



THE ITCH PODCAST

MEDIA KIT

A podcast bringing you easily digestible information on all things allergies, asthma and immunology!

Dr Payel Gupta is triple board certified in Allergy & Immunology, Pediatrics and Internal Medicine. Instagram @nycdoctor.

Kortney Kwong Hing is an allergy advocate and blogger behind www.allergygirleats.com. Instagram @allergy_girl_eats.

Join Kortney Kwong Hing, who lives with multiple food allergies, asthma and eczema, and Dr. Payel Gupta, an allergist who works in New York City, as they discuss allergies, asthma and immunology in an uncomplicated way. Dr Gupta wants to make sure you are getting accurate information about these conditions, so that Dr Google isn't your only resource. And Kortney wants make sure Dr Gupta doesn't get lost in medical jargon by bringing in her perspective and experience as a patient.

This podcast is for the anyone who has questions about allergies, asthma, eczema, and immunologic conditions.

Whether you have been living with an allergic or immunologic condition, are newly diagnosed, a family member or a friend, Dr Gupta and Kortney want to help you navigate through the confusion that comes with this diagnosis.

Podcast went live February 12, 2019

Episodes are published every other week

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THE PODCAST

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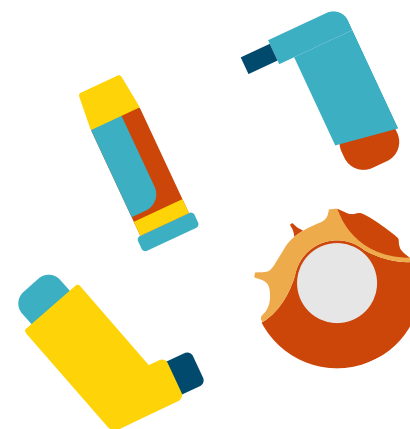
Updated: November 18, 2019

EPISODES & GUESTS

The Itch Podcast has two types of episode, deep dives where Dr Gupta and Kortney cover a topic in depth, and interviews with doctors, advocates, influencers, and people living with atopic conditions.

Some of our top performing episodes are:

- #6 - Interview with Meg from Allergy Awesomeness: her allergy mom journey with EOE
- #5 - The types of allergy testing & why they can be so hard to interpret
- #2 - The science behind an allergic reaction & why are allergies on the rise?
- #13 - Asthma Part 4: Asthma Medications - Inhalers, Nebulizers & Montelukast
- #17 - Interview with Lisa Rosenberg: food allergy anxiety



WHAT PEOPLE ARE SAYING!

Great source of valid information ☆☆☆☆☆

"This is a good place for patients and parents to start for information. There's so much garbage out there, and this cuts through the fake science to give useful advice."

Mase0431 via Apple Podcasts · United States of America · 11/10/19



Great podcast! ☆☆☆☆☆

"So informative and relatable - great job!"

Lindsegordon via Apple Podcasts · Canada · 10/18/19

Perfect combo ☆☆☆☆☆

"Love the combo of a patient + doc. The first handful have been covering the basics, looking forward to some deep dives and more advanced topics as you keep building out the show!!!"

Hattrickmissy via Apple Podcasts · United States of America · 04/28/19

Great podcast ☆☆☆☆☆

As a mom with three kids, I appreciate this podcast created by a great doctor and a patient. The information provided in their conversation is very valuable and they come across to me very authentic and sincere! It is so refreshing and inspirational. I recommend to my friends who have allergies as we need to create a community for us to share information for everyone!"

Edgewatermom via Apple Podcasts · United States of America · 03/22/19

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