primary target audience for this podcast includes:



Health officials like doctors, counsellors, medical students, and paramedical staff across the vertical of health facilities.



Beneficiaries



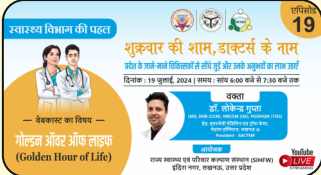





Other stakeholders in the public health sector

Podcast Playlist on Diverse Medical Topics

The podcast series has featured a diverse range of topics and experts. Here are some highlights of each podcast episode:

Episode Number	Episode Topic	Speaker
	Identification and management of acute chest pain	Prof. Bhuvan Chandra Tiwari Professor and Head of Department, Cardiology Department, Dr. Ram Manohar Lohia Institute of Medical Sciences, Lucknow
	Risks and management strategies for asthma and chronic obstructive pulmonary disease (COPD)	Dr. Surya Kant Professor and Head of Department, Respiratory Medicine Department, King George's Medical University, UP, Lucknow
	Types, risk factors, and management of diabetes	Dr. D. Himanshu Medicine ICU and Endocrinology Unit of Medicine, King George's Medical University (KGMU), Lucknow
	Importance of disease control campaigns and the Unified Disease Surveillance Portal (UDSP)	Dr. Vikasendu Agarwal State Surveillance Officer, Integrated Disease Surveillance Project (IDSP), Uttar Pradesh
	High-risk pregnancies and critical care in obstetrics	Dr. Rekha Sachan Professor and Unit Head, Department of Obstetrics and Gynecology, QMH, King George's Medical College, Lucknow, Uttar Pradesh
	Oral health and hygiene	Prof. Shaily Mahajan Professor and Head, Department of Dentistry, Dr. Ram Manohar Lohia Institute of Medical Sciences, Lucknow, Uttar Pradesh
	Abnormal uterine bleeding	Dr. Smriti Agrawal Professor and Head, Department of Obstetrics and Gynecology, Dr. Ram Manohar Lohia Institute of Medical Sciences, Lucknow
	Hypertension	Dr. Sandeep Choudhary Chief Medical Officer, Varanasi, Uttar Pradesh
	Acne	Dr. M.H. Usmani MBBS, DVD Senior Consultant (Dermatology), Balrampur Hospital, Lucknow

Episode Number	Episode Topic	Speaker
	<p>Head trauma and its management</p>	<p>Dr. Anoop Kumar Singh Head of Department, Neurosurgery Department, Lifeline Hospital and Research Center, Azamgarh</p>
	<p>Jaundice management and peptic ulcer disease</p>	<p>Dr. Ajay Kumar Patwa Professor, Hepatology and Biliary Diseases Division, Department of Medicine, King George's Medical University, Lucknow, Uttar Pradesh</p>
	<p>Parkinson's disease</p>	<p>Dr. Prabhat Sharma MBBS, MD (Medicine), DM (Neurology) King George's Medical University, Lucknow, Uttar Pradesh</p>
	<p>Managing heat-related illnesses</p>	<p>Dr. Vikasendu Agarwal, Joint Director / State Surveillance Officer, IDSP, Uttar Pradesh and Dr. D. Himanshu, Professor and In-Charge, Infectious Diseases Hospital, Medicine ICU and Endocrinology Unit of Medicine, King George's Medical University (KGMU), Lucknow</p>
	<p>Peptic Ulcer Disease</p>	<p>Dr. Ajay Kumar Patwa (MBBS, MD, DM: Gastroenterology, SGPGI), Professor of Hepatology and Biliary Diseases Division, Department of Medicine, King George's Medical University, Lucknow, Uttar Pradesh</p>
	<p>Newborn Care, Breastfeeding, Respiratory Illness, Diarrhea and Management</p>	<p>Dr. Mohammad Salman Khan (MBBS, DCH) Senior Consultant, Department of Pediatrics, Veerangana Avanti Bai Mahila Chikitsalaya, Lucknow, Uttar Pradesh</p>
	<p>Cervical cancer prevention through vaccination and screening</p>	<p>Prof. Nisha Singh Professor and In-Charge, Genital Cancer Control Unit, Queen Mary Hospital, King George Medical University, Lucknow, Uttar Pradesh</p>
	<p>Ayushman Bharat - Pradhan Mantri Jan Arogya Yojna</p>	<p>Mrs. Sangeeta Singh, IAS CEO, Ayushman Bharat, Uttar Pradesh</p>
	<p>Management of dengue</p>	<p>Dr. Nikhil Gupta (MD - Medicine, MNAMS), Associate Professor and Nodal Officer - ART Center, Department of Medicine, Dr. Ram Manohar Lohia Institute of Medical Sciences, Lucknow and Dr. Ambuj Yadav (MD - Medicine, PDCC - CCM), Assistant Professor, Department of Medicine, King George's Medical University, Lucknow</p>

