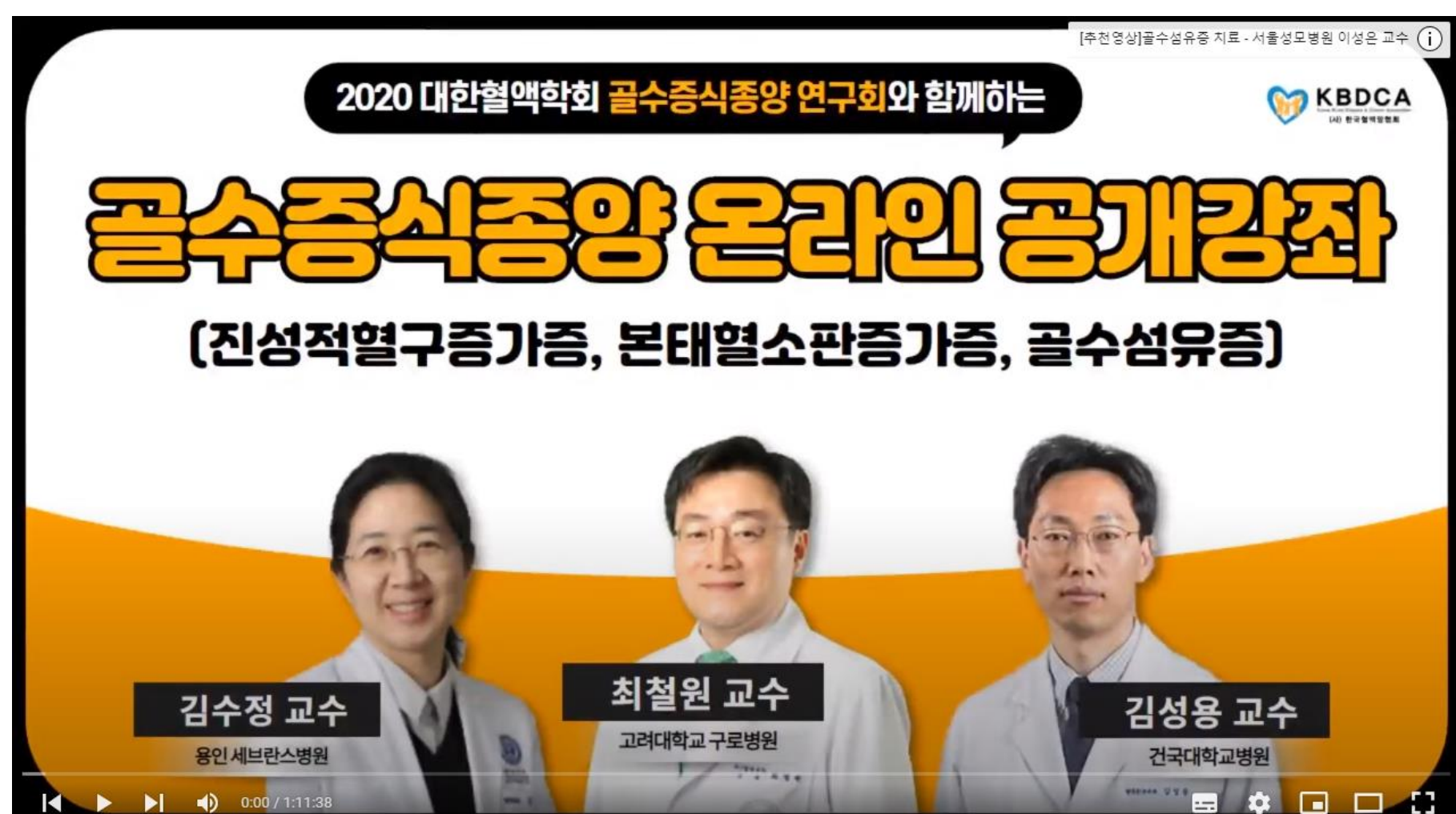


YouTube

Hope of sharing online



KBDC A 한국혈액암협회
구독자 6.81만명



To improve the accessibility of patients to medical information, we started running the YouTube channel named “KBDC A” and broadcasted many lectures in real time.

METHODOLOGY

Planning

we investigated what patients are most curious about. Then we selected some topics

Broadcasting

After recruiting patients who wanted to watch the lecture online, we broadcasted it in real time

Posting

we edited the recorded videos and posted them on YouTube

RESULT & CONCLUSIONS

So far, the channel “KBDC A” has been viewed over 5 million times and has nearly 70,000 subscribers. It made it easier and more convenient for patients to get information and help with their treatments.