



**INNOVATIVE USE OF  
TECHNOLOGY, DIGITAL &  
SOCIAL MEDIA**

**THE BEAT- PATIENT  
PODCASTS**

**NUTRICIA UK  
@NUTRICIAHCPUK**



# NUTRICIA HOMEWARD



- UK's leading medical nutrition feed and service provider
- We arrange monthly deliveries of prescribed medical nutrition and equipment to patients' homes
- 30,000 home tube fed patients in the UK
- 160 Homeward Nurses supporting tube fed patients 24/7, 365 days a year

## WHY PODCASTS?

- Starting to tube feed can be daunting
- Initial idea from a patient via Homeward Nurse

### PODCAST RESEARCH:

- 71% of the UK population listen to podcasts
- UK podcasts have a weekly reach of 19%, peaking at 27% among 25–34-year-olds
- No current UK podcast for tube feeding patients

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FROM THE  
COMFORT OF HOME



# PATIENT RESEARCH



## Questionnaire:

- 26 new patients
- 38% podcast listeners
- 56% possible listeners
- 67% rated the idea 8/10+

## Interviews:

- 6 patients
- All believed podcasts would be an excellent way to learn more and would be useful when starting to tube feed.
- Knowing they weren't alone, and there are others who tube feed at home would have helped to alleviate concerns at the start and made everything feel a bit more 'normal.'

## Planning:

- Draft content shared with an experienced tube feeding patient for feedback

## Suggested Podcast Topics:

- Hearing from others
- Tube feeding on holiday or at school/work
- Top tips

# RESULTS

4 Podcasts launched in March 2024 and 3 more in August

Podcast title	Listens
The Beat – A Patient Podcast: Starting to tube feed from a parent’s perspective	286
The Beat - A Patient Podcast: What is tube feeding?	270
The Beat - A Patient Podcast: Introducing your tube feeding support team	133
The Beat – A Patient Podcast: Starting to tube feed from an adult perspective	121
The Beat – A Patient Podcast: Tube feeding support available	99
The Beat – A Patient Podcast: Living with long-term tube feeding as a child	39
The Beat – A Patient Podcast: Living with long-term tube feeding as an adult	34
Total	982



Accessible on all podcast platforms and on [www.nutriciahomeward.co.uk](http://www.nutriciahomeward.co.uk).  
The website page has received **412 clicks** with **19% of visitors returning.**

## FEEDBACK

*"As the mum of tube-fed child, I have enjoyed listening. Nice short podcasts I can listen to in the car or when out walking. Listening to both of the mums chatting was great. We were in the same boat as them until we found our people and support."*

*"The patient podcasts provide listeners with an opportunity to hear from people who have a feeding tube. There is such power in hearing directly from people with lived experience of tube feeding. The episodes capture some really meaningful insights that I hope will support people who have shared experiences or concerns."*

*"I have had a feeding tube for years, but I still learned things I didn't know. For example, I didn't realise little children had them too! I wish the podcasts had been around when I first had my tube placed but you know... I am glad they are available for people now."*

*"My son's dietitian told me about the podcasts. I found them really helpful and reassuring knowing other parents have been through a similar journey. I think they will be really helpful for parents who are trying to decide whether a PEG would be the best thing."*

*"It was great to hear an independent teenager who is managing herself now. It gives you hopes for the future. I look forward to them making more."*

## SUMMARY

- Started with a simple idea proposed by a person living with a feeding tube
- Patient insights, suggestions and feedback have played a crucial role at every step; ensuring the content is helpful and supportive
- Podcasts are popular and accessible
- Patients want to hear from others in a similar situation

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