Episode Number	Episode Topic	Speaker
 <p>स्वास्थ्य विभाग की पहल शुक्रवार की शाम, डाक्टरों के नाम प्रति के जाने वाले विकल्पों में सही चुनें और उम्मीदों का तारा जलाईं दिनांक - 19 जुलाई, 2024 समय - सांय 6:00 बजे से 7:30 बजे तक</p> <p>बक्ता डॉ. लोकेश गुप्ता MD, DNB (CCM), MRCEM (UK), PGDQHM (TISS), Head of Emergency Medicine and Trauma Care at Medanta Hospital, Lucknow, and President of SACTEM</p>	Golden Hour of Life	Dr. Lokendra Gupta MD, DNB (CCM), MRCEM (UK), PGDQHM (TISS), Head of Emergency Medicine and Trauma Care at Medanta Hospital, Lucknow, and President of SACTEM
 <p>स्वास्थ्य विभाग की पहल शुक्रवार की शाम, डाक्टरों के नाम प्रति के जाने वाले विकल्पों में सही चुनें और उम्मीदों का तारा जलाईं दिनांक - 20 जुलाई, 2024 समय - सांय 6:00 बजे से 7:30 बजे तक</p> <p>बक्ता डॉ. अभय वर्मा MD, DM Director, Gastroenterology, Medanta Hospital, Lucknow, Uttar Pradesh</p>	Liver Function Test (LFT)	Dr. Abhay Verma MD, DM Director, Gastroenterology, Medanta Hospital, Lucknow, Uttar Pradesh
 <p>स्वास्थ्य विभाग की पहल शुक्रवार की शाम, डाक्टरों के नाम प्रति के जाने वाले विकल्पों में सही चुनें और उम्मीदों का तारा जलाईं दिनांक - 02 अगस्त, 2024 समय - सांय 6:00 बजे से 7:30 बजे तक</p> <p>बक्ता डॉ. सदीप चौधरी (MBBS, MD - Medicine, FICP, FISH, FUPDA) Chief Medical Officer, Varanasi, Uttar Pradesh</p>	Heart Attack	Dr. Sandeep Chaudhary (MBBS, MD - Medicine, FICP, FISH, FUPDA) Chief Medical Officer, Varanasi, Uttar Pradesh
 <p>स्वास्थ्य विभाग की पहल शुक्रवार की शाम, डाक्टरों के नाम प्रति के जाने वाले विकल्पों में सही चुनें और उम्मीदों का तारा जलाईं दिनांक - 09 अगस्त, 2024 समय - सांय 6:00 बजे से 7:30 बजे तक</p> <p>बक्ता डॉ. निशा सिंह Professor & In-charge, Genital Cancer Control Unit, Queen Mary Hospital, King George's Medical University, Lucknow, Uttar Pradesh</p>	Polycystic Ovary Disorder (PCOD) & Polycystic Ovary Syndrome (PCOS)	Prof. Nisha Singh Professor & In-charge, Genital Cancer Control Unit, Queen Mary Hospital, King George's Medical University, Lucknow, Uttar Pradesh
 <p>स्वास्थ्य विभाग की पहल शुक्रवार की शाम, डाक्टरों के नाम प्रति के जाने वाले विकल्पों में सही चुनें और उम्मीदों का तारा जलाईं दिनांक - 16 अगस्त, 2024 समय - सांय 6:00 बजे से 7:30 बजे तक</p> <p>बक्ता डॉ. मनीष कुमार सिंह Associate Professor, Department of Community Medicine, Dr. Ram Manohar Lohia Institute of Medical Sciences, Lucknow, Uttar Pradesh</p>	Rabies Prophylaxis and Animal Bite Management	Dr. Manish Kumar Singh Associate Professor, Department of Community Medicine, Dr. Ram Manohar Lohia Institute of Medical Sciences, Lucknow, Uttar Pradesh
 <p>स्वास्थ्य विभाग की पहल शुक्रवार की शाम, डाक्टरों के नाम प्रति के जाने वाले विकल्पों में सही चुनें और उम्मीदों का तारा जलाईं दिनांक - 23 अगस्त, 2024 समय - सांय 6:00 बजे से 7:30 बजे तक</p> <p>बक्ता डॉ. दुर्गेश पुष्कर MD, DM (Nephrology) Assistant Professor in the Department of Nephrology, King George's medical University</p>	Kidney Stones	Dr. Durgesh Pushkar MD, DM (Nephrology) Assistant Professor in the Department of Nephrology, King George's medical University



