

AMPLIFICATION & OUTREACH REPORT

A. ARTICLE DETAILS

- I. **Article Title:** Evidence - Budesonide Is Safe, Effective Early and Late Treatment for COVID-19
- II. **Author(s):** Dr. Richard Bartlett, Dr. Jon Fleetwood
- III. **Article Type:** Review
- IV. **Scope:** Public Health
- V. **Targeting Focus:** Bioethics, Clinical Ethics, Public Health Policy
- VI. **Journal of Publication:** The Gazette of Medical Sciences
- VII. **Publication Date:** 18 June 2024
- VIII. **DOI (if available):** <https://www.doi.org/10.46766/thegms.pubheal.24090601>
- IX. **Article Link:** <https://www.thegms.co/publichealth/pubheal-rw-24090601.pdf>

B. PODCAST STATUS

- Podcast Published**
- Podcast Under Process
- Podcast Not Yet Produced

If published:

- **Podcast Link:** <https://thegms.co/podcasts/Budesonide-effectiveness/>
- **Podcast Release Date:** 22 February 2025
- **Platforms Distributed:** Science of Healing - The Gazette of Medical Sciences Podcast | Spotify | Apple Podcasts | Amazon Music

C. REPORTING DETAILS

I. Reporting Period

- **From:** 04 August 2025
- **To:** 22 August 2025

II. **Prepared For:** Dr. Richard Bartlett, Dr. Jon Fleetwood

III. **Date Issued:** 25 August 2025

D. GLOBAL OUTREACH SUMMARY

I. Geographic Reach:

- **North America:** USA, Canada
- **Europe:** UK, Germany, France, Italy, Netherlands, Switzerland
- **Asia:** India, China, Japan, South Korea, Singapore
- **Oceania:** Australia
- **Latin America:** Brazil, Mexico, Argentina, Chile
- **Africa:** South Africa, Nigeria, Egypt, Kenya
- **Middle East:** UAE, Saudi Arabia, Israel

II. **Scholarly Contacts:** 1,31,577

III. **Outreach Campaigns Conducted:** 5

Outreach is conducted using curated researcher contacts from recent academic publications and scholarly sources, delivered through phased campaigns across 20+ countries.

E. PERFORMANCE METRICS

I. Outreach Campaign Distribution

Campaign	Total Contacts
Campaign 1	24,561
Campaign 2	22,310
Campaign 3	28,411
Campaign 4	29,181
Campaign 5	27,114
Total	1,31,577

II. Campaign-wise Engagement Metrics

Campaign	Email Delivery			Engagement Metrics	
	Total Outreach	Email Opens	Not Opened	Article Link Clicks	Podcast Link Clicks
Campaign 1	24,561	10070	14,491	1813	2920
Campaign 2	22,310	12494	9,816	2749	2124
Campaign 3	28,411	10796	17,615	2267	2915
Campaign 4	29,181	8462	20,719	2454	3131
Campaign 5	27,114	12472	14,642	2120	5238

Note: Engagement metrics may exceed recorded email opens due to repeated user interactions, access across multiple devices, and extended reach through content sharing beyond the initial recipients.

III. Overall Engagement Metrics Summary

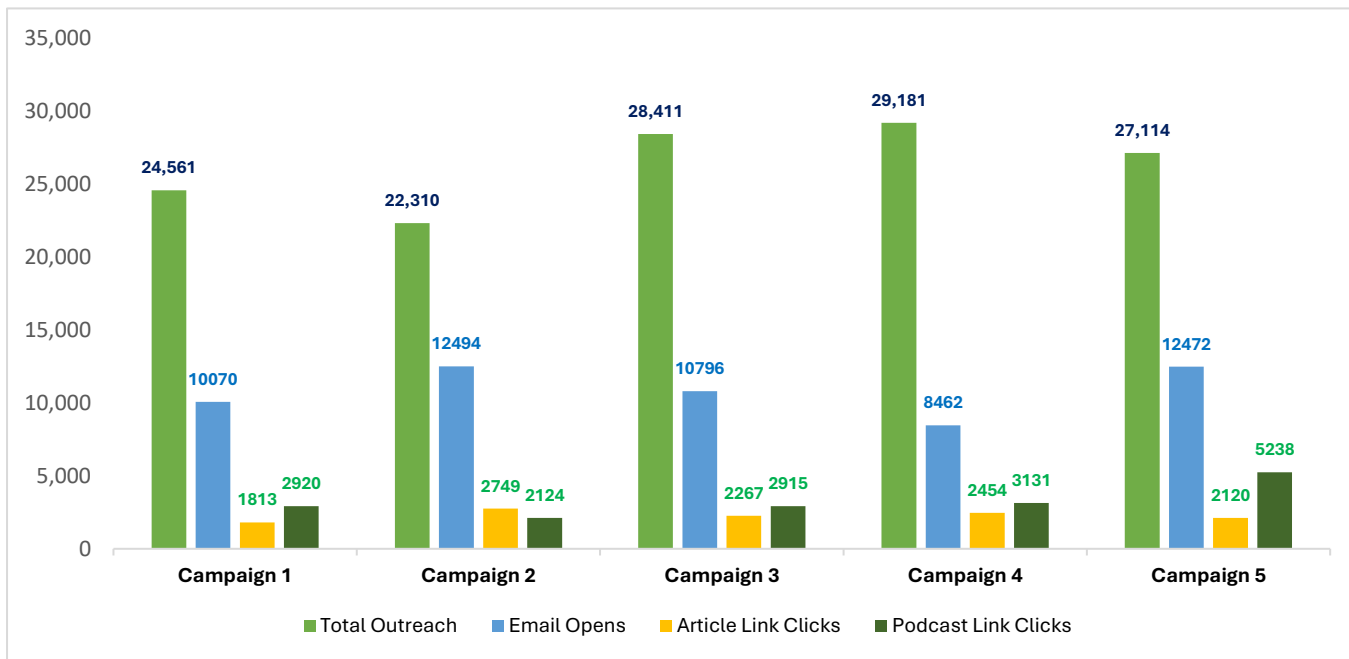
Total Email Opened	Article Link Clicks	Engagement %	Podcast Link Clicks	Engagement %
54295	11403	21%	16329	30%

