Hello and welcome to The Rx Counter a podcast produced by student pharmacist at the University of Iowa College of Pharmacy, where we provide student insight into the pharmacy profession. I'm your host Emily Steinle. And here today is Matt Yates and Aaron McDonough, who are going to talk about how and why they started the podcast here at the College of Pharmacy. Thank you for joining us. The counter is yours.

Unknown Speaker 0:23
Thanks, Emily. And I'd like to make a shout out to Meredith lumbergh as well, who was one of our co founders. She couldn't be here today. But definitely a big part in why we started here.

Unknown Speaker 0:37
So why did you start the podcast in the first place?

Unknown Speaker 0:41
So we wanted to create a platform for us to be able to talk about originally it was just articles. And we started coming. I think the first article you talked about, talked about job security in the future job vacancy and what was going on. And the reason was not to scare people, though. was to get people intrigued involved with wanting to diversify the pharmacy school experience, to not only be someone who goes through the motions of going to classes, take an exam. And so we created the podcast originally wasn't a podcast, but now it is just so we could be able to document those experiences and have other people who may listen at home, be able to listen as well. And we've gauged quite a few of our listeners. So obviously, some other people are listening to the ones who are in attendance. So that was the main goal was being able to bring what we're learning and what we're experiencing at the school level, to people who may be listening at home or people who just want to learn more about pharmacy professional leadership.

Unknown Speaker 1:46
You said it didn't start out as a podcast. So what did it start out? As

Unknown Speaker 1:50
I heard it, approached me

Unknown Speaker 1:54
a while ago and said, Hey, you know, I'd like to hold these discussions about Things were learning in class, but I want to dive deeper into it. I was like, Okay, let's set something up. So we booked a small room in the College of Pharmacy, and had a faculty member come by that was specialized in the area we were going to talk about, and then we just started talking, and soon realized that there were a lot of people that couldn't make it timewise. To our meeting time with the faculty member, there are just a lot of different strings having to be Marionette played at once. And we decided, I got a lot of emails asking, Hey, do you take meeting minutes or something that I can review about what you guys discussed? And then we were like, well, I don't want to type the whole time every week. Let's just record ourselves and put the recording out to everyone else. And how do you do that? You do a podcast. We were do we had no idea. idea how to make a podcast we just found a microphone started recording and put it out there for the people that wanted to hear it at 2am because they couldn't come to our meeting.

Unknown Speaker 3:13
And we were interested in starting a podcast because there was a event that was going on where you could apply for some kind of leadership thing and we thought it was interesting. So we thought we might be good candidates. We ended up not being good candidates because there were some other things we didn't make. But I think that speaks volumes to your experience. I think if you seek out opportunities, you're a lot more than likely to create something and and keep with it. We originally you know, thought we could do this event but we couldn't. But we were already well established at that point we had done like eat podcasts or anything but really is just you know, getting in the in the pattern. Doing this thing every single week, same exact time. Originally it was just kind of two or three, maybe four people and it's grown to be nearly 10 every week, but it's just something that we enjoy doing too. It wasn't anything that we are like forcing ourselves to do. This is something fun.
Unknown Speaker 4:17
So,

Unknown Speaker 4:18
through your time with the podcast this past year, how do you think it has contributed to your development as student pharmacists?

Unknown Speaker 4:28
Well, innovation and entrepreneurship come to mind. We had nothing we thought we saw a need in the school to further discuss topics and we went out of our way to fill that need. And in doing so, we've created something we figured out how to market it to other people clearly like emails don't work because no one wants to Through 800 emails a day and find some random small podcasts that are, you know classmates are doing, but figured out what works. I grabbed all of you guys by just bullying you into saying, hey, do you want to own a podcast? Please? You guys start showing up. We're really thankful and we enjoy having you but going through the motions of starting something, something about where you are and

Unknown Speaker 5:29
I think we started to realize that the way people consume their information about health is not as much one on one anymore, direct face to face contact. And so we can talk about tell them what medicine and tele pharmacy but this is just a way to reach that demographic of people who may be hesitant to go talk to a healthcare professional face to face. So we don't really know who's listening but we are hoping there are some people who are listening who are You know, are involved in pharmacy school or in pharmacy at all. And they just listen to us to maybe understand a little bit more about the corona virus or any other hot topics in pharmacy. And they that's their way of educating themselves because the way people educate themselves, nowadays is almost all remotely and online. And so having that platform to be able to give them good and correct and accurate education as opposed to what they may read on Facebook, Twitter, is very important because they need the correct information in a relatively timely fashion as well.

