

# EAST Educational Programs/Products

	TraumaCast	CareerCast	StoryCast	EAST Minute	EAST Master Class Webinar	Virtual Flashcard
Format	Audio	Audio	Audio	Video of GIF	Live Broadcast; Audio & Video w/ audience participation possibility	Static Visual Image
Audience	Broad: Surgeons, EM physicians, APPs, Nurses, Pre-hospital Personnel, Students	Surgeons, APPs, Trainees, Students	Similar to TraumaCast	EAST Social Media Distribution/ YouTube	Similar to TraumaCast; Preregistration so participant information is known	EAST Social Media Distribution/ Website Visitors
Topics	Complex topics, in-depth conversation by guests and moderators	Career Advice, Mentoring	History of EAST, trauma, and surgery from those who "lived" it.	Concise presentation of EAST PMGs, Landmark Papers, EAST programs, clinical content	Similar to Traumacast but with live audience participation	"Just in Time" education, quick reference
Time Frame	30-60 Min	Variable	Variable	2-4 Min	60 Min	N/A