

KREMBIL BRAIN INSTITUTE

FALL 2023 | PODCAST REPORT

Explore the myths, mysteries, and medical breakthroughs of the most complex and powerful organ in your body – your brain.



ABOUT THE PODCAST

Produced by the Krembil Brain Institute (KBI), Your Complex Brain launched in 2022, and Season 3 is scheduled to debut in Spring 2024. Episodes are published biweekly.

Our accomplishments include:

- 20 episodes (plus bonus content)
- [The People's Choice 2023 Science & Medicine Podcast Award winner](#)
- [The MarCom Gold Award for Best Podcast](#)
- [Nominated for 2 Canadian Podcast Awards](#)

Your Complex Brain weaves together interviews with experts and heartfelt, inspiring stories from patients and family members who are impacted by brain disease. We shed light on the latest research in Alzheimer's, Parkinson's, epilepsy, stroke, concussion, spinal cord injury, brain cancer, chronic pain and other brain diseases and disorders, and share heroic, real life stories.



ABOUT THE HOST

HEATHER SHERMAN is a seasoned and award-winning storyteller. She is the Host and Producer of Your Complex Brain, and Communications Manager at the Krembil Brain Institute, part of University Health Network (UHN).

Before joining Krembil, Heather spent seven years as a Producer/Director at Discovery Canada's Daily Planet, where she generated over 200 short documentaries about groundbreaking technology, scientific discoveries and world-changing inventions. In recognition of her exceptional coverage, she received two awards at the Houston Film Festival and was nominated for the Walter Sullivan Award for Excellence in Science Journalism.

At Krembil, Heather works closely with the media to promote high-profile research and technological innovations. She also provides strategic advice and media & science communication training to the Institute's renowned scientists and clinicians.



ABOUT THE TEAM



CARLEY McPHERSON was Executive Producer of Your Complex Brain for Seasons 1 & 2. She is currently Director of Research at Lakeridge Health.



DR. AMY MA is Executive Producer of Your Complex Brain and Director of Operations, & Stewardship at KBI.

SARA YUAN is Production Assistant for Your Complex Brain and Public Affairs Associate at UHN.



TWAYNE PEREIRA is Associate Producer for Your Complex Brain and Senior Public Affairs Associate at KBI.



JESS SCHMIDT is Producer of Your Complex Brain and a freelance podcast producer and consultant.

