

BRIDGING EXPERTISE USING PODCASTING: BETTER MANAGEMENT OF IMMUNOTHERAPY-RELATED TOXICITIES DURING CANCER CARE.

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BACKGROUND

Healthcare professionals often struggle to access continuous training due to time and financial barriers. This is particularly crucial in oncology, where new treatments such as immunotherapy (IT) frequently emerge. To address this, we created a free, educational French podcast for healthcare staff treating IT patients (nurses, general practitioners, pharmacists, etc.) focusing on IT-related toxicities and practical knowledge of their treatments.

PATIENTS AND METHODS

In collaboration with an external production agency "Image en vue", we gathered testimonials from various oncology care professionals (nurses, APNs, physicians, patients) across hospitals.

Each 10-minute episode, featuring 2-3 professionals, addresses different IT toxicities, discussing epidemiology, clinical aspects, key examinations, and treatments.

Led by an expert doctor emphasizing three key points per episode, the 13 episodes of "ONCOach Immunotox" [logo and Qrcode, Figure 1] were published on the Gustave Roussy hospital website and podcast platforms via Ausha (hosting platform), with Ausha providing listening statistics.



Figure 1: "ONCOach Immunotox" Podcast logo and QRcode.

RESULTS

The podcast interview recording and episode editing took place from January to September 2023. 13 episodes were then launched online on December 8, 2023.

From launch to June 3, 2024, the podcast recorded a total of 1728 listens [daily distribution on Figure 2], mainly via Spotify (46%) and Gustave Roussy training website (31%) [Figure 3].

54% of podcast audiences were women. 79% of listeners were streaming on mobile and 18% on desktop (data available only for the first month of listening, i.e. 644 listens).

The most listened episodes were the introduction explaining IT and its adverse effects, and the episodes about endocrine and dermatologic toxicities (411 (24%), 197 (11.5%), and 175 (10%) respectively listened) [Table 1].

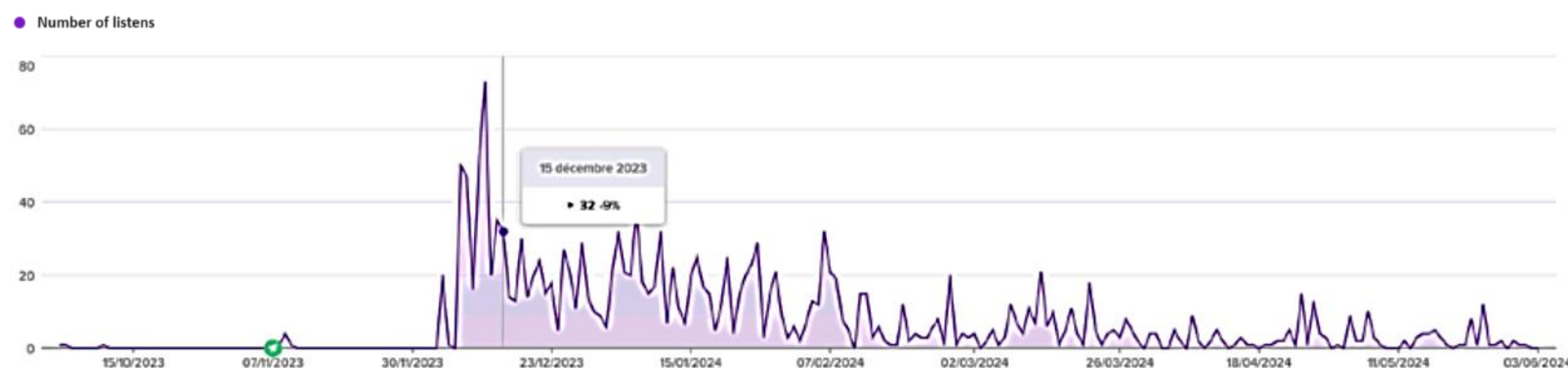


Figure 2: Daily distribution curve of the number of listens for "ONCOach Immunotox" Podcast.



Figure 3: Distribution of listening shares (N=1728) of "ONCOach Immunotox" Podcast across different platforms between December 8, 2023, and June 3, 2024.

Characteristics	Number (%)	N total	
Sex	Women	933 (54%)	1728
	Men	795 (46%)	
Listening source	Mobile	509 (79%)	644
	Desktop	116 (18%)	
	Tablet	13 (2%)	
	Smart speaker	6 (1%)	
Episode subject	IT introduction	411 (24%)	1728
	Endocrine toxicities	197 (11.5%)	
	Dermatologic toxicities	175 (10%)	
	Gastrointestinal toxicities	145 (8.5%)	
	Pulmonary toxicities	117 (7%)	
	Cardiac toxicities	114 (6.5%)	
	Bonus: Monitoring	107 (6%)	
	Muscular toxicities	84 (5%)	
	Renal toxicities	82 (4.5%)	
	Hematological toxicities	82 (4.5%)	
	Hepatic toxicities	78 (4.5%)	
	Rheumatological toxicities	71 (4%)	
Neurological toxicities	65 (4%)		

Table 1: "ONCOach Immunotox" Podcast listens characteristics.

CONCLUSION

ONCOach Immunotox podcast serves as a key educational tool for healthcare professionals, focusing on the complexities of IT in cancer care.

By featuring real-world insights and multidisciplinary strategies, the podcast equips professionals with the essential knowledge required to manage immunotherapy-related toxicities, thus improving patient outcomes and contributing to the evolving field of cancer treatment.