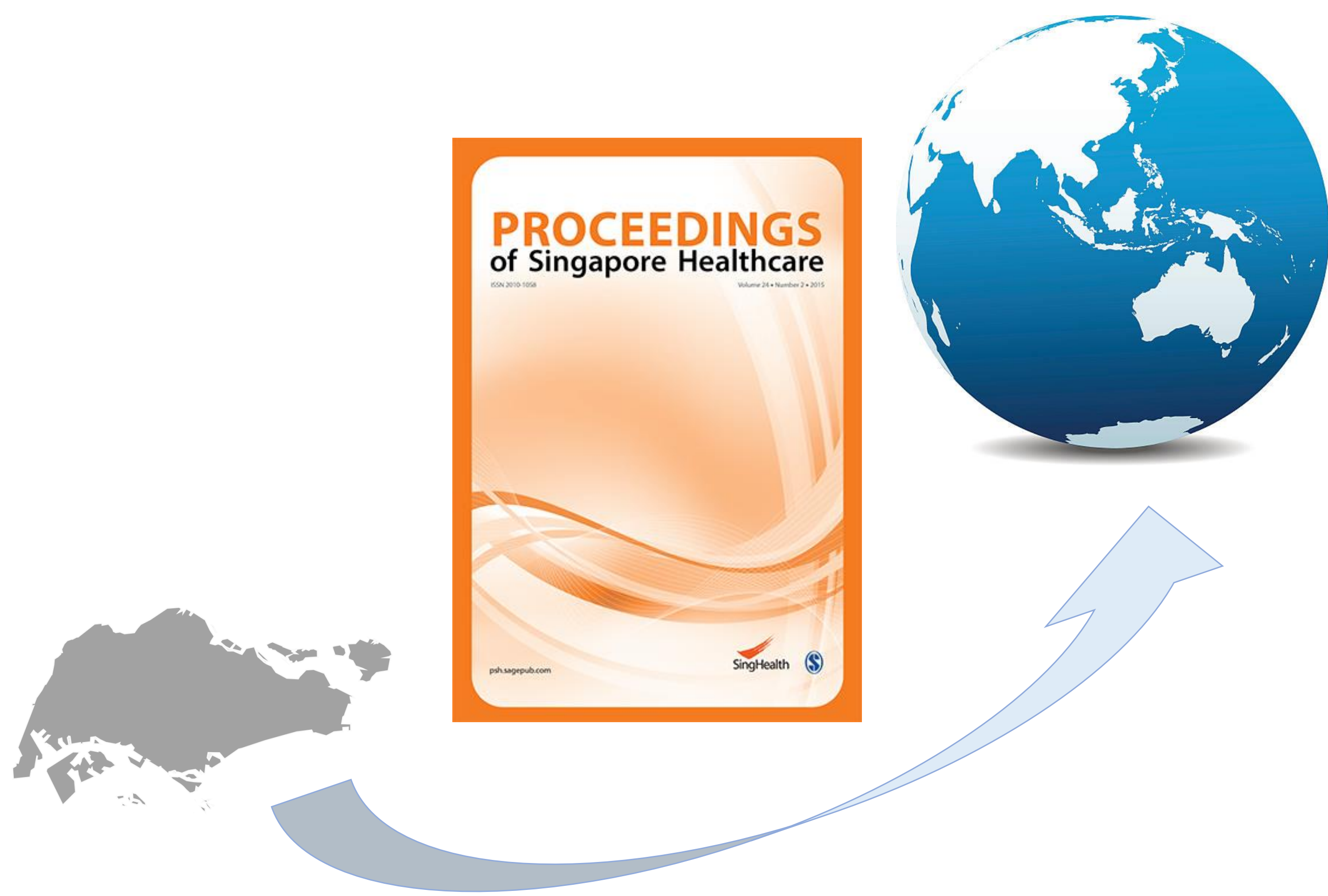


## Background

The quarterly cluster medical journal, *Proceedings of Singapore Healthcare*, has been published by SingHealth since 2010. Until 2015, it was produced almost entirely in-house (engaging vendors only for printing and distribution). It featured articles mainly from SingHealth authors, had few readers outside of Singapore, and almost no international presence.

## Aim(s)



Help *Proceedings* to achieve recognition as an international-standard medical journal:

- Improve operations,
- Increase manuscript submissions, and
- Expand reach and reputation internationally

## Solution

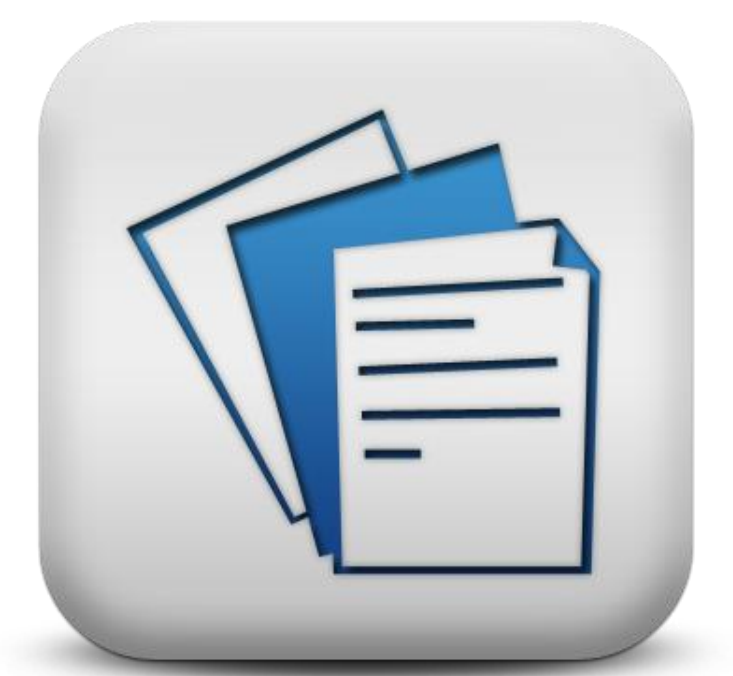
Forge a partnership with the international publisher, Sage, where it would:

- Be a one-stop publishing services provider, to increase operational efficiency,
- Publish the journal online (psh.sagepub.com) and market it, increasing its exposure among readers, authors and subject matter experts worldwide, and
- Provide insider advice on how to advance the journal, leveraging on its industry networks, experience and expertise

## Results



**100% on-time publication** since 2015; issues are currently ready 1 year ahead of schedule



**2x increase in number of manuscripts submitted;** from ~60 in 2015 to 120 in 2017



**46.5% of manuscripts originated from outside Singapore** in 2017, up from <10% in 2015



**>26,000 online visits to the journal website** in 2017, with 18,000 (>70%) coming from overseas

## Conclusion

In the last 3 years since partnering Sage, *Proceedings* has reaped **improved operational efficiency**, attracted a **wider audience of authors and readers**, as well as **expanded its reach and reputation beyond Singapore**. The journal has made significant progress in establishing itself as a medical journal of international standing.