

Spotlight on Innovators

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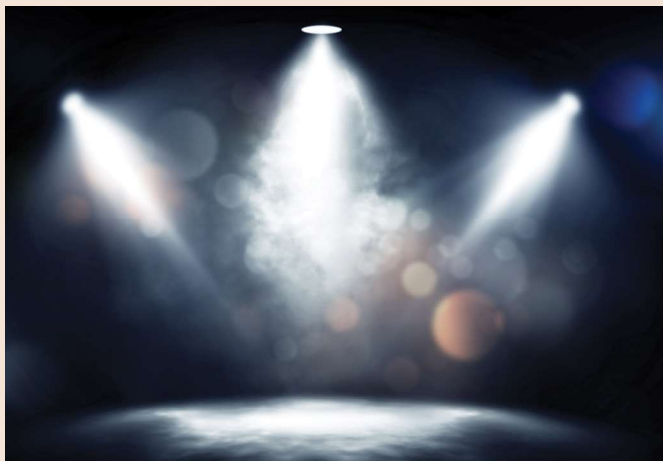


AAEM Young Physicians Section has members all across the world doing incredible things in their daily lives. Beyond just clinical work, our colleagues continue to find new and innovative ways to make their mark in the world and advance our specialty.

In this edition of *Common Sense*, we would like to highlight the efforts of Dr. Iltifat Husain and Dr. Blake Briggs from Wake Forest University Baptist Medical Center. Drs. Husain and Briggs are the creators of the podcast *EM Board Bombs*, their clever wit and golden pearls of knowledge making on-the-go learning fun and readily accessible. We interviewed these education masterminds to get a deeper look into why they do what they do.

What inspired you to create a podcast? Why this topic and why this media?

Well it seemed everyone has a podcast nowadays, so why not us? Honestly though, we found that the existing podcasts for EM board review were a little too serious, and most definitely too long. Podcasts were an obvious medium to utilize because of how popular they have become and how easy they are to digest. We often receive comments about how people listen to us while walking their dog or on their way to work. We believe most EM docs want education to be efficient and



fun. Studying shouldn't always be dreadful. Instead of talking about the usual medical topics, why not mix in pop culture and nerdy things we, as medical professionals love? "Wingardium leviosa and status epilepticus," "Bark for Dogmentin," and "Urethral injury: Trouble at the Meatus" - their catchy titles say it all! We are here to provide edutainment (educate + entertainment). Our goal was, and still is, to produce a podcast that is like on-shift teaching: efficient, less than 15-minute high-yield topics, entertaining, and memorable. You cannot help but smile when listening.

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What was easier than you expected in designing this podcast?

Ironically, the easiest part is sitting down and simply recording an episode. The cool thing about our little shindig is that we don't have a script. We research a topic, make sure it's board relevant, high-yield, and up-to-date. Then we just... talk. The outrageous question stems, jokes, and moments of laughter are always unscripted, and that's what makes it so authentic and fun to do.

What was harder than you expected?

Editing! The audio software we utilize for editing is fantastic, but is very time consuming since we need to condense our episodes down to a palatable 10-15 minutes. We can record an episode in about 30 minutes, but the editing takes hours. Our social media presence also takes a lot of effort, but we enjoy participating in the #FOAM community online.

What has been the biggest surprise throughout this process?

When we started the podcast, we almost dreaded the thought of how much work it would be to record a bunch of episodes and see if it would take off. Now we realize that stuff all came naturally and it's really been a source of entertainment and free education for both of us. The attending-to-resident mentorship has been really awesome too. We were also pleasantly surprised to attract a major medical student following. In addition to the podcast, we produce high-yield, 1-2 page PDFs on classic pathologies. Some examples include "Eggplant Emergencies: Priapism" and "Airway Superiority: ED RSI." They've been a major hit and attract attention!



Where do you want to see things go from here? Any plans to conquer the FOAM world?

We love the #FOAM world, especially FOAMed, but we continue to fill our own niche. Right now, we are the only EM in-service/board exam podcast that is not just high yield, but entertaining and efficient. We salute and support our fellow members of FOAM and their never-ending quest to teach in this ever-evolving age of medical education.

What is some practical advice you can give anyone else thinking to start their own podcast?

Make sure you realize that recording is the easiest part, and the editing and post-production takes nearly five times more time and effort. If you decide to start, PLAN! You really need to have a game plan in place and your mission statement pretty well-defined. People listen to podcasts for all sorts of reasons. We purposely made ours to fill a specific niche; if you try to be something else that's not unique or not wholly your idea, you'll likely fail. Additionally, don't do this to become a podcast sensation! It probably won't happen (#sorrynotsorry). Do it because you want to learn, you want a new experience, and most importantly, you want to have fun!

Is the reason you continue this the same reason you started it in the first place?

Absolutely. We set off to revolutionize board studying into an unscripted, honest, entertaining podcast. That mission continues and we look forward to more growth and new subscribers! We will also be free, promise to make you smile, and promise to drop lots of hashtags. Join us for the next episode on iTunes, Spotify, Google Play, or streaming directly from our website.

You can catch the latest episode of EM Board Bombs at www.emboard-bombs.com or follow them on Twitter @EMBoardBombs. If you or someone you know is doing something amazing and innovative in their lives, we want to know about it! Drop us a note at mzagroba@aaem.org.

Dr. Ilifat Husain received his Doctorate in Medicine from Wake Forest University School of Medicine and is an Assistant Professor of Emergency Medicine at Wake Forest School of Medicine. He is the founder of iMedicalApps.com, a medical technology review site. He is the co-creator of the EPIC and Cerner versions of the Heart Pathway tool, and the Apple Heart Pathway app. He is obsessed with everything NBA and deeply enjoys time with his family.

Dr. Blake Briggs received his Doctorate in Medicine from the University of Tennessee College of Medicine and is currently an emergency medicine resident at Wake Forest University Baptist Medical Center. Since his first year of medical school, he has tutored a variety of scientific disciplines for the medical, dental, and physician assistant programs. Blake authored and published "201 Pathophysiology Questions," an USMLE Step 1 focused review book. He enjoys traveling and backpacking treks. ●



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