Leveraging D2C Platform for Increased Engagement and Reach:

Initial Scenario of Program Without Promotion Through D2C

Initially, efforts to promote the program among the target audience were primarily through 'word of mouth' and then Digital platforms like WhatsApp was being used for sharing the link of the episodes, which were not being effectively received by the audience but created a significant hype for the first couple of episodes. However, later with the gradual diminishing impact of the promotional efforts the overall viewership also witnessed a significant decline.

Why There Was the Need of D2C Platform?

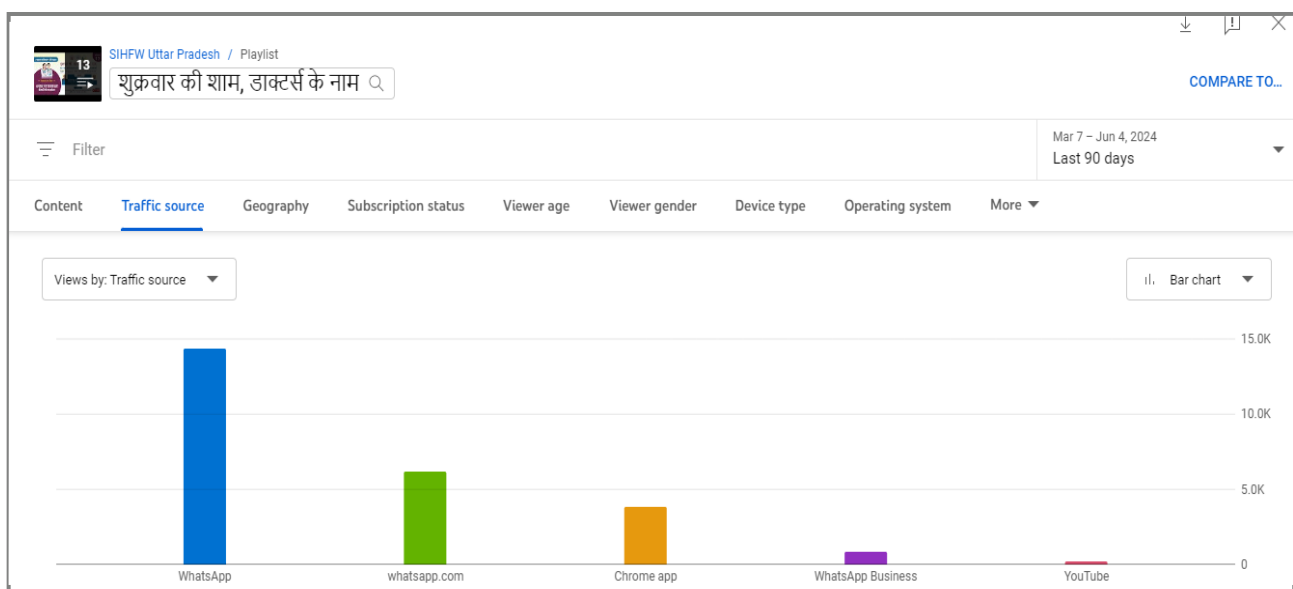
To sustain a robust promotional activity plan and further improve reach and engagement, a D2C platform was adopted to bridge these gaps. The D2C platform automated the program promotion process, enabling targeted and personalized messaging to reach a large audience directly and simultaneously

