



Singapore Healthcare Management 2018

Spreading a Culture of *Genuine Care* through @workplace by facebook

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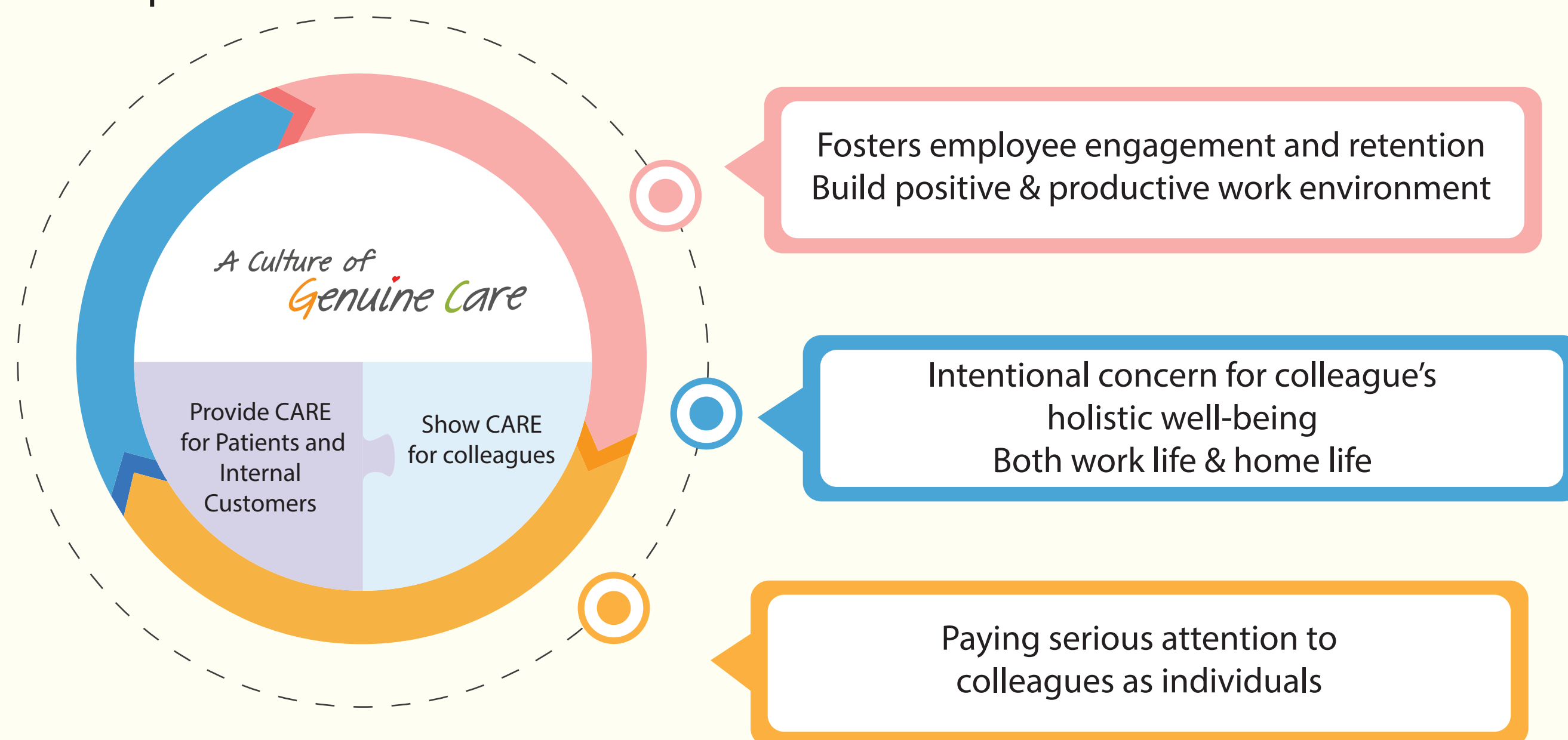


Singapore General Hospital
SingHealth

INTRODUCTION

"A Culture of Genuine Care" seeks to encourage all staff in SGH to show care and concern for their fellow peers and colleagues, as a way of peer-to-peer care.

The main aim of the "A Culture of Genuine Care" campaign is to create "emotional hooks" amongst staff, for them to look out and support each other as working in the healthcare industry can get quite stressful. This will help to build a sense of camaraderie amongst our staff, encouraging them to work better as a team. When staff are happy and cared for, they are better at caring for patients.



AIM

To encourage all staff of SGH to show care and concern for their fellow peers and colleagues, as a way of peer-to-peer care, in turn, improving patient experience by enhancing the culture of the organisation.

To share information and stories about "A Culture of Genuine Care" to help them practice it in their day-to-day life, eventually inculcating it as a positive habit.

WHY USE @workplace by facebook

"A Culture of Genuine Care" at Workplace by Facebook (Workplace) is a conduit to reach out to SGH staff, in a casual social media setting, in hopes to build honest exchanges among SGH staff, as well as to share "Genuine Care" stories to iterate how "Genuine Care" can make a difference in a fellow colleague's life."

Workplace allows live streaming of events such as Quality Showcase so that our colleagues who are in satellite offices or those who are unable to attend the ceremony can still support their colleagues and share their joy.

With regard to staff privacy, SGH at Workplace is strictly available only to SGH staff. This is done by staff using their own work e-mail accounts to set up Workplace accounts. Staff with no access to work e-mail can be manually included into Workplace as well. Previously, in our pilot trial in Facebook, our Facebook group had to be set to "secret" and "closed", and each individual request to join the group had to be thoroughly screened to ensure that we only allow staff to join. This was not ideal as some staff may leave our organisation over time and this makes it very hard for us to monitor.

