

The background features a complex geometric pattern of overlapping shapes in shades of blue, yellow, and grey. A large white diamond shape is centered on the left side, containing the text. The overall design is modern and abstract.

# PODCAST PROJECT

# WHAT IS A PODCAST?

PODCAST is a series of episodes

- Like a Radio Program each podcast episode is a [digital audio file](#)
- You can access it whenever convenient for you to listen
- You can subscribe to the Podcast to be notified of a new episode



# BACKGROUND

## GLOBAL PLATFORM: ASIAN IBD VOICE IS MISSING


- Crohn's disease and Ulcerative colitis have gained some attention in the last 10-15 years
- Prior to that Inflammatory Bowel Diseases were considered as very rare or non-existent
- CCSS Will be the first Asian Patient Organization to bring the Crohn's & Colitis Patients' Voice to the world
- Singapore's population: Chinese, Malay, Indian, Eurasian and others
  - Hearing from local patients provides some comfort to the patients
  - It becomes easier to explain matters to family members and friends
  - Bulk of research and results are based on Caucasian Patients: makes the feeling a bit distant, not relatable

# PURPOSE

- PRE-DIAGNOSIS Family members and Patients are desperately looking for answers
- AT DIAGNOSIS
  - Patient and extended family members NEW to Crohn's disease and Ulcerative colitis
  - Initial information is brief from IBD Specialist, in the hospital
  - Loads of questions but very few answers
  - Patient feels that NOBODY fully understands what he/she is going through



## RELEVANCE TO OUTPATIENT

- PARENTS of children diagnosed with IBD would like to know what to expect in the future
  - Impact on Academic Achievements, Sports and Career
  - Social & Financial Implications
  - Physical as well as Emotional Impact
  
  - IBD PATIENTS ideally would like to meet other Crohn's disease and Ulcerative colitis patients
  - Patient's Lived Experience is invaluable!
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# PODCAST

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SPOTIFY 

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APPLE PODCASTS 

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GOOGLE PODCASTS 

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iHeart   
RADIO

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OTHER PLATFORMS



with Nidhi Swarup



# ANNOUNCEMENT

CROHN'S & COLITIS  
PATIENT AMBASSADOR  
PROGRAM

PLAY TRAILER



# CLOSING REMARKS

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