Methodology - How It Was Planned and Executed

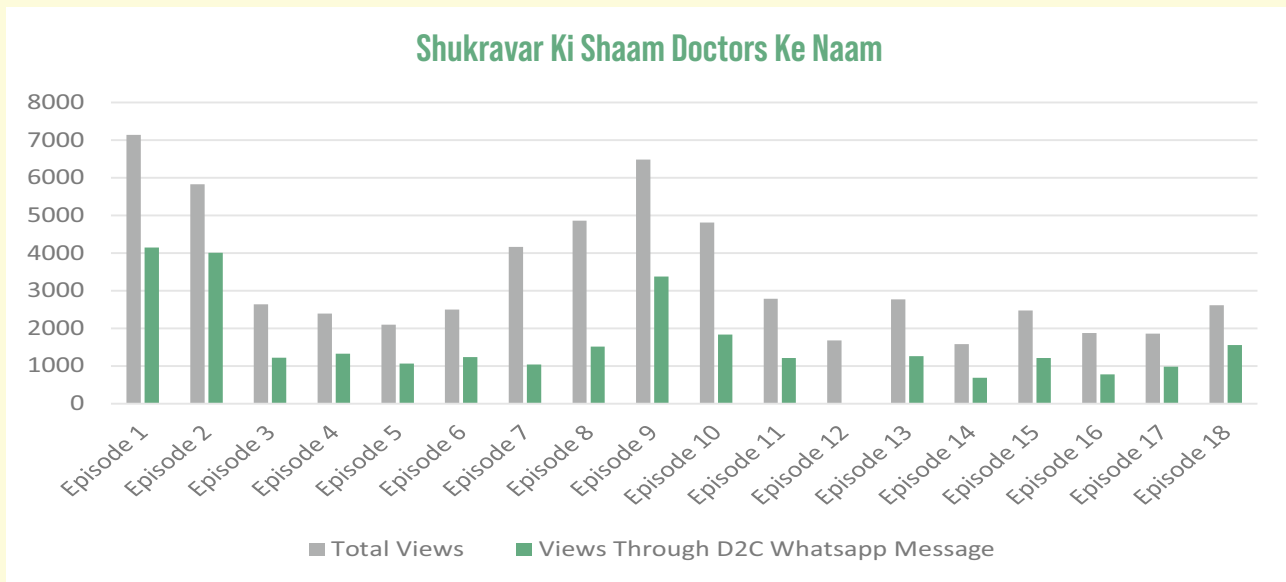
The core rationale was based on leveraging WhatsApp's widespread use and user-friendly interface to ensure maximum delivery and interaction rates. By embedding direct YouTube links within call to action messages, recipients could seamlessly transition from WhatsApp to the video platform, accessing each scheduled episode without interruption. This strategic use of WhatsApp's linking capabilities ensured that the audience was effortlessly redirected to the programs. In addition to this, Hindi language was opted as the preferred communication language for developing the message content as per the regional and geographic context. WhatsApp messages were carefully crafted with a focus on targeted, concised and customized communication to prioritize maximum penetration and engagement, ensuring that the intended impact was conveyed without overwhelming the recipients. This strategic approach facilitated seamless navigation and engagement, enabling users to effortlessly follow and interact with the podcast episodes.

