

# Nationally Acclaimed Podcast

## MEDICAL MONEY MATTERS *with* JILL ARENA

Join Jill Arena, CEO of Health e Practices, and other healthcare industry experts as they provide answers and resources so physicians can achieve mastery over the financial and business aspects of their practice

This podcast is for those in healthcare who:

- wonder if their medical practice is doing well financially,
- are concerned about their insurance contracts or reimbursement,
- worry about being embezzled,
- want a big piece of new equipment but are not sure if it is a wise purchase, or
- shudder every time a financial question comes up.

### Podcast Groundwork:

- Launched November 2022
- New episodes every Tuesday
- Episodes consist of three solo cast episodes each month and then one substantive interview with an industry expert for a deeper dive

In this country, we do a great job of training clinicians to be good doctors - we give them the latest and greatest diagnostics, cutting edge pharmaceuticals, and world-class technology; however, we fail to train them about business. In eight years of formal education, there are no classes on finance, contract negotiations, leadership, managing people, or leading change. This means that when clinicians leave residency and go into practice, they are effectively stepping into multi-million-dollar businesses without any training in how to operate them. On top of that, they have been soundly discouraged from asking questions for the past eight years.

This is the framework for which we created Medical Money Matters – a podcast designed to provide resources, experts, and answers so that physicians and medical administrators can achieve mastery over the financial and business aspects of their practice. Together, we can fill in that educational gap.

### Statistics as of December 2023:

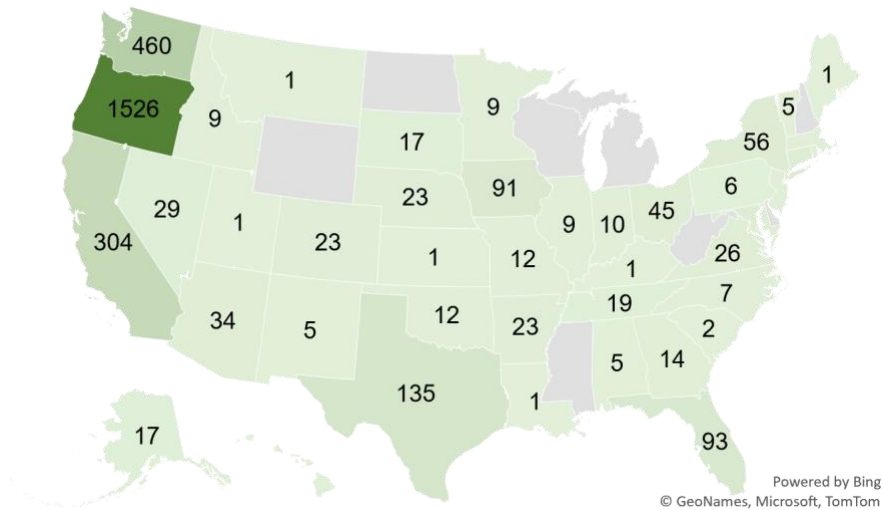
- >3,330 downloads/listens across all platforms
- Over 55 episodes published

### Top Downloaded Episodes:

- Episode 48: Optimizing and Securing your EMR - Making it Work for You (Not the Other Way Around)
- Episode 1: What They Don't Teach You in Medical School
- Episode 49: Deciphering ROI & Break-Even Calculations - Your Roadmap to Profitable Decisions in Medical Practice

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## Podcast Downloads Per State:



## Available On:

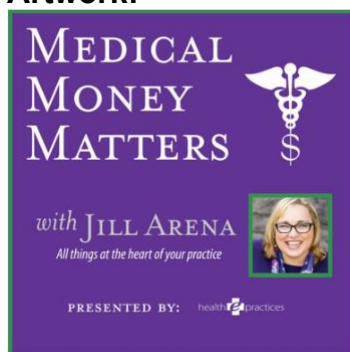


and all major podcast platforms

## Reach:

- Downloads per year = 3,600 and growing x 2 impressions each = 7,200 per year
- 3 social media posts each week = estimated 14,000 impressions per year
- Website visits = estimated 690 targeted impressions per year
- In-person promotion at national conferences = estimated 400 highly targeted impressions per year

## Artwork:



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