NOTABLE STATS



30K
DOWNLOADS

1,000+
FOLLOWERS



100+ COUNTRIES



60+ ★★★★★
RATINGS

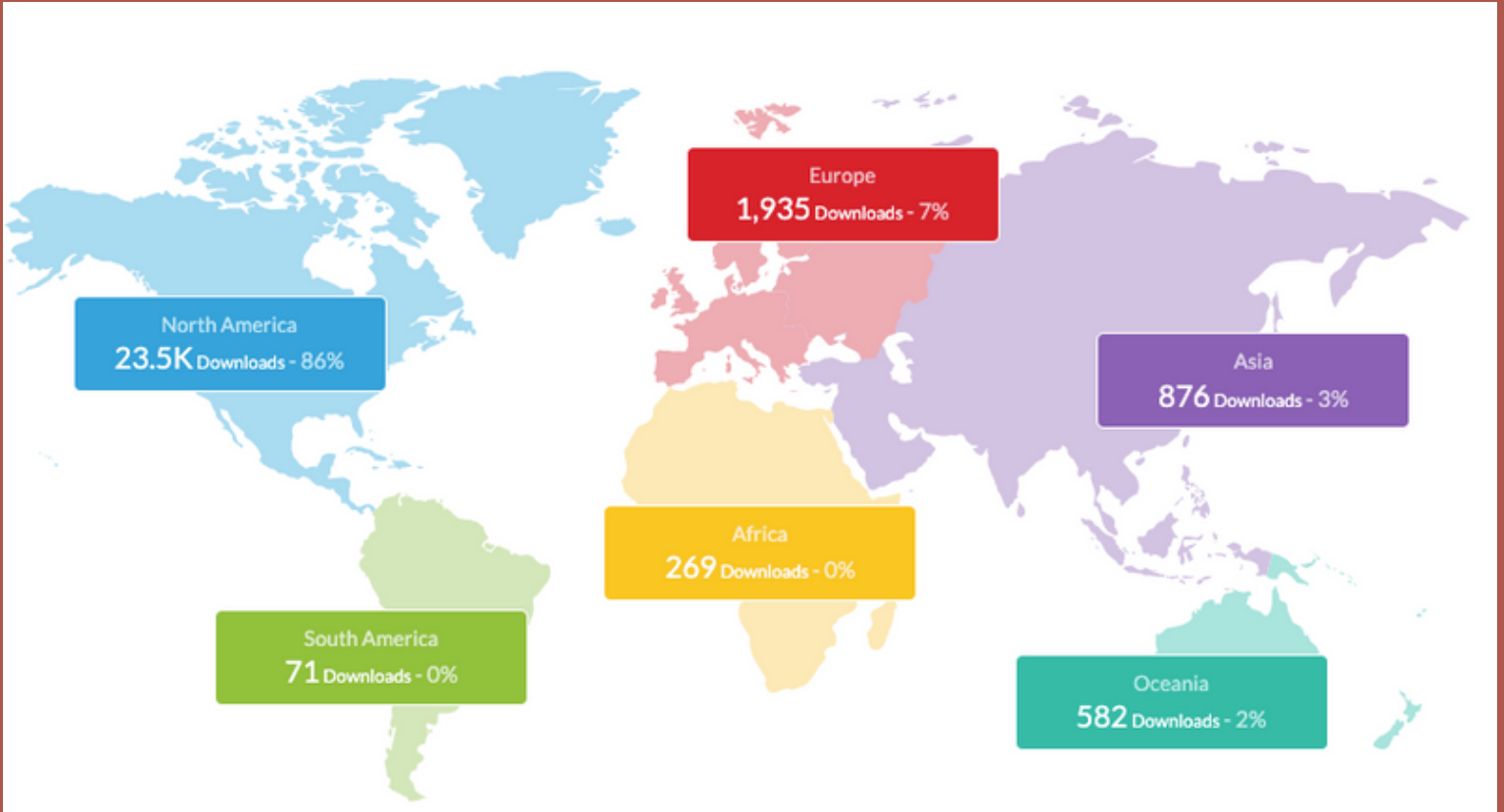


60% RATE OF
LISTEN-
THROUGH

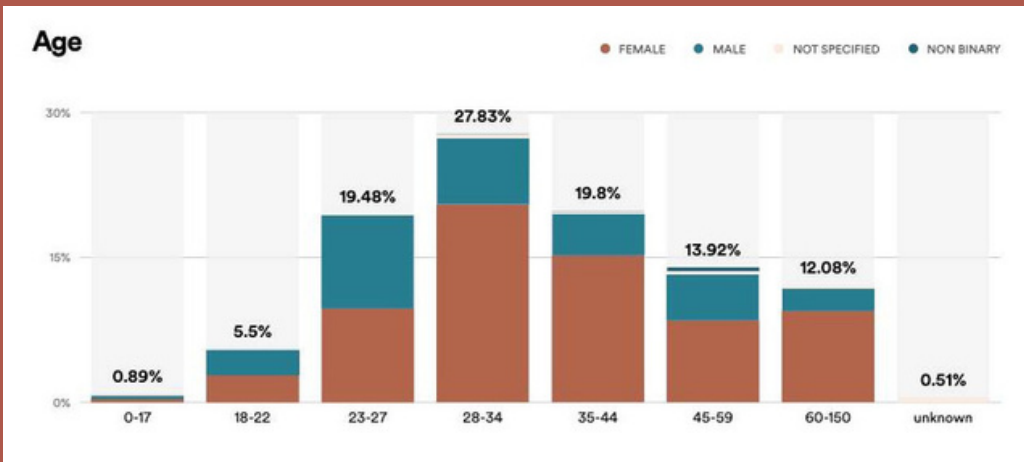


5K WEBSITE
VISITS

LISTENER ANALYTICS

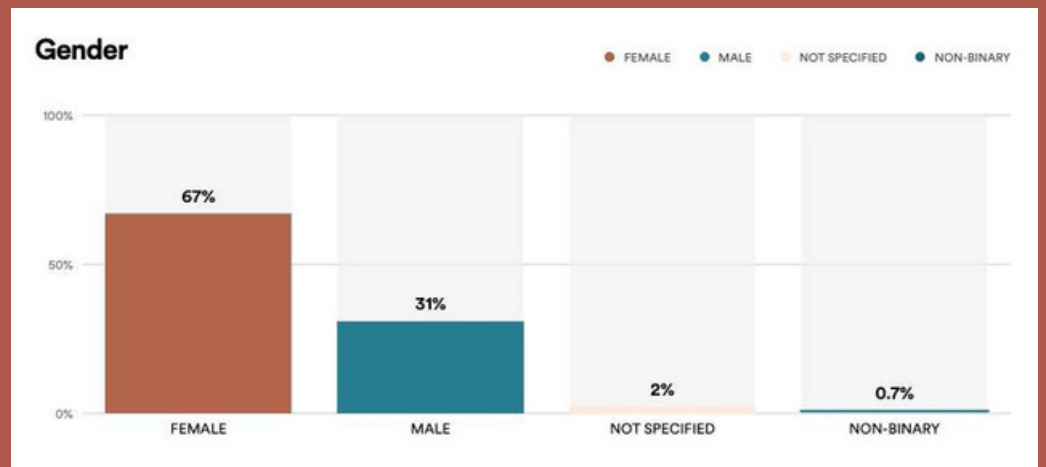


All-time location demographic pulled from Buzzsprout in Fall of 2023



↑
**Key demographic:
North America -
23.5K downloads
(86%)**

↑
**Key demographic:
Ages 29-34 (28%)
Female (67%)**



All-time age and gender demographics pulled from Spotify in Fall of 2023

SEASON 2 EPISODES



Is Stress Contagious?

Featured: Dr. Jaideep Bains
Guests: Dr. Kathryn Curtis,
Farrah Schwartz



The Future of Deep Brain Stimulation

Featured: Drs. Suneil Kalia &
Alfonso Fasano
Guest: Harry Forestell



Using Virtual Reality to Restore Vision

Featured: Dr. Michael Reber
Guests: Dr. Eric Bouffet,
Jack Conway



The Truth About Concussion

Featured: Dr. Charles Tator
Guest: Fran Rider



Chronic Pain and The Brain

Featured: Drs. Anuj Bhatia &
Andrea Furlan
Guest: Lara Pingue



A New Era in Women's Brain Health

Featured: Dr. Esther Bui
Guests: Dr. Mary Angela O'Neal,
Nikki Ashworth, Roshan Malhan



A New Theory of Alzheimer's

Featured: Dr. Donald Weaver
Guests: Dr. Saskia Sivananthan,
Lindsay Bongard-Batori



The Mystery of our Memory

Featured: Dr. Mary Pat McAndrews
Guests: Drs. David Gold &
Samantha Audrain



Unraveling the Genetics of a Rare Disease