Engagement Analytics

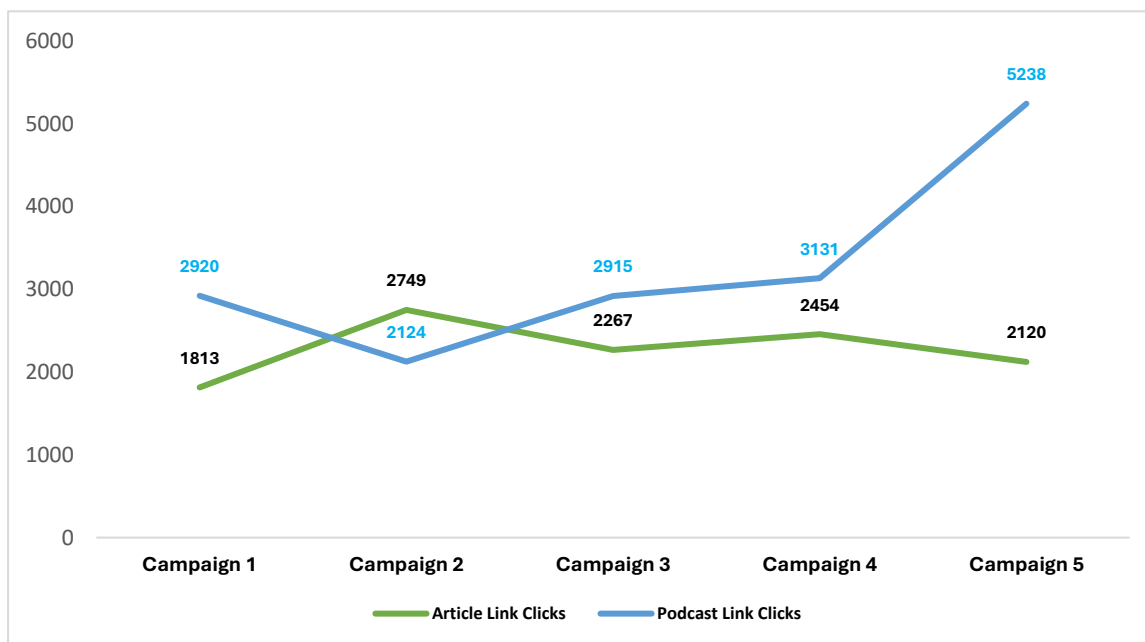
From 54,295 email opens, 11,403 recipients engaged with the article (21%), while 16,329 interacted with the podcast (30%), indicating comparatively higher audience engagement with podcast content in this campaign.

F. GRAPHICAL ANALYTICS

I. Campaign Engagement Overview



II. Engagement Trends: Article vs Podcast Link Clicks



G. ANALYTICS OVERVIEW

The campaign data reflects moderate but consistent engagement across outreach phases, with variations in email open rates and post-open interactions. Campaigns 2 and 5 demonstrate relatively higher audience responsiveness, while Campaigns 3 and 4 show lower open rates, indicating variability in initial engagement.

Engagement patterns across campaigns show a mixed trend between article and podcast interactions. In Campaigns 1, 3, 4, and 5, podcast link clicks exceed article engagement, indicating a stronger preference for audio-based content among recipients. Notably, Campaign 5 generated 5,238 podcast interactions compared to 2,120 article clicks, highlighting significantly higher podcast engagement.

In contrast, Campaign 2 shows higher article interaction (2,749 clicks) compared to podcast engagement (2,124 clicks), suggesting variation in content preference across different audience segments.

Overall, the data indicates that while engagement levels remain moderate, both article and podcast formats contribute meaningfully to audience interaction, with podcast content demonstrating stronger performance in the majority of campaigns.

H. OUTREACH ACTIVITIES CONDUCTED

- Targeted academic email campaigns
- Newsletter distribution
- Podcast dissemination
- Website promotion
- Academic network sharing

I. TRACKING & MEASUREMENT METHODOLOGY

All engagement metrics are tracked using campaign-specific tracking systems and secure, trackable links. Data is monitored using industry-standard tracking and analytics frameworks.

Each campaign uses unique links to measure:

- Article Link Clicks
- Podcast Link Clicks
- Engaged Interactions
- Not Read (non-engagement)

J. REPORT STATEMENT

This report summarizes the engagement generated through structured academic outreach campaigns and podcast dissemination for the above-mentioned article.

K. CERTIFICATION

Certified by:

The GMS Outreach & Podcast Division

The Gazette of Medical Sciences