Unknown Speaker 6:38
I think also going on with Tanner's question about like, how it's influenced my time as a student pharmacist, although I was just one of those people that you grabbed and said, Hey, come and I've only been coming for a few weeks, it's still like, requires me to kind of stay relevant in the topics of pharmacy and kind of look into them before I come and discuss it on the podcast. So it allows me to like look into things and remain present as opposed was just like oh, learning what I learned in class and just kind of having it be that whereas like going out and searching for this information and kind of being informed about it has just like been beneficial to me even just in the past few weeks,

Unknown Speaker 7:11
which our goal was to have students experience that and be able to utilize that at a later time in their life, maybe applying for a job or residency, and have this unique experience and knowledge that maybe another students or another person missed out on, because they weren't, you know, getting fully engaged. So we think, and we hope that it's accurate, but that will serve you well, and all students well in the future.

Unknown Speaker 7:34
And that was one of our, one of the needs we saw that needed to be met because we were sitting at Meredith, Aaron and I were sitting as p twos in our spring semester and Aaron maybe not as much so but Meredith and I were like we don't know what's going on currently outside of our college. As far as pharmacy goes, how do we figure out what Going on the big topics and then can we discuss them to further develop our ideas. So, critical thinking skills come into play, where you're starting to develop your own ideas and be able to talk to other people outside of the college, about your current topics. And then they think, Oh, this person's well informed and then maybe down the line, they're like, I this is a, this is a leader that I talked to, and I got this job. I'm gonna call them up, I'm gonna bully them into taking my job.

Unknown Speaker 8:37
So going on, like, where do you hope to see the podcast like five years from now? Do you
think you'll reach for people like we hope so we by no means are trying to get some revenue coming in by

Unknown Speaker 8:54
the sole purpose and vision and value of the podcast will probably remain the same. is to reach student pharmacists. And anybody who consumes healthcare who's looking out to gain more insight on health care. If that reaches thousands of people, I'm all about it. I would love to reach as many people as possible. But I think that we have studied growth and that is really relying on p ones, incoming p ones and every great that keeps coming in maintaining interest and being passionate about what's going on in healthcare, wanting to understand what's going on and being able to communicate that to other people. It's really those kind of things that will maintain the prosperity of the podcast.

Unknown Speaker 9:42
And after talking to Aaron just kind of one on one. We've looked at ourselves as leaders from when we started at the college to where we are now. And we were very selfish. And you know, a selfish ambitious type of Students when we got into pharmacy school we shot for every top position executive wise, between the two of us we calculated like 13 positions we ran for and did not get any of them. That was kind of humbling.

Unknown Speaker 10:19
Two guys who think that their top dogs that are running for these positions and getting none of them that kind of tells you that people want to be led by somebody who is a humble person, somebody who they are okay with talking to on a personal close contact basis. And so it mean just starting the podcast with yourself and then P one p two p three year and hopefully p four here and on. We have grown as the way we kind of think of leaders as well and it's not really about what can this do for me, it's about what can I do for it?

Unknown Speaker 10:53
Exactly. So we see that we started something Yes, but Do we want our name stamped on it for the rest of time? No. And that's like, we're proud of you guys for taking over the podcast. And really the answer to your question about what we want to see in five years is, what have you guys done with it? And how have you guys passed along the skills that you've learned in developing this podcast to newer students? In the same way that we hope that you'll learn something from us? It's about service to others, instead of what kind of position or a project do for yourself?

Unknown Speaker 11:37
What was the hardest part about starting up the podcast? Was it kind of the fundamental like, what is it that goes into the podcast or like the finding what to talk about or

Unknown Speaker 11:49
so topics are not hard at all. You have a quick Google search and find topics and pharmacy in snap of the fingers. The hardest part for me was finding time to calendar that For everybody and made it an equal opportunity for everybody to come, listen, it was a lot more challenging last semester in the old building compared to this one because there wasn't that time period where everybody was free. But now I think this time period is everybody's opening. They have the equal opportunity to come listen, and we encourage everybody to but that was only a barrier before I didn't find it too challenging to start.

Unknown Speaker 12:27
No, I agree. I think the hardest part and why we developed it as a podcast was that we weren't reaching. The people that we wanted are the numbers. So we were at a college where there's about 20 student organizations all fighting each other for student time. During specific slots of the day, and people just don't have time for that whether or not as schoolwork jobs there organizations. You can't introduce something that Going to be so limited. So we started recording, like I said, and now we've actually started reaching numbers that are very comparable to the larger organizations whether or not it's my mom listening to this five times, or me listening to it to critique myself, but the numbers kind of don't lie like we are reaching people now. And that's what we wanted.

Unknown Speaker 13:33
I think even with that, it shows that a podcast can reach more than necessarily a student or a guest. These student orgs are going out into the community and serving them in various ways. But a podcast is a way that we can get information
to those who we might not have access to otherwise, which I think is really cool. I think it's very important to
consider people who may fall between the cracks, whether it be they don't have social determinants to get them to the
pharmacy or the community function. Maybe they don't have the financial means to afford getting to the function as
well. But I think that you know, putting something online maybe they don't have any computer internet at home, but
they can go to a library to listen to as well. So something that they have complete access to. That costs no money's not a
barrier and gives them equal opportunity to learn is another huge thing that I think we were proud about.