Impact of D2C Digital Activity on Podcast Engagement

Over 65,000 doctors have connected with the podcast, with significant improvements in viewership and engagement following the implementation of D2C digital activity. The D2C activity, conducted every Friday, was the primary driver of this increased engagement. It not only boosted viewership but also allowed listeners to request topics for future episodes through the D2C platform's feedback mechanism. Over 65,000 medical staff as well as other intended audiences benefitted in upskilling their knowledge and hands-on practice.



(Figure 1 - Traffic Source)



(Figure 2 – Views per episode till 16th July 2024)

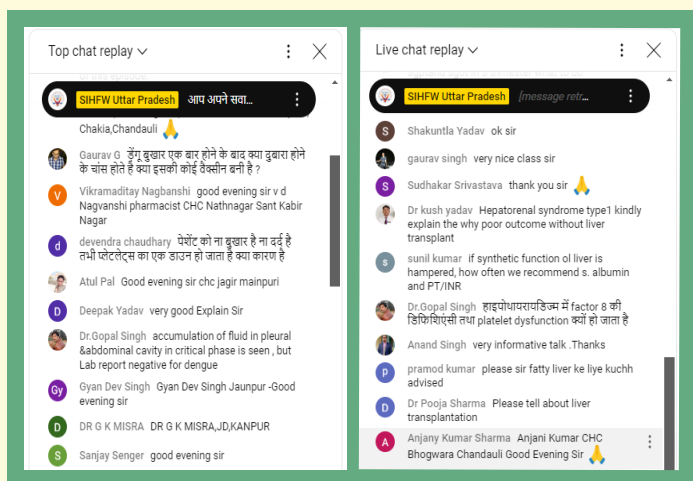
Feedback

Utilizing Direct-to-Consumer (D2C) platforms went beyond mere episode distribution; it became instrumental in fostering dynamic interaction between the audience and hosts. Audience members were encouraged to share their thoughts, offering invaluable insights into episode content, quality, and areas for enhancement. The feedback from viewers helped in receiving their suggestions on which health-related topics future episodes should cover, and a collated list of such suggestions was submitted to the health department for their consideration. Furthermore, the D2C digital activity played a pivotal role as hubs for audience-driven content creation, with listeners actively shaping future episode topics. By prioritizing two-way communication through the D2C platform, the initiative not only amplified the podcast's appeal but also cultivated greater audience engagement, nurturing a collective sense of ownership and community involvement within the podcast's sphere.



A few notable feedback points were:

- Paramedic staff in the most remote and unreached areas found the podcast extremely helpful, as they could ask their queries in real time and receive immediate responses.
- Several topics were highly requested by audience members and were subsequently covered in podcasts, leading to increased satisfaction and engagement.
- Overall, the paramedic staff found the podcast to be a valuable resource, enhancing their knowledge and skills.
- Listeners appreciated the inclusion of expert interviews, which offered deep insights into complex health issues and practical solutions.



(Figure - 3)

(Figure - 4)



Transition

Uttar Pradesh Technical Support Unit (UP-TSU) has been providing essential technical support to the State Institute of Health and Family Welfare (SIHFW) for the "Shukravar Ki Shaam, Doctors Ke Naam" podcast. Recognizing the podcast's success and the need for sustainable production, a budget for one year has been allocated for the creation of a permanent studio. This transition marks a significant step in enhancing the podcast's quality and reach. Following this, a thorough process will be undertaken to hire an agency, paving the way for the establishment of a dedicated studio.

Conclusion

The "Shukravar Ki Shaam Doctors Ke Naam" podcast has exemplified the transformative potential of digital health communication through the strategic utilization of YouTube and D2C platforms. By effectively harnessing the D2C platform, the D2C activity has significantly amplified the podcast's reach and engagement among health officials and the wider community. Establishing itself as both a feedback and engagement platform, D2C platform is not only contributing to the success of the podcast but also demonstrating the potential for future initiatives across diverse health programs and themes for communication and information dissemination, emerging itself as a modern digital solution in health communication strategies.