METHODOLOGY

"A Culture of Genuine Care" Workplace group was created on 4 September 2017, just as Workplace was being introduced to SGH. We have periodically posted different types of posts containing messages that are congruent to "A Culture of Genuine Care".

We then monitor the likes and views from the various types of posts (video, third-party videos, pictures, "Genuine Care" stories, members' posts etc). The feedback we receive helps us identify the best method and type of content that will attract our target audience and recruit new members.

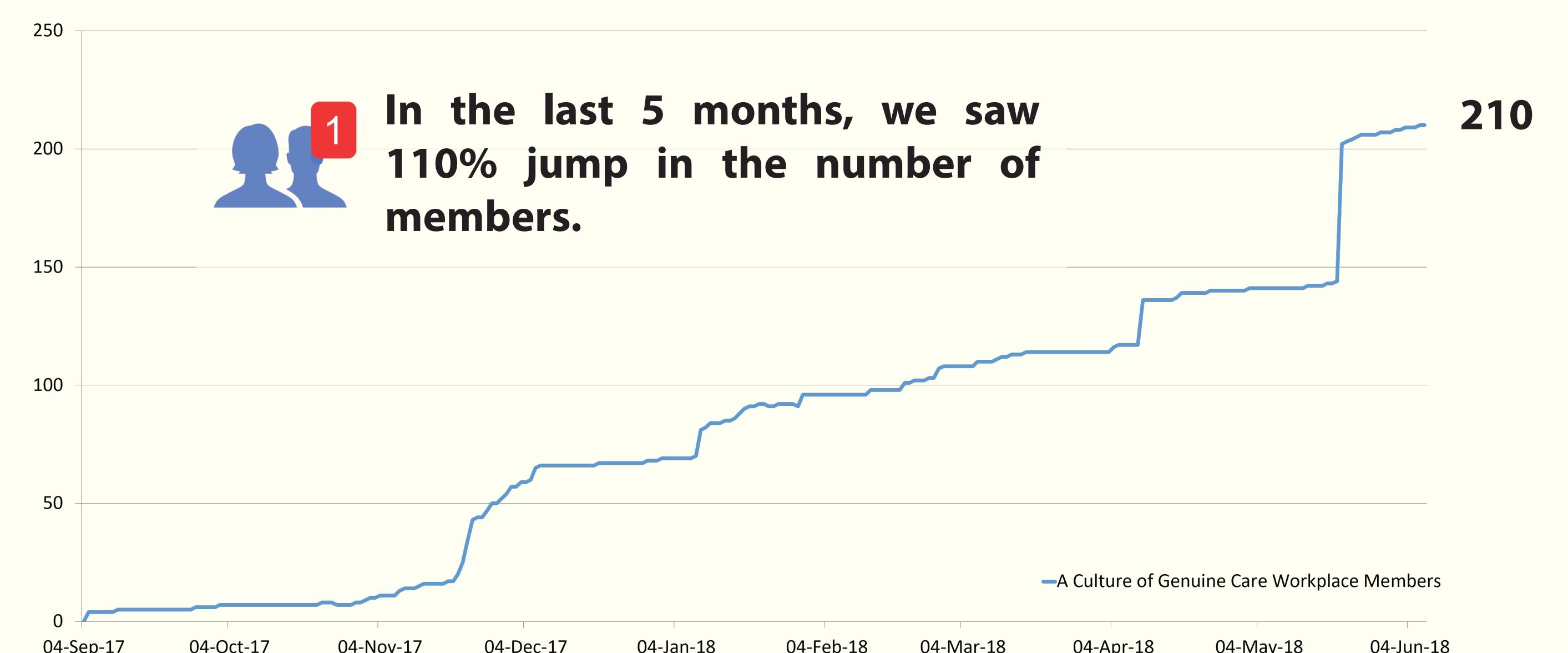


To give "A Culture of Genuine Care" an identity, as well as give the group a common voice, the mascot, Oscar Otter was created.

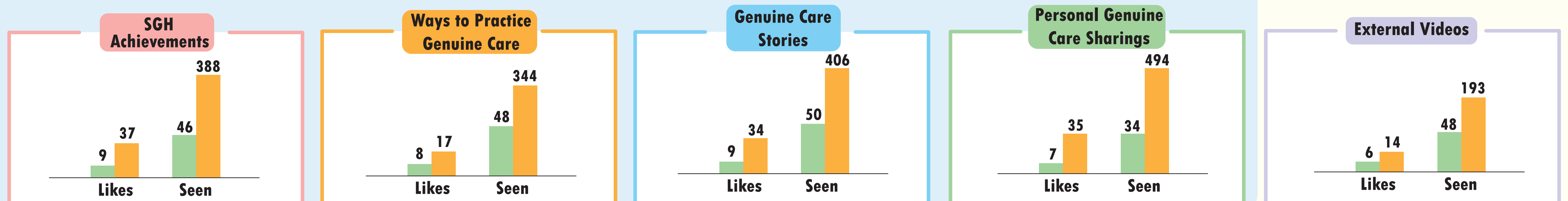
RESULTS: Increase in response to posts



RESULTS: Increase in Members



Internal Content



Comparing the likes and views between similar posts that were posted on Facebook and on Workplace, we see very clearly that we received a lot more reactions in Workplace. Also, within Workplace, we are garnering more reactions to our internal content as compared to the external videos.

CONCLUSION

The "A Culture of Genuine Care" Workplace group has proved to be an effective way of engaging our staff in SGH on a personal and more social manner, complementing our other channels of communication. It also encourages our staff to share positive "Genuine Care" experience they have received or witnessed from their fellow colleagues. The Workplace platform has also enabled us to share information and engage with our staff in a more efficient and timely manner.