Unknown Speaker 13:49
Is there anything you wish you could change about the podcast?

Unknown Speaker 14:34
The when we first started, I wanted it to be a like a vlog.

Unknown Speaker 14:43
This was a high production idea

Unknown Speaker 14:46
of us all to have microphones and us to be on this platform where it was like a specific thing or library and have a TV in
the background that we can pull up the article or maybe Check Paul as that was my goal, but production cost barrier
there.

Unknown Speaker 15:09
I think it'd be, we talked about the idea of just getting us recorded to and that would be a fun idea video recorded sorry.
But then we thought, you know, who wants to just watch five to eight people sit in a circle and talk to each other? I don't
know all is a pretty expressive guy. But other than that, Aaron taps his fingers on the desk. We got him to stop. Well, I

Unknown Speaker 15:39
mean, what's the future? You guys have all your free reigns to turn into whatever you like. I would love I would be so
happy to see in the next year or two videocast you're talking about things. And I do think I still believe there is a
demographic or a market who would be interested in watching that it just develops as time goes on. And you just kind
of got to be relevant with the trends and see what people are demanding and how they learn and how they consume their
healthcare. It's really just staying with the times and being able to provide that kind of resource to them.

Unknown Speaker 16:17
If that's what you want to see in the next few years, you just got a promise to come back and guess

Unknown Speaker 16:25
I've got a question for the three of you, Tanner, Carrie and Emily that are kind of stepping up and taking over for the rest
of us. What do you want this podcast to be?

Unknown Speaker 16:39
I know, like you approached me at at work and you're like, Hey, would you like to do this podcast? And I was like, wait,
what podcast like I had no idea what this was about. Or like, even the podcast I mean, I got your emails but every week
but I didn't really know what it was. So I mean, I've had people reach out to me like recently saying like, hey, like, I
want to In this podcast, like what is it like, like, I've gotten so many emails and like professors like emailing me topics
about what we can talk about. So I think that's really important to have like getting more people involved. And like, I
know other colleges like public health and the medical students have a podcast as well. And they have so many people
come to their podcast each week, they have to do a sign in sheet of people who want to come so like just getting more
people involved in like more ideas and more like, topics that we could talk about is something I'm looking forward to
and getting more people involved in it. And I mean, like, watching our stats online, like seeing how many people have
seen it, and how many people have liked it. It's also like really cool to see how many people we can reach. So getting
more stats and more likes and more people like to reach out to is something I'm looking forward to
Unknown Speaker 17:55
I am glad I chose you because it sounds like you're way more popular than I am.

Unknown Speaker 18:03
I tend to go off of that, because I think really the at the core is it is about kind of reaching as many people as you can. And as like a student, or basically, you want to get more people involved in your events. But one thing I think is also important, which we kind of have already started a little bit is increasing the access to the podcast as well, because we do have the Spotify going now for one. And so I think just getting that message out to people that weren't talking about whatever this is. And

Unknown Speaker 18:42
I kind of like what Aaron said earlier about how it's not necessarily like, what the podcast can do for us and how we can grow but also what we can put back into it and how we can help others. So whether that's getting other people involved and just aware of the issues in pharmacy, whether that's students or professors or just random people To find this podcast on the internet, but just like being able to kind of enrich their experience would be cool.

Unknown Speaker 19:06
And the topics will never die. There will always be something to talk about. I mean, there's probably been 100 articles in last week that just came out that we could have talked about. So there will be no reason for no one can find this this week. So always be an opportunity to talk.

Unknown Speaker 19:23
And if not, one phone call

Unknown Speaker 19:32
on one of the missions for the podcast participants was to develop as a speaker and as a presenter is I have some bias and background and Toastmasters. So we were like, let's bring this guy in and maybe you can help us speak better. And I know a lot of people are very afraid of approaching a microphone and really putting their voice out there. But taking First step in getting out there's, it's a great leap, and it's going to help you so much. And you won't tap on your table

Unknown Speaker 20:16
also talks about how Matt and I kind of complement each other. We're very different people in our unique ways, but Matt with his experience with Toastmasters and public speaking, and Meredith is just a personable person that everybody will like and be able to open up to. And I just feel like I always want to learn something new, whatever is happening, events in pharmacy that always want to talk about to this on the top here, I guess, but we're able to use each other's skills and, and talents to be able to critique each other and help each other build on something.

Unknown Speaker 20:55
Well, that's all the time we have. Thank you, Matt and Aaron, for sharing We hope you learned. Thanks for listening and we'll catch you next time at The Rx Counter.

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