

PODCASTING

A podcast is a series of audio or video-digital-media files which is distributed over the internet by syndicated download, through Web feeds, to portable media players and personal computers. Though the same content may also be made available by direct download or streaming, a podcast is distinguished from other digital-media formats by its ability to be syndicated, subscribed to, and downloaded automatically when new content is added.

Like the term broadcast, podcast can refer either to the series of content itself or to the method by which it is syndicated; the latter is also called podcasting. The host or author of a podcast is often called a podcaster.

Blue Cross and Blue Shield of Kansas will begin podcasting sometime after the first of the year. Provider Relations is rolling out this method of education slowly and will be introducing new or updated medical policies initially. If everyone agrees this is an effective training tool, we will move into other areas of education.

That is where you, the facility staff, come into the picture! We will be asking for feedback from you in determining what areas still need to be "tweaked" to make this an effective method of training.