



Wellness TV Team Members:
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Introduction

Picture this...

Everyone knows waiting time at a clinic/hospital is unavoidable. So how can we, as a healthcare provider, help make a patient's wait more enjoyable and even educational? From SingHealth's standpoint, how do we tackle this in the most cost-effective way? This was the premise for the start of SingHealth Wellness TV.

About Us

Launched in 2010 as a community project, SingHealth Wellness TV offers healthcare-related content to patients while they wait for their clinic appointments.

Our goal:

To **Educate, Entertain** and **Empower** patients and caregivers

The two types of programs we screen are:

Health education

- SingHealth doctors, nurses and allied health professionals explain common medical conditions and treatments in an easy-to-understand manner



- Health tips as easy, "bite-sized" slideshows
- Exercise clips: Featuring SingHealth physiotherapists, these programs range from keeping fit to those specially tailored for recovering patients
- Health advisories and SingHealth public forum notices

Edutainment

- Latest daily headline news by Channel News Asia
- Healthy lifestyle clips
- Miscellaneous: Such as a Singapore heritage series produced by National Heritage Board

Our viewers

Interested patients and visitors – Can look forward to easy understanding of our programs, regardless of where they're seated from our TVs, as English subtitles are included for all our videos

Concerned caregiver – Hoping to provide better care to loved ones

"These commentaries are very useful."
~ Huinam Tan

Methodology

How we choose our topics

Work closely with Health Xchange.com.sg – We work closely with the nation's largest health and lifestyle portal to identify common and popular health topics

Track viewership numbers on our YouTube channel – Completed videos are uploaded to the 'Singapore Health' YouTube channel, allowing us to track viewership numbers and determine what style of video is popular

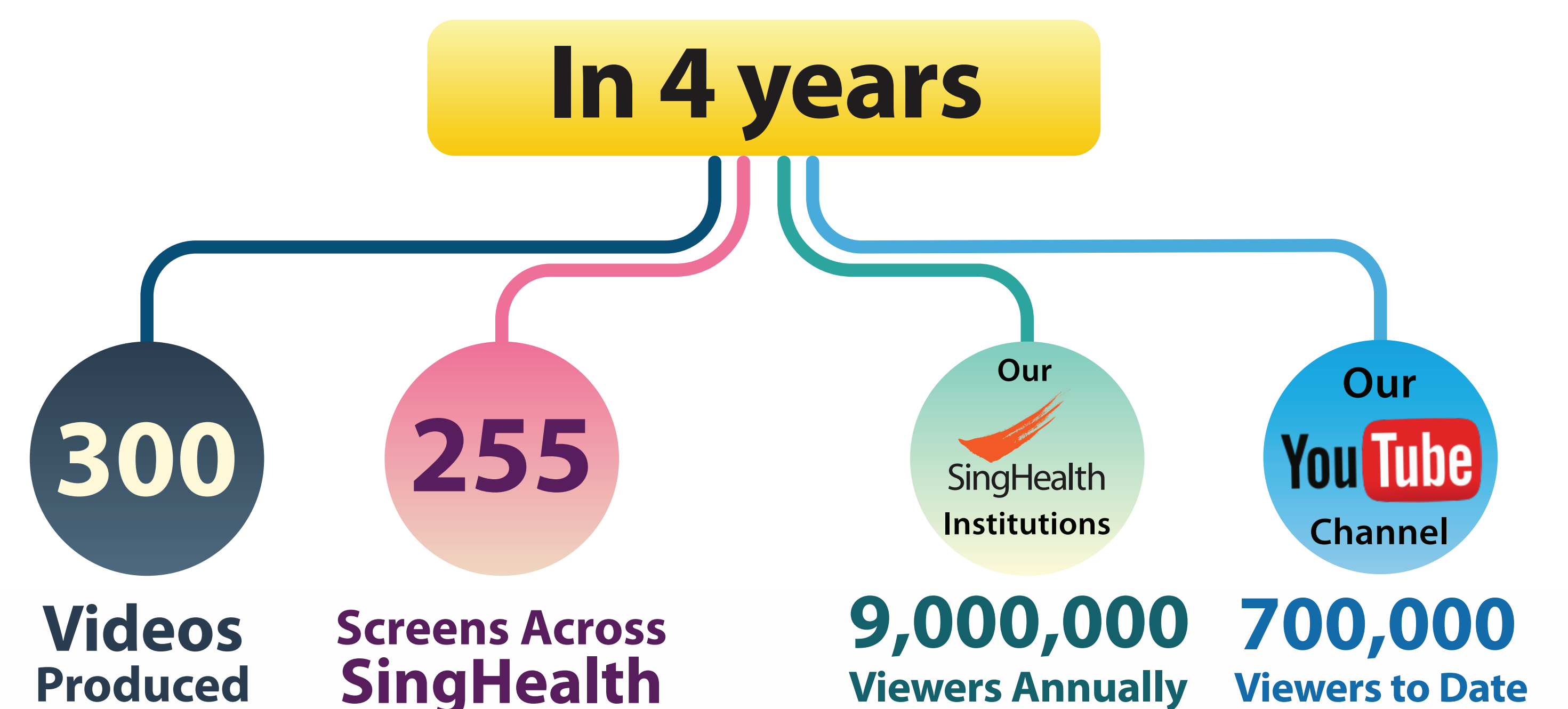
Value all forms of feedback – We take note of feedback and suggestions from viewers, fellow healthcare professionals and members of the public

How we produce our videos at zero cost

Partner with Wellness TV Network – Tapping on the video producing expertise of our partner, Wellness TV Network, they defray all operational, infrastructure and maintenance costs through advertising support and sponsorships

Support from AIC – This is achieved through the Healthcare Community Fund, provided by the Tote Board of Singapore

Results



Plus:

We have also received requests from NUS, SIA, Singapore Navy, HDB, NKF and Coherent Pte Ltd to screen our videos to their staff.

Conclusion

Outcome: Win-win for SingHealth and patients

For SingHealth
The use of TV complements our other communication channels. This initiative is sustainable, cost effective and aspires to achieve long-term efficiency.

For Patients

A better health-informed patient is less likely to fall ill. It also helps shorten waiting time, freeing up our doctors from having to answer basic medical questions.

"The subtitles are very useful for viewers with hearing problems and for others to concentrate on what is being presented."
~ SinHVdaniel

"Very good information!"
~ Poul Johansen

Looking ahead...

We are constantly looking for ways to widen our audience reach, increase our pipeline of videos and expand our variety of programs. Plans include:

- Developing multi-lingual versions of our health videos
- Introducing lifestyle-skewed health programs covering exercise and diet