Featured: Dr. James Eubanks
Guests: Natalie Ladly,
Richard Logan



Top 5 Science-Based Tips to Keep Your Brain Fit & Healthy

Featured: Drs. Andrea Furlan,
Jaideep Bains, Mary Pat McAndrews,
Donald Weaver, Alexandra Pikula, and the
Your Complex Brain Production Team



LISTENERS REVIEWS

“★★★★★ Great podcast

A podcast that talks about the brain and debunks myths and stigmas. I love the fact that examples and real-life experiences are shared making it feel real and allows us to understand what it entails for people to live with brain diseases!

-LXSIOT8, 12/5/2023

“★★★★★ Anticipation

I am very excited and thrilled to hear this podcast. It promises to bring information and awareness to diseases that often get overlooked by many health professionals and patients alike. I am subscribed and in eager anticipation for the release of this podcast. Excited is an understatement.

-La Croix Calloo, 18/3/2022

FEATURED GUESTS FROM

- Alzheimer Society of Canada
- Brigham and Women's Hospital in Boston
- Canadian Broadcasting Corporation (CBC)
- Center for Advancing Neurotechnological Innovation to Application (CRANIA)
- Harvard University
- PD Avengers
- The Canadian Concussion Centre
- The Globe and Mail
- The Hospital for Sick Children
- The KITE Research Institute
- UHN Patient Advisory Board

SPECIAL THANKS TO

UHN Web Team

UHN Foundation

Krembil Foundation

CONTACT US

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