OFFICIAL PODCAST OF ASHHRA

The ASHHRA Podcast

Healthcare HR in 2026 and Beyond

From The Bo & Luke Show

The ASHHRA Podcast is the official podcast of ASHHRA, the American Society for Healthcare Human Resources Administration, hosted weekly by **Bo Brabo** and **Luke Carignan**. Each episode features candid conversations with CHROs, senior executives, and industry change-makers solving real workforce challenges inside hospitals and health systems right now. No theory. Just practical insight from leaders in the arena.

AUDIENCE & PERFORMANCE, 2023 TO 2026

1.8M+
Lifetime Downloads
Across The ASHHRA Podcast and The Bo & Luke Show, where sponsor ads also run

176%
Audience Growth
ASHHRA feed annual downloads, 2023 to 2025

80
Countries
Listeners in 2,032 cities worldwide

Top 5%
Global Ranking
The Bo & Luke Show on Listen Notes, among 3M+ podcasts, zero paid advertising

45 Min
Avg. Session Duration
Listeners stay for full episodes, not just clips

370K+
LinkedIn Impressions
Organic reach, no paid promotion

262
Episodes Published
Weekly since 2023, each with its own page on theboandlukeshow.com

2x
Weekly Episodes
Guest interview plus the Weekly News Drop

ABOUT THE SHOW

THE HOSTS

Bo Brabo: Vice President, People Solutions (Healthcare) at Lockton and AP3 Program Lead for the ASHHRA Preferred Partner Program. Retired U.S. Army Chief Warrant Officer and former White House Communications Director for Presidents Bush and Obama. Author of *From the Battlefield to the White House to the Boardroom*. MBA, University of Michigan.

Luke Carignan: Strategic Director of Healthcare at Phenom and co-founder of The Bo & Luke Show LLC. Former CEO of Terradin, a healthcare staffing firm, with more than 15 years in healthcare talent and workforce solutions.

WHO LISTENS

Healthcare HR executives, CHROs, VP-level HR leaders, workforce strategists, and benefits decision makers at hospitals, health systems, and healthcare organizations nationwide.

ASHHRA is the professional membership organization for healthcare human resources leaders, founded in 1964 and representing HR professionals at institutions across the country.

EPISODE FORMATS

GUEST INTERVIEW EPISODES

Weekly conversations with CHROs, senior HR executives, and healthcare industry change-makers. Published every week, 52 weeks a year, since 2023.

WEEKLY NEWS DROP

Weekly healthcare HR news briefing with Bo, Luke, and ASHHRA Executive Director Jeremy Sadlier: the top three stories that matter to HR leaders, what they mean, and what to do about them. Launched November 2025.

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WHY SPONSORS CHOOSE THIS SHOW

DYNAMIC AD INSERTION

Sponsor ads run on every episode ever published, past and future. As new listeners discover the back catalog, they hear your message. 262 episodes working simultaneously.

A NICHE, HIGH-VALUE AUDIENCE

This show reaches healthcare HR decision makers at the VP level and above: the people responsible for workforce strategy, benefits, technology, and talent at health systems nationwide.

WEB AND AI SEARCH FOOTPRINT

Every episode has its own page on theboandlukeshow.com with a "Sponsored by" link, structured data, and automatic indexing on Google and Bing. Your brand lives in search and AI answers, not just audio.

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